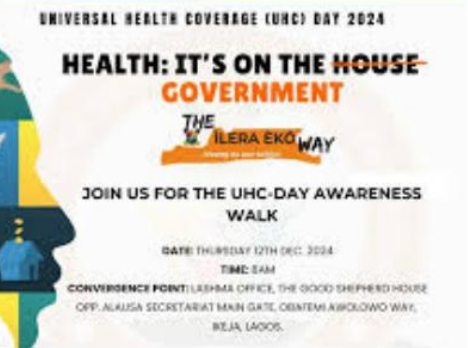
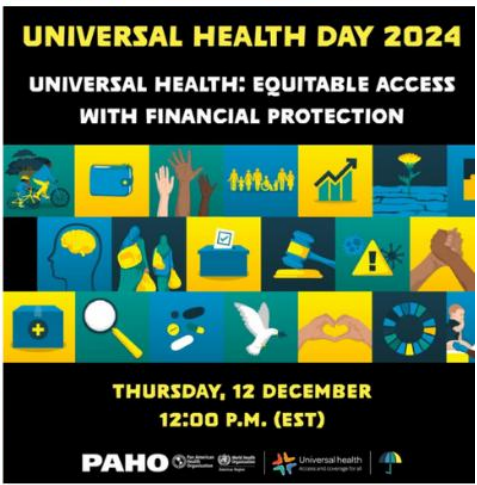


UNIVERSAL HEALTH COVERAGE DAY

CAMPAIGN REPORT 2024



**HEALTH: IT'S ON THE
~~HOUSE~~ GOVERNMENT**



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I. CAMPAIGN OVERVIEW

On Universal Health Coverage (UHC) Day 2024, the call to governments to commit to sustainable health financing rang out across the world with the theme “Health: it’s on the government!”.

The United Nations designated 12 December as International Universal Health Coverage Day in 2017, and it has been celebrated around the world since. The eighth year of celebration saw a fresh, bold approach, speaking directly to governments to remind them of their responsibility to make UHC a reality and a national priority.

With the 2030 deadline to achieve UHC fast approaching, this year’s campaign aimed to refocus the world on the solutions needed to achieve this critical goal. 4.5 billion people are still missing out on essential health services. Moreover, financial protection has worsened over the past 20 years, with 2 billion people experiencing financial hardship when accessing services and 1.3 billion people pushed into poverty due to health expenses. This campaign highlighted the importance of protecting people, particularly the most vulnerable, from impoverishing health spending. It emphasized that UHC enhances equity and social cohesion while also benefiting the national economy by improving health and well-being, increasing workforce participation and productivity, and building resilience in individuals, families and communities.

The campaign tapped into youth leadership to broaden the reach and show the importance of engaging younger generations in decision-making for healthier and more just futures. Collaboration with networks such as the International Federation of Medical Students Associations (IFMSA) allowed UHC2030 to maximise the reach of the campaign and continue an enduring open dialogue on UHC led from the ground up.

Efforts were made to simplify and focus the campaign toolkit, allowing more bold and targeted messaging. This led to an increase in traffic to the microsite, and particularly traffic directed to the toolkit page. The UHC Day updates blog on Substack was also given a new focus, aiming to reach audiences looking for useful tips and tricks for developing advocacy campaigns. This resulted in an increase in subscribers.

The champion campaign was broadened this year to include not only champion quote cards, but also letter writer bios, country pledges and video testimonials. While this resulted in a drop in champion graphics, it opened up more avenues for UHC2030 to showcase UHC advocacy around the world. This new approach to the champion campaign also reinforced the message that UHC advocacy does not just happen on and around 12 December; it takes year-round coordination and engagement to make meaningful change.

As a result, this year saw strong levels of engagement, with significant increases in reach (including geographical reach) on social media, visitors to the microsite, subscribers to the UHC Day updates blog, and media hits. Most importantly, the campaign’s impact was tangible, with major announcements in 30 countries, doubling from 2023. The bold theme, designed to hold governments to account, appeared to hit a cord.

UHC DAY 2024 CAMPAIGN HIGHLIGHTS

The results from this year’s campaign were encouraging in comparison with 2023:

- A doubling of major government announcements, from 14 countries in 2023 to 30 countries in 2024
- A 34% increase in partner activities and events, from 110 activities in 39 countries in 2023 to 140 in 40 countries in 2024
- A 30% surge in media and online coverage from around the globe
- A 20% uptick in visitors and in traffic to the UHC Day microsite
- A 40% increase in social media reach, from 87 million in 2023 to 120 million in 2024, despite the decrease (10%) in total mentions and impressions
- A nearly 50% increase in subscribers to the UHC Day updates blog on Substack, as well as a 20% increase in page views and an extended reach to 97 countries (up from 72 countries in 2023)

Key data for 28 November to 17 of December 2024			
Platform	Metric	2023	2024
X	Mentions*	37,000	34,600 ↓ 6%
	Accounts reached*	87 million	120 million ↑ 38%
	Impressions*	1.2 billion	1.11 billion ↓ 7.5%
LinkedIn (new metrics)	Impressions		12,185
	Reactions		334
	Comments		3
	Reposts		15
	Unique visitors		189
	Countries		9
UHC Day campaign microsite	Sessions	11,500	12,000 ↑ 4%
	Visitors	7,500+ 163 countries	9,100+ ↑ 21% 163 countries
Campaigner activities and advocacy	Champion quote graphics	87	43 ↓ 51%
	Partner activities and events	110 39 countries	140 ↑ 34% 40 countries ↑ 3%
	Government pledges (details on page 25)	14	30 ↑ 114%
	Advocacy letter template downloads	314 45 countries	304 ↓ 3% 78 countries ↑ 73%
	Number of advocacy letters sent (new metric)	N/A	48 in 18 countries
UHC Day updates blog on Substack	Number of subscribers	348	517 ↑ 49%
	Page views during publication period	5205	6253 ↑ 20%
	Reach	72 countries	97 countries ↑ 35%
Media	News articles, blogs and online announcements	570+	740+ ↑ 30%

***Impressions** refer to the number of times UHC Day content (e.g. content tagging @UHC_Day and/or using #UHCDay) was displayed on someone’s social media feed on X. **Accounts reached** is the total number of unique accounts on X that saw UHC Day content. **Mentions** are the number of posts on X that used UHC Day related key terms, such as #UHCDay or “UHC Day 2024.”

Overview of government pledges and engagement	
Country	Type of announcement
Angola	Increased investment
Bangladesh	Reform planning, national dialogue
Cameroon	Service expansion
Canada	Increased investment
China, Japan, Korea	Formal UHC cooperation agreement
Egypt	Coverage expansion
Ghana	Increased investment
India	Coverage expansion
Indonesia	Commitments, signature of Memoranda of Agreement
Kenya	Commitment statement, progress review
Kyrgyzstan	Price control regulations
Namibia	Increased investment, new policy enacted
Nepal	Commitment statement, UHC Day commemoration activities
Nigeria	Increased investment, coverage expansion, UHC Day commemoration activities, press conference
Pakistan	Commitment statement
Philippines	Increased coverage
Somalia	Increased awareness efforts
South Africa	Promotion of new bill, new tool launch, UHC Day commemoration activities
South Sudan	Commitment statement
St Lucia	Service expansion
Tajikistan	Financing system reform
Tanzania	Signature of act mandating health insurance coverage for all
Thailand	Coverage expansion, service expansion
Timor Leste	Increased investment
UAE	Coverage expansion announcement
Zimbabwe	Increased investment, national dialogue

II. THEME, NARRATIVE AND VISUAL IDENTITY

THEME AND NARRATIVE



The 2024 theme, "Health: it's on the government!" was a bold statement, reminding the world that it is the responsibility of governments to ensure that healthcare is always affordable or free, particularly for the poorest and most vulnerable among us. With the looming 2030 deadline for the Sustainable Development Goal target 3.8 of achieving UHC, the messaging this year turned the focus back to the importance of financial protection. It was a stark reminder of the cascading risks of impoverishing health spending—and the benefits of investing in UHC for people and

national economies.

The messaging this year aimed to start discussions around health spending and inspire action on financial protection to make #HealthForAll a reality.

Healthcare should never push people into poverty!

Universal health coverage: it's good for people AND the economy!



The messaging emphasized the importance of protecting people from financial hardship when accessing services and ensuring that healthcare is always affordable or free, particularly for the poorest and most vulnerable populations.



It also highlighted the fact that when populations are healthy, economies thrive. Investments in UHC boost national economies by improving workforce health and well-being, increasing productivity, and building resilience in communities.

