

# Overview of UHC2030 Advocacy Strategy

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# Contents

- **Introduction**
- **Strategic Pillars & Principles for UHC Advocacy**
- **UHC Advocacy in Action**
- **Appendix: UHC2030 Implementation Plan for 2018**

# UHC Advocacy Strategy – Introduction

## UHC advocacy efforts at the global and country levels must

- Continue promoting a **strong value case** for UHC
- Support and **spotlight progress** happening at the country level
- Earn the **support of stakeholders** across global health and development

## Goals

- **Support and align** diverse stakeholders **advocating at the national level for meaningful health system reforms that leave no one behind**
- Help advocates **focus efforts, identify effective actions** and **get to work**

## Audience

- A wide array of partners and stakeholders within and beyond UHC2030, including longtime UHC advocates and partners in related communities interested in getting involved.

## Role of UHC2030

- **Coordinating, strengthening and guiding** – not duplicating – partner activities
- Suggested activities defined in implementation plan

# UHC Advocacy Strategy – Strategic Advocacy Pillars

Pillar I: Build political support and grassroots demand for UHC at the country level to motivate policies and investments that aim to leave no one behind.

Build High-Level Political Support	Generate Grassroots Demand
<p><b>Country level:</b> Convince more in-country, high-level policymakers, especially beyond the health sector, that UHC is a right, smart and affordable investment that yields massive social and economic returns for countries—and wins votes.</p>	<p><b>Country level:</b> Strengthen public understanding of and demand for UHC by communicating what achieving this goal would mean for individuals and communities; create opportunities for citizens and communities to hold their leaders accountable.</p>
<p><b>Global level:</b> Work with in-country advocates to make the case for UHC and ensure that influential global voices continue to name it as a priority for all countries.</p>	<p><b>Global level:</b> Support these efforts by sharing lessons learned, human stories, and messages that have proven effective, and by providing resources for community engagement activities.</p>

# UHC Advocacy Strategy – Strategic Advocacy Pillars

Pillar II: Develop national action plans, define measurable results, and celebrate steps forward.

Define Success in Each Country	Elevate Champions & Intermediate Steps
<p><b>Country level:</b> Work to develop or accelerate national action plans or roadmaps for UHC that adapt <a href="#">general principles</a> to specific country contexts, with an emphasis on short-term goals that can be accomplished over two to four years (e.g., strengthening primary health care, defining and costing essential health benefits packages, developing a health financing strategy). Seek explicit government commitments to meet milestones outlines in national action plans/roadmaps.</p>	<p><b>Country level:</b> Spotlight local, national and regional progress toward UHC—especially “intermediate” steps or breakthroughs—and recognize advocates and leaders who help bring about change, as demonstrated by their meeting advocacy metrics established by the UHC2030 accountability strategy.</p>
<p><b>Global level:</b> Provide examples of how success on the road to UHC has been defined in other contexts.</p>	<p><b>Global level:</b> Share country level successes in international forums to both give credit and inspire others.</p>

# UHC Advocacy Strategy – Strategic Advocacy Pillars

Pillar III: Support a broad, inclusive and cohesive advocacy community to maximize reach, coordination and impact of UHC advocacy.

## Personalize the Value Case for UHC

**Country and global level:** Show how investing in strong health systems and UHC supports diverse health and development goals and populations.

## Nurture Mutually-Beneficial Partnerships

**Country and global level:** Partner with other organizations to pool resources and promote joint advocacy strategies for mutually-beneficial policy change.

# UHC Advocacy Strategy – Principles for UHC Advocacy

## Principles of Action

- **Leave no one behind:** commit to equity, non-discrimination and a rights-based approach – this starts by giving marginalized groups a seat at the table when shaping health policies and programs
- **Be transparent** and hold yourself and others **accountable** to commitments
- Use an **evidence-based** approach to communicate that UHC is right, smart and achievable
- Make health systems **everybody's business**—engage diverse communities, organizations and sectors
- Collaborate and **share lessons across countries**, including between countries of different income levels at varying stages of progress toward UHC

# UHC Advocacy Strategy – Principles for UHC Advocacy

## Prioritizing Opportunities for Impact

- Where are the **biggest health system gaps**? Which **populations are in the greatest need**?
- Are there **existing resources to work with** (e.g., policies, funding) or **potential to secure more**?
- Is there a **political window of opportunity** (e.g., an election, policy debate)?
- Are there **other UHC advocates** (e.g., civil society organizations, healthcare champions) who have requested support or want to partner for greater impact?
- If successful, could your efforts have **positive spillover effects** for other population or issues?
- Finally, **be opportunistic** and prepare to move swiftly if an unexpected opportunity arises (e.g., stay up to date on current events, create adaptable messages that allow you to leverage the news cycle).



# UHC Advocacy Strategy – UHC Advocacy in Action

**Pillar 2:** Develop national action plans, define measurable results, and celebrate steps forward.

- **Action 3:** Identify what success looks like in each country – and key way to achieve
- **Action 4:** Elevate national champions & successes, including “intermediate steps”

## Examples:

**The Primary Health Care Performance Initiative (PHCPI)** is working to measure the strength of primary health care systems at the country level to equip advocates, donors and policymakers with the information they need to strategically allocate resources and drive improvements.

UHC advocate **Dr. Sheraz Khan** published an editorial on Pakistan’s journey toward UHC, including lessons learned. It was published in the Journal of Ayub Medical College, one of three Pakistani journals indexed by the WHO and PubMed.

## Select National Elections

- **Sierra Leonean general election** (7 March)
- **Afghan parliamentary election** (7 July)
- **Zimbabwean general election** (23 July and 21 August)
- **Cambodian general election** (29 July)

## Select Global Milestones

- **World Economic Forum Annual Meeting**, Davos, Switzerland (23-26 January)
- **Prince Mahidol Award Conference**, Bangkok, Thailand (29 January-3 February)
- **World NGO Day** (27 February)
- **100<sup>th</sup> Anniversary of the 1918 flu pandemic** (11 March)
- **World Health Day** (7 April)
- **Third Annual Universal Health Coverage Financing Forum**, Washington, D.C., USA (19-20 April)
- **World Health Assembly**, Geneva, Switzerland (22-31 May)
- **44<sup>th</sup> G7 Summit**, Quebec, Canada (8-9 June)
- **FIFA World Cup**, Russia (14 June-15 July)
- **High-level Political Forum on Sustainable Development**, New York, USA (9-18 July)

- **Pakistani general election** (No later than 3 September)
  - **Cameroonian presidential election** (October)
  - **Thai general election** (November)
  - **United States mid-term elections** (6 November)
  - **Malian parliamentary election** (December)
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- **40th Anniversary of Alma-Ata Declaration** (12 Sept)
  - **UN General Assembly**, New York, USA (18-25 September)
  - **Global Citizen Festival**, New York, USA (Dates TBD, September)
  - **Third High-Level Meeting on Non-Communicable Diseases** (Dates TBD, September)
  - **First High-Level Meeting on Tuberculosis** (Dates TBD, September)
  - **Fifth Global Symposium on Health Systems Research**, Liverpool, UK (7-11 October)
  - **International Day for the Eradication of Poverty** (17 October)
  - **2018 International Conference on Family Planning**, Kigali, Rwanda (12-15 November)
  - **Universal Health Coverage Day** (12 December)
  - **2018 G20 Summit**, Buenos Aires, Argentina (2018)

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