



UHC Day Campaign 2021

Information Notes ver. 1.0

Leave No One's Health Behind: Invest in health systems for all.

Background

Every year on 12 December, the world celebrates International Universal Health Coverage Day (UHC Day). The official UN-designated day aims to raise awareness of the need for strong, equitable and resilient health systems and universal health coverage (UHC). UHC is based on the principle that everyone, everywhere should have access to quality essential health services without suffering financial hardship. It is a goal that cuts across all health targets and is a beacon of hope for a healthier and more equitable world.

UHC Day marks the anniversary of the UN's historic and unanimous endorsement of UHC in 2012 as an essential priority for international development. Since then, it has become the annual rallying point for the growing movement for health for all. Every 12.12, advocates raise their voices to share the stories of the millions of people still waiting for health, to call on leaders to make smarter investments in health and to remind the world about the imperative of Health for All.

Results of the 2020 Campaign

UHC Day 2020 capped a historic year in health, defined by the worst pandemic in a century. Since the first cases were reported, COVID-19 has been an extreme stress-test for the world's health systems and societies, revealing gaps and inequities that should have been addressed long before the virus struck. In some cases, momentum and resources for universal health coverage undeniably waned as leaders responded to the immediate threat; in others, the crisis brought new urgency to the case for universal health coverage, with more leaders paying attention, and more people rising to demand change.

Against this background, UHC Day 2020 had one message for leaders everywhere: To end the crisis and build a safer, healthier future, now is the time to act for health systems that **protect everyone**.

In the face of the pandemic, the UHC Day campaign itself had to evolve as well, much as it has done every year since the first UHC Day in 2014. With physical distancing and other public health restrictions in mind, the multi-stakeholder 12.12. Coordination Group of UHC Day (12.12



CG) — hosted by UHC2030 — encouraged and supported a substantial shift toward greater digital and individual engagement, culminating in a 24-hour virtual rally on 12 December.

Overview of the past UHC Day campaigns (see [results of past campaigns](#)):

- 123 virtual activities in 2020. 1.3B Twitter impressions.
- 229 events in 2019 (68 countries). 872M Twitter impressions, with 537M on 12.12 alone.
- 186 events in 2018 (60 countries). 895M Twitter impressions, with 379M on 12.12 alone.
- 164 events in 2017 (45 countries), inc'l UHC Forum in Tokyo. 1.2B Twitter impressions.



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The COVID-19 pandemic has exposed long-ignored risks, including inadequate health systems, gaps in social protection and structural inequalities. If we are to prevent future pandemics and achieve health and well-being for all by 2030, we must prioritize equity - investing more in health and allocating resources efficiently and equitably according to need. To that end, this year's theme will be: **Leave No One's Health Behind: Invest in health systems for all.**



In 2021, the UHC Day campaign will continue to involve localized and sustainable campaigns, i.e. more digital campaign materials will be made available so that local campaigners can customize them to include their local languages and adapt them to their local contexts. Various UHC Umbrella products can be ordered again online. Some useful online tools will be introduced to help campaigners plan and organize virtual campaigns for free or at low cost.

The 2021 campaign support pack will be available on the [campaign microsite](#) this Summer. Please check the webpage to find updates on campaign materials and opportunities.