Terms of Reference for

International UHC Day Coordination Group

Ver. 2023

Background

In 2014, the Universal Health Coverage Coalition started to celebrate December 12 as 'UHC Day', to commemorate the date on which the UN General Assembly (A/RES/67/81) officially recognized the importance of universal health coverage (UHC). Since then, the day has become the annual rallying point for the growing global movement for Health for All. With advocacy efforts of UHC2030 and its partners, on December 12, 2017, the UN General Assembly proclaimed December 12 as International Universal Health Coverage Day (A/RES/72/138), making it an official UN-designated day (UHC Day).

In 2017, UHC2030 organized a mass public gathering event on the margins of the UHC Forum 2017 in Tokyo to celebrate the official recognition of UHC Day by the UN General Assembly. The theme of the UHC Day in 2017 was 'Rising For Our Right To Universal Health Coverage'. In 2018, on behalf of the UN secretariat, UHC2030 started to convene a multi-stakeholder Coordination Group of International UHC Day (12.12.CG) to coordinate campaigns across the globe. The theme of the UHC Day in 2018 was 'Unite for Universal Health Coverage: Now is the Time for Collective Action'. In 2019, the theme was 'Keep the promise' to emphasize accountability for political leaders to keep true to their commitments that were recorded in the Political Declaration that was adopted at the UN High-Level Meeting on UHC in September 2019 (UN HLM). In 2020, the UHC Day theme was 'Health for All: Protect Everyone' to capture the gravity of the COVID-19 pandemic situation, putting the world's health systems — as well as leaders' commitments to Health for All — to the test. In 2021, the UHC Day theme was '' and in 2022, 'Build the World We Want: A Healthy Future for All (see all UHC Day campaign reports).

Opportunity

UHC Day aims to raise awareness of UHC. Each year on 12.12, UHC advocates have opportunities to raise their voices to ensure that everyone, everywhere, has access to quality and affordable health services, and to call on political leaders to legislate, invest and collaborate with all of society to make UHC a reality. The 2023 UHC Day will be an important opportunity to stimulate public and multi-stakeholder attention to the UHC agenda after the UN High-level Meeting on UHC in September 2023 and to ensure country leaders translate their political commitments into action. This UHC Day will also be an opportunity to make the bridge between the 2023 Political Declaration on UHC and the 2030 Agenda for Sustainable Development. By this UHC Day, UHC2030 will release the State of UHC Commitment Synthesis 2023 and a summary of the 2023 Political Declaration on UHC.

Scope of work

12.12.CG is a multi-stakeholder task team hosted by UHC2030. The UHC2030 Core Team serves 12.12.CG as the secretariat of this group. 12.12.CG is responsible for the following scope of the work:

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- Set the theme of the annual campaign, considering political and public attention of the year;
- Develop a campaign microsite and other relevant campaign materials for UHC Day, building on existing efforts around the UHC movement;
- Consult and reach out to relevant partners as necessary;
- Map campaigns across the world to make it a united annual effort;
- Leverage social media and partner networks to expand the reach of their campaigns; and
- Provide guidance and tools to mobilize resources for campaigns at global and national levels.

Deliverables

The following timeline includes key deliverables:

Period *"indicative"*	Tasks
April	- Constituencies/Networks to nominate 12.12.CG members - Convene a group and set the campaign theme of the year (26 April – kick-off) - Brainstorm annual campaign theme
May	- Convene a group and set the campaign theme of the year (10 May – theme decision) - Launch UHC Day updates - Develop a communications work plan for UHC Day 2023 - Develop timeline for UHC Day Updates
June	Finalize the communications work plan for UHC Day 2023
July	Develop digital and campaign materials for UHC Day
August	- Develop digital and campaign materials for UHC Day - Determine a plan for potential external partnerships
September	- Launch the updated UHC Day campaign micro-site - Host a kick-off event in coordination with the HLM - Finalize strategy for the global virtual rally and champion engagement - Hold a partner call for UHC Day advocates
October	- Upload the full digital toolkit to UHC Day microsite - Implement a champion campaign
November	- Update the UN official page on UHC and draft the UNSG statement - Collect and map campaign information and events on the UHC Day microsite - Develop additional digital materials for the UHC Day toolkit - Launch the champion campaign
December	- Implement a virtual rally - Track and report 12.12 engagement

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	• Develop a UHC Day campaign report

Budget

UHC2030 will be responsible for ensuring overall coordination to support the UHC Day campaigns. This will include the mobilization of additional resources among partners potentially interested in supporting the production of free, accessible virtual campaign platforms and sharable digital materials.

Composition of Coordination Group Members

Members of the coordination group are designated every year. 10 main members + 10 alternate members (20 members in total) from the following multi-stakeholder representatives are part of the coordination group: UN secretariat (1+1); UN System (1+1); global health initiative/multilateral development bank (1+1); health-related partnership/health system related-initiative (1+1); national government/permanent mission (1+1); local government/parliamentarian network (1+1); civil society organization (1+1); philanthropic foundation (1+1); private sector (1+1); academia/thinktank (1+1).

