Campaign Toolkit:
UN High-Level Meeting on Universal Health Coverage

Theme: Moving Together to Build a Healthier World

Multistakeholder Hearing: 29 April, 2019

High-Level Meeting: 23 September, 2019
Universal health coverage (UHC) ensures all people, everywhere, can access quality essential health services with financial protection. It is firmly rooted in the human right to health and requires strong political leadership. Because affordable, accessible, quality health services unlock people’s potential, UHC is one of the smartest investments countries can make. And nearly all countries, including low-income countries, have the capacity to mobilise the resources required to achieve UHC. Achieving UHC is essential for inclusive development, prosperity, gender equality and fairness.

Despite clear benefits and feasibility, inequities in access to quality health services persist. Each year, over 800 million people spend at least ten percent of their household budgets on health-related costs, and about 100 million people are pushed into extreme poverty due to their health expenditures. Over 3.65 billion people, at least half of the world’s population, does not have full coverage of essential services, and the most marginalised are left farthest behind.

UN High-Level Meeting on Universal Health Coverage

A United Nations High-Level Meeting (UN HLM) is convened by the UN General Assembly (UNGA), which represents all 193 UN Member States and is the main decision-making body of the UN. In this forum, Member States collaborate on an array of international issues covered by the UN Charter. Holding a dedicated UN HLM on a specialised topic is an exceptional circumstance created through a UN resolution, with the purpose of developing solutions to global issues among Heads of State and governments.

The UN HLM on UHC is the biggest and best opportunity to secure political commitment from Heads of State and Government to prioritise UHC. It will result in a Political Declaration on UHC, negotiated by Member States and endorsed by Heads of State. The Political Declaration will recognise the primary responsibility of governments to scale up global efforts to provide universal access to affordable and quality health services, in line with SDG target 3.8.

The President of the United Nations General Assembly (PGA) will organise a multi-stakeholder hearing on 29 April, 2019, at the UN General Assembly Hall, to allow non-state actors to formally contribute to the preparation of the UN HLM.
**Key Asks from the UHC Movement for the UN HLM**

Everyone, everywhere should have access to quality and affordable health services. We call on political leaders to legislate, invest and collaborate with all of society to make UHC a reality.

The Key Asks from the UHC Movement for the UN HLM (The UHC Key Asks) are a central document that UHC2030 has developed to help partners to influence the Political Declaration on UHC. They are the foundation for coordinated advocacy efforts and include milestones that all partners can promote in the lead up to the UN HLM.

The six Key Asks are:

1. **Ensure Political Leadership Beyond Health** - Commit to achieve UHC for healthy lives and well-being for all at all stages, as a social contract.

2. **Leave No One Behind** - Pursue equity in access to quality health services with financial protection.

3. **Regulate and Legislate** - Create a strong, enabling regulatory and legal environment responsive to people’s needs.

4. **Uphold Quality of Care** - Build quality health systems that people and communities trust.


**About UHC2030**

UHC2030 is a movement for accelerating equitable and sustainable progress toward UHC by providing a multi-stakeholder platform that promotes collaboration at the global and country levels on health systems strengthening. We advocate for increased political commitment, facilitate accountability and promote knowledge sharing. UHC2030 has been asked to support the UN HLM with a focus on “sharing evidence and good practices, challenges and lessons learned.”

**Who is this toolkit for?**

This toolkit is a campaign resource to help all partners in the UHC movement, whether government representatives, parliamentarians, academia, civil society or the private sector, advocate for a strong UN HLM Political Declaration that advances UHC at the community, regional, national and global levels. We encourage all partners to use the toolkit as a basis for coordinated advocacy efforts throughout the preparation of the UN HLM.
**Key Milestones for the UN High-Level Meeting**

