**UHC2030 Steering Committee**
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# UHC2030 COMMUNICATION STRATEGY (2018-19)

For Information ☒    For Review & Advice ☐    For Approval ☐

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**Introduction**

In 2016, IHP+ transformed into UHC2030 to respond to the health-related Sustainable Development Goals and the scope expanded to include health systems strengthening to achieve universal health coverage. As part of the process of transforming from IHP+ into UHC2030, several communications assessments (strategic approaches, visual identity and website) took place to analyze UHC2030's new communication requirements.

In May 2017, UHC2030's new brand and visual identity was created and the website was launched. Now that key steps have been completed with respect to rebranding and rolling out UHC2030, the communications function will focus on working across work streams to help surface key results, refine key messages, and create collateral that supports UHC2030's strategic objectives.

This document presents the communication strategy for UHC2030 for 2018-2019 and is informed by analysis undertaken by the Core Team and consultation with selected UHC2030 partners The strategy's implementation plan sets out activities that will be undertaken in 2018.

**Communication strategic pillars**

UHC2030's communication strategic pillars:

**Pillar one:**

**Raise awareness of how UHC2030 operates**, how partners and related initiatives can get involved and work together, and how technical working groups, advocacy and knowledge management work streams function. This includes widening the network of partners who sign the new global compact and agree to work according to the principles of UHC2030.

**Pillar two:**

**Position UHC2030's reputation** as the 'go to' partnership that is knowledge-driven and collaborative, bringing together multiple stakeholders focused on achieving universal health coverage through health systems strengthening.

**Pillar three:**

**Demonstrate impact of UHC2030 at country level:** show results and tell stories about how global principles translate into action at the country level in terms of health systems strengthening coordination, to inform advocacy, accountability and knowledge management efforts.

**Key audiences**

Primary audiences will receive more focus of attention in terms of engagement on UHC2030 key issues and areas of work, and elevating the voices and perspectives of these audiences in UHC2030 communication materials. Secondary audiences will be engaged more for the purpose of information delivery, keeping up-to-date with UHC2030 activities and progress, and to communicate any linkages.

*Primary audiences:*
UHC2030 partners and Related Initiatives are the primary audience group for this communication strategy, along with potential new partners among governments in low- and middle-income countries, development partners, civil society organisations and the private sector.

UHC2030 (as of December 2017) has [80 partners](#), comprising governments, multilateral organization and global health initiatives, philanthropic organisations and civil society organisations. There are 12 'Related Initiatives' focusing on different aspects of health systems strengthening, with the goal of achieving UHC. They strongly associate themselves with UHC2030, agreeing to coordinate and collaborate and include:

- Alliance for Health Policy and Systems Research
- P4H Network for health financing and social health protection (P4H)
- Global Health Workforce Network
- Global Service Delivery Network
- Health Data Collaborative (HDC)
- Health Systems Global
- Health Systems Governance Collaborative
- Inter-agency Pharmaceutical Coordination Group
- Inter-agency Supply Chain Coordination Group
- Joint Learning Network for UHC (JLN)
- Primary Healthcare Performance Initiatives (PCHPI)
- Universal Health Coverage Partnership

*Secondary audiences:*
Global partnerships focusing on health and disease-specific interventions ^p(For example, Strategic Partnership Portal; Global Coordination Mechanism on NCDs; Initiatives focused on a single health issue such as PMNCH, Every Woman, Every Child, Roll Back Malaria, Stop TB, Polio Eradication Initiative; Global Partnership for Universal Social Protection.)

Multi-lateral bodies
(For example, UN Secretary General and SG Office, Development Banks,ASEAN+3 UHC Network).

Non-state actors
(For example, think tanks, professional associations, humanitarian organizations, academia, media.)

**Key messages and core narrative**

The key messages and associated points proposed below form the core narrative for UHC2030 and are partly drawn from the publication: *Healthy systems for universal health coverage: a joint vision for healthy lives.*

They will be used as the backbone for the content of communication materials developed in future, and will be bolstered by other content as appropriate.

**Message 1**

**All countries need strong health systems to achieve universal health coverage by 2030. Every person, wherever they are, should be able to access and afford quality health services**.

