



## Universal Health Coverage (UHC)

### WHA Communications Toolkit

Achieving universal health coverage (UHC) means that health care is available to all people everywhere, and this should include hepatitis services. Hepatitis elimination is a key component of UHC, as it strengthens health systems, engages underserved communities, enhances vaccination programmes, reduces cancer mortalities and strengthens HIV responses.

This UHC Day is on December 12, and hepatitis advocates must continue to push national governments to uphold the commitments they made at the meeting to hepatitis elimination and UHC. By achieving UHC, people everywhere gain access to essential hepatitis services.

### Get involved with UHC Day 2023:

#### Webinar

Watch and share our webinar: **We're not waiting – viral hepatitis elimination and the new UN Political Declaration on UHC.**

- **Date:** Thursday 30 November 2023, 1pm GMT
- **Running time:** 90 minutes
- **Format:** Panel discussion and Q&A via Zoom
- **Watch:** [here](#).
- **About:**
  - Significant political will and investment in hepatitis prevention, testing and treatment are needed to achieve both hepatitis elimination and UHC. The United Nations held a High-Level Meeting (HLM) in September 2023 to discuss progress on delivering UHC by 2030.
  - The HLM provides an opportunity to bolster political will for hepatitis elimination through the current global focus on UHC.
  - The panel discussion and Q&A explored UN Member States' recommitment to UHC, why it is relevant to hepatitis elimination and the role of multi-stakeholder responses in achieving both.

#### Download campaign resources

To support advocacy towards achieving UHC alongside hepatitis elimination, we have developed social media assets to further disseminate the message and call for global action. Visit WHA's [website](#) to use our campaign resources to help raise awareness of UHC across your social media platforms.

#### Download the community briefing

To support advocacy towards achieving UHC alongside hepatitis elimination, WHA has developed a community briefing. It outlines the connection between hepatitis elimination and UHC and calls for greater action. This includes calling for the integration of hepatitis elimination into liver cancer services to reduce the burden of NCDs, increasing funding for hepatitis to help achieve UHC, and championing civil society in UHC responses. Download it [here](#).

### **Social media promotion**

Below is a sample copy for social media posts to raise awareness about UHC. The hashtags to use alongside these posts are: #HepCantWait #UHCDay #HealthForAll

1. *The #UHCDay 2023 theme is Health for All: Time for Action. UHC is the principle that everyone can access affordable, quality essential health services. A key component of UHC is vaccination, testing and treatment for viral hepatitis. Find out more: <https://bit.ly/3rmWrux>*
2. *#UHCDay 2023 is coming up on the 12 December and the theme is Health for All: Time for Action. Significant political will and investment in hepatitis prevention, testing and treatment are needed to achieve both hepatitis elimination and UHC. Find out more: <https://bit.ly/3rmWrux>*
3. *The #UHC Day 2023 theme is Health for All: Time for Action. Investment in hepatitis prevention, testing and treatment are needed to achieve both hepatitis elimination and UHC. Find out more: <https://bit.ly/3rmWrux>*

Don't forget to tag us in your social posts. WHA social media pages to tag:

- Twitter: [@hep\\_alliance](#)
- Facebook: [World Hepatitis Alliance](#)
- LinkedIn: [The World Hepatitis Alliance](#)
- Instagram: [World Hepatitis Alliance](#)

### **Email/Newsletter copy**

**Subject: UHC Day 2023: Hepatitis elimination and achieving health for all**

Universal Health Coverage (UHC) Day 2023 is coming up on the 12 December!

UHC is the principle that everyone can access affordable, quality essential health services. A key component of UHC is vaccination, testing and treatment for viral hepatitis.

In September 2023, the UN High-level Meeting on UHC adopted a new political declaration – stating that member states' must sustain and strengthen their commitments to hepatitis elimination as part of UHC.

Watch the World Hepatitis Alliance's (WHA) webinar where an expert panel explored the UN Member States' recommitment to UHC, its relevance to hepatitis elimination, and the role of multi-stakeholder responses in achieving both. Watch the webinar [here](#).

You can also get involved in UHC day by supporting advocacy towards achieving UHC alongside hepatitis elimination. WHA has developed social media assets to further disseminate the message and call for global action. Visit WHA's [website](#) to use our campaign resources to help raise awareness of UHC across your social media platforms.

To support advocacy towards achieving UHC alongside hepatitis elimination, WHA has also developed a community briefing. It outlines the connection between hepatitis elimination and UHC and calls for greater action. Download it [here](#).

UHC Can't Wait!