VISUAL IDENTITY

This year's visual identity drew on the bold feel of hope and motivation of the previous campaign and delved into the numerous facets of universal health coverage. To tie in with this year's theme of financial protection for health, the identity alluded to all the parts that make up the whole – the multiple initiatives, commitments and investments needed to achieve universal health coverage. Moving away from photographs allowed for the campaign to be broader-reaching and more engaging. Silhouettes of key motifs were used, filled with a range of interchangeable symbols to represent diverse aspects of UHC and sustainable health financing. The materials were designed for the symbols to be interchangeable. This allowed users to tailor the images to suit their context and priorities.

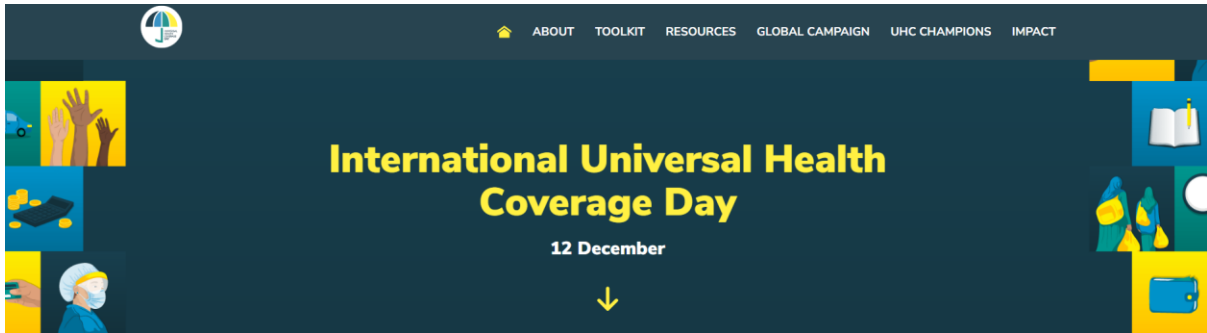


III. DIGITAL AND SOCIAL MEDIA

UHC DAY MICROSITE

The UHC Day microsite has become a trusted hub of information and resources, but over the years as more information and initiatives were added, it became quite convoluted and heavy. One of the key initiatives this year was to refine the website to ensure it is accessible and user friendly – leading audiences to the key information and resources. The new website layout keeps the most pertinent elements of the campaign's history and purpose, while driving audiences to the key materials and encouraging them to subscribe to updates. The website pages include:

- The homepage with an introduction to the campaign
- An 'About' page with background about UHC Day
- The central 'Toolkit' page with all of the current materials
- A 'Resources' page with key tools for advocates
- A 'Global Campaign' page with events on a heatmap
- A 'UHC Champions' page to highlight the inspiring work of devoted campaigners and leaders
- An 'Impact' page to look back at past achievements.



The 'UHC champions page' was redesigned to show the diversity of ways in which champions engage with the campaign and the global UHC movement.

CAMPAIGN TOOLKIT

The 2024 UHC Day Toolkit for Campaigners was designed as an online-only resource this year (with no downloadable PDF format). It was pared back, with striking graphics and simplified messages to make the materials more engaging and accessible. The hero image of the toolkit was the main campaign graphic of a silhouette filled with symbols, reminding governments that it is their responsibility to ensure people can access the health services they need without financial hardship. After the main graphic, there was a set of click-to-share tweets which could be posted directly from the page, followed by two secondary graphics and a carousel of key asks for decision-makers with accompanying tweets. The goal was to make it as easy as possible for people to find a message which resonated and share the materials. By paring back the number of tweets provided, the messages shared on social media were more focused and powerful.

The main campaign graphic was also provided in an editable format, with the full suite of graphic symbols provided. This was designed to allow campaigners to create the graphics which most resonated with them.

A template champion quote card was again provided this year, and campaigners were encouraged to post it along with the hashtag #UHCDay. Two X banners were created to allow individuals and organizations to show their support. Profile picture frames were also provided for X and Facebook as well as for WhatsApp. Zoom backgrounds and a PowerPoint template were provided to assist with UHC Day events and activities.

In addition to the 2024 campaign toolkit, the materials were complemented by a suite of advocacy tools on the 'Resources' page. These included the advocacy letter template and instructions, the election advocacy guide, the State of UHC commitment, and the Universal Health Coverage Advocacy Guide.

Two videos were created for this year's campaign. The first was a [30 second campaign teaser](#) which introduced the theme and was used to formally launch the campaign. The second video was a [hero video](#) which ran just under two minutes. It outlined the key elements of financial protection for health and reminded governments of their responsibility

to protect the health and well-being of their populations. The core materials were provided in all six official UN languages, as in previous years.



UHC DAY X ACCOUNT

The UHC2030 handle, @UHC2030, was a central platform for the UHC Day 2024 campaign. A decision was made this year to start to phase out the @UHCDay handle and put all the campaign's collateral and messaging on the @UHC2030 handle. This decision was made due to the observation that having two handles was dividing focus on the day itself and providing issues with continuity throughout the rest of the year. The UHC2030 X account was key to reaching a broad global audience, engaging with partners, amplifying the campaign's message, and promoting events throughout the campaign period. Regular posting began in October 2024 after the launch of the campaign, with content focused on the theme "Health: it's on the government!".

In the lead-up to UHC Day 2024, posts consistently featured key messages about financial protection, equitable healthcare access, and the urgency of government action to protect people from financial hardship due to health costs. These posts also encouraged participation in key events such as the Annual Youth-Parliamentarian Town Hall on 11 December, 2024, and highlighted important advocacy tools such as the campaign toolkit, the advocacy letter template and the UHC Day Updates newsletter on Substack. Posts also promoted the global heatmap and linked to the universalhealthcoverageday.org microsite for further resources.

Content shared included:

- Toolkit graphics and multilingual assets to support grassroots advocacy
- Promotion of the UHC Day Updates newsletter on Substack, the global heatmap, and virtual UHC Day events, including letter-writing workshops and the Youth-Parliamentarian Town Hall.
- Reposts of partner organizations' news, content and announcements, reinforcing the collective push for financial protection for health.

This strategy ensured consistent visibility, engagement, and participation throughout the campaign period, particularly in the final quarter of 2024. The content was designed to inspire action, especially among youth advocates, to build a global movement and rally support for governments to prioritize financial protection to achieve universal health coverage as part of the global health agenda.

Examples of social media engagement

United Nations @UN
 Health is a basic human right —yet, inequalities in access persist.
 No one should be forced into poverty because of healthcare.
 Learn more from @WHO on Thursday's Universal Health Coverage Day: who.int/campaigns/univ...



6:09 AM · Dec 12, 2024 · 34.9K Views

Joy Phumaphi @JoyPhumaphi
 Antimicrobial resistance (AMR) is a global health threat that can undo a century of medical progress, causing 4.95M deaths yearly. Those without #UHC are most at risk.

This #UHCday, leaders must commit to make UHC & financial protection a national priority to:

- ✓ Ensure access to quality care, vaccines & antimicrobials
- ✓ Protect communities from AMR through affordable health services

#HealthForAll is key to tackling AMR & ensuring no one is left behind.



You and 2 others

9:28 AM · Dec 12, 2024 · 810 Views



World Health Organization South-East Asia @WHOSEARO

Home to over a quarter of the world's population | Work with 11 Member States | Committed to building a healthier South-East Asia Region

Traduire la biographie

📍 New Delhi, India 🌐 who.int/southeastasia

📅 Né le 7 avril 🗓️ A rejoint X en juin 2013

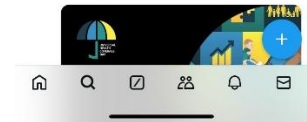
753 Abonnements 160 251 Abonnés

🌐 Suivi par Alliance for Health Promotion (A4HP), NextGen Global Health Security Network, Ge...

posts Réponses Tweets marquants Médias

World Health Organization South... · 3 h
 Investing in #UHC boosts national economies by improving workforce health and well-being, increasing productivity, and building resilience in communities.

#UHCday



World Bank Health @WBG_Health
 Over half the world's population lacks essential health services.

The @WorldBank stands committed to change this by 2030, ensuring no one is left behind.

Learn more in our #InvestInHealth blog from our Health Global Director, Juan Pablo Uribe. #UHCday [wrld.bg/5SIS50UpBjk](https://www.worldbank.org/5SIS50UpBjk)



1:48 PM · Dec 12, 2024 · 5,052 Views

World Health Summit @WorldHealthSummit
 Today is #UHCday. #HealthForAll

"Universal Health Coverage means everyone everywhere has access to the highest quality of health services without financial hardship," explained @MagdaNRobalo of @UHC2030 at #WHS2024.

Ready for more practical approaches to achieving #UHC? Explore the #WHS2024 session recording: youtube.com/watch?v=9arXp2...



5:06 PM · Dec 12, 2024 · 1,117 Views

The Carter Center @CarterCenter
 Health is a human right! Investing in #UniversalHealthCoverage improves health, well-being and social cohesion in communities. This #UHCday we call on governments to invest in health for people, especially the vulnerable, everywhere!