**April - May**

7 April
World Health Day

12-13 April
IMF/World Bank Spring Meeting

15-18 April
Financing for Development Forum

21-23 April
Civil 20 Japan 2019

28 April - 1 May
16th Annual World Health Care Congress

29 April - 1 May
World Health Summit Regional Meeting 2019

29 April
UN HLM UHC Multi-Stakeholder Hearing

30 April
SDG3+ Global Action Plan Public Consultation

8-11 May
11th Asia Pacific Global Summit on Healthcare

9-11 May
2nd International Congress of Health Workforce Education and Research

20-28 May
World Health Assembly

**June-July**

3-6 June
Women Deliver 2019

8-9 June
F20 Meeting

28-29 June
G20 Summit

9-15 July
High-Level Political Forum on Sustainable Development

**Aug-Sept**

25-27 August
G7 Summit

16-19 September
International Forum on Quality & Safety in Healthcare

17-30 September
September (UN General Assembly)

23 September
UN High-Level Meeting on UHC

23 September
Climate Change Summit

24-25 September
SDG Summit

26 September
Financing for Development Heads of States Forum

27 September
High-Level Review of the SAMOA Pathway
Resources

Logo Files

Social Media Content

Hashtags & Handles

#HealthForAll
#HLMUHC
@UHC2030
@CSOs4UHC
Messages for the Key Asks

Suggested Approach

**STEP 1:**
Use prepared social media messages for the UHC Key Asks 1-6 and UHC Joint Vision below

**STEP 2:**
Refer to the UHC Advocacy Guide or UHC2030 eLearning Course on Advocacy for UHC to learn about the UHC approach, target audience identification and advocacy message preparation

**STEP 3:**
Identify a specific Action Agenda of the UHC Key Asks to promote

**STEP 4:**
Customise a social media message for the specific Action Agenda selected

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**General Graphic**

*Everyone, everywhere should have access to quality and affordable health services. We call on political leaders to legislate, invest and collaborate with all of society to make #UHC a reality. See our 6 Key Asks bit.ly/2RY3VkJ #HLMUHC #HealthForAll*

**Tweets**

Everyone, everywhere should have access to quality & affordable health services. We call on political leaders to legislate, invest & collaborate with all of society to make #UHC a reality. See our 6 Key Asks bit.ly/2RY3VkJ #HLMUHC #HealthForAll

Tweet

**Key Ask 1**

*Ensure Political Leadership Beyond Health*

Commit to achieve UHC for healthy lives and well-being for all at all stages, as a social contract.

**MILESTONE**

By 2022, governments incorporate aspirational health-related SDGs targets into national planning processes, policies and strategies to ensure everyone can access quality health services without financial hardship.

#HLMUHC #UHC2030

**Tweets**

Health is the foundation for people, communities & economies to reach their full potential. #UHC is primarily the responsibility of governments, ensuring people's health as a social contract. See Action Agenda bit.ly/2RY3VkJ #HLMUHC #HealthForAll

Tweet

Achieving UHC is essential for inclusive development, prosperity, gender equality and fairness, and requires political decisions that go beyond the health sector. See Action Agenda bit.ly/2RY3VkJ #HLMUHC #HealthForAll

Tweet

**Download**

Download all graphics
Key Ask 2

Health is enshrined as one of the fundamental rights of every human being. #UHC is key to reducing poverty and promoting equity and social cohesion. Governments should invest in everyone’s health. See Action Agenda bit.ly/2RY3VkJ #HLMUHC #HealthForAll

Tweet

Extension of geographical coverage & reaching the most marginalised and hard-to-reach populations are essential to achieving positive health outcomes. A strong system for monitoring and evaluation is needed to ensure accountability & participation. See Action Agenda bit.ly/2RY3VkJ #HLMUHC #HealthForAll

Tweet

Key Ask 3

#UHC requires a sound legal/regulatory framework & institutional capacity to ensure the rights of people & meet their needs. See Action Agenda bit.ly/2RY3VkJ #HLMUHC #HealthForAll

Tweet

Even in cases when governments rely on private providers, they are the primary duty bearer under the International Covenant on Economic, Social & Cultural Rights. See Action Agenda bit.ly/2RY3VkJ #HLMUHC #HealthForAll

Tweet
Key Ask 4

Uphold Quality of Care

Build high-quality health systems that people and communities trust.

MILESTONE

By 2030, the coverage of quality essential health services has been delivered to one billion additional people (SDG 3.8.1).