- Achieving UHC means that all people and communities receive the quality health services they need, without financial hardship.

- Health systems include all the public and private organizations, institutions and resources mandated to improve, maintain, and restore health.

- A human rights-based approach is premised on the core obligation of the state to take steps towards ensuring access to health services is universal, putting a particular emphasis on the poorest, vulnerable and marginalized groups and on the principle of non-discrimination.

**Message 2:**

**UHC2030 is a movement that fosters political will to achieve UHC and is a platform for multiple stakeholders to exchange knowledge and act collectively to strengthen health systems.**

- We are a platform for exchange, dialogue and collaboration and wish to mobilise everyone to take action.

- A main purpose of UHC2030 is to help improve coordination to ensure the most effective approach to health system strengthening. UHC2030 encourages partners and related initiatives to coordinate their efforts on health systems strengthening, and provides concrete tools and approaches to help improve such coordination.

- UHC2030 encourages everyone who promotes UHC to join us and become a partner. This includes governments, international organizations, civil society organisations, the private sector, academia, and media. We also welcome

close collaboration with related initiatives that focus on health systems strengthening.

- UHC2030's added value is in its 80 partners, who represent a wide range of stakeholders, and its related initiatives focusing on health systems strengthening. UHC2030 is able to convene this wide-ranging set of stakeholders who have the collective ability to transform health systems and learn from one another.

- Representation and inclusivity are essential for UHC2030's legitimacy, with broad multi-stakeholder engagement in activities and decision-making processes.

**Message 3:**

**UHC2030's partners, networks promote equity, quality, responsiveness, efficiency, and resilience of health systems.**

- Improved health system performance requires national, regional, and global action in three interrelated health systems policy areas of governance, health financing and service delivery.

- All partners are signatories to UHC2030's Global Compact and commit to work together with renewed urgency to accelerate progress towards UHC, through building and expanding equitable, resilient and sustainable health systems.

- Partners collectively subscribe to the following key principles to guide action to strengthen health systems.

  Leave no one behind: a commitment to equity, non-discrimination and a human-rights based approach

  Transparency and accountability for results

  Evidence-based national health strategies and leadership

  Make health systems everybody's business with engagement of citizens, communities, civil society and private sector

  International cooperation based on mutual learning across countries and development effectiveness principles.

**Overall communications approach**

Core elements of the approach to achieving the strategic pillars of this strategy will be:

- Make the case for strengthening health systems central to achieving UHC
- Coordinate closely across the workstreams of UHC2030 including knowledge management, advocacy and accountability
- Spotlight country-level successes and results

Work on communications will coordinate closely with all workstreams, especially where areas of work cross over and interlink. For example, it will co-develop communication materials with the advocacy workstream and support knowledge management through communicating and disseminating synthesised information about country level results. It will support the accountability workstream and technical working groups with communication and dissemination requirements (see Annex 2).

**Annex 1. Event list**

**UHC2030 events**

UHC2030 Steering Committee Meetings (June/December 18/19)
Meetings of technical working groups
Meetings of UHC2030 related initiatives

**Global health and other relevant events 2018 – 2019**

- World Economic Forum Annual Meeting, Davos, Switzerland (January 18/19)

- Prince Mahidol Award Conference, Bangkok, Thailand (January-February 18/19

- 100th Anniversary of the 1918 flu pandemic (March 18)

- World Health Day (April 18/19)

- Third Annual Universal Health Coverage Financing Forum, Washington, D.C., USA (April 18/19)

- World Health Assembly, Geneva, Switzerland (May 18/19)

- 44th G7 Summit, Quebec, Canada (June 18)

- High-level Political Forum on Sustainable Development, New York, USA (July 18/19)

- 40th Anniversary of Alma-Ata Declaration (12 September 2018)

- UN General Assembly, New York, USA (September 18/19)

- Third High-Level Meeting on Non-Communicable Diseases (September 18)

- First High-Level Meeting on Tuberculosis (September 18)

- Fifth Global Symposium on Health Systems Research, Liverpool, UK (October 18)

- International Conference on Family Planning (November 18/19)

- Universal Health Coverage Day (12 December 18/19)

- UHC2030 annual meetings (18/19)

- G20 Summit, Buenos Aires, Argentina (2018)

- Global Health Agency Leaders' Meetings

**Annex 2. Linkages and support to UHC2030 work streams**

**Accountability**

Communication can support the following activities in the accountability implementation plan:
- Publish and disseminate commentaries from a range of constituencies on various key global reports (UHC, EDC, DAH)
- Communication and dissemination of:
  - findings of documentation and reviews that take place
  - multi-stakeholder discussions
  - updates to IHP+ tools and guidelines
- Co-develop communication products to support planned advocacy efforts.

