Social Media Toolkit:
United Nations High-Level Meeting on Universal Health Coverage
About The CSEM

The **Civil Society Engagement Mechanism for UHC2030 (CSEM)** is the civil society constituent of the International Health Partnership for UHC2030 (UHC2030). The CSEM raises civil society voices in UHC2030 to ensure that universal health coverage (UHC) policies are inclusive and equitable and that systematic attention is given to the most marginalized and vulnerable populations so that no one is left behind. We do this through:

- Influencing policy design and implementation;
- Lobbying for participatory and inclusive policy development and implementation processes;
- Strengthening citizen-led social accountability mechanisms;
- Promoting coordination between civil society organization (CSO) platforms and networks working on health-related issues at the national, regional and global levels; and
- Enabling civil society to have a voice in the UHC movement at the subnational, national, regional, and global levels.

United Nations High-Level Meeting on Universal Health Coverage

The UN High-Level Meeting on Universal Health Coverage (UN HLM on UHC) on September 23, 2019, is a critical opportunity for the world to come together, to make commitments and to identify actions to achieve UHC by 2030. The meeting will aim to garner financial and political commitments from countries. It will focus on accelerating progress towards UHC, including access to essential health services and a skilled health workforce, financial risk protection and access to safe, quality, effective and affordable medicines and vaccines for all. Following months of inter-governmental negotiation, the Office of the President of the General Assembly shared the final version of the **United Nations High-Level Meeting on Universal Health Coverage Political Declaration** to be endorsed by Heads of State and government during the HLM.

Objective

This Communications and Advocacy Toolkit, developed by the CSEM, facilitates amplification of key advocacy messages during the UN HLM. The toolkit is to be used by global health civil society initiatives, health-focused regional, national and community-level civil society organizations, including CSEM members and any other individuals and communities keen to advocate for an effective UN HLM on UHC.

Target Audiences

National governments, Donors, UHC2030, UN System, non-health sector actors
Key Advocacy Messages
CSEM developed Civil Society Priority Actions for the United Nations High-Level Meeting on Universal Health Coverage which call on all Member States to fulfill the right to health for all, following consultation with civil society and in line with the Key Asks from the UHC Movement for the United Nations High-Level Meeting on Universal Health Coverage. We call on all stakeholders to help continue to use the messages in these tools to advocate and engage around the UN HLM on UHC.

Twitter Graphics and Suggested Tweets

Hashtags

Primary:
#HealthForAll
#HLMUHC
#LeaveNoOneBehind

Secondary:
#UHC4me
#HealthWorkers
#PrimaryHealthCare
#CivilSociety
#PublicHealthFinancing
#Accountability

Twitter Handles:
@CSOs4UHC
@UHC2030
@UN_PGA
@WHO
Tips for Twitter:

Tip 1: Add a twitter handle of an advocacy target and/or ally: For our messages to have a greater chance at achieving impact, we want to make sure that those we seek to influence notice and hopefully pay attention to our messages. Add a twitter handle of an advocacy target – this can either be national-level decision-makers (Head of State, Finance Minister, etc.) or heads of global organizations.

Tip 2: Don’t use a target person or organization’s twitter handle right at the start of the tweet, otherwise only your target will see the message (and not anyone else). To get around this you can add text before, or a full stop, e.g., “Hello @FinanceMinister...” or “. @FinanceMinister..., and your message will be seen both by the target and the public.

Tip 3: It is always better to add a visual to your tweet, so choose from the selection of graphics below, download Priority Actions for Civil Society graphics or add a relevant image of your own.

Tip 4: Where permissible or where you feel it is necessary to provide a link for reference, you may add the link to our Priority Actions for Civil Society to your tweet, using this shortened link: bit.ly/2JyFwwK

Find suggested tweets below based on the key messages from civil society gathered through various consultation processes in the buildup to the HLM. Please note that the suggested tweets are just guidelines. Feel free to adapt, translate, and add statistics relevant to a specific country or organizational context to the suggested tweets. You can check your character count for Twitter here.

