A woman with glasses and a white lab coat is seated at a desk, looking at a document. She is holding a yellow pen. The desk is cluttered with papers, a smartphone, and a cardboard box. In the background, several other people are seated at desks, suggesting a community health center or a training session. The text "Short update on advocacy, knowledge management and communications" is overlaid in white on the image.

Short update on advocacy, knowledge management and communications

UHC2030 Secretariat

Advocacy work stream June update

Background

Summary of the advocacy work stream:

- IHP+ advocacy has focused on promoting adherence to the principles of aid effectiveness in country
- UHC Coalition – an 800+ organisation strong Coalition that rallies around health for all – have been actively involved in the UHC Day movement since early 2014
- Advocacy workstream aims to build on all existing advocacy efforts to
 1. Push for political momentum around a joint vision of HSS for UHC; and
 2. Advocate for sufficient, appropriate and well-coordinated resource allocation to UHC
- Key UHC advocates met in Geneva in May and landscape analysis on key UHC advocacy initiatives was conducted prior to the meeting
- AWG is being established in collaboration with the UHC Coalition to develop a strategy

Adhoc AWG in 2017

Expected outputs in 2017:

- Develop an UHC advocacy strategy, identifying priority change objectives, stakeholder mapping, key messages, activities, timeline and budget
- Coordinate with other UHC2030 working groups and mechanisms – e.g., **CSEM, accountability, communications, knowledge management** – for consistent and evidence-based advocacy messaging and to identify operational synergies

The advocacy strategy will also recommend the best ways for UHC2030 to:

- Develop and disseminate common and evidence-based high-level UHC advocacy messaging which can be used by all partners
- Identify long-term advocacy opportunities that all partners interested in UHC can contribute to and coordinate around at the global level
- Prioritise a strategic approach to promote and support country-led advocacy initiatives

Adhoc AWG in 2017

Key milestones in 2017:

- **May-June:** Draft the advocacy strategy outline
- **June:** Submit progress report of the Advocacy stream to the Steering Committee
- **June-Nov:** Planning and execution for UHC2030 activities for UHC Day
- **June-July:** Opportunity for country perspectives to join AWG discussion
- **July-Sep:** Consultation of draft advocacy strategy to UHC2030 Partners & other groups
- **Dec:** Submit the advocacy strategy to the Steering Committee for approval
- **Dec:** UHC2030 will lead on side events, amplifying UHC Day with in-country events, and amplifying the 2nd UHC Global monitoring report launch (UHC Forum 2017 in Tokyo)

UHC2030 Advocacy Strategy Outline

UHC Advocacy Strategy – Goals & Context

Vision & Goals

- This advocacy strategy is being designed to **fuel the broader UHC movement** as a whole and **accelerate health policy reforms** at the country, regional and global levels.
- Country-led; diverse stakeholder engagement; promotes clear value-cases for UHC

Where does UHC2030 and this advocacy strategy fit in?

- The UHC2030 partnership has a unique role to play in **coordinating, strengthening and guiding** partners' existing and forthcoming advocacy activities across the UHC landscape; it does not seek to duplicate or replace partners' existing efforts or expertise.
- This strategy will be refined with further input from other UHC2030 working groups and mechanisms – e.g., **CSEM, accountability, knowledge management, communications, fragility, transition**

UHC Advocacy Strategy – Strategy I

Expand and link **high-level political support** and **grassroots demand** for HSS/UHC to create enabling environments for needed policy and investment.

Convince more **high-level policymakers**, especially beyond health sector, that UHC is right & smart

→ *How? Value-case materials, representation at events, high-level influencer convening, data and evidence-base tailored to the interests of policymakers*

Expand **public awareness** of what UHC means for citizens and how they can demand it.

→ *How? Local champions & media; outreach to patients & physicians; advocacy templates that explain what “right to health” should look like in practice*

Get more leaders **on the record** supporting UHC & UHC2030; **reward top champions**.

→ *How? UHC2030 Global Compact; platforms for leaders to show support and be rewarded (e.g., UN Special Envoy, awards, etc.)*

UHC Advocacy Strategy – Strategy II

Support **national and sub-national advocacy efforts** and **elevate country successes** to translate a global movement into local, long-lasting change.

Prioritize countries and opportunities with greatest potential for impact.

→ *How? Develop prioritization criteria & metrics for impact; seek opportunities by monitoring landscape & crowdsourcing ideas from partners*

Support **countries' UHC champions** with the materials, trainings and/or networks they need.

→ *How? Advocacy trainings, templates or action groups to help country partners tailor strategy to achieve UHC2030 vision; grants to country-level UHC Day campaigns*

Elevate national progress toward UHC—including “intermediate” successes—and **credit** local advocates.

