



HEALTH FOR ALL:

TIME FOR ACTION



**UNIVERSAL HEALTH COVERAGE DAY
CAMPAIGN REPORT 2023**



Universal Health Coverage Day 2023

"We know that UHC will only be possible with full integration of ICTs such as diabetes and hypertension at primary care level."

Investing in health is NOT optional.

More than a half of the world's population are still not fully covered by essential health services.

UHC Day 2023
Successes, Lessons, and Challenges on the Path to UHC: Conversations with Ministers of Health

La CSU que nous vivons: dirigée par la communauté, basée sur les droits et centrée sur les personnes les plus vulnérables
Le fait une présence effective des communautés là où les choix se font et où les décisions se prennent.

Dr. Poojani Metpal Singh
Regional Director, WHO South-East Asia

Today, in an increasingly turbulent Region and world, we are better positioned than ever, with leaders from across sectors – and at all levels – recognizing the centrality of health to overall social and economic development. But still, we have many more mountains to climb.

DR POOJANI METPAL SINGH
REGIONAL DIRECTOR, WHO SOUTH-EAST ASIA

Health for All: Time for Action

Universal Health Coverage Day 2023

We call on governments and development actors to:

- Invest in public health systems to reduce inequalities
- Improve access to medicines
- Strengthen health emergency preparedness

It's time to act for a world where *everyone* is for all.

CATEGORY UNIVERSAL HEALTH COVERAGE

5th Edition HEALTH FOR ALL The Film Festival

SUBMIT YOUR SHORT FILM!
BEFORE 31 JANUARY 2024

UHC Day 2023
Successes, Lessons, and Challenges on the Path to UHC: Conversations with Ministers of Health

As an adolescent, Paul Agyei Kingsley struggled to find health services tailored to his needs.

ALLIANCE
Universal Health Coverage

A comprehensive approach to UHC must include addressing gender inequities in access to care, advocacy for women's rights, and including women health workers in leadership and decision making spaces.

Dr Deepika Saluja
Former Global Health Lead

Health for All: Time for Action

Health for All is an investment, Not a cost

THE LANCET Global Health

Investing in Universal Health Coverage

What role can technology and the digital transformation of health play in achieving Universal Health Coverage?

Q1

Universal Health Coverage Day

SEED

Only HALF* of the world's population can access the health care they need.

Universal health coverage (UHC) some scores for ALL.

What is UHC?
When countries commit to universal health coverage, they ensure everyone everywhere can get the quality health services they need without financial hardship.

On this UHC Day, we call on governments around the world to develop universal health coverage plans that account for the SRHR needs of everyone.

HEALTHY PLANET HEALTHY PEOPLE

Philippines is using health taxes to bring health care to everyone

MENTAL HEALTH COVERAGE: FROM CONCEPT TO ACTION

NAVIGATING THE INTERSECTION OF CLIMATE CHANGE AND UNIVERSAL HEALTH COVERAGE

With support from the European Union and the Department of Health

Health for All: Time for Action
Universal Health Coverage Day | 12.12.23

INVEST IN UNIVERSAL HEALTH COVERAGE

Health for All: Time for Action
Universal Health Coverage Day | 12.12.23

HEALTHY PLANET HEALTHY PEOPLE

NAVIGATING THE INTERSECTION OF CLIMATE CHANGE AND UNIVERSAL HEALTH COVERAGE

With support from the European Union and the Department of Health

STRENGTHEN HEALTH SYSTEMS

Health for All: Time for Action
Universal Health Coverage Day | 12.12.23

HEALTHY PLANET HEALTHY PEOPLE

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UNIVERSAL HEALTH COVERAGE
EVERYWHERE

HEALTHY PLANET HEALTHY PEOPLE

NAVIGATING THE INTERSECTION OF CLIMATE CHANGE AND UNIVERSAL HEALTH COVERAGE

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THE PATH TOWARDS UNIVERSAL HEALTH COVERAGE

CHWS: REACHING THE LAST MILE FOR UHC

01. The first link to healthcare: CHWs are the first link to healthcare for many people in low- and middle-income countries. They provide essential health services and are the backbone of the health system.

02. Trained and knowledgeable: CHWs are trained and knowledgeable in providing essential health services. They are also trained in community mobilization and health promotion.

03. CHWs are effective in: CHWs are effective in providing essential health services and in promoting healthy behaviors. They are also trained in community mobilization and health promotion.

UNIVERSAL HEALTH COVERAGE
EVERYWHERE

Universal Health Coverage (UHC) Day 2023 Campaign Report

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The previous page contains a collage of images captured from UHC Day events and social media images from UHC Day advocates, champions and partners.

I. Campaign Overview

This year's Universal Health Coverage (UHC) Day campaign sought to galvanize global commitment towards ensuring Health For All following the outcomes of the United Nations (UN) High-Level Meeting (HLM) on UHC. Building upon a decade of UHC Day campaigns, it highlighted the urgency to tackle growing climate-related health threats and the need for robust health systems capable of enduring such challenges.

The theme, "[Health for All: Time for Action.](#)" was a clarion call for immediate and concrete actions to realign progress towards UHC, emphasizing the role of parliamentarians in ensuring equitable access to health services. The campaign aimed to engage new and core audiences to grow support for in-country action after the HLM. This year's campaign particularly sought to engage young people and decision-makers to foster a comprehensive understanding of UHC in the context of current global health challenges, including climate change.

The campaign actively engaged youth and parliamentarians, acknowledging their essential contributions to advancing UHC initiatives. In a strategic move, the campaign aligned with major global events, including the United Nations Framework Convention on Climate Change (UNFCCC) Conference of the Parties 28 (COP28), to show how UHC overlaps with broader health and environmental initiatives. This approach amplified the campaign's message and connected it to global interests in building robust health systems. Additionally, by collaborating with networks such as UNITE, the UHC2030 Civil Society Engagement Mechanism (CSEM), and the WHO Youth Council, the campaign successfully expanded its reach and impact, leveraging partnerships to foster a more inclusive and far-reaching dialogue on UHC.

This year's core campaign kicked off on 21 September 2023 during the UN HLM on UHC, followed by a launch event with UHC Day campaign partners and advocates on 18 October 2023. The campaign culminated in a virtual Town Hall and letter-writing workshop with youth and parliamentarians on 11 December, followed by the annual champion campaign on UHC Day.

UHC Day 2023 Campaign Highlights

This year’s campaign saw growth in several key areas, including a 25% increase in champion quote graphic participation and a sharp rise in news coverage about UHC and related topics. Digital engagement on X (formerly Twitter) – the campaign’s core social media platform – was down from 2022, corresponding to broader trends in X’s declining user base and platform activity (see [III. Digital and Social Media](#) for additional details). Total UHC Day-related activities, events, and government pledges were similar to 2022, indicating the campaign’s ongoing reach and influence in 2023.

		2023	2022
Digital engagement* on X	Total mentions	37,000	48,300
	Accounts reached	87 million	136 million
	Impressions	1.2 billion	1.5 billion
UHC Day campaign website	Sessions	11,500	14,550
	Visitors	7,500+ from 163 countries	10,000+ from 172 countries
Campaigner activities and advocacy	Champion quote graphics	87	69
	Partner activities and events	110 in 39 countries	111 in 41 countries
	Government pledges on Health for All	14	16
	Advocacy letter template downloads	314 from 45 countries	N/A
Media	News articles and blogs	570+	140+

**Impressions refer to the number of times UHC Day content (e.g., content tagging @UHC_Day and/or using #UHCDay) was displayed on someone’s social media feed. Reach is defined as the total number of unique accounts that saw UHC Day content. Mentions are the number of posts that used UHC Day-related key terms, such as #UHCDay or “UHC Day 2023.”*

II. Theme, Narrative, and Visual Identity

Theme and Narrative

The 2023 theme, "Health for All: Time for Action," was a strategic narrative guiding the 2023 UHC Day campaign. It acknowledged the critical juncture at which the global community stood – halfway to the UHC by 2030 target with only half the world’s population covered. The campaign’s accompanying narrative highlighted the setbacks caused by the pandemic, the lack of progress even before the pandemic, and the need for bold, localized actions to make meaningful progress towards UHC. Messaging also underscored the interconnectedness of UHC with all of the other Sustainable Development Goals (SDGs) and emphasized the role of strong health systems in a world increasingly affected by climate change.