3:03 PM · Dec 12, 2024 · 8,457 Views

affabaloch @affabalochs
 Universal Health Coverage Day 12 December 2024. "Health is on the Government". We must make UHC and financial protection for health as a National Priority @AwadMataria @MondherLetalef @WHOPakistan @nhsrcofficial #UHCday2024



2:15 PM · Dec 12, 2024 · 20 Views

Global Goals @GlobalGoalsUN
 It's #UHCday! Today we remind governments that no-one should have to choose between healthcare and putting food on the table. Health is a human right! Invest in financial protection for #UniversalHealthCoverage today.
universalhealthcovereday.org



9:01 AM · Dec 12, 2024 · 3,333 Views

UN GA President @UN_PGA
 Significant gaps remain in the financing of health systems across the world, particularly in the allocation of public expenditure on health.
 On this #UHCday 2024, I call on governments to follow through on their commitments made last year to scale up sustainable financing for public health and ensure access to universal health coverage for everyone, everywhere, to prevent the most vulnerable being forced further into financial hardships.

#Health, it's on the government. #HealthForAll



3:38 PM · Dec 12, 2024 · 3,836 Views

LINKEDIN ACCOUNT

As the UHC2030 LinkedIn account was created in late 2023, 2024 was the first year that the account was used to actively promote UHC Day messaging and materials. Overall, the posts mirrored those published on X. They resulted in increased activity for the @UHC2030 account, particularly on 12 December (see analytics on page 16), with engagement from youth leadership, community organizations, community health advocates, medical and pharmaceutical student associations, academia, development organizations, global health partnerships and alliances, global leadership networks including the UNITE Parliamentarians Network, and intergovernmental organizations, including UN agencies and the World Bank.

UHC DAY UPDATES BLOG ON SUBSTACK

This year the [UHC Day updates](#) blog on Substack was repurposed to follow the Substack trend of providing useful tips and insights, to connect with a broader audience and avoid overlap with existing newsletters. A schedule of posts was created in the weeks leading up to the campaign, with an eight-step guide to planning a successful campaign. A new campaign planning tip was posted each week, with an additional blog post one week out inviting campaigners to the UHC Day Town Hall and a celebratory post on UHC Day with a poll included. A final post was published one week after the event as a thank you and wrap up, with the results of the poll. The campaign planning posts were designed to be universal advice for all campaigns, with specific information for UHC campaigners. Click on the tiles below to access the blogs.



KEY ANALYTICS

UHC Day microsite

Between 28 November and 17 December, over 9,100 unique visitors came to the UHC microsite to join the campaign and access materials to bolster their advocacy. Daily visitors to the website began to rise in the four days before UHC Day and peaked on 11 December, generating 3,036 unique users. Nearly 39% of all traffic came from organic searches or searches for “UHC Day” on Google or Bing. An additional 37% came from direct traffic, with users typing in universalhealthcoverageday.org or uhcday.org into their address bar. Search engines and direct traffic are the strongest sources of site visits because they show organic intent to visit a webpage.

Between 28 November and 17 December, the user base generated 17,960 page views. Below is a breakdown of the most visited pages.

- Homepage: 8,659 views (48%)
- Toolkit: 5,055 (28%)
- About: 1,120 (6%)
- Global Campaign: 846 (8%)
- Resources: 565 (5%)
- Impact: 246 (1.4%)

Note: The metrics have been changed from last year to streamline the approach. Instead of multiple date ranges, the metrics have been taken from a consistent date range of 28 November to 17 December.

Traffic data

- 9,100 unique visitors between 28 November and 17 December
- 17,960 page views between 28 November and 17 December
- 1,640 unique visitors on 12 December, with site traffic peaking at 2,638 users on 11 December
- 46 seconds spent on the site on average (within the average across all industries)
- Visitors from 163 countries, the top ten being:
 - India
 - United States
 - Netherlands
 - Ireland
 - United Kingdom
 - Finland
 - Nigeria
 - Philippines
 - Canada
 - Singapore

X

Dates	Reach	Impressions	Authors	Mentions
2023				
12 Dec	38M	606M	6.8K	13K
28 Nov – 17 Dec	87M	1.2B	19K	37K
2024				
12 Dec	86.8M	206M	4.1K	6.5K
28 Nov – 17 Dec	120M	1.11B	17.8K	34.6K

Within the 34.6K total mentions on X during the core campaign period, just over 70% came from reposts or quote reposts of others' content. 17.2% of posts were originals from users, and 12.6% of all conversations were replies. Similarly to last year, this demonstrates that most of the online UHC conversation was driven by users reposting accounts with large audiences, rather than posts from individual authors.

In 2024, the top conversation driving posts were:

- @UN (16.4M followers, 18M Impressions): <https://x.com/UN/status/1867208786923909251>
- @UN (16.4M followers, 17M Impressions) <https://x.com/UN/status/1867074148981182511>
- @WHO (12M followers, 17M Impressions) <https://x.com/WHO/status/1867161637725302841>
- @DrTedros 2.1M followers, 15M Impressions) <https://x.com/DrTedros/status/1867208662810304556>
- @WHO (12M Followers, 12M Impressions) <https://x.com/WHO/status/1866431969032061183>

Mentions and impressions of UHC Day on X were down again in 2024 (by about 10%), which is a reflection of overall social media trends. However, the reach on UHC Day itself and over the entire campaign period increased by 40%. The ongoing changes to X and the migration of users to other platforms could account for some of the reduction of users, but it would be valuable to do a stocktake of X to understand the potential for impact in coming years. Despite the reductions, UHC conversations reached accounts in 50 countries worldwide on X this year again. Looking into a variety of platforms to understand their influence and potential for future campaigns would be advisable. Note: we are unable to track these hashtag uses with the same level of detail as on X.

When it comes to hashtags, the most used on X were:

- HealthForAll: 19.6K mentions
- UHCDay: 5.42K mentions
- UHC: 2.33K mentions
- UniversalHealthCoverage: 1.83K mentions

Year	Total followers on 12 December	
	@UHC_Day	@UHC2030
2024	10.7K	38 K
2023	10.7K	30.8K

Top Performing @UHC2030 Posts from 28 of November to 17 of December			
Date	Post	Impressions	Engagement
9 Dec	<p>When governments prioritize health financing, they protect people from impoverishing health care costs. Join the #UHCDay annual parliamentarian town hall to discuss the urgent action on #UniversalHealthCoverage.</p> <p>Register now!</p> <p>https://who.zoom.us/webinar/register/WN_IFZzw195R8S33wQpg5DDCw#/registration</p>	3.9K	29
11 Dec	<p>Thanks to everyone who joined the #UHCDay virtual Town Hall! A special thanks to our brilliant speakers, @DrTedros, @MartinChungong, Ms. Sobita Gautam, Dr. Mariam Jashi, @dbustoscastillo, Beatrice Okech and @DrFauziaKhanNCP, and to Dr. @PamCiprianoRN for her excellent moderation!</p>	1.8K	26
12 Dec	<p>Today is #UHCDay! Let's remember #UniversalHealthCoverage is not just about access to quality services; it's about ensuring everyone can get the health care they need without financial hardship.</p>	3K	139

*Engagements include likes, profile clicks, reposts, hashtag clicks and follows.

Follower engagement:

- Despite having a higher follower base, @UHC2030's engagement rates are lower than @UHC_Day's in terms of impressions and engagements per post.
- @UHC_Day demonstrated more engagement on a smaller scale, but its static follower count suggests limited audience growth.

Account growth:

- @UHC2030's follower growth (23% increase year-over-year) suggests it has become the primary channel for our audience, overshadowing @UHC_Day.

Content focus:

- @UHC_Day's posts were action-oriented and event-focused, which resonate well with its smaller audience.
- @UHC2030 provides a mix of follow-up, educational, and promotional content, appealing to a broader audience.