→ *How? Media to tell stories of country breakthroughs; amplify advocates' work across UHC2030's partner channels; central hub of “intermediate” wins*

UHC Advocacy Strategy – Strategy III

Continue building a **broad, cohesive and inclusive UHC community** to ensure efficient, coordinated and informed action.

Build substantive partnerships with **vertical issue groups** that lead to joint advocacy and **policy change**.

→ *How? Strengthen value case; Unite “unusual suspects;” partner with emerging issues (e.g., NCDs, health security)*

Facilitate better communication and knowledge sharing on advocacy **between and within countries**.

→ *How? Multi-stakeholder platforms at national level; central hub of advocacy case studies; discussion groups for cross-country advocacy learning*

Ensure UHC actors at the international level respond to **other partners’ work** and **what communities really need**.

→ *How? Harmonized advocacy messages among UHC2030 partners; global coordination calls around new reports, milestones; More touchpoints with affected communities and civil society*

UHC Advocacy Strategy – Next Six Months

Refine & Finalize Strategy

- **Incorporate feedback** and input from Steering Committee, other UHC2030 workstreams and broader consultation
- **Finish mapping landscape** of existing & forthcoming partner advocacy activities
- Dive more deeply into **metrics** of success and key performance indicators; **who will lead** on carrying out each component of the strategy; how to **fund or fundraise** for the proposed activities.

Seize Immediate Advocacy Opportunities

- New WHO Director-General & UN Secretary General
- UHC Forum 2017 in Tokyo; UHC Day
- Other Opportunities

Knowledge Management work stream

June update

Background

Summary of the Knowledge Management work stream

- Last December, Secretariat was asked to develop an approach on knowledge management across HSS and UHC agenda, including synergies with related networks
- KM workstream aims to facilitate knowledge and experience sharing among partners
- In April, key KM initiatives met in DC
- On 14 June, more country perspectives from KM initiatives met in Geneva to review initial findings of mapping exercise of knowledge management initiatives
- KMWG is being established to conduct a mapping exercise and develop the strategy on KM to be submitted to the next Steering Committee

Adhoc KMWG in 2017

The KM strategy will include specific considerations for three aspects:

1. Mechanism to broker knowledge across partners;
2. Approach to South-South cooperation and Joint Learning; and
3. Opportunities to promote joint knowledge products with UHC2030 partners through other WGs or beyond.

Expected outputs:

- KM strategy developed, including mapping of existing KM initiatives
- [An early-stage website](#) being launched, including links to partner web portals/websites

KMWG in 2017

Past and Planned activities:

- **April-June:** Mapping of existing KM initiatives and relevant information around UHC
- **June:** Submission of the synthesis of the initial findings of the mapping exercise to the Steering Committee for information
- **July-August:** Completion of the mapping exercise based on feedback from SC members
- **August – November:** Development of the KM strategy based on the mapping exercise, including stakeholder feedback
- **December:** Submission of the KM strategy to the Steering Committee for approval
- **December:** Contribution to UHC Forum 2017 in Tokyo (e.g. Health Systems marketplace/knowledge hub)

Knowledge Management Mapping Exercise Findings

KM Mapping Exercise Findings

KM landscape related to UHC is dynamic & complex, without clear definitions.

- KM terms do not have common definitions across stakeholders. All networks and initiatives engage in at least one of the following three KM functions:
 - ✓ Generation of new knowledge (research, evaluation, analysis)
 - ✓ Pooling of knowledge resources (syntheses, serving as information clearinghouse)
 - ✓ Capacity building (peer-to-peer learning, training, technical assistance)
- All networks and initiatives also engage in knowledge-sharing—with members/internal audiences, with external audiences, or both. This includes channels or tools used for distribution/dissemination (supply) and uptake (demand).
- Technical areas of engagement for contributing to UHC are often overlapping.

KM Mapping Exercise Findings

The preliminary review helped to standardize terms for further analysis.

Common Technical Areas for KM Engagement Related to HSS and UHC

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• Equity and ethics• Governance• Health financing• Health economics• Health economic analysis and research• Health policy and systems research | <ul style="list-style-type: none">• Human resources for health• Information and communications technology• Measurement for improvement (data analytics)• Medicines in health systems | <ul style="list-style-type: none">• Policy and planning• Primary healthcare• Public-private partnerships• Quality• Service delivery• Health systems in fragile and conflict-affected states |
|---|---|--|

Common Knowledge Sharing Channels and Tools

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• Annual meeting• Closed member portal• Communities of practice | <ul style="list-style-type: none">• Other meetings and conferences• Public website• Publications• Regular newsletter | <ul style="list-style-type: none">• Searchable database• Social media• Videos• Webinars/online events |
|---|---|--|

KM Mapping Exercise Findings

Specific criteria should guide the selection of networks and KM initiatives to include in stakeholder mapping.