This year’s messaging also aligned closely with the [UHC2030 Action Agenda](#), a set of action-oriented policy recommendations that country leaders should implement to strengthen resilient and equitable health systems, advance UHC and health security, and deliver Health For All by 2030. Five UHC Day subthemes were chosen to align with the eight UHC2030 Action Agenda areas and provide tangible calls to action for leaders to implement UHC at local, regional, and country levels.

Invest in Universal Health Coverage	Strengthen Health Systems	Expand Primary Health Care
<p>Investing more and better in UHC benefits all of society, because UHC reduces poverty and promotes equity and social cohesion.</p> <p>It's time for local, national and global leaders to prioritize financing for health services and financial protection, so that everyone can access quality health services without falling into poverty.</p> <p>This includes investing in all of the systems that address health and well-being as well as in a well-trained, well-paid health and care workforce.</p>	<p>The need for more resilient health systems – especially in the face of climate change and increased risk of pandemics – has never been more urgent.</p> <p>It's time to build equitable and resilient health systems with primary health care as a foundation, and to connect universal health coverage with health security.</p> <p>This is the best way to protect communities, particularly vulnerable populations, to prepare for and respond effectively to health threats, and to ensure the continuity of essential health services – in crisis and calm.</p>	<p>Primary health care is the foundation of UHC and people's first line of defense against illness and disease. It is also the most inclusive, cost-effective approach to achieving health for all and protecting communities from health crises.</p> <p>It's time to expand primary health care interventions, including health promotion and disease prevention, that respond to people's needs throughout their lives, address the determinants of health, and empower individuals, families and communities to take charge of their own health.</p>

Work Across Sectors and Communities

To achieve health and well-being, governments must look beyond health services and address the environmental, social and behavioural factors that affect health.

They must also listen to communities – including people of all ages and genders – and involve them in decision-making processes.

This is the best way to ensure that health policies and programs meet people's needs and leave no one behind.

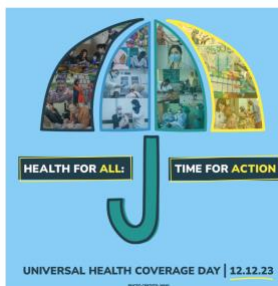
Promote Innovation to Reach Everyone

Innovation across the health system – from health care delivery to policy-making and funding – is vital to advancing universal health coverage and overcoming barriers to access, affordability and quality.

It's time to promote innovations that improve the effectiveness and efficiency of our health systems and that protect the health of everyone, everywhere.

Visual Identity

The campaign's visual identity was a deliberate shift towards humanizing the UHC narrative. Photos from the World Health Organization's (WHO) photo bank showcased individuals benefiting from or providing essential health services, symbolizing the campaign's inclusivity and reach. A layered collage effect on the graphics and web materials allowed for the inclusion of a diverse array of people across ages, geographies and health needs, demonstrating the cross-cutting nature of UHC. Bright colors conveyed urgency and positivity amidst challenging times; the vibrant yellows and strong greens in the campaign's color palette were incorporated more strongly than in recent years to invoke hope and energy, resonating with the campaign's overarching theme of bold and immediate action for Health For All.



UHC Day 2023 Theme:
Health For All: Time For Action

It is time to get progress towards health for all back on track.

The United Nations High-Level Meeting on Universal Health Coverage, held on 21 September 2023, reaffirmed that healthy people are the foundation of healthy societies and economies, and that UHC is central to achieving all of the Sustainable Development Goals.

And yet:

- Half of the world's population does not have access to essential health services.
- An estimated 2 billion people face financial hardship due to out-of-pocket health expenses, including 344 million people living in extreme poverty.
- Since the launch of the SDGs in 2015 – even before the COVID-19 pandemic – the expansion of health service coverage had stalled and financial protection had deteriorated.

The pandemic has set countries further back in their journey towards universal health coverage. It has also showed why UHC is so important.

III. Digital and Social Media

UHC Day Website

The UHC Day campaign website (uhcday.org) continued to serve as the primary hub for information and resources. The site has content on UHC Day's history, the global campaign and Activity Heatmap, country commitments, resources for youth, previous impact reports, the Toolkit for Campaigners, and more. Content aims to help users learn about progress towards UHC and ways to get involved in the global campaign.

This year, a new [Advocacy Letter page](#) equipped users with tools to take action on UHC by sending an advocacy letter to their representatives in parliament. The page features information on how letter writing can help accelerate UHC progress and provides step-by-step guidance on preparing and sending letters using the 2023 template. The template is downloadable in English, French, and Spanish.

The [Youth Engagement](#) page was also updated to better appeal to youth advocates. The page features background information on the importance of UHC and how UHC intersects with other critical topics, including climate change, sexual and reproductive health and rights (SRHR), mental health, displacement and asylum, and LGBTQ+ rights.

Campaign Toolkit

As in previous years, the UHC Day 2023 Toolkit for Campaigners featured vital background information, thematic messaging, graphics and templates, and other resources to help campaigners amplify calls for Health For All. It was viewable on the UHC Day website and [downloadable in PDF format](#).

The Toolkit's background section highlighted two recent developments in the UHC space – the UN HLM on UHC and the 2023 Global Monitoring Report – providing users with relevant context on why we need urgent action on UHC. The campaign theme section also provides key statistics on gaps in UHC to further contextualize the importance of immediate action and equip users with pertinent data to incorporate into their messaging.

Acknowledged as one of the campaign's most significant contributions, the Toolkit's value is echoed in the feedback received from our annual campaign survey. Campaigners consistently highlight it as a critical advocacy tool, underscoring its effectiveness in rallying support and enhancing the impact of UHC Day activities. In essence, the UHC Day Campaigners' Toolkit is not just a collection of resources but a catalyst for change, empowering advocates worldwide to amplify their voices and drive Health For All with greater impact and cohesion.

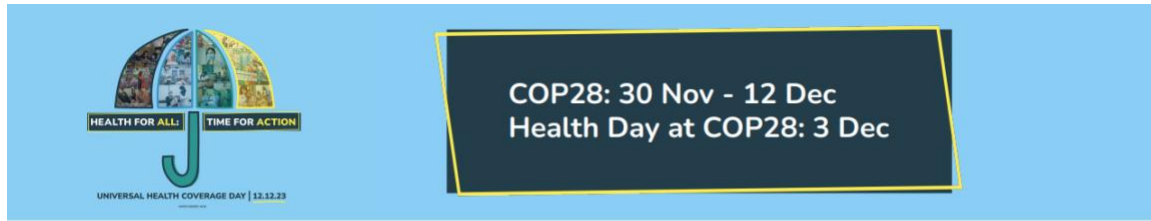
This year's Toolkit included core social media messages designed to amplify the theme of "Health For All: Time For Action." Drawing on key statistics and referencing the HLM, each message contained a clear call to action for leaders to take immediate steps on UHC. Core messaging was accompanied by a campaign theme graphic, downloadable in English, French, Spanish, Arabic, Chinese, and Russian.



Each subtheme featured a set of three social media messages and an accompanying graphic, also available in the languages listed above. To highlight the growing impact of climate change on health, each subtheme featured at least one message linking climate and health.



This year's Toolkit also included a UHC Day Social Calendar designed to underscore the centrality of UHC to broader health and development goals and strengthen the call for Health for All across sectors. In the lead-up to UHC Day, users could download the Calendar to access suggested messaging to share around key global moments throughout November and December, including: World AMR Awareness Week (18-24 November); Conference on Public Health in Africa (27-30 November); COP28 (30 November-12 December); World AIDS Day (1 December); International Day of Persons with Disabilities (3 December); and Human Rights Day (10 December).



