**Generation Equality Forum**

**Social Media Campaign**

**28-30 June 2021**

**Primary hashtags:** #GenderUHC#GenerationEquality

**Secondary hashtags:** #HealthForAll #LeaveNoOneBehind #UHC2030 #ActForEqual

**Accounts to tag and RT:** @UHC2030, @PMNCH, @CSOs4UHC, @WomeninGH, @WomenDeliver, @UN\_Women, @theglobalgoals

**Additional handles:**

@ippf, @UNFPA, @ARROW\_Women, @youth\_coalition, @chw\_impact

**Proposed Tweets**

**28 June**

**Theme #1: Access for women and girls – ensuring UHC is truly universal**

There’s more to Universal Health Coverage than health. #UHC brings major social change and can help provide equal opportunities between genders. For #GenerationEquality, promote #GenderUHC. Learn more: <https://bit.ly/3zWEJxg>

We should all have access to quality services, regardless of sex, gender, age, race, religion or any other identifier. #GenderUHC #GenerationEquality <https://bit.ly/3zWEJxg>

To protect the most vulnerable women and girls, we must protect their right to health. #actforequal by promoting #GenderUHC. <https://bit.ly/3zWEJxg>

**Theme #2: UHC must address all aspects of health, including sexual and reproductive health and rights**

To #LeaveNoOneBehind, #UHC must consider the health needs of women and girls throughout their lives and must integrate sexual and reproductive health and rights. #SRHR #GenerationEquality #GenderUHC<https://bit.ly/3zWEJxg>

If we want to create #GenerationEquality, we need to make sure all women and girls receive the quality health services they need, including sexual and reproductive health services, without financial hardship. #GenderUHC #HealthForAll <https://bit.ly/3zWEJxg>

**29 June**

**Theme #1: Women will deliver UHC as the majority of health workers**

Women are 70% of the global health workforce and play a critical role in community care. For #GenerationEquality, let us invest in a well-trained and resourced health workforce that can deliver #GenderUHC to protect everyone. #ActForEqual <https://bit.ly/3zWEJxg>

Women are 70% of the health workforce but hold only 25% of senior roles. Their perspectives are vital in health decision-making at all levels from community to global to ensure UHC meets the needs of all genders. Promote #GenderUHC #GenerationEquality <https://bit.ly/3zWEJxg>

**Theme #2: Women in leadership and decision making - not missing out on women’s knowledge and perspectives**

Health is everyone’s business and rests on the full and effective participation of women at all levels to ensure countries build #healthsystems that protect everyone. #GenderUHC #ActForEqual #GenerationEquality <https://bit.ly/3zWEJxg>

Well-trained, well-paid health workers are the backbone of strong health systems for #UHC. Though women make up 70% of the global health workforce, they hold only 25% of senior roles. Invest in women leaders. #ActForEqual #GenerationEquality #GenderUHC <https://bit.ly/3zWEJxg>

**30 June**

**Theme #1: Only gender responsive UHC meets the needs of all genders**

We call on leaders and advocates to prioritise gender-responsive #UHC that meets the needs of ALL genders when defining investments and policies at the #GenerationEquality Forum. #GenderUHC Learn more: <https://bit.ly/3zWEJxg>

#UHC is critical for #genderequality. To protect the rights of all people to access health care, #UHC must consider the different health needs of women, men & non-binary people. Prioritise #HealthForAll. #LeaveNoOneBehind #GenerationEquality #GenderUHC <https://bit.ly/3zWEJxg>

Women need an equal say in the health systems that impact their health, rights and well-being. Keep #GenderUHC on the table at the #GenerationEquality Forum. #HealthForAll #ActForEqual l <https://bit.ly/3zWEJxg>

**Theme #2: The secondary impacts of COVID-19 have disproportionately affected women and emphasized an immediate need to integrate decision-making for gender equality and health equity**

The impacts of #COVID19 are often gendered. Women are 70% of the global health workforce and have been heavily affected by the pandemic. We need gender-responsive #UHC to protect women’s health and rights. #GenerationEquality #GenderUHC <https://bit.ly/3zWEJxg>