- The initial vision of UHC2030 as a knowledge facilitator and broker led to the following decisions in the preliminary phase:
 - UHC2030 is a network (or “hub”) of networks, alliances, knowledge initiatives, and conferences. Individual development agencies, NGOs, universities, and scholarly journals were NOT included.
 - Selected networks and initiatives are currently active and have a website or online documentation in English.
- Based on these guidelines, the scan identified 55 relevant entities: 23 networks and associations; 12 partnerships and global health initiatives; 14 conferences and knowledge initiatives, and 6 observatories.

KM Mapping Exercise Findings

55 Active stakeholder organizations and initiatives were selected for mapping.

• Action for Global Health	• HANSHEP	• Euroscan	• The Global Fund to Fight AIDS, Tuberculosis, and Malaria	• Prince Mahidol Award Conference (PMAC)
• African Health Economics and Policy Association	• Health Systems Action Network	• Alliance for Health Policy and Systems Research	• Universal Health Coverage Partnership	• Universal Health Coverage Day
• African Health Leadership and Management Network	• Health Systems Global	• CSO Engagement Mechanism for UHC2030	• Annual Universal Health Coverage Financing Forum	• WHO Country Planning Cycle Database
• Asian eHealth Information Network	• INDEPTH Network	• Gavi, the Vaccine Alliance	• APACPH Conference	• WHO Health Financing e-learning course
• Asia-Pacific National Health Accounts Network	• iHEA	• Health Data Collaborative	• Center for Health Market Innovations Database	• WB Universal Health Coverage Study Series
• ANHSS	• INAHTA	• International Decision Support Initiative (iDSI)	• Consortium of Universities for Global Health (CUGH) Conference	• African Health Observatory
• Equinet-European Network of Equality Bodies	• JLN	• Japan-Thailand UHC Partnership	• Emerging Voices for Global Health	• African Health Workforce Observatory
• Global Health Workforce Network	• Medicus Mundi International Network	• Partnership for Maternal, Newborn, and Child Health	• Health Policy and Systems Research Database	• Asia Pacific Observatory on Health Systems and Policies
• Global Network for Health Equity	• P4H	• Roll Back Malaria	• IntegratedCare4People	• European Observatory
• Guidelines International Network	• People's Health Movement	• Rotterdam Global Health Initiative	• International Society for Quality in Healthcare Conference	• Global Health Observatory
• HHA	• RedETSA	• Social Innovation in Health Initiative	• Primary Health Care Performance Initiative	• PAHO Regional Observatory

KM Mapping Exercise Findings

A mostly closed-ended survey of identified stakeholders is needed to refine our understanding of the current KM landscape, including potential synergies, and gaps.

- To provide a detailed snapshot in 2017, including engagement in technical areas, priority KM activities and products, channels for knowledge sharing, and current partnerships.
- To serve as a tool for UHC2030 to use with future partners and to regularly update the stakeholder mapping.
- To communicate with potential partner organizations. A public report on the survey findings could be a lever for increasing response rates and collaboration among stakeholder organizations.
- To inform a visual map of the participating networks by KM characteristics to identify synergies for future collaboration.