All members of the coordination group are expected to proactively lead or contribute to the development and dissemination of the campaigns. Members of the coordination group from non-state actors must be either an organization holding the valid ECOSOC consultative status or a member organization of UHC2030 (i.e., endorsed the global compact for progress towards universal health coverage and passed WHO's FENSA process).

Full Group and Sub-groups

Full Group (full)

- **Campaign strategy and coordination**
- **Campaign theme**
- **Key visual Identity and messages**

Sub-group 1 (sub1): **Digital campaign materials** - more focused on communications, reviewing and giving suggestions and feedback directly to the Secretariat based on drafts prepared for the campaign. Relevant members: communications or cross-cutting health experts.
- **Campaign materials** - micro-site, campaign toolkit, event directory, partner materials
- **Guidance notes (media)** - media notes, press release
- **Support for UN official communications** - SG's message to the day, UN official webpage

Sub-group 2 (sub2): Global surround and campaign support strategy - more focused on disseminating assets created by sub-group 1 and community organizing, involving their networks in the events and spreading awareness of the events and materials created by sub-group 1. Relevant members: external relations or partnership experts.

- **Public and political mobilization** - a joint product of UHC Day branded goods, video and photo messages from political leaders; virtual rally' champion campaign
- **Resource mobilization** - transition strategy from centralized to decentralized funding

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- **Guidance notes (partners)** - notes to campaign organizers, notes to country offices

Coordination Group Secretariat Team
- Focal point (FP): Akihito Watabe, Program Manager, UHC2030 Core Team, watabea@who.int (until mid-May 2023)
- FP: Paloma de la Cruz, Communications Officer, UHC2030 Core Team, pdelacruz@para-graphe.org (from mid-May 2023)
- Sub1 FP: Laura Philidor, Communications Officer, CSEM Secretariat, laura@wacihealth.org
- Sub2 FP: Waiswa Nkwanga, CSEM Coordinator, CSEM Secretariat, wnkwanga@msh.org
- Global Health Strategies (UHC Day Team)
  - Christopher Adasiewicz, Senior Vice President, cadasiewicz@globalhealthstrategies.com
  - Matthew Rose, mrose@globalhealthstrategies.com
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  - CC: UHC Day Team, uhcdayteam@globalhealthstrategies.com

Coordination Group
UN Secretariat
- Bingjie Wang, Sustainable Development Section, Department of Global Communications, bingjie.wang@un.org
- Jessica Clark, Technical Officer, WHO Office to the United Nations, clarkj@who.int

UN System
- Nikon Meru, Communications Officer, Department of Communications, WHO, merun@who.int
- Jyoti Tewari, Regional Health Systems Advisor, East and Southern Africa, UNFPA, jtewari@unfpa.org

Global Health Initiative/Multilateral Development Bank
- Hamza Zekrya, CSO Advocacy Senior Specialist, Gavi, hzekrya@gavi.org
- Akihito Watabe, Health Specialist, Health Sector Group, ADB (from mid-May 2023)

Health-related Partnerships/Health-system related initiatives
- Ani Shakarishvili, M.D., senior adviser in the U.S. Office of the Joint United Nations Programme on HIV/AIDS, UNAIDS, shakarishvilia@unaids.org
- Mercy Mwangangi, Chief Administrative Secretary, Kenya Ministry of Health, Mercy.Mwangangi@Amref.org

National Government/Permanent Missions

- Yosuke Kita, Counsellor at the Permanent Mission of Japan to the United Nations, Group of Friends of UHC, yosuke.kita@mofa.go.jp
- TBC

Local Government/ Parliamentarian Initiative
- TBC
- Andreia Paisana, Head of Partnerships and Communications, UNITE, andreia.paisana@unitenetwork.org

Civil Society – CSEM AG members
- Smitha Sadasivan, Accessibility Consultant, Election Commission of India, smithass2021@gmail.com
- Akiko Mera, Executive Director, Medecins du Monde Japon, mera@mdm.or.jp

Philanthropic Foundation – Foundation constituency members
- Molly Moss, Global Health Policy Associate, UN Foundation, mmoss@unfoundation.org
- Camden Malon, Global Health Policy Associate, UN Foundation, cmalone@unfoundation.org

Private Sector – PSC members
- Asawari Sathay, Director of Communications and Patient Advocacy, India OPPI/World Bank, asawari.sathaye@indiaoppi.com
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Academia/Thinktank
- Kero Saleib, Communications Manager, HSG Secretariat, ksaleib@healthsystemsglobal.org
- Shadrack Gikonyo, Senior Officer, Country Engagement, Strategic Purchasing Africa Resource Center, shadrack.gikonyo@sparc.africa
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Civil Society/Youth
- Mahmood Al-Hamody, Vice President for External Affairs, IFMSA, vpe@ifmsa.org