DIGITAL TOOLKIT
EVERYTHING YOU NEED TO MAKE #HEALTHFORALL TREND

HEALTHFORALL.ORG
LET’S GET STARTED

RULE #1 (THE ONLY RULE):
#HEALTHFORALL IS OUR HASHTAG. USE IT!

SECONDARY HASHTAGS
#UHC #UHCDAY

WEBSITE
HEALTHFORALL.ORG

ORGANIZING PARTNERS
@UHC_Day @RockefellerFdn
@WHO @WBG_Health
@Save_Children @AFGH
@MSHHealthImpact
@thePHFI @CWGH1

SECONDARY HASHTAGS
#UHC #UHCDAY

WEBSITE
HEALTHFORALL.ORG

COALITION PARTNERS
FIND, FOLLOW & RT THEM USING THIS LIST

SOCIAL MEDIA TIPS
PERSONALIZE: Why do you support #HealthForAll?
USE HASHTAGS: Link #HealthForAll to conversations that matter.
TAG PARTNERS: Highlight coalition members’ efforts to grow the movement.
ADD IMAGES & VIDEOS: Grab your followers’ attention & increase engagement with your posts.

THE MOVEMENT

WE BELIEVE
• The global community has spoken: #HealthForAll is right, smart and overdue. #UHCDay
• Too many people are still waiting for quality health services without financial hardship. #HealthForAll #UHCDay
• Every country must deliver on promises of #HealthForAll. No one can be left behind.

SHOW YOUR SOLIDARITY
• Proud to stand with the #UHC Coalition. #HealthForAll is right, smart & overdue. #UHCDay
• 600+ orgs. 300+ economists. 100+ countries. One cause: #HealthForAll. Stand with us at HealthForAll.org
• #UHCDay 12.12.15 marks 3 years since the @UN unanimously endorsed #HealthForAll. What are we waiting for? HealthForAll.org
WHY HEALTH FOR ALL?

BECAUSE IT’S RIGHT
• Health is a human right that too many people are still waiting for. #HealthForAll #UHCDay
• No one should go bankrupt when they get sick. RT if you agree! #HealthForAll #UHCDay
• We have an opportunity to make the poor as healthy as the rich—we must seize it! #HealthForAll
• Imagine choosing between medicine and food for your family. #HealthForAll—because it’s right.

BECAUSE IT’S SMART
• 300+ economists agree: #UHC reduces poverty & fuels economic growth. #HealthForAll
bit.ly/EconDecUHC
• Every $1 invested in health returns up to 10x the benefits. #HealthForAll—because it’s smart.
• #UHC builds #resilience against #pandemics & #climatechange. #HealthForAll #COP21
• #UHC keeps people healthy & out of poverty, strengthening economies and nations. #HealthForAll

BECAUSE IT’S OVERDUE
• #HealthForAll catalyzes sustainable development & #resilience. #UHC must come first #Post2015
• @UN unanimously endorsed #UHC twice, but we’re still waiting for universal action.
#HealthForAll—because it’s overdue.
• Rich & poor countries have proven #UHC is possible. Now, all nations must deliver. #HealthForAll

NEXT STEPS WE NEED

PRIORITIZE THE POOREST
• We need to reverse the development status quo. Transformative change requires reaching the poorest first, not last. #HealthForAll

INCREASE INVESTMENTS
• #UHC is a smart investment to end poverty and strengthen economies. It’s time all countries act on the evidence. #HealthForAll

STRENGTHEN HEALTH SYSTEMS
• We are only as strong as our weakest links. #UHC creates robust health systems that reach every community. #HealthForAll

MEASURE WELL
• To make sure no one is left behind, we need better #data on who we’re missing. Everyone counts—so let’s count everyone. #HealthForAll

EXPAND THE MOVEMENT
• Health doesn’t exist in a vacuum. Let’s break down silos and embrace connections between #UHC and [#ISSUE].
KEY MESSAGE GRAPHICS
DOWNLOAD THESE IMAGES & *ANIMATIONS* AT HEALTHFORALL.ORG/TOOLKIT