Event Information

- Event Theme: This year marks the first-ever Health Day at COP28. [Learn more.](#)
- Explore [COP28](#).
- COP28 Handles: @COP28_UAE [List of UN Climate Change Handles](#)
- COP28 Hashtag: #COP28

Suggested UHC Day Toolkit Messaging

This #COP28, we call on leaders to institutionalize social participation and listen to the voices of local communities, including women, youth and those affected by climate, health and humanitarian crises.

This is key if we wish to ensure the fundamental right to health. #UHCDay

Climate change is one of the biggest threats to human health. It increases the risk of:

- Infectious diseases
- Natural disasters
- Food insecurity

This #COP28, we're calling for stronger health systems that protect everyone, everywhere. #UHCDay

9

Beyond the core graphics and messages, the 2023 Toolkit also offered X and Facebook profile frames, UHC Day Zoom backgrounds, and X header banners to help advocates spread the Health For All message on their social media channels and virtual meetings. A customizable champion quote card template was available to support organic participation in the Champion Campaign. An updated flyer and PowerPoint template also allowed campaigners to create materials using the UHC Day brand.

Official UHC Day X Account

The official UHC Day X (formerly Twitter) handle ([@UHC_Day](#)) continued to serve as the campaign’s main social media platform in 2023. Despite shifts to the platform’s algorithm and management, X enabled the campaign to reach a broad global audience, engage with partners and campaigners, promote events and materials, and amplify champion calls for action on UHC.

Posts were shared regularly beginning in March 2023. Early content focused on facts and figures about UHC and promoted the UHC Day website. In the leadup to the UN HLM on UHC, the posting cadence increased to help create a steady drumbeat of support for Health For All. Content called on leaders to build equitable, affordable health systems, directed users to UHC2030’s HLM webpage, and promoted the UHC2030 Action Agenda, among other messages.

Regular posting continued in the lead-up to UHC Day, including generating subscribers to the new UHC Day Updates newsletter on Substack and submissions to the Activities Heatmap. Content featured a mix of:

- Toolkit graphics and key messages, including links to other awareness days, such as World AIDS Day (1 December) and International Human Rights Day (10 December)
- Promotion of the UHC Day Substack, Activities Heatmap, and UHC Day events, including the virtual Partner Launch and the Town Hall with Parliamentarians
- Re-posts of partner news, content, and announcements, in line with the UHC Day campaign goals

Substack Newsletter

This year, the UHC Day campaign took steps to consolidate communications, providing campaigners with a centralized source of the latest UHC-related information. Whereas in 2022, the campaign utilized various outreach methods, including CG member emails, updates, newsletters, and direct interactions, the 2023 strategy focused on streamlining these interactions, particularly with campaigners, while continuing to use a centralized campaign inbox for individual and group notifications.

Key Analytics

UHC Day Website

Between 28 November and 17 December, over 7,500 unique visitors came to the UHC website to learn more about the campaign, add their events to the global heatmap, and participate in the advocacy letter-writing component of the campaign. Daily visitors to the website began to rise about one week before UHC Day and peaked on 11 December, generating 2,174 unique users (29% of overall traffic).

Nearly 63% of all traffic came from organic searches or searches for “UHC Day” on Google or Bing. An additional 21% came from direct traffic, with users typing in universalhealthcoverageday.org or uhcday.org into their address bar. Search engines and direct traffic are the strongest sources of site visits because they show organic intent to visit a webpage.

Between 4 and 11 December, the user base generated over 17,200 page views, an average of 2.29 pages per user. Below is a breakdown of the most visited pages.

- Homepage: 8,164 views (47%)
- Toolkit: 3,750 (22%)
- About: 1,877 (11%)
- Global Campaign: 1,395 (8%)
- Resources: 490 (3%)
- Advocacy Letter: 470 (2.7%)

Traffic Data

- *7,516 unique visitors between 28 November and 17 December*
- *17,226 page views between 28 November and 17 December*
- *1,720 unique visitors on 12 December, with site traffic peaking at 2,174 users on 11 December*
- *1 minute 9 seconds spent on the site on average*
- *Visitors from 163 countries, the top ten being:*
 - India
 - United States
 - Nigeria
 - United Kingdom
 - Pakistan
 - Kenya
 - Philippines
 - Switzerland
 - South Africa
 - Germany

X

Online conversation for UHC Day mirrors the UHC Day website traffic, building slowly from the end of November and peaking on UHC Day itself. Nearly 13K (35%) of all X posts during the core campaign period happened on 12.12 alone.

Mention Volume Over Time by Day



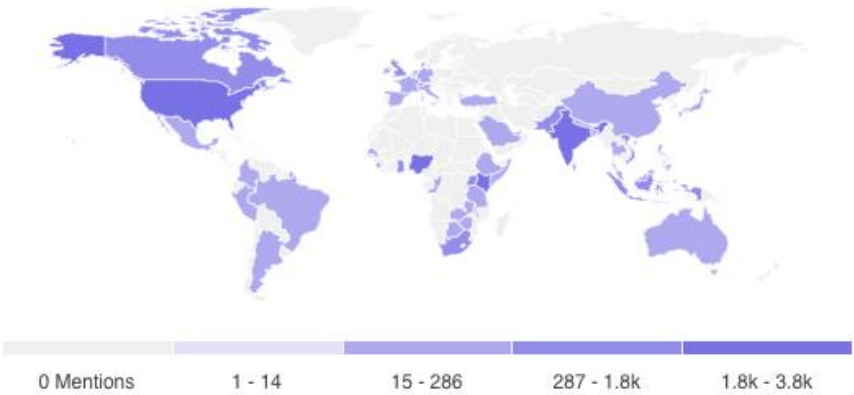
Within the nearly 37K total mentions on X during the core campaign period, 70% came from reposts or quote reposts of others' content. 18% of posts were originals from users, and 11% of all conversations were replies. This shows us that most of the online UHC conversation was driven by users reposting accounts with large audiences, rather than authoring their own thoughts on UHC. 2022 shows similar numbers, but users who authored bespoke posts on UHC Day were up 3%.

In 2023, the top conversation drivers were:

- @UN (16.4M followers)
- @WHO (12.3M followers)
- @INCIndia (10.1 followers) (Indian National Congress)
- @officialABAT (2.3M followers) (Nigeria President)

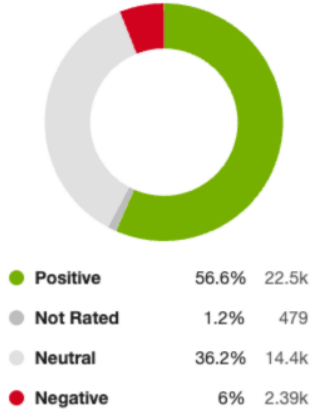
Mentions of UHC Day on X reached fewer users in 2023 than in 2022. The lower levels of reach and engagement appear to be the result of turbulence among X's user base and drastic changes within the platform. Since October 2022, overall user posting frequency has decreased by about 20% and referral traffic (other websites linking to X) has decreased by 24%. Daily active users are estimated to have dropped 3 to 11% in this timeframe, meaning fewer people and organizations are using X to promote content and engage in conversation.

The introduction of X Premium, a subscription-based feature, means that paid users now receive post priority in feeds and in replies. As a result, non-Premium users (such as the UHC Day account) aren't seen as frequently as users who have paid for the service. However, despite the slightly lower impression numbers, UHC conversation reached accounts in 50 countries worldwide on X.



The sentiment of UHC Day was largely positive, with 93% of content surveyed as either positive or neutral. Much of the positive sentiment was focused on progress towards UHC that various countries have made this year, or posts that expressed optimism that Health For All is attainable. Much of the content that was labeled as “negative” was not a negative perception of UHC directly, but rather focused on the consequences of a lack of universal health coverage worldwide, especially given major disruptors such as war and climate change.

Twitter Sentiment



UHC Day conversation was not as prominent on other platforms, relative to X. This was expected, given that X remains the primary platform for direct healthcare conversation online. On Facebook, many of the top UHC posts came from organizations based in Africa and India, including Amref Health and USAID’s regional offices on both continents. #UHCDay has been used 10K times in total on Facebook and 4.6K times on Instagram. Note: we are unable to track these hashtag uses with the same level of detail as on X.