LinkedIn (new metrics)

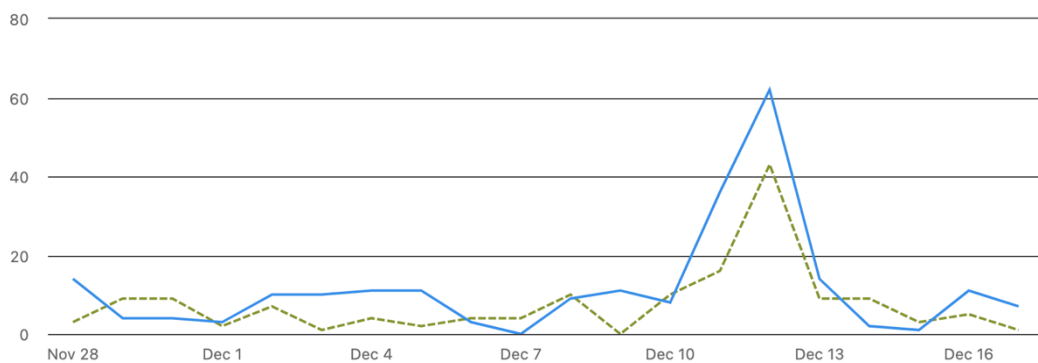
@UHC2030 LinkedIn metrics	12 December 2024	28 November – 17 December 2024
Impressions	2723	12,185
Reactions	131	334
Comments	0	3
Reposts	3	15
Members reached	954	5653
Page views	105	382
Unique visitors	51	189
New followers	40	164

Follower demographics

- Geneva Metropolitan Area, Switzerland 200 (5.6%)
- London Area, United Kingdom, United Kingdom 136 (3.8%)
- Cairo, Egypt 125 (3.5%)
- Nairobi County, Kenya 103 (2.9%)
- Greater Delhi Area, India 92 (2.6%)
- Washington DC-Baltimore Area 91 (2.5%)
- Addis Ababa, Ethiopia 58 (1.6%)
- New York City Metropolitan Area 54 (1.5%)
- Greater Paris Metropolitan Region, France 48 (1.3%)
- Lisbon Metropolitan Area, Portugal 40 (1.1%)

Visitor metrics

Page views  All pages  All filters



Desktop

231

Mobile

151

Top performing posts on 12 December			
Post topic and link	Impressions	Members reached	Engagement rate
UHC Movement Political Panel op ed	594	357	5.6%
WHO 2024 Global Health Expenditure Report	2141	1244	5.8%
Today is #UHCDay	1393	935	9.3%

UHC Day updates blog on Substack

This year's UHC Day updates blog on Substack was relaunched on 10 October and ran through to 19 December 2024. Ten weekly posts were published in the lead up to the campaign and one was posted afterwards as a final thank you note. With a change in method for posting to reflect the Substack trends of providing useful tips and insights, the platform saw a 48.5% increase in subscribers, with 517 total subscribers up from 348 in 2023. The posts reached 97 countries, up from 72 countries in 2023, and the average open rate was 40% compared to 43% the year before. The total number of page views was 6253 up from 5205 during the previous year's publication period. While the reach, page views and increase in subscribers is very positive, the slight reduction in open rate suggests a number of inactive users, a trend which should be examined going into next year's campaign.

Growth over time



The top five subscription sources included email, direct clicks to the UHCDayUpdates.Substack.com, universalhealthcoverageday.org, the Substack app and google.com

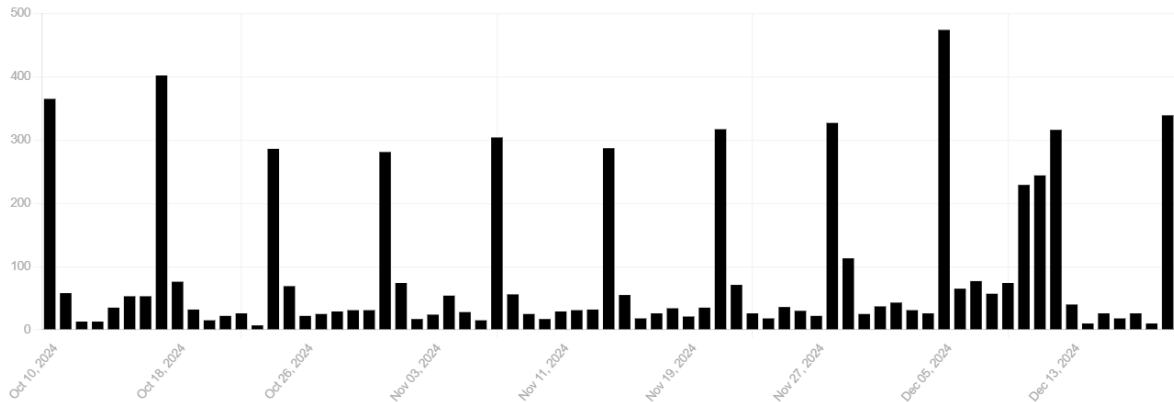
Total traffic & Top sources

10/10/2024

12/19/2024

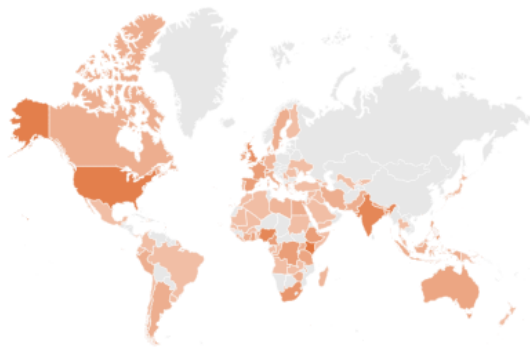
All Sources

The sum of all views to your publication across platforms - and where those views came from.



Location

UHC Day Updates is read across 17 US states and 97 countries.



COUNTRY	SUBSCRIBERS
Kenya	12%
United States	12%
Nigeria	7%
India	6%
United Kingdom	5%

UHC DAY UPDATES.SUBSTACK.COM

The top three performing posts were:

- “UHC Day 2024 is in one week!” with 835 opens
- “Thank you from the UHC Day team” with 666 opens
- “Get ready for UHC Day 2024! Step 7: Plan your event” with 454 opens

The relatively consistent open rates of between 350 and 450 opens for all the other posts suggested a core audience who were coming back to access information each week, with an additional group of people just opening key messages at peak points in the campaign.

IV. ADVOCACY AND CONVENINGS

CAMPAIGN LAUNCH

The 2024 UHC Day campaign was officially launched on 4 October 2024 by UHC2030 and the Coalition of Partnerships for UHC and Global Health launched the 2024 UHC Day campaign. **217 participants** joined the one-hour webinar, which focused on how reducing financial barriers to health services and protecting people from impoverishing health costs can accelerate progress towards health and well-being.



The webinar featured opening remarks from Dr. Pamela Cipriano, co-chair of the UHC2030 Steering Committee, and a panel discussion moderated by Dr. Githinji Gitahi, CEO of Amref Health Africa. Panellists included:

- Dr. Rajat Khosla, Executive Director of the Partnership for Maternal, Newborn, and Child Health (PMNCH) (through a pre-recorded statement)
- Dr. Michael Adekunle Charles, CEO of RBM Partnership to End Malaria
- Dr. Angeli Achrekar, Deputy Executive Director of the Programme Branch for UNAIDS
- Ms. Alison Cox, Director of Policy and Advocacy at NCD Alliance

The panellists emphasized that health is wealth, and it is an investment: money spent today is saved tomorrow, and making progress on UHC entails ensuring equitable access to healthcare, without poverty, stigma or discrimination. They also highlighted that UHC and a greater focus on financial protection cannot be addressed from a country perspective alone. Government investment in health requires global financing restructuring and debt relief so that more domestic resources can be mobilized. They concluded the discussion by calling on leaders to use the existing roadmaps for investments in UHC and specific health areas to protect people from catastrophic out-of-pocket health spending.

Following the panel discussion, UHC2030 presented the 2024 UHC Day campaign materials. Harjyot Khosa, the Regional External Relations Director of International Planned Parenthood Federation and a member of the Advisory Group of the Civil Society Engagement Mechanism for UHC2030, then underscored the essential role advocates play in holding governments accountable to their commitments and the importance of having a unified voice and coordinated calls to action to make impactful change national UHC

policies, programs and budgets. She emphasized that financial protection is critical for communities in the global south, reminding participants that many people are just one medical bill away from poverty. She then outlined how she planned to engage in the UHC Day campaign and use the materials as a civil society representative.

In closing the event, Dr. Magda Robalo, co-chair of the UHC2030 Steering Committee, called on advocates to urge decision-makers, including Ministers of Health, Ministers of Finance and parliamentarians, to take bold actions to protect everyone – and particularly people in vulnerable and marginalized situations – from financial hardship and impoverishing health costs. She encouraged advocates to begin organizing their UHC Day campaign events using the materials presented, and to write letters to their government officials, stressing that collective action is crucial for meaningful progress.

The webinar was held in English, with interpretation in French, Spanish and International Sign Language. Live closed captioning was also available.

YOUTH-PARLIAMENTARIAN TOWN HALL

On 12 December 2024, UHC2030, in collaboration with the Civil Society Engagement Mechanism (CSEM), the World Health Assembly (WHO), the Inter-parliamentary Union (IPU) and the International Federation of Medical Students Association (IFMSA), hosted its annual UHC Day parliamentarian town hall. Participation more than doubled compared to 2023, with **283 participants**.

The annual town hall offers a platform for young people and parliamentarians to engage in frank and open discussion to take stock of UHC progress and challenges, particularly related to financial protection. This year's event focused on the alarming level of financial hardship and impoverishment caused by direct payments for health services, as well as on the high financial barriers that lead to delayed and foregone care for too many people all around the globe.



