

**UNIVERSAL  
HEALTH  
COVERAGE DAY**

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**12.12.17**

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**RISE**

**FOR OUR**

**RIGHT**

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## Universal Health Coverage Day 2017 Rise for Our Right

### Overview

The fourth UHC Day exceeded all previous measures of engagement, with more partner events, media coverage and social media activity than ever before. This was also the first UHC Day to be carried out by a Coalition of 1000+ organizations, punctuated by the news of [official UN recognition](#) and [major new data](#), and complemented by the high-level [UHC Forum](#) in Tokyo.

Looking forward, the success of UHC Day 2017 is already helping to generate interest in [upcoming milestones](#), including the 40th anniversary of the Alma-Ata Declaration in 2018 and the UN General Assembly high-level meeting on UHC in 2019.

### UHC Forum

Timed to UHC Day, the [UHC Forum](#) in Tokyo was a historic gathering of high-level participants, including heads of state; ministers of health and finance; and leaders representing bilateral and multilateral institutions, civil society, academia and the private sector. The Forum included a day of ministerial and technical discussions, followed by a day of high-level plenary sessions, with speakers including the **UN Secretary-General, the Prime Minister of Japan, the President of Myanmar and the President of Senegal**. An evening [public event](#) featured new commitments of action from world leaders and youth activists, and partners used the Forum to host more than [40 side events](#) that brought together diverse health advocates focused on issues including NCDs, reproductive health, infectious disease, primary health care and more under the banner of UHC. The wide-ranging program demonstrated the extent to which UHC has become a **center of gravity** for the global health community.

### New Reports

Groups focused on multiple issue areas chose to release major reports timed to UHC Day. WHO and the World Bank launched the [2017 Global Monitoring Report on UHC](#), with new data on service coverage and health financing for 132 countries – a major update to the 37-country report from 2015. WHO also released a [report on global health spending for UHC](#), with accompanying reports on regional health expenditures. Other report launches included the Uniting to Combat **NTDs** 5<sup>th</sup> annual [progress report](#), a Save the Children [report on primary health care](#), a [joint report](#) on high-impact **community health worker programs**, an [online platform](#) tracking development assistance for health of the top four European donors and an MSF [briefing paper](#) and [accompanying video](#) on “Taxing the Ill: How User Fees Are Blocking Universal Health Coverage.”

### Media

- UHC Day 2017 drew extensive global media coverage with a total of **375 published articles**, a significant increase from the 200 articles published in 2016.
- The release of the WHO and World Bank [2017 Global Monitoring Report](#) was a primary driver of **top-tier media**, generating coverage in [Reuters](#), [The Guardian](#), [Financial Times](#) and [NPR](#), among others. *The Lancet* published an accompanying [commentary](#) on UHC’s advancement as a global priority, as well as additional articles on how to effectively [monitor](#) that progress.
- Partner events also drew media interest, including coverage in [Bangladesh](#), [Benin](#), [Cameroon](#), [Ghana](#), [Haiti](#), [Kenya](#), [Liberia](#), [Malawi](#), [Nepal](#), [Nigeria](#), [Tanzania](#) and [Zimbabwe](#).
- The **20 press releases** issued by partners about UHC Day itself, UN recognition of the day and the UHC Forum generated many of the 135+ original articles published around December 12, including pieces in the [Times of India](#), [Business Day](#) and [Japan Times](#).

- Leaders in health and development published over **20 op-ed pieces** spotlighting UHC Day, among them high-profile voices such as [Isaac Adewole](#) (Minister of Health of Nigeria), [Poonam Khetrupal Singh](#) (WHO Regional Director for South-East Asia), [Toyin Saraki](#) (Founder-President of Wellbeing Foundation Africa), [Githinji Gitahi](#) (CEO of Amref Health Africa), [Graça Machel](#) (member of the Elders) and [Anthony Lake](#) (Executive Director of UNICEF).
- More than 70 organizations wrote **blog posts** timed around December 12, and 15 authors contributed to the “Health for All” [Medium blog series](#).

### Government Engagement

Several heads of state and ministers of health used UHC Day to recommit themselves to advancing UHC policy at the domestic level. High-level officials who engaged included the [Minister of Public Health of Afghanistan](#), [President of the Senate Health Committee of Argentina](#), [Minister of Health of Benin](#), [Minister of Health and Family Welfare of India](#), [Prime Minister of Japan](#), [Cabinet Secretary for Health of Kenya](#), [Chief Medical Officer of Liberia](#), [President of Myanmar](#), [Minister of Health of Nigeria](#), [President of Senegal](#) and the [Minister of Public Health of Thailand](#).

### Creative Content for the Coalition

This year, a new [campaign website](#) served as a hub for UHC Day information and content. The site included campaign messages and guidance for [getting involved](#), a full [social media toolkit](#) with graphics and click-to-share integrations, an [interactive map](#) of partner activities and information about the [UHC Forum](#). The “Rise for Our Right” theme resonated with partners, who widely shared this year’s suite of materials and incorporated messaging about the people’s movement for UHC in many of their own activities.