#UHCDay and related terms (e.g., “UHC Day 2023”)



DATE(S)	REACH	IMPRESSIONS	AUTHORS	MENTIONS
2023				
Tuesday, 12 December	38M	606M	6.8K	13K
Tuesday, 28 November - Sunday, 17 December (core 2023 campaign period)	87M	1.2B	19K	37K
2022				
Monday, 12 December	45M	718M	7.5K	14K
Monday, 29 November - Friday, 17 December (core 2022 campaign period)	136M	1.5B	21K	48K

Definitions of Key Terms: *Reach* refers to the total number of unique accounts that saw UHC Day content. *Impressions* are defined as the number of times UHC Day content was displayed on someone’s social media feed. *Authors* refers to the unique accounts that use UHC-Day-related key terms, such as #UHCDay or “UHC Day 2023.” *Mentions* are the number of X posts that used UHC Day-related key terms, such as #UHCDay or “UHC Day 2023.”

Follower Count

YEAR	TOTAL FOLLOWERS ON 12.12	
	@UHC_Day	@UHC2030
2023	10.7K	30.8K
2022	9.8K	14.4K

Top Performing @UHC_Day Posts (excluding Champion Campaign posts)

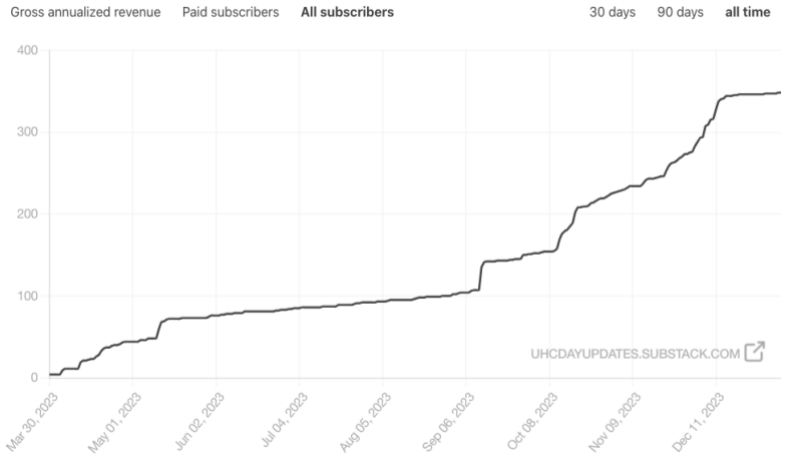
DATE	POST	IMPRESSIONS	ENGAGEMENTS*
11 December	<p>Health is a fundamental human right.</p> <p>This #UHCDay, we're calling for immediate global action.</p> <p>Our goal: Accessible and affordable health services for everyone, everywhere.</p> <p>The time to act is now. pic.twitter.com/1uwk2sKnqo</p>	5.4K	279
10 December	<p>What are your plans for #UHCDay?</p> <p>Take action for #HealthForAll and join us for a virtual Town Hall with parliamentarians from IE,TZ,MX,EG,TR in discussion with youth advocates! #Youth4UHC</p> <p> 11 December 2023  2:00-3:30 pm CET https://bit.ly/UHCDay2023Panel pic.twitter.com/excM55v0Ad</p>	2.5K	111

<p>7 December</p>	<p>Stronger health systems based on #PrimaryHealthCare are key to reducing inequities, removing barriers to health services, & responding to health emergencies.</p> <p>Call on leaders to strengthen health systems. Join us on 11 Dec for a #UHCDay town hall event:</p> <p>http://bit.ly/uhcday2023panel</p> <p>pic.twitter.com/LbH96TL5L7</p>	<p>1.8K</p>	<p>94</p>
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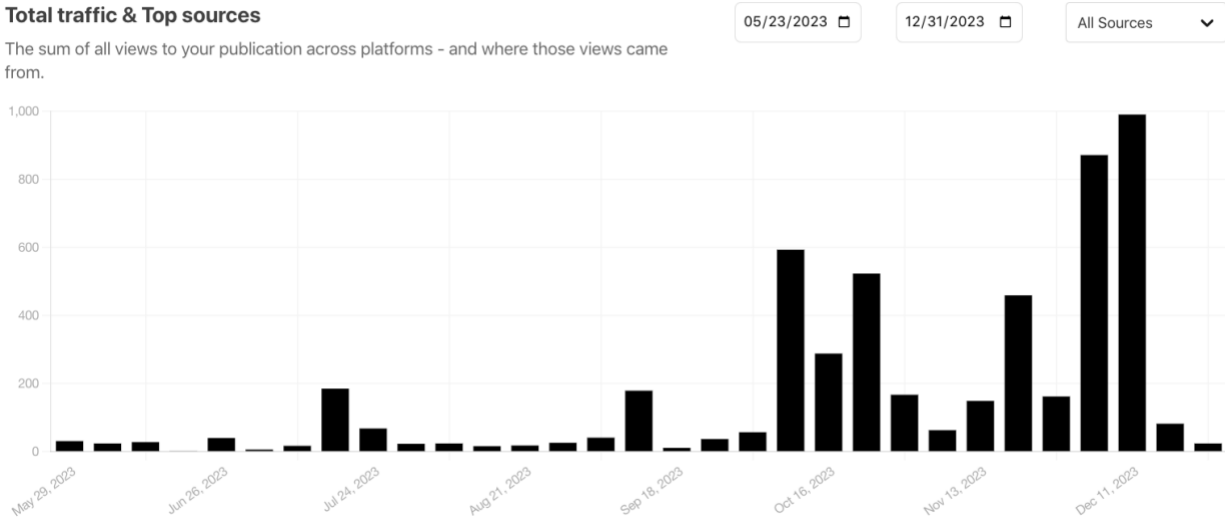
*Engagements include likes, profile clicks, reposts, hashtag clicks and follows.

Substack

Launched initially in May 2023 to coincide with the World Health Assembly, the Substack newsletters garnered 348 subscribers from 23 May - 31 December 2023. Ten newsletters were published throughout 2023, and were strategically positioned to publicize core campaign moments, including following the High-Level Meeting on Universal Health Coverage; the official campaign launch; the partner call; and the virtual town hall. The average open rate for UHC Day Updates is 44.63%, which aligns with the average Substack open rate.



The top five subscription sources included email; direct clicks to the UHCDayUpdates.Substack.com; UniversalHealthCoverageDay.org; UHC2030.org; and Google.com. Views to UHC Day Updates peaked on 11 December 2023, with 990 views.



In its inaugural year, the Substack garnered:

- 348 subscribers
- 1.98K page views from 1-31 December 2023
- A reach of 71 countries

Location

UHC Day Updates is read across 15 US states and 71 countries.



IV. Advocacy and Convenings

Partner Launch

The virtual launch of the UHC Day 2023 campaign was held on 18 October, bringing together UHC advocates worldwide. This year, we were able to add interpretation services in English, French, Spanish, and international sign language - that the CSEM often use in their events throughout the year - to increase the accessibility of the event. **286 participants** attended the partner call to launch the campaign.

The launch focused on introducing the 2023 UHC Day Toolkit for Campaigners, which is instrumental in effectively guiding campaigners to transform the Political Declaration on UHC into actionable commitments. The event also served as a platform to exchange best practices and strategic approaches, aiming to enhance the impact of the tenth annual UHC Day.

The panels, moderated by Eliana Monteforte, Director of Special Projects, Global Health Council, included:

Panel One: State of UHC Advocacy

- Mahmood Al-Hamody, Doctor and former Vice President, International Federation of Medical Students Associations
- Rispah Walumbe, Senior Health Policy Advisor, Amref Health Africa
- Justin Koonin, Co-Chair, UHC2030

Panel Two: Making UHC Day Matter

- Harjyot Khosa, Regional External Relations Director, International Planned Parenthood Federation
- Léandre Hounhoui, Health Financing Specialist, Abt Associates
- Darlton John, Program Manager, Health Alert



The first panel explored the current state of the UHC movement post-HLM. Panelists shared insights on critical areas for growth and ongoing challenges in the UHC landscape. The second panel focused on actionable steps for UHC Day campaigners to ignite country-level actions. Discussions centered on strategies to galvanize stakeholders, underscore the importance of community-centric decision-making, advocate for investment in the health and care workforce, and demonstrate unity at global forums like the COP28 climate conference.