#COVID19 has widened gender inequality, with increased unpaid care falling on women, often at the expense of paid work. Advocate for gender-responsive #UHC that protects women’s health and rights. #GenerationEquality #GenderUHC <https://bit.ly/3zWEJxg>

**Calls for Further Engagement**

To truly #actforequal, we must protect the health of women and girls everywhere. Don’t let the pandemic take us backwards. #GenerationEquality #GenderUHC Learn more: <https://bit.ly/3zWEJxg>

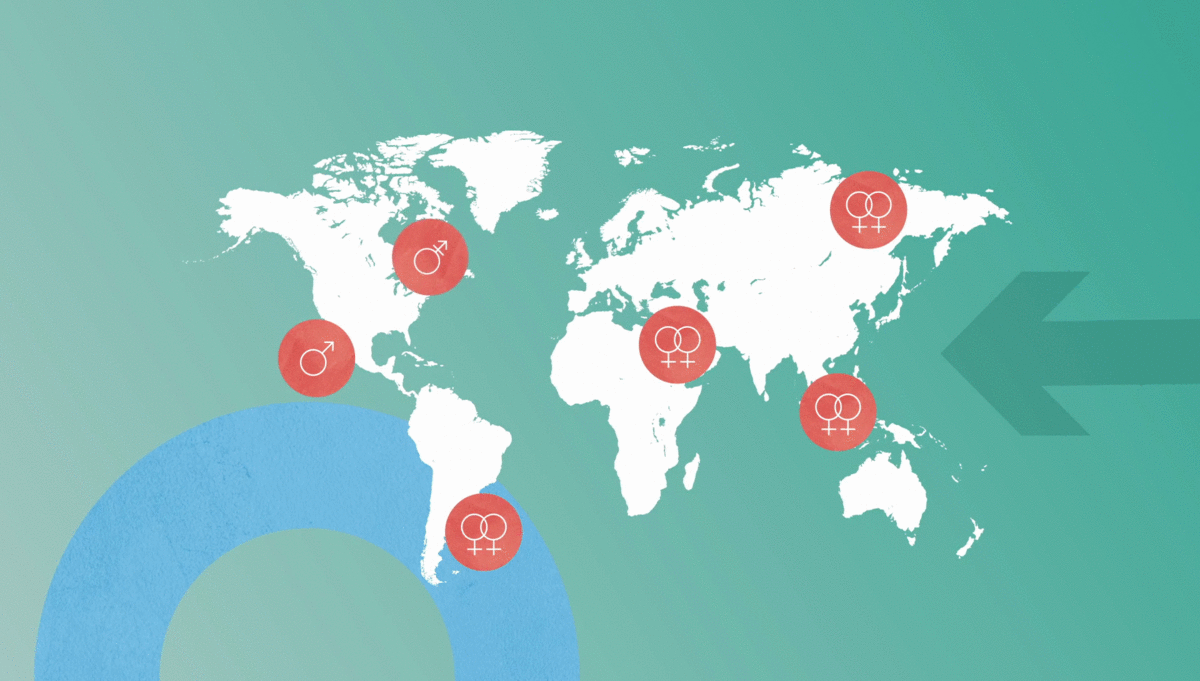
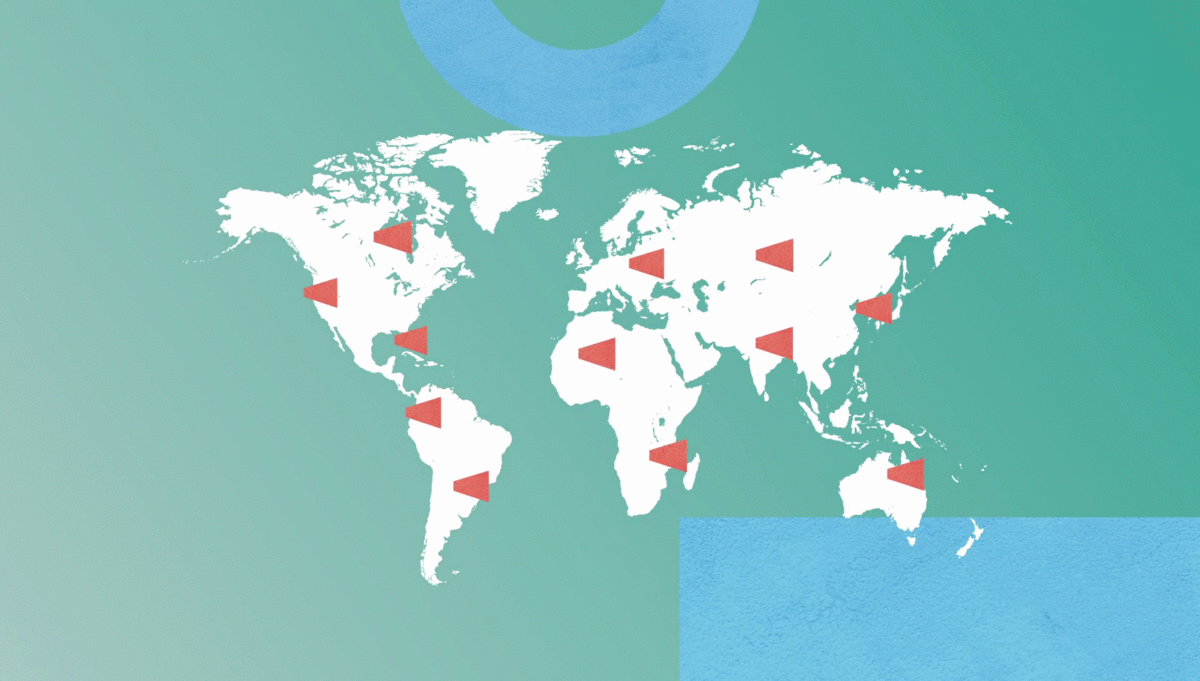
Let’s improve #genderequality in the health and care workforce, so that women have safe, decent work and an equal say in decision-making. #actforequal #GenerationEquality #GenderUHC <https://bit.ly/3zWEJxg>