**Knowledge Management**

Communication can support the following aspects in 'Emerging roles for UHC2030':
- '...becoming recognized as the go-to resource for UHC for both providers and users.'
- 'provide a rallying cry to leverage knowledge for making evidence-based policy decisions'.

It could also help 'articulate a clear vision for UHC2030 related to knowledge management'.

In the 'Actions' section, communication can provide support:
- with materials for health system knowledge hub marketplaces
- around synthesis and dissemination of new knowledge and knowledge products through UHC2030 members and health systems initiatives
- to amplify current knowledge sharing efforts.

**Advocacy**

Communication can support the following aspects in the implementation plan:
- Co-develop communication products. e.g.
  - what achieving this UHC would mean for individuals and communities
  - balancing human stories and data
- Dissemination of communication and advocacy materials
- Support during and following advocacy events
- Country successes and steps forward highlighted via events, media, social media and web platforms
- Calendar of forthcoming announcement and accompanying communications strategy
- Collect data and human stories that demonstrate positive impact of HSS/UHC investments for diverse issue communities
- Shared UHC messaging framework developed and disseminated.

**Implementation plan**

| Objective | Activity | Timing |
|---|---|---|
| 1. Position UHC2030's reputation as the 'go to' partnership that is knowledge-driven and collaborative, bringing together multiple stakeholders focused on achieving universal health coverage through health systems strengthening. | Develop new website content, such as news articles and other media | Ongoing |
| | Maintain website through regular production updates | Ongoing |
| | Conduct a survey of website users ensuring new site responds to demand and responsive to needs | Jan-18 |
| | Produce animated short film to clarify UHC2030's position and role in global health. | Jun-18 |
| | Dissemination plan and broad communication around the UHC2030 Joint Vision Paper. Repackage key messages in Joint Vision paper into a variety of outputs. | Mar-18 |
| | Conduct a social media 'audit' through a third party who can analyse the current social media discussion and UHC2030's potential Twitter reach and make recommendations. | Jan- Mar -18 |
| | Refine UHC2030's strategic use of Twitter | April onwards 18 |
| | Maintain regular posting and interactions on Twitter | Ongoing |
| | Identify opportunities for media partnerships with Devex and others. | Ongoing |
| | Content development: co-develop communication materials with advocacy workstream. | Ongoing |
| | Ensure a core suite of UHC2030 marketing products that can be made available at events and online. (including key messages, PPT, and article template) | Jun-18 |
| | Develop new partner 'pack' including messages about What can I do, How can I take part, What's in it for me? Explore different aspects for civil society, development partners, private | Jun-18 |

| | sector etc. | |
|---|---|---|
| | Develop 'Donor pack' to attract new donors to UHC2030. | Jun-18 |
| 2. Increase understanding of how UHC2030 operates including through partners, related initiatives, technical working groups, advocacy and knowledge management work streams. | Facilitiate infographic development that illustrates relationships and ways of working for partners, related initiatives and techncial working groups. | Jun-18 |
| | Support technical working groups communication requirements including, develop technical working group paper series, policy briefs, and case studies | Ongoing |
| | Develop communication toolkit for partners to use in country and DP level: standard PPP with key messages to adapt, template article for adaptation for use in the media, other marketing materials. | Jun-18 |
| 3. Demonstrate impact of UHC2030 at country level: show results and tell stories about how global principles translate into action at the country level in terms of health systems strengthening coordination, advocacy, accountability and knowledge management. | Identify and tell country-level stories through the website and other media. | Ongoing |
| | Support the knowledge management work through communicating and disseminating synthesised information about country level results. | Ongoing |