Coinciding with the insightful panel discussions at the UHC Day 2023 campaign launch was the unveiling of this year's Toolkit for Campaigners. This essential resource is meticulously crafted to assist campaigners in engaging with the current year's theme leading up to UHC Day.

The Toolkit's release marked a pivotal moment in the campaign and served as an indispensable guide for campaigners, providing them with robust tools for crafting their messages and organizing influential events to increase support for UHC. In addition to learning about the Toolkit, participants received advice on strategic approaches to influence government actions for advancing UHC in their respective countries.

Virtual Town Hall

A virtual Town Hall on 11 December, “*Shaping Our Health Future: Young Leaders and Parliamentarians Unite for UHC*,” brought together members of parliament (MPs) and youth UHC advocates for an engaging discussion on what is needed to achieve #HealthForAll in every country by 2030.

Accessible in English, French, Spanish, and international sign language, the session supported the campaign’s goals of increasing audience reach to include young people and engaging government officials to inspire tangible action on UHC. **130+ participants attended.**

The session started with opening remarks from Dr. Tedros Ghebreyesus, WHO Director-General, who emphasized the importance of collective action to reignite progress on UHC and ensure equitable access to Health For All. Whitney Gray, Co-Chair of the WHO Youth Council Working Group on UHC, then moderated a Q&A discussion between audience members and five MPs from around the world:

- Honorable Lorraine Clifford-Lee, Ireland
- Honorable Faustine Ndugulile, Tanzania
- Honorable Sarai Núñez Cerón, Mexico
- Honorable Ashraf Hatem, Egypt
- Honorable Kayihan Pala, Turkey

Following an opening question by the moderator, youth participants, including members of the WHO Youth Council, posed questions directly to MPs. Drawing on their diverse experiences and perspectives as policymakers, MPs shared insights on the importance of cross-sector and cross-platform collaboration to achieve UHC, highlighted examples of specific reforms and programs in their countries and emphasized the role of investing in UHC through national health plans and budget allocations. Youth were interested to understand how MPs can keep UHC as a top priority on national agendas and how to strengthen health systems as part of the climate change response.

The event closed with remarks from Gabriela Cuevas Barrón, Co-Chair of the UHC2030 Steering Committee. A short video on letter writing was shown to galvanize

participants to take action on UHC by writing letters to their representatives in parliament.

Participants were then invited to stay for a brief letter-writing workshop, in which guidance was provided on preparing and sending UHC advocacy letters to decision-makers. 100+ people attended the workshop.



The Town Hall format created space for meaningful dialogue between decision-makers and youth advocates around UHC. Participants learned more about the specific steps decision-makers are taking to ensure Health For All by 2030 and heard from MPs about ways young people can continue to partner with their representatives to accelerate progress, with particular emphasis on linking health systems strengthening with global climate change responses. The webinar concluded with guidance on how to utilize the advocacy letter and an opportunity for campaigners to

Advocacy Letter Campaign

A new Advocacy Letter template served as a resource for campaigners to call on parliamentarians to demand urgent action on UHC. Anchored around the UHC Action Agenda and Political Declaration, the template highlights action-oriented policy

recommendations that policymakers should implement to advance UHC and health security.

The template was developed by the UHC Day campaign Coordination Group (12.12.CG), with support from the WHO Youth Council, to reflect a broad range of perspectives. It opens with key data from the 2023 Global Monitoring Report - contextualized in real-world human impact - to convey the dire lack of UHC globally. It then references the UN HLM on UHC and the Political Declaration, reminding leaders that UHC is key to achieving the SDGs by 2030. A series of six core policy recommendations follow, including institutionalizing social participation in decision-making and investing in UHC. Recommendations were carefully selected to apply to all countries and contexts.

The advocacy letter was uploaded to the UHC Day website on 5 December. From then through the end of 2023, it was downloaded 314 times (21 French; 20 Spanish; 271 English). The letter has been downloaded in 45 countries; the top five countries are:

- United States
- India
- Cote d'Ivoire
- Nigeria
- Indonesia

Given the grassroots nature of letter-writing advocacy, the UHC Day campaign team has limited means of tracking the volume of letters sent to parliamentarians and who those parliamentarians are. The step-by-step guidance included a request for campaigners to notify the UHC Day Campaign at campaign@uhcday.org if they sent a letter, resulting in a handful of confirmed submissions.

Notably, 2023 saw several complementary letter-writing initiatives from UHC advocates worldwide – indicating strong support for letter-writing as a UHC advocacy tool and as a means of reaching country-level policymakers and other stakeholders. UK-based organization Action for Global Health launched a [sign-on letter](#) targeting high-level government officials as part of its #HealthyFutures campaign. The letter calls on officials to apply an equity lens to their approach to UHC to help ensure no

one is left behind. Earlier this year, the NCD Alliance also launched a [UHC template letter](#) outlining the link between NCDs and UHC in the lead-up to the UN HLM. Letter writing is likely to continue to serve as an important tactic for UHC campaigning as 2030 gets closer.

Champion Campaign

This year's UHC Champion Campaign was crucial in elevating prominent leaders' voices across various sectors, contributing significantly to the global discourse on UHC. The campaign strategically engaged a fresh roster of champions, distinct from those in previous years. Emphasis was placed on involving leaders from sectors not traditionally associated with UHC and key decision-makers with the ability to influence UHC initiatives within their respective countries. Established figures in the UHC community were also engaged to enrich the conversation further and reinforce the campaign's objectives.

The 2023 campaign marked a record-breaking participation of **87 champions**, a **25% increase from 2022**, including prominent figures like **WHO Director-General Dr. Tedros Ghebreyesus, United Nations Secretary-General António Guterres, and Minister of Health for Ethiopia Lia Tadesse Gebremedhin**. This approach aimed to encourage immediate action in light of the dire circumstances highlighted in the Global Monitoring Report and to foster meaningful action on key UHC topics within their respective countries.

Two distinct prompts were crafted to resonate with different groups of champions:

- Influencers were asked about the steps leaders should take to bridge the healthcare access gap: *In light of the Political Declaration at the High-Level Meeting on UHC, what meaningful steps should leaders take right now to bridge the gap for the 4.5 billion people lacking access to essential health services and the 2 billion people facing financial hardship?*
- Government officials were asked about their government's immediate actions to address the same issue: *In light of the Political Declaration at the High-Level Meeting on UHC, what meaningful steps will your government take right now to bridge the gap for the 4.5 billion people around the world lacking access to essential health services and the 2 billion people facing financial hardship?*

The champions, including International Health/Development Leaders, Parliamentarians/ Policymakers, regional and international Health Advocates, and Youth Champions, represented a broad spectrum. Geographically, they spanned most continents, with significant representation from Africa, Europe and Asia, emphasizing the global nature of the UHC movement.

The campaign reached **87 champions**, categorized as follows:

Champion Type	Count
Coalition of Partnerships Principal Group Members	3
International Health/Development Leaders	40
Parliamentarian/ Policymaker	12
Ministers of Health	3
UHC Movement Political Advisors	5
UN/WHO Leadership	9
Youth Champions	7
Other	8
Total: 87	

Region	Count
Africa	17
Asia	14
Australia/New Zealand	2
Europe	37
Latin America	7
North America	10
Total: 87	

The UHC Champions Campaign successfully mobilized a wide array of influential voices, each calling for the support of UHC at local levels to ignite global action. The campaign's strategic focus on high-level decision-makers and influencers aimed to create a ripple effect, influencing policies and actions toward achieving UHC goals by 2030. The inclusion of varied voices, from youth champions to international health

leaders, underscored the universal nature of the UHC movement and its relevance across different sectors and regions.