We must integrate the conversations around gender equality, #SRHR and health equity. One cannot be achieved without the other. Learn more about the Alliance for Gender and UHC: <https://www.womeningh.org/uhc-gender> #GenerationEquality #GenderUHC  
  
To join the movement to achieve #HealthForAll, connect with @UHC2030 and its civil society engagement mechanism @CSOs4UHC: [www.uhc2030.org](http://www.uhc2030.org) #GenderUHC #GenerationEquality

The right to health includes the right to comprehensive sexual and reproductive health/#SRHR for all. #GenderUHC Learn more about the work of @PMNCH: www.pmnch.org

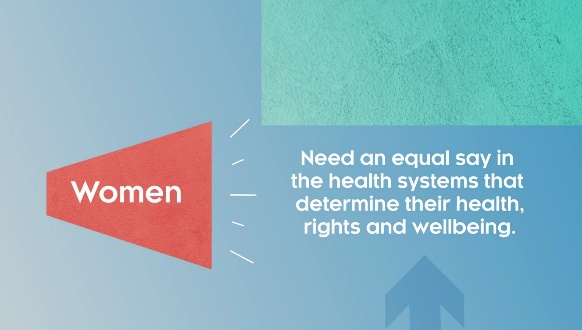
As we prepare for the next UN #HLM on #UHC in 2023, highlight and address how gender inequality affects health and #healthsystems. For universal health coverage, we need #GenerationEquality #GenderUHC.

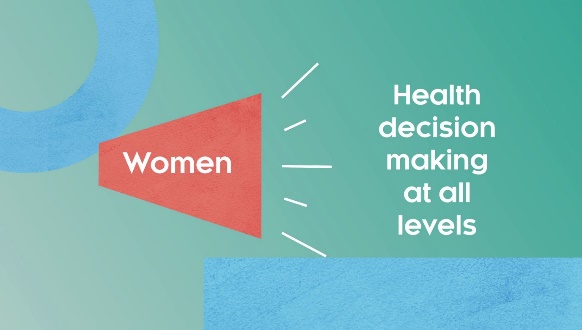
**Images:**

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