Dr. Pamela Cipriano, co-chair of the UHC2030 Steering Committee and President of the International Council of Nurses, opened the event, highlighting the staggering scale of financial hardship caused by health care costs and calling on parliamentarians and youth advocates to drive change through inclusive policies, equitable budgets and accountability, setting a tone of action and collaboration for the event.

Dr. Pamela Cipriano's introduction was followed by remarks from:

- Ms. Sobita Gautam, Nepal's youngest elected parliamentarian and 2023 One Young World Politician of the Year
- Dr. Tedros Adhanom Ghebreyesus, Director General, WHO (through a pre-recorded message)
- Mr. Martin Chungong, Secretary-General of the IPU

Dr. Pamela Cipriano then moderated a panel discussion with:

- Hon. Fauzia Khan, Member of Parliament of India
- Ms. Beatrice (Bea) Okech, Advocacy Communications and Campaigns Manager - Power to Youth, AMREF / Vice-Chair, Digital Engagement - Adolescent and Youth Constituency, PMNCH
- M. Diego Bustos Castillo, External Affairs Regional Assistant for the Americas 2024/2025, IFMSA
- Dr. Mariam Jashi, Former Member of Parliament and Deputy Minister of Labour, Health and Social Affairs of Georgia, Global Board Member UNITE Parliamentarians Network for Global Health, CEO, Global Sepsis Alliance

Youth panellists emphasized the importance of engaging with young people and amplifying their voices as equal partners in building a more equitable and just future.

Following the lively panel discussion, participants were invited to participate in a Q&A, where they asked panellists about how parliamentarians can ensure that young people as well as individuals from vulnerable and marginalized groups are actively included in shaping UHC policies that leave no one behind.

The event was held in English, with interpretation in French, Spanish and International Sign Language. Live closed captioning was also available.

CHAMPION CAMPAIGN

The champion campaign this year was broadened, from simple champion quote cards to a tapestry of different materials to reflect the breadth of ways campaigners engage in UHC Day. The campaign included a spotlight on some of the passionate letter writers who petitioned their leaders to invest in financial protection. Alongside the letter-writers, the 'UHC Champions' page featured notable quote cards, video messages and testimonials, as well as significant country investments and a variety of relevant media articles covering UHC Day activities, commitments and events.

Between letters sent, quotes provided, and videos prepared, over 100 UHC champions were active in the campaign this year around the world.



Ngobeu Mimbe Herve Cedric

Ngobeu Mimbe Herve Cedric is the Executive Director of YES HEALTH, a CSO advocating, supporting and connecting youth and women in sexual and reproductive health and rights, mental and digital health, and their meaningful participation in the decisions made about their life.

He wrote to Dr. Malachie Manaouda (Minister of Public Health, Republic of Cameroon) in October 2024 urging them to introduce policies and programs that reduce financial barriers to essential health services, prioritizing the most vulnerable.

[Connect](#)



We Give All

We Give All raises awareness and promotes hepatitis B prevention through a comprehensive approach addressing clinical, psychological, and social factors. The team wrote to Dr. Charles Senessie, Deputy Minister of Health, in November 2024, urging him to support UHC initiatives in Moyamba by adopting and renovating maternity wards, establishing a crèche for staff and students at Moyamba Government Hospital, and revamping and staffing the dentistry clinic.

[Connect](#)



Dr. Muhammad Idris Gani

Dr. Muhammad Idris Gani is a healthcare financing expert and public health advocate, with a strong commitment to advancing equitable health policies. He wrote to Hon. Muhammad Ali Pate (Minister of Health and Social Welfare, Federal Ministry of Health and Social Welfare), Dr. Ipalibo Harry Banigo (Chairman, Senate Committee on Health), Hon. Amos Gwamna Magaji (Chairman, House Committee on Health Institutions), and Hon. Dennis Idahosa (Chairman, House Committee on Health) in October 2024, urging them to prioritize UHC in Nigeria as both a moral imperative and a critical investment in the nation's future.

[Connect](#)



Nombasa Gxuluwe

Based in Cape Town, South Africa, Nombasa Gxuluwe serves as WACI Health's Program Manager. She is a Health and Human Rights activist and has been active in the field since 2003.

Nombasa has extensive experience in campaigning, lobbying, and advocacy and has worked with diverse community groups, including traditional leaders, the LGBTQI community, and People Living with HIV/AIDS. She has been instrumental to the UHC advocacy letter-writing campaign in Africa.

[Connect](#)



Emmanuel Mawa

Emmanuel Mawa is a public health enthusiast passionate about health and the environment with focus on equitable and inclusive policies for all. He wrote to Hon. Matia Kasajja (Minister of Finance, Planning, and Economic Development and Planning) and Hon. Ruth Jane Acheng Acero, (Minister of health) in September 2024 urging them to prioritize policies that relieve out-of-pocket payments in a timely manner, emphasizing that financial protection enables marginalized communities to allocate their limited resources to other essential needs, such as food and shelter, without compromising their health.

[Connect](#)



YES HEALTH

YES HEALTH advocates, supports and connects adolescents, youth and women with sexual and reproductive health and rights, mental/digital health and their meaningful participation in the decisions made about their life. The team wrote to Dr. Malachie Manaouda (Minister of Public Health, Republic of Cameroon) in October 2024 urging them to introduce policies and programs that reduce financial barriers to essential health services, prioritizing the most vulnerable.

[Connect](#)



Over two billion people face catastrophic health costs, and financial protection has worsened in 70% of countries.

This UHC Day, I call on nations to translate their commitments into concrete laws, policies, and budgets that protect people from financial hardship and ensure access to essential health services. These reforms will not only safeguard health but also drive economic and social progress.

Tedros Adhanom Ghebreyesus
Director-General of the World Health Organization

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT




This UHC Day, I urge governments to prioritize national health policies that guarantee equitable access to affordable, quality healthcare.

By addressing the social and economic barriers to health services, policymakers enable nurses and other healthcare professionals to deliver transformative care and build healthier, more resilient societies worldwide.

Pamela Cipriano
Co-chair of the UHC2030 Steering Committee, President of the International Council of Nurses

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



Equitable access to healthcare is not just a moral imperative—it is a cornerstone of health security, social cohesion and economic prosperity. Universal health coverage shields families from impoverishing health costs, ensuring healthier, more productive populations.

This UHC Day, I urge world leaders to invest in UHC to bolster resilience against global health threats and ensure no one is left behind or further pushed behind.

Magda Robalo
Co-Chair of the UHC2030 Steering Committee, President of The Institute for Global Health and Development

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



In the context of universal health coverage, programs should be comprehensive, with quality services that are accessible and affordable. Keeping in mind the rights of those in situations of vulnerability, including conflict, health emergencies and climate change, UHC models must extend beyond health care programs and services to encompass the social determinants of health and shield people from impoverishing health costs.

Tshering Mofoking
UN Special Rapporteur on the right of everyone to the highest attainable standard of physical and mental health

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



More than one billion children and adults, or one in eight people in the world, have been driven into poverty due to unaffordable, catastrophic healthcare expenses.

This UHC Day, we call on governments to commit to universal health coverage and financial protection for health as fundamental human rights and smart economic investments for a more resilient and equitable future.

Mariam Ishaq
Chairman-Char for Europe for Eastern Europe and Central Asia and CEO of the Global Steps Alliance

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



This UHC Day, I urge global leaders to establish guarantees for access to an affordable package of essential health services for all in their countries. This will not only promote health and well-being but also enhance social cohesion and economic stability.

By ensuring UHC, we strengthen our societies, reduce inequalities, and build resilience against future health crises. Governments must protect the fundamental right to health.

Hana Kikibush
Founding Director of the Global Health Center, Graduate Institute of International and Development Studies

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



2 billion people experience financial hardship when accessing health services, with 3.3 billion people pushed into poverty when paying for health care out of their own pockets. This is profoundly unjust.

Protecting people from impoverishing health costs is a matter of humanity and equity. No one should have to choose between health and other essential needs. Healthcare should heal, not harm.

Justin Koonin
President of ACOG and Cof Society Missionary Governor of the Commonwealth Foundation, Australia

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



By investing in UHC and protecting people from impoverishing health costs, we reduce poverty, foster social cohesion and increase productivity. It's a powerful pathway to sustainable development, ensuring that no one is left behind in the pursuit of health, well-being and prosperity.

For too many people, poverty is one medical bill away. This UHC Day, I urge governments to make financial protection for health a national priority.

James Chau
WHO Goodwill Ambassador and President of the Chase United States Exchange Foundation

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



Ensuring health for all requires bold action at both local and national levels. Essential health services must be affordable—or free—especially for the most vulnerable.

By adopting and implementing laws that promote equity and access to health services, we not only safeguard the fundamental right to health, but also strengthen our communities, fostering healthier, more inclusive societies where no one is left behind.

Gisela Scaglia
UNEP Deputy Chair for Latin America & Caribbean, Vice-Governor and President of the Senate of Santa Fe, Argentina

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



UHC is an investment, not a cost. When people can access care without fear of financial ruin, they stay healthier, more productive, and fully engaged in the workforce. This boosts economic growth and fosters resilient communities.