All quote graphics were shared through the @UHC_Day X platform and the UHC Day microsite. Individual quote graphics can be accessed [here](#). The champions are:

- Achim Steiner, Administrator, UNDP
- Hon. Adrian Belîi, Member of Parliament, Moldova & UNITE Member
- Dr. Ahmed Al-Mandhari, WHO Regional Director for the Eastern Mediterranean
- Alexandra Heumber Perry, Chief Executive Officer, Rare Diseases International
- Hon. Dr. Allal Amraoui, Member of Parliament, Morocco & UNITE member
- Amy Boldosser-Boesch, Senior Director of Integrated Health Care, Management Sciences for Health
- Amy Pope, Director General, International Organization for Migration
- Ana B. Amaya, Board Officer, Health Systems Global
- The Rt Hon Andrew Mitchell MP, Minister of State (Development and Africa), Foreign, Commonwealth & Development Office, UK Government
- Anjali Vyas, Joint Secretary, MSSSI Pune, Multiple Sclerosis Society of India
- Anne-Claire Amprou, Ambassador for Global Health, Ministry for Europe and Foreign Affairs, France
- António Guterres, Secretary-General, United Nations
- Arnold Ronald Anuro, Member, YPCDN-Kenya
- Arwa Hany Sharaby, Liaison Officer to the WHO, International Federation of Medical Students' Associations
- Austin Landon, Athlete and Health Messenger, Special Olympics Washington
- Barbara Njovo, Athlete and Health Messenger, Special Olympics Zimbabwe
- Cary James, CEO, World Hepatitis Alliance
- Cathrine Marie Lofthus, Secretary General, The Norwegian Ministry of Health and Care Services
- Hon. Daniel Molokele, Member of Parliament, Zimbabwe & UNITE Member
- David Duncan, Athlete and Health Messenger, Special Olympics Jamaica
- Denis Godlevskiy, Board Member, Health Advocacy Coalition
- Eliana Monteforte, Director, Special Projects, Global Health Council
- Emilia Saiz, Secretary-General, United Cities and Local Governments
- Filippo Grandi, High Commissioner, UNHCR

- Francesca Colombo, Head Health Division, OECD
- Gabriela Cuevas Barron, Co-Chair of the UHC2030 Steering Committee
- Gilmour Borg, Athlete and Health Messenger, Special Olympics Malta
- Gina Agiostratidou, T1D Program Director, Helmsley Charitable Trust
- Dr. Githinji Githahi, Global CEO, Amref Health Africa
- Hamaiyal Sana, Vice-Chair, WHO Youth Council
- Hon. Hamida Kibwana, Member of Parliament Kenya & UNITE Member
- Hanin Odeh, Chair Elect, NCD Child
- Dr. Harjot Khosa, Regional External Relations Director, International Planned Parenthood Federation, South Asia Region
- Rt Hon Helen Clark, PMNCH Board Chair & Former Prime Minister, New Zealand
- Jagan Chapagain, Secretary General, International Federation of Red Cross and Red Crescent Societies
- James Chau, Goodwill Ambassador for SDGs and Health, World Health Organization
- Jarbas Barbosa, Director, Pan American Health Organization
- Hon. Jean-François Mbaye, UNITE Member & Former Member of Parliament, France
- Joseph Etyang, Programme and GBV Advocacy Officer, LVCT Health
- Juan Pablo Uribe, Global Director for Health Nutrition and Population, World Bank
- Dr. Justin Koonin, Co-Chair, UHC2030 Steering Committee
- Katie Dain, CEO, NCD Alliance
- Prof. Keizo Takemi, Minister of Health, Labour and Welfare, Japan & Member of the UHC Movement Political Advisory Panel
- Kili Christine Amondi, Volunteer, Young Professionals Chronic Disease Network
- Kirsten Johnson, President, Fragile X International
- Dr. Kumanan Rasanthan, Executive Director, Alliance for Health Policy and Systems Research, World Health Organization
- Laura Awuor, Vice Chair, YPCDN-Kenya
- Lia Tadesse, Minister of Health, Ethiopia
- Luc Triangle, General Secretary, International Trade Union Confederation
- Dr. Maliha Khan, President and CEO, Women Deliver

- María Fernanda Espinosa Garcés; President of the 73rd Session of the UN General Assembly (Former Minister of Foreign Affairs; Ecuador) & Member, UHC Movement Political Advisory Panel
- Hon. María José Plaza, UNITE Member & Former Member of Parliament, Ecuador
- Marie-Claire Wangari, Chairperson, World Medical Association Junior Doctors Network (WMA JDN)
- Marina Wainstein, Past Chair Young Nephrologist's Committee, International Society of Nephrology
- Martin Chungong, Secretary General, Inter-Parliamentary Union (IPU)
- Mathilde Forslund, Executive Director Transform Health
- Melissa Wanda, Policy & Advocacy Manager, PATH
- Dr. Michael Adekunle Charles, CEO, RBM Partnership to End Malaria
- Nakhumicha S. Wafula, Cabinet Secretary for Health, Kenya
- Dr. Natalia Kanem, Executive Director, UNFPA
- Naveen Rao, MD, Senior Vice President of Health, The Rockefeller Foundation
- Neda Milevska Kostova, Immediate Past Chair, International Alliance of Patients' Organizations
- Dr. Pamela Cipriano, President, International Council of Nurses
- Hon. Pastor Vera Bejarano, Member of Parliament, Paraguay & UNITE member
- Peter Sands, Executive Director, The Global Fund
- Philippe Duneton, Executive Director, Unitaïd
- Poonam Khetrpal Singh, Regional Director of the WHO South-East Asia
- Prasanna Shirol, Co-Founder and Executive Director, ORDI - Organization for Rare Diseases India
- Priya Varadan, Policy Researcher, Disability Rights India
- Hon. Ricardo Baptista Leite, UNITE Founder & President, Former MP, Portugal
- Ritu Jain, President, DEBRA International
- Robert Yates, Global Health Programme Director Chatham House
- Dr. Roopa Dhatt, Executive Director, Women in Global Health
- Salomon Izere, Media and Communication Officer, YPCDN-Rwanda
- Sarah Kline, Co-Founder and CEO, United for Global Mental Health
- Sergii Dmytriiev, Executive Director, Health Advocacy Coalition
- Smitha Santhakumari Sadasivan, Senior Advisor, Inclusive Health Policy, Disability Rights India Foundation & MSSl Chennai Chapter

- Sonia Gaëlle Chedom, Member, YMCA/WHO Youth Council
- Hon. Dr. T. Sumathy, Member of Parliament (Lok Sabha), Government of India
- Dr. Tedros Adhanom Ghebreyesus, Director-General, World Health Organization
- Dr. Tlaleng Mofokeng, Special Rapporteur on the right of everyone to the enjoyment of the highest attainable standard of physical and mental health
- Dr. Vytenis Povilas Andriukaitis, Former European Commissioner for Health and Food Safety, Special Envoy for Universal Health Coverage for the European Region, WHO & Member of the UHC Movement Political Advisory Panel
- Yacine Djibo, Founder & Executive Director, Speak Up Africa
- Yewo Grace Gondwe, Program Advocacy Coordinator, Malawi Sexual Reproductive Health and Rights Alliance
- Zahedul Islam, Director, Treatment, Procurement, Supply Management, ICF “Alliance for Public Health”
- Dr. Zsuzsanna Jakab, WHO Acting Regional Director for the Western Pacific
- Hon. Zaza Lominadze, Member of Parliament, Georgia & UNITE member

V. Campaigner Activities

Government Engagement

High-level government engagement was a core objective of the 2023 campaign. Approximately 14 governments marked 12.12 by reinforcing their pledge to Health For All, similar to the 16 government engagements reported on 12.12.22. Engagements spanned regional and local levels and took the form of public declarations, new policies and programs, and other activities. Engagements demonstrate a broad swath of support for UHC and mark meaningful progress toward achieving Health For All by 2030.

