



Terms of Reference for International UHC Day Coordination Group

9 April 2021 (updated)

Background

In 2014, the Universal Health Coverage Coalition started to celebrate December 12 as ‘UHC Day’, to commemorate the date on which the UN General Assembly ([A/RES/67/81](#)) officially recognized the importance of universal health coverage (UHC). Since then, the day has become the annual rallying point for the growing global movement for Health for All. With advocacy efforts of UHC2030 and its partners, on December 12 2017, the UN General Assembly proclaimed December 12 as International Universal Health Coverage Day ([A/RES/72/138](#)), making it an official UN-designated day (UHC Day).

In 2017, UHC2030 organized a mass public gathering event on the margins of the UHC Forum 2017 in Tokyo to celebrate the official recognition of UHC Day by the UN General Assembly. The theme of the UHC Day in 2017 was ‘Rising For Our Right To Universal Health Coverage’. In 2018, on behalf of the UN secretariat, UHC2030 started to convene a multi-stakeholder Coordination Group of International UHC Day (12.12.CG) to coordinate campaigns across the globe. The theme of the UHC Day in 2018 was ‘Unite for Universal Health Coverage: Now is the Time for Collective Action’. In 2019, the theme was ‘Keep the promise’ to emphasize accountability for political leaders to keep true to their commitments that were recorded in the Political Declaration that was adopted at the UN High-Level Meeting on UHC in September 2019 (UN HLM). In 2020, the UHC Day theme was ‘Health for All: Protect Everyone’ to capture the gravity of the COVID-19 pandemic situation, putting the world’s health systems — as well as leaders’ commitments to Health for All — to the test (see UHC Day campaign reports). UHC2030 also provided small grants to civil society to organize 25 events in 23 countries in 2017, 57 campaigns in 34 countries in 2018, and 89 campaigns in 56 countries in 2019.

Opportunity

UHC Day aims to raise awareness of UHC. Each year on 12.12, UHC advocates have opportunities to raise their voices to ensure that everyone, everywhere, should have access to quality and affordable health services, and call on Political Leaders to legislate, invest and collaborate with all of society to make UHC a reality. In 2021, considering the current pandemic situation, we continue exploring more innovative ways to support virtual campaigns. By the next UHC Day, ‘State of UHC Commitment’ country profiles will be updated as well as the latest progress of UHC (i.e. SDG 3.8.1 and 3.8.2).

Scope of work

12.12.CG is a multi-stakeholder task team hosted by UHC2030. UHC2030 Core Team serves 12.12.CG as the secretariat of the group. 12.12.CG is responsible for the following scope of the work:

- Set theme of the annual campaign, considering political and public attention of the year



- Develop a campaign microsite and other relevant campaign materials for UHC Day, building on the existing efforts around the UHC movement;
- Consult and reach out to relevant partners as necessary;
- Map campaigns across the World to make it a united annual campaign;
- Leverage social media and partner networks to expand the reach of their campaigns; and
- Provide guidance and tools to mobilize resources for campaigns at both global and country levels.

Deliverables

The following timeline includes key deliverables:

Period “indicative”	Tasks
May	<ul style="list-style-type: none"> • Convene a group and set the campaign theme of the year.
June	<ul style="list-style-type: none"> • Develop an annual coordination plan for UHC Day, including communications and resource mobilizations.
July	<ul style="list-style-type: none"> • Develop digital/campaign materials and resource mobilization guide/ tools for campaigners.
August	<ul style="list-style-type: none"> • Develop digital/campaign materials and resource mobilization guide/ tools for campaigners.
September	<ul style="list-style-type: none"> • Launch campaign micro-site on UHC Day. • Launch a small donation/crowdfunding scheme. • Launch a group order form for UHC Day branded goods.
October	<ul style="list-style-type: none"> • Update UN official page on UHC Day. • Upload digital toolkit on UHC Day to campaign micro-site.
November	<ul style="list-style-type: none"> • Disseminate campaign materials and provide support to campaigners. • Contribute to mapping campaign information. • Update campaign micro-site on UHC Day.
December	<ul style="list-style-type: none"> • Promote and actively participate in the virtual rally. • Contribute to documenting campaign information.

Budget

UHC2030 will be responsible for ensuring overall coordination to support the UHC Day campaigns. This will include the mobilization of additional resources among partners potentially interested in supporting the production of free-accessible virtual campaign platforms and sharable digital materials.

Composition of Coordination Group Members



Members of the coordination group are designated every year. 10 main members + 10 alternate members (20 members in total) from the following multi-stakeholder representatives are part of the coordination group: UN secretariat (1+1); multilateral organization (1+1); health-related initiative (1+1); national government (1+1); local government (1+1); parliamentarian network (1+1); civil society organization (1+1); philanthropic foundation (1+1); private sector (1+1); academia/thinktank (1+1). All members of the coordination group are expected to proactively lead or contribute to the development and dissemination of the campaigns. Members of the coordination group from non-states actors must be either an organization holding the valid ECOSOC consultative status or a member organization of UHC2030 (i.e. endorsed the global compact for progress towards universal health coverage and passed WHO's FENSA process).

Annex: Main Group and Sub-groups

Main Group

- **Campaign strategy and coordination**
- **Campaign theme**
- **Key visual Identity and messages**

Sub-group1: Digital campaign materials *“indicative”*

- **Campaign materials** - Micro-site, campaign toolkit, event directory, partners' materials
- **Guidance notes (media)** - media notes, press release
- **Supports for UN official communications** - SG's message to the day, UN official webpage

Sub-group 2: Global surround and campaign support strategy *“indicative”*

- **Public and political mobilization** - a joint product of UHC Day branded merchandise, video messages from political leaders, virtual rally, champion campaign
- **Resource mobilization** - transition strategy from centralized to decentralized funding
- **Guidance notes (partners)** - notes to campaign organizers, notes to country offices