ANIMATED GRAPHIC: RIGHT-SMART-OVERDUE

HEALTH FOR ALL: BECAUSE IT’S RIGHT.
UNIVERSAL HEALTH COVERAGE DAY - 12.12.15

HEALTH FOR ALL: BECAUSE IT’S SMART.
UNIVERSAL HEALTH COVERAGE DAY - 12.12.15

HEALTH FOR ALL: BECAUSE IT’S OVERDUE.
UNIVERSAL HEALTH COVERAGE DAY - 12.12.15

JOIN US
HEALTHFORALL.ORG

HEALTH FOR ALL
12.12.15
UNIVERSAL HEALTH COVERAGE DAY

ANIMATED GRAPHIC: NEXT STEPS WE NEED

INCREASE INVESTMENTS
STRENGTHEN HEALTH SYSTEMS
MEASURE WELL

PRIORITIZE THE POOREST
ACHIEVE HEALTH FOR ALL
EXPAND THE MOVEMENT

UNIVERSAL HEALTH COVERAGE:
RIGHT. SMART. OVERDUE.
FACT GRAPHICS
DOWNLOAD THESE IMAGES AT HEALTHFORALL.ORG/TOOLKIT

HEALTH IS A HUMAN RIGHT

THAT 400 MILLION ARE WAITING FOR

HEALTH FOR ALL: RIGHT. SMART. OVERDUE.

ECONOMISTS WORLDWIDE AGREE:

UNIVERSAL HEALTH COVERAGE MAKES ECONOMIC SENSE.

300+ ECONOMISTS IN 50+ COUNTRIES ENDORSE THE ECONOMISTS’ DECLARATION ON UNIVERSAL HEALTH COVERAGE

HEALTH FOR ALL: RIGHT. SMART. OVERDUE.

JOIN THE MOVEMENT

100+ COUNTRIES HAVE TAKEN STEPS TOWARD UNIVERSAL HEALTH COVERAGE

HEALTH FOR ALL: RIGHT. SMART. OVERDUE.

GETTING SICK SHOULDN’T BE A FINANCIAL GAMBLE

17% ARE PUSHED OR FURTHER PUSHED INTO POVERTY BY HEALTH COSTS

HEALTH FOR ALL: RIGHT. SMART. OVERDUE.

NO ONE SHOULD GO BANKRUPT WHEN THEY GET SICK

17% FALL OR FALL DEEPER INTO POVERTY SEEKING HEALTH SERVICES

HEALTH FOR ALL: RIGHT. SMART. OVERDUE.

DID YOU KNOW?

~1/3 of households in Africa & S.E. Asia borrow money or sell assets to pay for health. Health improvements drove 24% of full-income growth in #LMICs in the last decade. 56% of the global rural population has NO health coverage. We could’ve built up health systems in W. Africa at 1/3 of the #Ebola response cost.
#HEALTHFORALL CHAMPIONS
DOWNLOAD THESE IMAGES AT HEALTHFORALL.ORG/TOOLKIT

"UNIVERSAL HEALTH COVERAGE IS KEY TO BUILDING RESILIENT HEALTH SYSTEMS THAT MAKE PEOPLE AND PLANET HEALTHIER."
-DR. JUDITH RODIN
PRESIDENT
THE ROCKEFELLER FOUNDATION

"UNIVERSAL HEALTH COVERAGE CLOSES THE GAP BETWEEN RICH AND POOR, STRENGTHENING ECONOMIES AS A RESULT."
-DR. JOSEPH E. STIGLITZ
PROFESSOR, COLUMBIA UNIVERSITY
NOBEL LAUREATE IN ECONOMICS