#HLMUHC

Tweets

Quality primary healthcare is the backbone of #UHC and creates trust in public institutions. Expansion of health coverage must be accompanied by investments in the quality of health services. See Action Agenda bit.ly/2RY3VkZ #HLMUHC #HealthForAll

Tweet

People should be able to access a full spectrum of safe, quality services & products in their community, delivered by well-trained, well-paid, culturally & gender-sensitive health workers. See Action Agenda bit.ly/2RY3VkZ #HLMUHC #HealthForAll

Tweet

Key Ask 5

Invest More, Invest Better

Sustain public financing and harmonise health investments.

MILESTONE

By 2030, governments adopt ambitious investment goals for UHC, make progress in mobilizing domestic pooled funding and reduce catastrophic health expenditure (SDG 3.8.2).

#HLMUHC

Tweets

Current funding levels are insufficient to achieve #UHC2030. Governments need to increase domestic investment and allocate more public financing for health through equitable and mandatory resources. See Action Agenda bit.ly/2RY3VkZ #HLMUHC #HealthForAll

Tweet

Governments must improve efficiency & equity in the use of existing resources & reduce reliance on impoverishing out-of-pocket payments. See Action Agenda bit.ly/2RY3VkZ #HLMUHC #HealthForAll

Tweet

Development assistance for health should reduce fragmentation & strengthen national health financing capacities. See Action Agenda bit.ly/2RY3VkZ #HLMUHC #HealthForAll

Tweet
Key Ask 6

Countries must take steps to engage non-governmental actors, particularly from unserved, underserved or poorly-served populations, to shape the #UHC agenda. Solutions must be tailored to context & population needs. See Action Agenda bit.ly/2RY3VkZ #HLMUHC #HealthForAll

The international community & global health partners should unite to support countries to build a healthier world. See Action Agenda bit.ly/2RY3VkZ #HLMUHC #HealthForAll

General Messages

Universal Health Coverage

#UHC is about ensuring all people can access quality health services, where & when they need them, without suffering financial hardship. #HealthForAll #HLMUHC

#UHC is a movement for equal opportunity and government accountability – goals we can all get behind. #HealthForAll #HLMUHC

Strong health systems are everybody’s business. We all have a role to play in improving access to and quality of health services that leave no one behind. #HealthForAll #HLMUHC

There is no single path to #UHC, but all journeys start with a bold first step. Together, we can achieve #HealthForAll. #HLMUHC
Service Delivery

Reaching every person and community with comprehensive, quality health services and people-centered care.

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Tweets

Access to quality health services should never depend on who you are, where you live or how much money you have. RT if you believe in #HealthForAll #HLMUHC

Tweet

Strong #primaryhealthcare systems that reach every community with quality, comprehensive care are an essential building block of #UHC. #HealthForAll #HLMUHC

Tweet

Real people don’t experience health issues and costs in siloes. Health systems must see the whole person. #HealthForAll #HLMUHC

Tweet

Well-trained, well-paid #healthworkers are the backbone of a strong health system. We must support them to achieve #HealthForAll, everywhere. #HLMUHC

Tweet

Universal health coverage means ensuring that everyone, everywhere can access the safe, quality, affordable medicines they need to stay alive & healthy. #HLMUHC #HealthForAll

Tweet

Equity must be at the heart of any successful health reform. #UHC reaches the poorest and most marginalized first, not last. #HealthForAll #HLMUHC

Tweet

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Financing

Mobilizing resources equitably and efficiently to ensure everyone can get the health care they need without fear of financial hardship.