Leave No One Behind

Click on image to download

LEAVE NO ONE BEHIND

TO ACHIEVE UNIVERSAL HEALTH COVERAGE BY 2030.
**Suggested Tweets:**

Address the compounding effects of poverty; gender inequalities; discrimination based on ethnicity, disability, sexual orientation, gender identity on those left behind when developing &/or updating policies & budgets #HLMUHC #LeaveNoOneBehind

Countries need to address legal and policy barriers, as well as harmful social, traditional and cultural norms that prevent women and girls, as well as marginalized and criminalized groups, from receiving health services #HLMUHC #LeaveNoOneBehind

Ensure that tracking of UHC-related indicators includes disaggregated data collection and analyses include cross-cutting issues such as gender, age, income, race, ethnicity, migratory status, disability, sexuality, geographic location #HLMUHC #LeaveNoOneBehind

Low-income & lower-middle-income countries should be the focus ground for acceleration as they have the highest concentration & numbers of people without coverage of essential health services in the world #HLMUHC #LeaveNoOneBehind

At every level, identify those consistently being left behind; identify their essential health needs, including needs distinctive from those of the general population; understand why they can't access or use services essential to them #LeaveNoOneBehind #HLMUHC #LeaveNoOneBehind

Prioritize the engagement of marginalized & vulnerable people in the planning, budgeting, implementing, & monitoring of services, so these services are more appropriate, accessible, acceptable & sustainable #LeaveNoOneBehind #HLMUHC #LeaveNoOneBehind

Engaging people & communities that are left behind in health service coverage will make it more likely that health interventions will reach them and have satisfactory outcomes #HLMUHC #LeaveNoOneBehind #HealthForAll

Those left behind live in humanitarian/displaced, urban poor, rural, remote contexts or experience stigma & discrimination. Identifying, understanding, reaching these communities will need to go beyond governmental systems & include #civilsociety & other sectors. #HLMUHC #LeaveNoOneBehind
Increase public health financing and financial protection

Suggested Tweets:

Increase #publichealthfinancing to decrease, then eliminate, out-of-pocket private spending on health to ensure financial protection for all people to access quality #UHC services: promotion, prevention, treatment, rehabilitation & palliative care #HLMUHC #HealthForAll

Prioritize #PrimaryHealthCare services when allocating health resources & access to affordable quality health commodities. Ministries of Finance and Health must work closely on costing, allocating, and tracking accountability of spending for #PrimaryHealthCare services towards #UHC #HLMUHC #HealthForAll

The documented deterioration of financial protection is unacceptable & is the biggest failure of the UHC promise. The governments, @UN, @WorldBank, @WHO, relevant UN agencies, & all stakeholders should make every effort to cut down out-of-pocket expenditure #HLMUHC #HealthForAll

Increase domestic #publichealthfinancing towards a minimum of 5% of GDP as government health spending & other appropriate & sufficient targets based on the country &/or regional context #HLMUHC #HealthForAll
Invest in health workers

INVEST IN HEALTH WORKERS
TO ACHIEVE UNIVERSAL HEALTH COVERAGE BY 2030.

INVEST IN PRIMARY HEALTH CARE
TO ACHIEVE UNIVERSAL HEALTH COVERAGE BY 2030.
Suggested Tweets:

Health workers play a key role in ensuring #LeaveNoOneBehind & can greatly improve health coverage. Set minimum standard targets, including gender equity, for training & professional opportunities, quality assurance, adequate supervision, & support for them at all levels #HLMUHC

Community health workers are under-resourced & insufficiently trained, yet integral parts of the health workforce, especially in linking the most marginalized people to the health system. Finance them & provide proper remuneration for their work #HLMUHC #HealthForAll

#PrimaryHealthCare has been rightly identified & recommended as “the route to UHC” & should receive the investment and attention it deserves if UHC if we are to get closer to achieving UHC by 2030 #HLMUHC #HealthForAll

If #PrimaryHealthCare is to work, we need integrated approaches. Currently, donor efforts are fragmented & siloed, providing few incentives for programs to collaborate & address integrated, people-centered community health needs across the life cycle #HLMUHC #HealthForAll

