

EVENT TIPS & INSPIRATION

For a more detailed advocacy guide, please see [here](#).

THEMES

Since UHC is a broad issue, we recommend focusing your event on a specific theme that would resonate most with your stakeholders. Successful events often pair together a “WHY” and a “HOW” of UHC. In addition to “UHC is RIGHT, SMART and OVERDUE,” example themes and topics include (but are by no means limited to):

WHY DO YOU SUPPORT HEALTH FOR ALL?

- Refugee Crisis
- Non-Communicable Diseases
- Pandemic Preparedness
- Gender Equality
- Economic Growth

NEXT STEPS WE NEED

- Prioritize the Poorest
- More Investment
- Better Measurement
- New Champions/Sectors
- Innovation

WHO TO INVITE

CO-HOSTS: Join forces with other UHC partners in your country to maximize your impact.

SPEAKERS: Dynamic events often engage speakers with a range of expertise.

Depending on what makes sense for your event format and theme, speakers and discussants could include:

- Policymakers
- NGO Leaders
- Medical/Public Health Experts
- Activists
- Religious Leaders
- Economists
- Youth
- Academia
- Community Voices
- Non-Traditional Champions

AUDIENCE: In addition to inviting key partners and stakeholders to build useful relationships, strive for a diverse audience so that speakers are not preaching to the choir. By engaging everyone from government officials to community members, you can help the conversation spread far and wide after your event.

MEDIA: Invite reporters from local news outlets to encourage them to amplify messages from your event.

TYPES OF EVENTS

COMMUNITY SERVICE

Celebrate UHC Day by improving local health, from making educational pamphlets, to giving blood, to picking up trash. Last year, partners even offered free health services (e.g., free HIV tests, cancer screenings)

PANEL

Featuring 3-4 speakers and a moderated discussion, panels can engage high-level leaders and community advocates to educate attendees on a particular dimension of the UHC movement.

RALLY

March or gather with community members to vocally draw attention to the urgent need for #HealthForAll and hold leaders accountable to the promise of leaving no one behind.

VIDEO SCREENING

To spark a dynamic discussion on UHC, consider screening a health-related film (e.g., Sania Nishtar’s Choked Pipes) followed by a moderated discussion with viewers.

OTHER TIPS

CONVENIENT LOCATION: Pick a location that makes sense for your attendees, such as a community center, classroom in a local school, church or UHC Day partner office.

ENGAGING MATERIALS: For a panel discussion, engage attendees with programs and speaker information. For a rally, bring banners and posters supporting #HealthForAll as RIGHT, SMART and OVERDUE.

SPREAD THE WORD: Use social media, email, flyers and word of mouth to encourage people to attend! During the event, share photos and quotes with #HealthForAll to connect the event to the global movement.