UHC2030 Communication

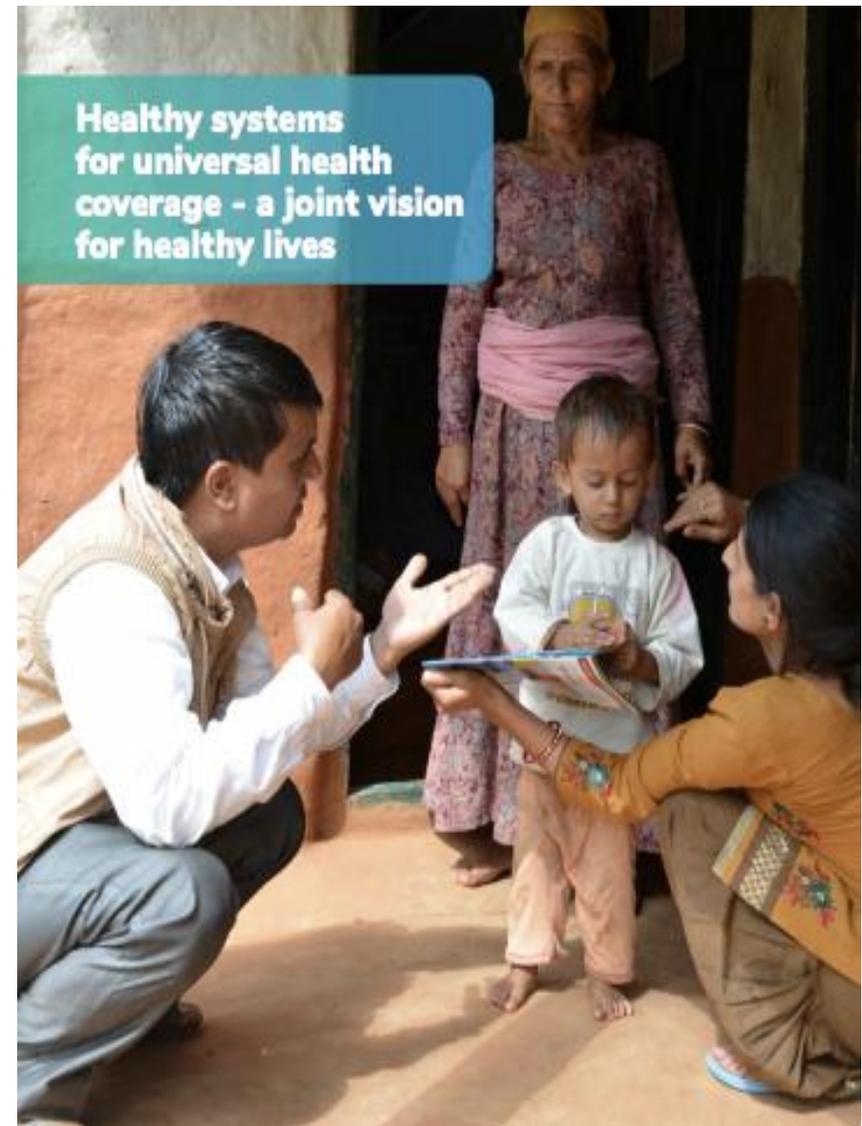
Communication activities so far

Jan – March: planning

1. Communication strategy development workshop
2. Branding and identity workshop
3. Website workshop
4. Online partner survey

March – May (in time for WHA)

- Early communications analysis and thinking helped to inform the new logo, brand, website and initial key messages about who we are and what we do
- Website launched in English
- New publication and outputs produced and launched: vision paper, postcards, banners, flyer, UHC2030 ‘flower’ etc.



Future activities

June

- Website launched in French (all materials will be in French and some in other languages)
- Monitoring report launched and dissemination begins.

June – November

- Development of communication strategy including conducting key stakeholder interviews and pre-testing of key messages.
- Dissemination of key reports and messages
- Ongoing communication activities: website updates, ‘partner perspectives’, ‘related initiatives perspectives’, newsletter, social media activity etc.

December

- Submit communication strategy to the Steering Committee for approval.

Communication strategy

A fully developed communication strategy is underway. It will focus on:

- Internal audiences (partners and related initiatives involved in UHC2030)
- Global audiences

For both internal audiences and global audiences, alignment with advocacy and knowledge management messages is key.

We will establish clear roles, and complementary relationships between communication, advocacy and KM workstreams.

Next steps:

- Conduct key stakeholder interviews and explore and test key messages
- Further develop the core narrative and key messages for each area of work, including HSS coordination and accountability and the Technical Working Groups.
- Articulate the value proposition of UHC2030 and how it works with many stakeholders.
- Identify a suite of future key communication products for the next two years including supporting requirements for Technical Working Groups outputs.

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Feedback requested from the Steering Committee

Advocacy workstream seeks following feedback:

- Is the outline of the advocacy strategy, appropriate and the scope is in accordance with resources and need?
- Any additional advocacy opportunities need to be captured for 2017?

KM workstream seeks following feedback:

- Are the emerging areas of work- the 'pillars' of the KM strategy, appropriate and the scope is in accordance with resources and need?
- Any feedback on the thematic focus of the mapping exercise – and any key networks we may be missing at this stage?

Communication workstream seeks following feedback:

- What would be most helpful to support you to communicate about UHC2030?
- What is the biggest challenge when it comes to communicating?

Appendix

UHC Advocacy Strategy

Preliminary criteria to help UHC2030 prioritize advocacy opportunities

- Where **need is greatest** compared to region
- Where there is **potential for resources**
- Where there is UHC-related **legislation already in place**
- Where there is a **political window of opportunity** – an election, a policy up for debate
- Where there are **existing champions** – progressive political leader, civil society
- Where there are **people ready to implement long-term**
- Where there could be **positive spillover effects** for other countries, region if successful
- Where there are conditions for **rapid health reforms** (noted that lower middle income countries often most able to make the sudden shift)
- Where advocates **have asked for help**
- Where **opportunities arise** – we must be ready to move swiftly and prepare for the unexpected