Notable engagements include:

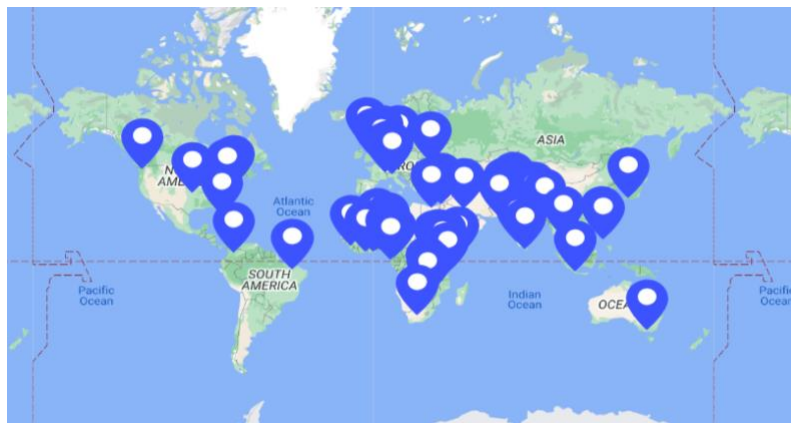
- **Nigeria** launched the Nigerian Health Sector Renewal Investment Initiative (NHSRII). The initiative will leverage the country's Basic Health Care Provision Fund (BHCPF), in partnership with state governments and development partners, in a transformational sector-wide approach programme to improve

health outcomes. The Coordinating Minister of Health and Social Welfare, Prof. Muhammad Ali Pate, the management of the Ministry with the World Health Organization (WHO), and other partners also staged a walk to commemorate the 2023 Universal Health Coverage Day. This initiative was designed to create public awareness of the need to prioritize health.

- The **Lusaka Agenda** was launched, marking the culmination of a 14-month process of engagement that included multi-stakeholder dialogues in Addis Ababa, Ethiopia (14 June), Wilton Park, UK (4-6 October) and Lusaka, Zambia (26 November). Building from existing efforts, it captures consensus around five key shifts for the long-term evolution of Global Health Initiatives (GHIs) – and the wider health ecosystem – and highlights a number of near-term priorities to catalyze action. The Lusaka Agenda provides a foundation for coordinated action to support the five shifts, and a path towards a joint long-term vision of domestically-financed health systems and UHC that leaves no one behind. It was launched with accompanying messages of support from MOH/MOFs in **Ghana, Indonesia, Norway, Japan, Canada, and the UK.**

Global Activity Heatmap

The UHC Day Global Activities Heatmap remains a key resource for UHC campaigners and indicates the strength of the UHC Day movement globally. As in previous years, the Heatmap featured a diverse collection of organic UHC Day activities, representing actions taken by civil society organizations, NGOs, think tanks, and academic/professional associations and networks.



This year, **110 activities across 39 countries** were featured, comparable to 2022, which featured 111 activities across 41 countries. Several events were co-hosted by three or more organizations, marking a positive sign of collaboration across the UHC space. Campaigners engaged with UHC Day by hosting in-person and virtual events and organizing social media campaigns.

Social media campaigns were especially popular this year, including two events held on interactive platforms (Instagram Live, X). This could indicate a shift in how UHC advocates worldwide prefer to engage in UHC Day and demonstrates the continued importance of social media for UHC advocacy and communications.

Activity Type	Count
Host an in-person event	20
Host a virtual event	25
Host a hybrid event (in-person & virtual)	12
Organize a social media campaign	32
Publish new content or data	5
Host an event, organize a social media campaign, and publish new content or data	16
Total: 110	

Region	Count
Africa	43
Asia	31
Australia/New Zealand	1
Europe	19
LATAM	2
North America	14
Total: 110	

Event and Activity Highlights

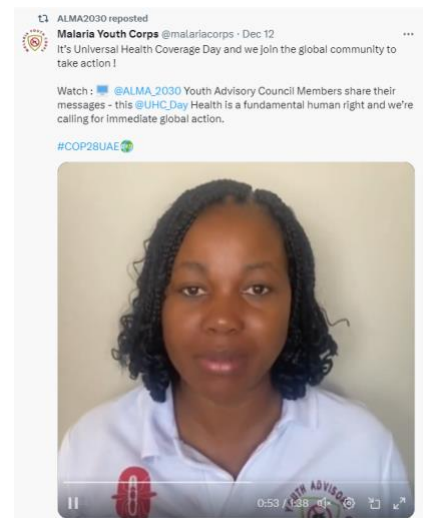
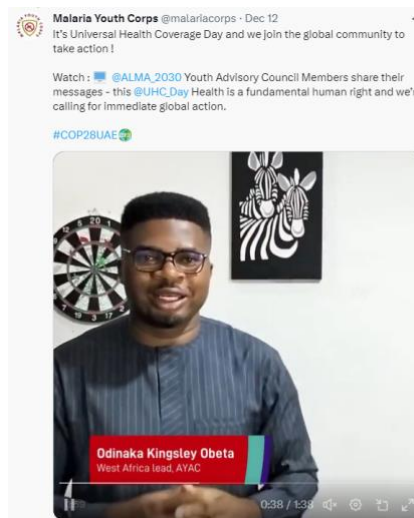
FP2030, in partnership with **Knowledge SUCCESS**, **PAI**, and **Management Sciences for Health (MSH)**, hosted a [webinar](#) for the Asia and Pacific Regions to share learnings and concrete examples of country-level initiatives to streamline family planning in UHC strategies and policies.



Pathfinder hosted a [webinar](#) for ministry of health officials from the Democratic Republic of the Congo, Uganda and Bangladesh to share their experiences, challenges, lessons, and recommendations on how best to accelerate progress toward achieving UHC in their regions.



Members of the **African Leaders Malaria Alliance Youth Advisory Council** from across the region shared video messages on social media urging the global community to take action on UHC to ensure Health For All.



Transform Health held an interactive “Tweetathon” to amplify the critical role of digital health to achieve Health for All and underscore actions the global community can take to harness digital health for UHC.



The **Global Network of People Living w/ HIV (GNP+)** hosted a webinar to discuss ways to accelerate access to comprehensive health services for people living with HIV in West Africa, including engaging communities – especially vulnerable people – in health decision-making.



Self-Care Trailblazer Group hosted a "12 Days of UHC" digital campaign in the run-up to UHC Day, sharing short videos from UHC stakeholders focused on each of the eight action areas from the UHC2030 Action Agenda and tied to self-care.



The **George Institute for Global Health** held a virtual debrief to reflect on the outcomes of COP28 climate conference, exploring whether the conference created an enabling environment for inclusive participation and decision-making around climate and health to advance progress toward UHC.



Media and Reports

Despite a crowded media landscape saturated with news of the COP28 climate conference and ongoing coverage of the conflict in Gaza, UHC Day garnered significant media coverage including earned media, blogs, editorials, press releases, statements, and journal articles. Articles shared highlights from the UN HLM on UHC and amplified calls for urgent action at local, regional, and global levels to deliver on Health For All by 2030. Media highlights include:

- Peter Sands, Executive Director of The Global Fund, authored [a piece](#) in **Forbes** celebrating the launch of Nigeria’s Health Sector Renewal Investment Initiative and applauding the country for stepping up its budget commitments towards UHC in Nigeria.
- **The Telegraph** [covered](#) calls from the Royal College of Nursing, the UK’s largest nursing body, to increase international aid spending to bolster the global health workforce and deliver on the UK’s commitment to UHC by 2030.
- Leaders from the Community Health Impact Coalition and Last Mile Health penned [an op-ed](#) in **Devex** highlighting the critical role that community health workers play in delivering essential health services and calling for investments in strong national health systems.
- **PMNCH** issued [a commentary](#) urging governments to prioritize Health For All and listen to the needs of their people, particularly the most vulnerable and marginalized.
- **UNITE** published [an article](#) on its website outlining the role parliamentarians can play in harnessing digital health for progress on UHC based on findings

from its new [policy brief](#), “The Role of Parliamentarians in Supporting Digital Health Transformation.”

- **WHO** issued [a media release](#) highlighting a [new series](#) of articles, “Quality of Care,” published in **The British Medical Journal**, in collaboration with **The World Bank**.

This year’s UHC Day also saw the publication of several significant reports on UHC, including by the WHO and its regional offices. Reports built and expanded upon the 2023 Universal Health Coverage (UHC) Global Monitoring Report, highlighting key policy, funding, and delivery challenges in the implementation of UHC in various regions. Below is an overview of notable reports.