By prioritizing equitable health systems and prioritizing financial protection, we empower individuals, reduce poverty, and build a foundation for sustainable development and prosperity for all.

Akhisa Shiozaki
Member of the House of Representatives, Japan

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT



The digital transformation of health systems has the potential to improve equity, quality and efficiency of health care and help accelerate progress towards Universal Health Coverage.

It is therefore vital for governments to allocate necessary funding to support the equitable, inclusive and sustainable digital transformation of their health systems, as part of wider health system investment. This is a vital investment to deliver health for all to the right age.

Mathilde Forstland
Executive Director, Transform Health

UNIVERSAL HEALTH COVERAGE DAY | 12.12.24

HEALTH: IT'S ON THE HOUSE GOVERNMENT

A UHC Day 2024 message from the Coalition of Partnershi...



Watch on  YouTube

A message from the UHC2030 co-chairs on the occasion o...



Watch on  YouTube

A message from Dr Hajime Inoue o...



Watch on  YouTube

A message from Salina Grenet-Cat...



Watch on  YouTube

A message from Frank Vandebro...



Watch on  YouTube

A message from Anneliese Dodds on the occasion of UHC ...



Watch on  YouTube

A message from Xavier Bettel on the occasion of UHC Day ...



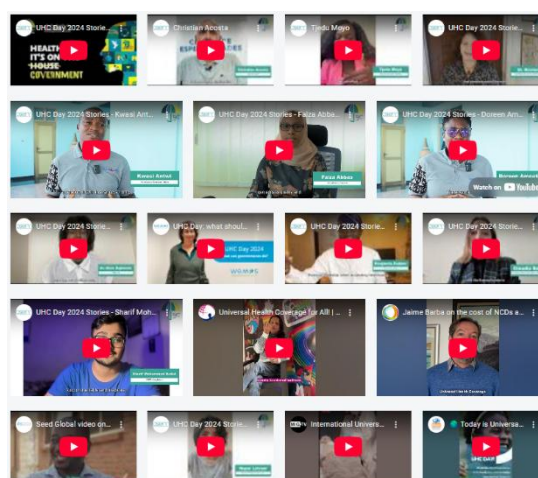
Watch on  YouTube

V. CAMPAIGNER ACTIVITIES

CIVIL SOCIETY ENGAGEMENT

48 UHC advocacy letters were sent by advocates in 18 different countries. Some groups, including Help Age International, transformed the letter into petitions to gather signatures. IFMSA Chile coordinated the sending of the letter in multiple countries in South America, and GFAN Africa partners coordinated the sending of the letter in over 10 countries in Africa. HelpAge International authored an open letter to Heads of State, Ministries of Health and Ministries of Finance to urgently scale up investment in UHC and ensure it meets the needs and upholds the rights of older people. The letter was signed by over 60 organizations.

Sixteen videos of civil society were recorded, including 11 CSEM videos featuring speakers from 8 countries which were and shared broadly on YouTube, social media and the UHC Day website. The videos focused on the need for governments to prioritize financial protection, with specific calls to action for decision-makers. Other videos were also created by organizations such as NCD Alliance, International Patient Organisation for Primary Immunodeficiencies (IPOP) and International Planned Parenthood Federation (IPPF).



Many civil society organizations published blogs to spread the word on how to engage in the campaign and to share details about their own engagement (see annex). The UHC2030 CSEM also coordinated three key pieces:

- [Universal health coverage is not an impossible goal](#) by CSEM AG members Dr. Mengistu Asnake (Senior Country Director at Pathfinder International) and Dr. Rispah Walumbe (Policy Advisor at Amref Health Africa)
- [Universal health coverage is on the government: Aligning political will and advocacy for UHC in Botswana](#) by CSEM AG member Dumiso Gatsha (Success Capital NGO)
- [December 12th is Universal Health Coverage \(UHC\) Day - Ensuring that everyone can receive medical care without worrying about costs](#) by CSEM AG member Akiko Mera (Médecins du Monde, Japan)

GOVERNMENT ENGAGEMENT

There was a surge in country announcements on and around UHC Day this year, which signals that the approach of targeting governments more directly is effective. Commitments were counted from 30 countries in total, more than double the 14 commitments from 2023, with some countries seeing multiple commitments in various cities or regions. Below are the highlights of the commitments; a full list is attached at the end of this document.

Angola: To strengthen collaboration and funding for health, the Angolan government and its partners renewed their commitment today in Luanda, on the sidelines of the Universal Health Coverage Day celebration, to accelerate the repositioning of primary health care and community health to guarantee quality health. According to Angola's Minister of Health, Dr Sílvia Lutucuta, the Angolan



Executive is making a massive investment in infrastructure in the National Health Service, increasing the resolute capacity at the three levels of care to respond to the population's health needs, from primary care to more specialised and complex interventions: [Angola invests in strengthening partnerships to guarantee quality healthcare for all. | WHO | Regional Office for Africa](#)

Bangladesh: A national dialogue was held with various stakeholders, including representatives from the interim government, who reaffirmed their commitment to Universal Health Coverage. Primary healthcare must take centre stage in health sector reforms, with health insurance introduced to ensure coverage for all: [National dialogue: Reform pathways for health sector](#)

Cameroon: Over 3.5 million Cameroonians have been enrolled in the Universal Health Coverage program implemented by the government of Cameroon in its 20 months of existence. During a UHC Day press conference Minister Manaouda announced measures to expand the service to soon include the treatment of type 1 diabetes and viral hepatitis: [International Universal Health Coverage Day: Cameroon counts progress despite health care access challenges – Cameroon News Agency](#)

Canada: The government of Canada commits to showing progress throughout the 10-Year Commitment to Global Health and Rights (10YC) launched in 2019. They have increased global health investments, particularly in SRHR. This reflects the government's continued dedication to improving health outcomes and addressing critical gaps in the global health landscape. Under the 10YC in 2022-2023, they spent a total of \$1.42 billion in global health. This meets the annual \$1.4 billion 10YC target one year ahead of schedule: [Canada's 10-Year Commitment to Global Health and Rights: Measuring the progress](#)

China, Japan, Korea: The three countries signed a health cooperation agreement to promote healthy ageing and advance universal health coverage, on 15 December: [Korea, Japan, China sign health cooperation agreement - Medical Buyer](#)



Egypt: The Ministry of Health and Population announced that Egypt's Universal Health Insurance (UHI) system will be implemented in a second set of governorates. The UHI system aims to provide universal and affordable healthcare to everyone, including anyone who does not have health insurance under the current system. It covers all medical services for beneficiaries, starting from initial medical examinations, x-rays, and medical analyses and including major surgical interventions. It is financed by premiums, with those not being able to afford them being covered by the state: [Egypt to expand Universal Health Insurance to five more governorates](#)

Ghana: The United Kingdom and United States contributed almost \$3million (GHS 44 million) towards a partnership with the Government of Ghana to strengthen financial management of the country's health system. The announcement comes on Universal Health Coverage Day, which promotes the importance of quality and affordable healthcare for all: [UK and US announce \\$2.9 million towards strengthening Ghana's healthcare system - BusinessGhana](#)



India: India expanded a government programme to provide citizens aged 70 and above with annual medical insurance coverage of 500,000 rupees (\$6,000) per family, fulfilling a key poll promise by Prime Minister Narendra Modi. The new plan is expected to benefit an additional 60 million people, adding to Modi's 2018 healthcare initiative which already covers more than half a billion citizens, according to a government statement: [India raises free health cover for citizens aged above 70 years](#)

Indonesia: The Yogyakarta City Government (Pemkot) signed a Memorandum of Agreement with BPJS Kesehatan regarding the implementation of Universal Health Coverage (UHC) or Universal Health Insurance in Yogyakarta City on Monday (16/12) in the Yudhistira Room of Yogyakarta City Hall: [Strengthening the Government's Commitment to Health Services, Yogyakarta City Government to Implement Universal Health Coverage](#)

In order to realize maximum health services, the Lamongan Regency Government signed a memorandum of understanding (MoU) between the Lamongan Regency Government and the Social Security Administration Agency (BPJS) Gresik Branch, Monday (16/12). Starting from January 2025, there will be more than 60 thousand participants who we will facilitate BPJS health for free: [Maximizing Health Services, Lamongan Regency Government Holds MoU on JKN Facilitation - posmo](#)

The Parepare City Government (Pemkot) affirms its commitment to providing equitable health services for all its citizens. The Acting Mayor of Parepare, Abdul Hayat Gani, signed a Work Plan with BPJS Kesehatan to support the achievement of Universal Health Coverage (UHC) by 2025. The signing took place in the Meeting Room of the BPJS Kesehatan Makassar Branch Office, Saturday, December 14, 2024: [Supporting the Achievement of UHC 2025, Parepare City Government Collaborates with BPJS Kesehatan](#)



