Please join the drive towards

WORLD HEALTH DAY 2018

#HealthForAll

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7 April 2018

HEALTH FOR ALL

UNIVERSAL HEALTH COVERAGE: EVERYONE, EVERYWHERE

who.int/healthforall

In this 70th anniversary year, WHO is calling on world leaders to live up to the pledges they made when they agreed the Sustainable Development Goals in 2015. WHO is calling on world leaders to commit to concrete steps to advance the health of all people by achieving universal health coverage. This means ensuring that everyone, everywhere can access quality health services, where and when they need them, without facing financial hardship. Countries are approaching universal health coverage in different ways: there is no one size fits all. But every country can do something to advance universal health coverage.

The challenge

- At least half of the world's people is currently unable to obtain essential health services.
- Almost 100 million people are being pushed into extreme poverty, forced to survive on just $1.90 or less a day, because they have to pay for health services out of their own pockets.

The solution

In recent decades, universal health coverage has emerged as a key strategy to make progress towards health-related and broader development goals. Access to quality care and financial protection not only enhances people's health and life expectancy, it also protects countries from epidemics, reduces poverty and the risk of hunger, creates jobs, drives economic growth and enhances gender equality.

Key campaign materials

- WHO has developed a campaign site in Arabic, Chinese, English, French, Russian and Spanish with campaign posters for each WHO region as well as technical and advocacy resources:
  http://www.who.int/healthforall
- On the website above, over the course of the coming weeks, you will find more materials, including social media squares, micro videos, a public service announcement and stories from countries that have taken steps towards universal health coverage.

Theme, slogan and hashtag

- The theme of World Health Day is: Universal health coverage: everyone, everywhere.
- The slogan is "Health for All".
- The hashtag that WHO is using is #HealthForAll; we may be using #WorldHealthDay as well.

Universal health coverage is the single most powerful concept public health has to offer and the hallmark of a government's commitment to improve the well-being of all its people. Together, we can make it the next achievement for humankind.

Thank you for joining the drive towards universal health coverage and engaging in World Health Day 2018.

"HEALTH IS A HUMAN RIGHT. NO ONE SHOULD GET SICK OR DIE JUST BECAUSE THEY ARE POOR, OR BECAUSE THEY CANNOT ACCESS THE SERVICES THEY NEED."
DR TEDROS ADHANOM GHEBREYESUS