- WHO released its annual [Global Health Expenditure Report](#), revealing gross inequities between high- and low-income countries in public health spending, despite an overall increase globally. The report underscores the urgent need for governments to prioritize investments in UHC at the country level.
- The **WHO Western Pacific Region (WPR)** launched a [report](#) titled “Progress towards universal health coverage: monitoring financial protection in the Western Pacific Region,” drawing attention to the catastrophic health expenses faced by families in the WPR.
- **WHO Europe** issued a comprehensive [report](#) summarizing the findings of a new study on financial protection in 40 countries in Europe. It finds that out-of-pocket health spending is contributing to financial hardship and unmet needs in nearly every country, especially among low-income households.
- **UHC2030** released a [synthesis report](#) on the state of UHC commitments globally, designed to serve as a political, country-focused and action-oriented tool to complement the Global Monitoring Report. It outlines key gaps in action on UHC, including around gender equality, funding levels, and more.
- **Global Mental Health Action Network** launched a new [report](#), “Mental Health and Universal Health Coverage: From Commitments to Action,” highlighting the pivotal commitments made by governments at the UN HLM on UHC and providing a roadmap for meaningful action and progress to integrate mental health in UHC efforts.

VI. Conclusion and Future Recommendations

UHC Day 2023 built on previous campaigns' successes and introduced several new elements to expand reach and drive tangible actions toward Health For All. As the movement continues to grow, the campaign is increasingly focused on targeting audiences beyond the health sector – engaging youth in particular – and driving action at the local, regional and national levels through an expansion of resources to help campaigners reach their leaders.

The 2023 campaign also marked the tenth anniversary of UHC Day. Looking ahead, 2024 presents a fresh opportunity to take stock of campaign successes over the last decade and explore new avenues for in-person and digital communications and advocacy around Health For All.

Drawing on lessons from 2023 and previous years, below are key recommendations for future campaigns, including around audiences, tactics, and channels, to help drive increased political action on UHC.

Audiences

Early iterations of the UHC Day campaign typically targeted broad audiences to build widespread awareness of the need for UHC globally. Following shifts in the UHC political landscape, recent years' campaigns have increasingly focused on engaging specific champion groups, including youth and policymakers, to drive action on UHC commitments at the country level.

Further engagement with influential stakeholders in the health sector and beyond could support enhanced political mobilization efforts and attract new champions. Key target audiences could include:

1. **Parliamentarians:** Building on progress in 2023, dedicated and regular engagement with parliamentarians and parliamentary networks could help bring increased attention to UHC and inspire the implementation of UHC commitments. 2024 is poised to be one of the most significant election years in recent history, with more than half the world's population slated to vote in over 70 countries. The campaign could play a central role in raising awareness of the

critical need for policies and funding in support of UHC, targeting new and incumbent policymakers through digital outreach, events, and other opportunities.

2. **Climate and Broader SDG Advocates:** Coordination with SDG advocates and milestones outside of the global health sector could help ensure that UHC rises to the top of global agendas and position UHC as the umbrella for key global issues. Close engagement with climate advocates is likely to be especially critical, as the impact of climate change on health continues to worsen. Engagement could include enhancing the campaign's presence at and around key high-profile climate and SDG-focused convenings (e.g., COP, UNGA) and better leveraging other awareness days (e.g., World TB Day).
3. **Youth:** Strengthened partnerships with youth groups, including the WHO Youth Council's Working Group on UHC, could help shed new light on the unique barriers young people face accessing essential health services and generate youth-focused UHC policies and commitments. The campaign should continue to build relationships with existing youth networks and adapt campaign resources and events to better respond to their needs.

Tactics

Since its inception, the UHC Day campaign has used a variety of tactics to drive issue salience for UHC and to support campaigners in building and expanding the Health for All movement – including publishing toolkits, resources, and advocacy letter templates, amplifying key messages from champions, holding events, and offering microgrants, among other approaches. Activities are informed by the UHC Day Coordination Group (CG) and two subgroups (SGs); this advisory group comprises key organizations in the UHC space, alongside the core campaign secretariat. Thematic resource development typically occurs in spring and summer, followed by champion outreach and events around the end of the year.

As the campaign seeks to refocus its engagement with priority audiences – especially high-level policymakers – new tactics, voices, and planning processes may bring fresh momentum to the campaign and help foster a new sense of urgency for action on UHC. Key tactics could include:

- 1. Leveraging the campaign's convening power:** Building on the Town Hall in 2023, the campaign could explore further opportunities to leverage its convening power to create spaces for meaningful dialogue between community advocates and policymakers. Social participation remains critical to the successful implementation of UHC reforms; convening key stakeholders and community members through events, panels, and virtual activities could help create an enabling environment for inclusive policies and generate stronger UHC commitments and investments.
- 2. Expanding letter-writing initiatives:** This year's letter-writing workshop and template helped build initial momentum and support for letter-writing as a UHC advocacy tool, resulting in several hundred letter template downloads. As the campaign seeks to increase political mobilization efforts – around UHC Day and at key moments throughout the year – it should explore opportunities to more strategically leverage letter-writing as a simple yet impactful tactic to advance UHC messaging and reach target audiences. Alternative formats and approaches, like a shared sign-on letter, could help make new initiatives more inclusive and easier to measure than a template letter.
- 3. Prioritizing early outreach:** To increase high-level participation in UHC Day, the campaign should prioritize early and focused outreach to key stakeholders further in advance of 12.12. Earlier outreach would help the campaign cultivate stronger relationships with champions, potentially leading to opportunities for co-creation and partnership around UHC-related events and activities timed to UHC Day in December or at key country-level milestones as relevant.
- 4. Including new voices in planning:** Following political shifts in 2023/2024 and in the lead-up to 2030, the campaign could take steps to expand and revamp its approach to planning through existing CG and SG advisory groups. New voices, representatives, and consultative processes, including with key WHO stakeholders, could help inform new campaign directions, broaden reach, and strengthen the campaign's relationship with key institutions and networks (e.g., parliamentary groups, youth and climate committees, etc.).

Channels

Digital engagement on X has been a core pillar of the UHC Day campaign over the last 10 years, enabling the campaign to amplify messages to broad audiences, share news

and resources, and promote partner content. Despite decreases in X's overall user base and challenging changes to its algorithm, social listening shows that 90-95% of all online UHC-centric conversations still happen on X (though at a reduced volume).

As the UHC Day campaign looks to increase online engagement and reach priority audiences, new digital approaches are needed to maintain the campaign's relevance in a changing digital landscape. Key strategies could include:

1. **Prioritizing video content:** X's algorithm has put a greater emphasis on video content. In lieu of paying for X premium, the campaign could consider developing new video assets to help break through the clutter, including by transitioning static quote graphics to videos.
2. **Diversifying platform use:** Expanding the UHC conversation onto other platforms such as Instagram, LinkedIn and TikTok could help reach new audiences, prompt meaningful dialogue, and further amplify key campaign messaging. These platforms have continued to grow in the wake of X's transformation and are becoming more prominent spaces for online advocacy.
3. **Continuing to grow Substack:** In 2023, Substack served as a central communications hub for campaigners and enabled direct communication with advocates beyond social media. This will be an important resource to invest in and continue to scale up in future years, including by growing the subscriber list, increasing the posting cadence, and better leveraging Substack's features (e.g., blog-style posts, comments and replies on emails, etc.).
4. **Increasing posting cadence around key milestones:** To create a drumbeat of support for UHC throughout the year, the campaign should take steps to promote UHC-related news on its channels on a more frequent basis – not just around 12.12. Amplifying relevant developments, especially positive policy and funding announcements at country and regional levels, could help energize the campaign's core audience and maintain relevance in a crowded landscape.

With just six years until the 2030 Sustainable Development Goals deadline, urgent political action is needed to protect the fundamental right to health for everyone, everywhere. As the campaign continues to navigate a complex landscape of competing priorities, adapting and innovating its communication and advocacy strategies is essential to ensure that UHC remains at the forefront of global decision-making.