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Tweets

Getting sick should not mean bankruptcy and poverty. That’s why protection against financial hardship must be in place to achieve #HealthForAll. #HLMUHC

Tweet

~100 million people are pushed into extreme poverty paying for health services every year. That’s 100 million too many. It’s time to eliminate out-of-pocket costs to ensure nobody goes bankrupt when they get sick. #HLMUHC #HealthForAll

Tweet

Health costs prevent millions of people from seeking or getting the care they need. Protecting the right to health means protecting people from financial hardship. #HLMUHC

Tweet

#UHC is a smart investment & achievable goal everywhere. To deliver on the promise of #HealthForAll, countries can & must increase investments in the health of their own people. #HLMUHC

Tweet

Lack of affordable, quality health care traps families and nations in poverty. #UHC can ensure that no one has to choose between good health and other life necessities. #HealthForAll #HLMUHC

Tweet
Governance
Supporting national policies and systems that respond to the voices and needs of the people and protect the human right to health. UHC is first and foremost a social contract. By prioritizing investments in health equity, countries can foster stronger economies and more just societies.

Tweets
With strong political will, every country—rich or poor—can build strong, equitable health systems that leave no one behind. #HLMUHC #HealthForAll

For health systems to benefit everyone, we need to hear from everyone. Community participation can make or break #UHC reforms. #HLMUHC #HealthForAll

There is no one-size-fits-all approach to #UHC. But every journey should begin with a commitment to human rights, equity & leaving no one behind. #HLMUHC #HealthForAll

We all have a role to play in holding leaders accountable for #HealthForAll. All voices must be heard. #HLMUHC

Ensuring all citizens and communities have free access to data and information on #UHC is central to accountability. #HealthForAll #HLMUHC

Monitoring & Accountability
Improving monitoring mechanisms in order to hold leaders accountable for progress toward health systems strengthening and UHC.

Tweets
Over 800 million people spend at least 10% of their household budgets to pay for health care & at least half the world’s people cannot obtain the essential health services they need. #HealthForAll #HLMUHC

Measure what matters. Monitoring of #SDG target 3.8 is incomplete unless it tracks two aspects of #UHC: financial protection AND coverage of essential health services. #HLMUHC #HealthForAll

Accountability mechanisms are crucial to expose who benefits & who is left behind from policy choices made in the name of #UHC. #HLMUHC #HealthForAll

Data alone will not achieve accountability – #UHC monitoring must lead to multi-stakeholder review & remedial actions. #HLMUHC #HealthForAll
Leave No One Behind
Ensuring that all people, regardless of race, gender, age, citizenship or ability, are included in the movement to build strong, accessible, equitable health systems.

Tweets
#HealthForAll is only possible with strong health systems that leave no one behind. #HLMUHC
Tweet

Strong, equitable health systems must prioritize the poorest and leave no one behind. #HealthForAll #HLMUHC
Tweet

Achieving #UHC will drive progress on the #SDGs and ensure that no one is left behind. #HLMUHC
Tweet

UHC in Fragility
Let’s work together towards good health & wellbeing for all. UHC LEAVES NO ONE BEHIND.

Tweets
The world needs more attention to fragile settings to achieve global commitments to leave no one behind. Over 1.6 billion people live in fragile settings, including 85% of the world’s extreme poor. #HealthForAll #HLMUHC #leavenoonebehind
Tweet

US $26 billion is required each year to advance health in fragile settings. Increased flexibility across humanitarian & development health funding is essential for responsive and resilient health systems. #HealthForAll #HLMUHC #fragilestates
Tweet
Gender Equality

Health is a human right, regardless of sex, gender, race, religion, age or any other identifier. #UHC will only be truly universal when everyone, including women & girls, can access the health services they need without discrimination or financial hardship. #HealthForAll #HLMUHC

Because gender is a key determinant of health, #UHC delivery must consider the different health needs of women and men throughout their lives. Women need an equal say in the health systems that determine their health, rights and wellbeing. #HealthForAll #HLMUHC

Gender equity includes equitable access to necessary health services. To leave no one behind, #UHC must integrate the sexual and reproductive health of women & girls. #HealthForAll #HLMUHC

Well-trained, well-paid health workers are the backbone of strong #primaryhealthcare. Women are 70% of the #globalhealth workforce but mostly work in low-status, low-paid roles. If we invest in women in the global health workforce, they will deliver #UHC. #HealthForAll #HLMUHC

The voices of women are critical in health decision-making at all levels, from community to global, to ensure #UHC meets the needs and priorities of all genders. #HealthForAll #HLMUHC