The campaign site helped existing partners utilize content more frequently and drew in new audiences, including visitors who arrived to the UHC Forum page via external links. Preliminary analysis of web traffic shows that the site has received more than **500,000 hits from more than 25,000 unique visitors**.

### Partner Content

In addition to sharing content from the UHC Day social media toolkit, partners hosted their own [Thunderclaps](#), [Twitter chats](#), [podcasts](#), [livestreams](#) and more to expand the #HealthForAll conversation. Original creative materials included [videos](#), [animations](#), [cartoons](#) and [translated toolkit materials](#). Partners also executed complementary social media campaigns focused on related issues, such as [#Finance4UHC](#) and [#WomenInGH](#).

The UHC Coalition helped amplify **The Elders’ #WalkTogether campaign**, which launched its “Freedom for Health” phase during a November [event](#) at Bellevue Hospital in New York City. In the lead-up to UHC Day, the campaign released a series of new graphics, videos and partner stories. Partners also participated by taking photographs with #WalkTogether posters, either using an on-site booth in Tokyo or an [online suite of materials](#). In the first half of December, this campaign inspired **8,400 posts that reached more than 20 million people**, with support from influencers including [Ban Ki-moon](#), [Ricardo Lagos](#), [Graça Machel](#), [Richard Branson](#) and more.

### Social Media

- From December 6 to 16, more than **30,000 people shared over 75,000 tweets** in support of UHC and health for all, reaching **64 million individual accounts** and generating **1.2 billion impressions**. This level of activity far exceeds past years: the nearly 300 million impressions

garnered just on December 12, 2017 surpass the 180 million and 112.3 million impressions throughout the 2016 and 2015 campaigns, respectively.

- As in the past, UHC Day itself marked the peak of social media engagement. But this year, the UHC Forum helped give UHC content stronger staying power through the week. On December 13, impressions only dropped 7%, compared to an 83% drop in 2016. The hashtag #UHCDay also trended on Twitter in Tokyo during the UHC Forum, and Global Citizen brought the public event to new audiences through [live-tweeting](#).
- High-level influencers included [WHO \(4.12 million followers\)](#), UN Secretary-General [António Guterres \(249K\)](#), [Gates Foundation \(1.89 million\)](#) and the [Government of Japan \(173K\)](#).
- Facebook posts from the [UHC Day page](#) alone reached more than 85,000 people, up from 70,000 in 2016. Countries with high engagement included Bangladesh, Cambodia, India, Indonesia, Kenya, Nepal, Nigeria, Tanzania and Uganda.

### Global Partner Events

UHC Coalition members organized more than [160 events in 45 countries](#), including 40 events associated with the UHC Forum in Tokyo and 120 events elsewhere in the world – a significant increase from the 96 events in 2016. While some events followed traditional formats (i.e. panel discussions), many activities this year aimed to engage the public through rallies, town halls, advocacy workshops, petition campaigns, TV and radio appearances, livestreamed civil society meetings and more. **25 events received grant support from UHC2030**, which facilitated some of the larger undertakings this UHC Day:

- **Rallies in Bangladesh:** SERAC-Bangladesh organized eight simultaneous rallies across the country, with 600 youth leaders standing alongside health professionals and policymakers at exactly 12:12 PM on December 12. Rallies were livestreamed on social media, allowing additional participants to join virtually. Both [The Daily Star](#) and [News Hour](#) covered the event, which also featured the launch of the Bangladesh Youth Health Action Network.
- **Town Hall in Ghana:** The Community and Family Aid Foundation hosted a [town hall meeting](#) in Accra to advocate for increased primary health care funding as a means to drive progress toward universal health coverage in Ghana. More than 350 participants attended, representing CSOs, youth groups, women’s groups, market associations and the media, with high-level participation from the Ministry of Health, Ghana Health Service and national parliament.
- **Parliamentarian Consultation in Pakistan:** The Health, Education and Literacy Program (HELP) led a consultation in Karachi with parliamentarians and other policymakers of various political parties to brief them on challenges facing Pakistan’s health sector and the benefits of UHC reforms. HELP also delivered a UHC petition with more than 1,000 signatures, calling on parliamentarians to make UHC a priority in their 2018 election campaigns. HELP will continue to engage these parliamentarians in the coming months.
- **March in Tanzania:** People's Health Movement Tanzania organized a public walk through Dar es Salaam, bringing together 500 participants including local politicians, community leaders, health workers and NGO representatives. The walk included remarks from the District Health Commissioner and calls to action from civil society. E-FM Radio covered the event, and *The Citizen* wrote an article that was picked up by [AllAfrica](#).





**IT'S OFFICIAL:**

# UNIVERSAL HEALTH COVERAGE DAY

Now an **International Day** observed by the **United Nations**

**UHC** means everyone receives the health care they need without suffering financial hardship.

ユニバーサル・ヘルス・カバレッジ (UHC)

すべての人々が、必要な健康増進や予防、治療、リハビリ、緩和ケアに関するサービスを、支払い可能な費用で受けられる状態



UHC Youth Japan 2017  
Published on Dec 12, 2017