The Head of the North Sumatra Provincial Health Office (North Sumatra) Muhammad Faisal Hasrimy affirmed his commitment to achieve Universal Health Coverage (UHC) in all districts/cities in North Sumatra by 2026 at the latest: [Health Office's Target of 100% UHC in North Sumatra by 2026](#)

Kenya: The Ministry of Health reaffirmed its unwavering commitment to ensuring equitable and affordable healthcare services for all Kenyans on 18th December: [Management is Core to Healthcare Progress | Ministry of Health](#)

Dr. Deborah Mlongo Barasa, the Cabinet Secretary for Health, officiated the activation of the Primary Care Network (PCN) at Malava Sub-County Hospital in Kakamega, a key milestone in Kenya's journey toward Universal Health Coverage (UHC): [Primary Care Network Activated at Malava Sub-County Hospital in Kakamega | Ministry of Health](#)

Kyrgyzstan: In response to evidence on the financial hardship caused by out-of-pocket payments for medicines, Kyrgyzstan has introduced price control regulations for a range of essential medicines, including for noncommunicable diseases, which has lowered and stabilized prices. Lower and more stable prices will help to reduce out-of-pocket payments, making medicines more affordable for people with chronic conditions, improving adherence to medicines and moving Kyrgyzstan towards UHC: [Kyrgyzstan controls essential medicine prices in pursuit of health for all](#)

Namibia: Government greenlights a Health System Strengthening proposal for over N\$16 billion to improve access to healthcare. This was confirmed in a statement by the health ministry during the observance of Universal Health Coverage (UHC) Day: [Government greenlights N\\$16 \(...\) | Namibia.direct.news | newspaper: The Namibian](#)

Namibia's Universal Health Coverage (UHC) Policy, which aims to strengthen equitable access to quality and affordable healthcare, is nearing completion and will be presented to the Cabinet early 2025. This announcement was made during a media briefing held by the Ministry of Health and Social Services to mark International Universal Health Coverage Day: [Universal Health Coverage Plan poised for Cabinet approval](#)

Nepal: The Universal Health Coverage Day was observed today with the theme of 'Citizens' Health: The State's Responsibility'. The celebration of the Day aims to enable citizens' access to required healthcare services without any financial hardships. The Ministry of Health and Population described the Day



as a significant opportunity to invest in health services and advocate for preventing citizens, especially from those facing financial hardships, to fall under poverty because of medical expenditures. The Ministry said it is committed to realising the goals of Universal Health Coverage: [Universal Health Coverage Day observed](#)

Nigeria: President Bola Tinubu allocated 402 billion naira for infrastructure investments in the health sector in the 2025 Budget and another 282.65 billion naira for the Basic Health Care Fund, on 18th December following UHC Day: [FULL TEXT of Tinubu's speech at 2025 budget presentation to National Assembly](#)

The National Health Insurance Authority (NHIA) Says 19.2 Million Citizens Have Enrolled In The Health Insurance Scheme, Surpassing Its 2024 Target: [19.2M Nigerians Now Covered By Health Insurance NHIA - New Telegraph](#)

The National Health Insurance Authority (NHIA) announced its intention to surpass the presidential mandate of enrolling 20 per cent Nigerians into health insurance by 2025. The Director-General, Dr. Kelechi Ohiri, said this in an interview with newsmen in Abuja to commemorate the 2024 Universal Health Coverage Day: [NHIA plans 20% more enrolment in 2025 - The Sun.](#)

The European Union (EU) launched a €40 million for Strengthening Access to Reproductive and Adolescent Health (SARAH) programme. This initiative, in collaboration with the federal government of Nigeria, the UN Population Fund (UNFPA), and UNICEF, aims to enhance reproductive health outcomes for women and adolescents in Sokoto, Adamawa, and Kwara states. The project will contribute to sustainable demographic transition and universal health coverage in Nigeria by supporting gender and adolescent responsive integrated sexual and reproductive health, including maternal and child health in the three targeted states: [EU, others launch €40m for reproductive health in 3 states - Blueprint Newspapers Limited](#)

[Federal Capital Territory \(FCT\) marked 2024 Universal Health Coverage Day](#) under the theme **Health: It's on the Government**.

Using adapted versions of the campaign visuals for their commemorative march, they called for more access to quality, affordable health care for all Nigerians.



The Lagos Ministry of Health, in collaboration with the Lagos State Health Management Agency, held a [media parley](#) in commemoration of the 2024 Universal Health Coverage UHC Day. The discussion focused on the theme **Health: It's on the Government** and used the campaign visuals in the media banners.

The Lagos State Health Management Agency (LASHMA) commemorated the 2024 Universal Health Coverage (UHC) Day with an awareness walk highlighting the importance of health insurance under its 'Ilera Eko' initiative. Speaking at the event, the Permanent Secretary of LASHMA, Emmanuella Zamba, listed the agency's achievements to include the rollout of an equity fund that guarantees healthcare access for over 300,000 vulnerable residents. "Today, 12 December, is globally recognised as UHC Day. In Lagos State, we are committed to ensuring that everyone has access to quality healthcare through Ilera Eko, our state health insurance scheme," Ms Zamba stated: 300,000 benefit from Lagos healthcare equity fund - PioneerNewz

Pakistan: Prime Minister Shehbaz Sharif reiterated Pakistan's dedication to advancing towards Universal Health Coverage as part of its Sustainable Development Goals by 2030. In a message delivered on Universal Health Coverage Day, the Prime Minister emphasized the government's pivotal role in ensuring that citizens do not have to choose between fundamental healthcare and basic necessities. According to Radio Pakistan, Prime Minister Sharif highlighted the theme of this year's Universal Health Coverage Day, **Health: It's on the government**, as a moral imperative for his administration. He pledged continued collaboration with the United Nations and other global leaders to develop and strengthen frameworks that prioritize health as a fundamental human right: [PM Shehbaz Sharif Reaffirms Pakistan's Commitment to Achieving Health SDG Targets by 2030 – MediaLine Pakistan](#)

Philippines: PhilHealth will continue to pay for the health benefits of all Filipinos, with or without government subsidy. They say they are dedicated to enhancing benefits packages and reducing out-of-pocket expenses so that every patient feels the security of their health insurance: [PHILHEALTH WILL KEEP PAYING BENEFITS - HMOPH](#)

Somalia: In Somalia, the coverage level remains low. According to the estimates, the UHC service coverage index is 27 out of 100. It is the lowest in the world, so there is much work to be done. To tackle these issues and close the healthcare access gap, the world is moving towards universal health coverage," he continued. "That is why we are here today: the

Ministry of Health, supported by the WHO and various partners, is making significant efforts to improve the healthcare system.” The Horn of Africa country currently ranks at the bottom of the Universal Health Coverage (UHC) index, indicating the lowest level of UHC globally. To address this challenge, the Somali health authorities, the National Museum, SIMAD University, WHO and UNTMIS are collaborating to ensure healthcare information is readily available. This effort includes developing clear messages about the availability, accessibility, acceptability, and quality of healthcare services: [Somalia pushes for universal coverage | Africanews](#)

South Africa: The Department of Health will join the global community today to commemorate Universal Health Coverage Day, celebrating progress toward health for all. Running under the theme **Health: It's on the Government**, the event follows President Cyril Ramaphosa's signing of the National Health Insurance Bill in May. The objective of the NHI Bill is to provide universal access to quality health care for all South Africans as enshrined in the Constitution, which recognizes healthcare as a fundamental human right. The NHI Fund will be funded from general taxes, contributions of persons earning above a set amount, and monthly contributions made by the employees to the fund. Key discussions at the event focused on government leadership in achieving universal health coverage, measurement strategies, and engaging civil societies. The Department also unveiled the Health Facility Progress Matrix, a World Health Organisation tool aiding policy decisions and evaluating health financing systems: [South Africa marks Universal Health Coverage Day – Bulletin](#)



South Sudan: At the Universal Health Coverage (UHC) Partnership Global Meeting in Lyon, France from December 11 to 13, South Sudan strengthened their commitment to achieving UHC, with a focus on resilience, leadership, and timely responses to health crises: [S. Sudan urges strengthened disease surveillance at France health meeting - Eye Radio](#)

St Lucia: The expanded men's health clinic under universal health coverage now includes new services, such as prostate cancer screenings and a dedicated urology clinic. Medical officials are encouraging men to take advantage of these free services: [UNIVERSAL HEALTH COVERAGE INCLUDES EXPANSION OF MENS HEALTH CLINIC – HTS News 4orce](#)

Tajikistan: With support from the European Union and the UHC Partnership, WHO is supporting Tajikistan in transforming its health financing system to improve access to essential health services. The new mechanisms will empower health workers, improve access to care for local communities, and pave the way for Tajikistan's journey toward

Universal Health Coverage: [Transforming health financing in Tajikistan A path to Universal Health Coverage UHC](#)

Tanzania: The government enacted the landmark Universal Health Insurance Act, mandating [health insurance coverage](#) for all residents to close the coverage gap.