"GOVERNMENTS HAVE EVERYTHING TO GAIN WHEN THEY PRIORITIZE HUMAN HEALTH. I AM HOPEFUL FOR GLOBAL PROGRESS BECAUSE UNIVERSAL HEALTH COVERAGE IS INCLUDED IN THE SDGs."
-HON. DR. AGNES BINAGWAO
MINISTER OF HEALTH, RWANDA

"WEAK LINKS IN A HEALTH SYSTEM ARE DEADLY FUEL TO PANDEMICS. UNIVERSAL HEALTH COVERAGE FILLS GAPS AND STRENGTHENS OUR DEFENSES."
-DR. PETER PIOT
DIRECTOR, LONDON SCHOOL OF HYGIENE AND TROPICAL MEDICINE

"ACHIEVING UNIVERSAL HEALTH COVERAGE WILL MAKE THE WORLD A MORE JUST AND PROSPEROUS PLACE."
-DR. JIM YONG KIM
PRESIDENT
WORLD BANK GROUP

"UNIVERSAL HEALTH COVERAGE IS ONE OF THE MOST POWERFUL SOCIAL EQUALIZERS AMONG ALL POLICY OPTIONS."
-DR. MARGARET CHAN
DIRECTOR-GENERAL
WORLD HEALTH ORGANIZATION

"TO END ALL PREVENTABLE MATERNAL AND CHILD DEATHS, THE G7 MUST ENDORSE UNIVERSAL HEALTH COVERAGE."
-JASMINE WHITBREAD
CHIEF EXECUTIVE OFFICER
SAVE THE CHILDREN INTERNATIONAL

"UNIVERSAL HEALTH COVERAGE MEANS HEALTHIER SOCIETIES AND COMMUNITIES, ESSENTIAL FOR SUSTAINABLE GROWTH AND DEVELOPMENT."
-DR. CARISSA F. ETIENNE
DIRECTOR
PAN AMERICAN HEALTH ORGANIZATION
"UNIVERSAL HEALTH COVERAGE MUST INCLUDE REPRODUCTIVE HEALTH AND LEAVE NO GIRL OR WOMAN BEHIND."
- KATJA IVERSEN
CHIEF EXECUTIVE OFFICER
WOMEN DELIVER

"ACCOUNTABILITY FOR UNIVERSAL HEALTH COVERAGE IS IMPERATIVE TO ENSURE THE MOST VULNERABLE BENEFIT FIRST."
- DR. JONATHAN QUICK
PRESIDENT & CHIEF EXECUTIVE OFFICER
MANAGEMENT SCIENCES FOR HEALTH

"IN 2015, NO ONE SHOULD GO BANKRUPT WHEN THEY GET SICK. UNIVERSAL HEALTH COVERAGE IS OVERDUE."
- DR. ARIEL PABLOS-MENDEZ
ASSISTANT ADMINISTRATOR FOR GLOBAL HEALTH, UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

"UNIVERSAL HEALTH COVERAGE PROVIDES A PLATFORM FOR INTEGRATION ACROSS GLOBAL HEALTH. LET'S WORK TOGETHER TO MAKE THIS WORK!"
- DR. CHRISTINE SOW
PRESIDENT & EXECUTIVE DIRECTOR
GLOBAL HEALTH COUNCIL

"HEALTH WAS DECLARED A HUMAN RIGHT IN 1948. THE SDGs MANDATE THAT WE FINALLY DELIVER ON THIS PROMISE OF HEALTH FOR ALL."
- DR. SONIA EHRLICH SACHS
DIRECTOR, HEALTH SECTOR
EARTH INSTITUTE AT COLUMBIA UNIVERSITY

WANT TO DO MORE?
CHANGE YOUR PROFILE PICTURE USING VIRTUAL PHOTOBOOTH 2.0!
JOIN THE 12.12.15 THUNDERCLAP HERE!

#HEALTHFORALL CHAMPIONS
DOWNLOAD THESE IMAGES AT HEALTHFORALL.ORG/TOOLKIT
HEALTH FOR ALL

12.12.15
UNIVERSAL HEALTH COVERAGE DAY