Improve quality of, access to and use of data to inform investments and improvements for people-centered #PrimaryHealthCare systems and health outcomes #HLMUHC #HealthForAll

Engage civil society and community in UHC implementation to ensure accountability

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Suggested Tweets:

Create mechanisms to promote community participation in health governance to ensure transparent decision-making & accountability, as well as effective monitoring & evaluation mechanisms to guide the development of policies & strategies towards achieving #UHC. #HLMUHC #HealthForAll

Develop #accountability frameworks in partnership with civil society that monitor country progress toward UHC with a particular focus on the poor & marginalized populations, & develop plans to address health needs in emergency & humanitarian settings #HLMUHC #HealthForAll

#Civilsociety is best placed to gain access to vulnerable populations, represent & prioritize their messages for equitable access to quality health services. Engagement of & investing in #civilsociety is essential to #LeaveNoOneBehind in #UHC #HLMUHC #HealthForAll

#Civilsociety is effective, reliable, resilient, & well-placed to ensure social accountability, ensuring that all people are informed of health policies, their voices heard & they can participate in improving countries’ health systems & budget #HLMUHC #HealthForAll

Vulnerable communities who are left behind have the highest disease burden & are global health’s ultimate end users. They need good governance mechanisms to facilitate their involvement in planning, budgeting, implementing & monitoring of services, so services are more acceptable, appropriate & sustainable. #HLMUHC #HealthForAll

Communities need the mechanisms to hold governments, donors &, partners accountable to pledges & needs through transparent social accountability frameworks. #HLMUHC #HealthForAll

The monitoring of UHC, at all levels, should embrace the #LeaveNoOneBehind mindset & make every effort to gather the most accurate & up-to-date information about UHC progress among people who are furthest behind. #HLMUHC #HealthForAll
Other Ways to Get Engaged

#Asks4UHC Twitter Storm
Join the #Asks4UHC Twitter storm from September 17-23, 2019. Share messages under the following themes daily, for seven days, culminating in demanding political leadership for UHC on the day of the UN HLM for UHC itself:

Day 1 - Tues 17 Sept Leave No One Behind
Day 2 - Weds 18 Sep: Commit to gender equality and women’s rights, including sexual and reproductive health and rights
Day 3 - Thurs 19 Sept Invest More, Invest Better
Day 4 - Fri 20 Sept Uphold Quality of Care
Day 5 - Sat 21 Sept Regulate and Legislate
Day 6 - Sun 22 Sept Move Together
Day 7 - Mon 23 Sept Ensure Political Leadership Beyond Health

#UHC4me Global Video Campaign
Join our #UHC4me Global Video Campaign in three easy steps! Watch the videos advocates have sent from all over the world and join the quest for #HealthForAll here.
More Resources

The CSEM and partners have developed resources and published articles in advocacy for UHC before, during the high-level meeting on UHC and beyond. Click on the links below to access each publication.

‘Civil Society Priority Actions for the UN High-Level Meeting on Universal Health Coverage’ - CSEM
‘Civil Society Engagement Mechanism for UHC2030 Communications and Advocacy Strategy’ - CSEM
‘Key Asks from the UHC Movement for the UN High-Level Meeting on Universal Health Coverage’ - UHC2030
‘The 2019 UN high-level meeting on universal health coverage’ - The Lancet
‘Invest more, invest better: Civil Society calls for clear UHC financing commitments to leave no one behind’ - World Bank
‘Civil Society Advocacy for Delivering on Universal Health Coverage’ - Women Deliver
‘Civil Society voices on tracking universal health coverage’ - World Bank
‘UHC high-level meeting unlikely to be ‘transformative moment,’ CSO experts say’ – Devex
‘UN HLM on UHC Frequently Asked Questions’ - CSEM
‘Universal Health Coverage Fact Sheet’ - WHO

For more resources, visit the UN HLM on UHC page and e-Library on our website.

UHC2030 Resources

For more UN HLM advocacy and communication tools, see the UHC HLM Campaign toolkit, UHC2030 UHC advocacy social media toolkit and visit the UHC2030 website.

Stay In Touch

To get in touch with the CSEM, e-mail csem@msh.org and follow us on Twitter.