Thailand: The Health Ministry is set to complete its ambitious healthcare coverage expansion, bringing the 30 Baht for Healthcare Anywhere programme to all provinces by the end of 2024. Public Health Minister Somsak Thepsuthin announced yesterday, December 15, that the initiative has already reached 46 provinces, with only 31 remaining to be integrated. Prime Minister Paetongtarn Shinawatra officially launched the nationwide expansion on December 25 at Government House, symbolising a significant milestone in the country's public health



strategy. In related news, the Ministry of Public Health unveiled its game-changing Health Station initiative, a telemedicine service designed to supercharge universal healthcare in Thailand: [Thailand accelerates universal healthcare coverage nationwide | Thaiger](#)

Timor Leste: The government is firm in its commitment to shield its citizens from the financial burden of illness. In 2024 a \$6 million budget boost has raised the total health allocation from \$67.6 million to \$73 million for 2025. The Ministry of Health is also working towards the revitalization of community health volunteers to help achieve UHC: [WHO: Quality health services for everyone, everywhere - TATOLI Agência Noticiosa de Timor-Leste](#)

UAE: On 16 December the UAE announced that starting January 1, 2025 it will roll out a mandatory nationwide health insurance program for all private sector employees and domestic workers. This sweeping change, announced by the Ministry of Human Resources and Emiratisation, marks a notable step towards universal healthcare access in the nation: [UAE Health Insurance: Family Coverage Mandate from 2025 - World Today News](#)

Zimbabwe: Zimbabwe has taken a significant step towards strengthening its health system by committing to increase domestic financing through a health levy, a sugar tax, establishment of National Health Insurance and other initiatives. This commitment was made during a three-day national dialogue on health financing, aimed at exploring sustainable strategies to improve the country's health sector which brought together key stakeholders, including government officials, healthcare providers, civil society organizations, and international experts, to discuss innovative approaches to bolstering financing to the country's health system: [Zimbabwe commits to boost domestic health financing](#)

GLOBAL HEATMAP

As in previous years, the 2024 UHC Day global heatmap featured a diverse collection of organic UHC Day activities, publications and campaigns, representing actions taken by civil society organizations, think tanks, NGOs and academic/professional associations and networks. There were over 140 events listed in 40 different countries, compared to 110 events across 39 countries in 2023. Campaigners engaged by hosting in-person and virtual events, sharing publications and statements and organizing social media campaigns.



Activity Type	Count
In-person events	19
Virtual events	45
Hybrid events (in-person and virtual)	24
Social media campaign	14
Publication of new content or data	41
Total	143

MEDIA AND REPORTS

This year was very impactful online and in the media, with over 740 media articles, blogs, editorials and online announcements. Many of the articles featured the theme 'Health: it's on the government!' and echoed UHC2030's call for greater investment in financial protection. Many of the articles also featured WHO's 2024 Global Health Expenditure Report. Media highlights included:

- The UHC Movement Political Panel published an opinion piece titled [With political will, we can close the health financing gap](#) on Devex urging decision makers to close the health financing gap.
- The WHO regional office for Africa published a new report showing that [high health-care costs continue to push 150 million people into poverty](#).
- The Pan American Health Organization (PAHO) presented a new report highlighting [the need to prioritize primary health care to advance towards health in the Americas](#).
- The WHO published [a new book on health inequality monitoring](#) to characterize unfair differences in health and drive actions to tackle them.
- The International Association of Patients Organizations (IAPO) [launched the UHC compass](#), an innovative tool to help organisations monitor and influence health policies, ensuring patients remain at the centre of UHC efforts.
- The Guardian in Nigeria published [an article](#) covering UHC Day celebrations in Nigeria and an announcement that the National Health Insurance Authority (NHIA) had surpassed its 2024 target and achieved 95 per cent of the 2027 presidential target with 19.2 million Nigerians enrolled in the health insurance scheme.
- Radio France Internationale (Rfi) produced a radio segment to commemorate UHC Day called '[Universal health coverage: reality or utopia?](#)
- Gavi published an editorial entitled '[What is health equity and how can it help achieve universal health coverage?](#)', looking at the impacts of COVID-19 and how to create health equity.
- The World Economic Forum published an article titled '[Universal health coverage: a global problem with local solutions](#)', highlighting the importance of community-level efforts to complement national-level policy initiatives in filling healthcare gaps.
- The World Bank published a blog titled '[Quality, affordable health services for 1.5 billion people: A vision for a healthier, more resilient world](#)', calling on development partners to make health accessible and affordable to more people to unlock the full potential of nations.
- The Tehran Times published an article titled '[UHC Day: Health is on the government](#)' on 11 December, featuring the campaign graphics and a breakdown of how Iran is performing when it comes to universal health coverage.
- SciDev.net wrote an opinion piece entitled '[Universal health coverage is not an impossible goal](#)' which examined the opportunities for countries in Africa to achieve universal health coverage and the issues they are facing.
- The Hindu published an op-ed examining '[The challenge of universal health coverage](#)', which looked into the complexity of the multiple health systems in India's

different states and how this would affect efforts to achieve universal health coverage.

- Also out of India, CNBC TV 18 published a financial piece about 'International Universal Health Coverage Day: Where India stands and how insurance can secure your finances'. It highlighted the role of UHC as a shield against rising medical costs.
- Human Rights Watch published an article highlighting the failure of global policies to enable UHC with the title 'Worldwide, Policies Leave Health Care Inaccessible for Too Many'. The article called on countries to heed the call for UHC to protect the billions of people still missing out on quality healthcare.
- WHO released its annual Global Health Expenditure report, which looked into health spending during the pandemic and the intricacies of economies and health systems around the world. It highlighted a decline in global health spending following the pandemic and reiterated the critical importance of health financing to make universal health coverage a reality.
- The United Nations system in Barbados and the Eastern Caribbean released a statement titled 'Universal Health Coverage Day: Building Resilient Health Systems to Achieve Universal Health in the Eastern Caribbean'. The statement saw multiple syndications.

VI. CONCLUSION AND RECOMMENDATIONS

UHC Day is evolving, and this year and years to come will be focused on finding ways to drive meaningful impact around the world. With that in mind, the 2024 UHC Day campaign placed a stronger focus on the responsibility of governments to ensure sustainable health financing for their populations. The focus on youth also remained strong this year, encouraging their engagement with parliamentarians to remind them to prioritize the needs of future generations. For more efficient communications and ease of access, efforts were made to streamline and redesign the website.

Looking back at 2024 and campaigns in years past and building off this new pared-back and focused campaign platform, some key recommendations for the UHC Day 2025 campaign have been formulated below. In line with the 2023 campaign report, these recommendations will include audiences, tactics and channels.

Audience

Continuing the trend from the last couple of years, the 2024 campaign directly targeted specific champion groups like youth and policymakers to inspire more meaningful action on UHC. This is an effective strategy, but it needs to be finetuned to ensure the messaging, materials and methods are driving action and change. By targeting the messages further and exploring new methods of outreach to specific audiences, the campaign's impact could be amplified.

Specific target audiences recommended for the 2025 campaign include:

1. **Policymakers and parliamentarians:** Significant progress has been made in 2023 and 2024 in reaching out to policymakers and parliamentarians and holding them to account. The increase in commitments from 2022 to 2024 makes it clear that this engagement is effective. In 2025, it is recommended that new methods of engagement be developed to expand on the success of the previous years and bring more and more countries on board with new UHC commitments. These could include tapping into networks on specific health topics within WHO to disseminate messages and materials, holding a side-event or activity at the World Health Assembly to start the drumbeat early, or a global public petition.
2. **Youth groups:** Although the global messaging is directed towards policymakers and the general public to hold their leaders to account, global youth groups are key drivers of change. Ensuring they are fully engaged in the campaign is crucial to ensuring the message is spread as broadly as possible, and it can help to put more pressure on world leaders. In 2025, creating a challenge for youth advocates which starts earlier in the year and targeting key groups in each of the regions could drive more commitments from policymakers. Continuing to use customizable graphics is another a strong way to encourage youth engagement in the campaign.
3. **Key countries:** One tactic which could drive more engagement would be to choose around 10 countries to target on a deeper level each year and create some additional materials and outreach strategies to inspire those specific countries to take action on

UHC. This could be achieved in collaboration with partners in those countries and by selecting countries who have potential for further commitment. The upcoming Voluntary National Review and State of UHC Commitment Review could inform this process.

4. **Ministries of Finance:** If the theme is staying on health financing in 2025, it could be effective to specifically target Ministries of Finance to demonstrate the benefits of investing in UHC and to encourage their collaboration with Ministries of Health to achieve health for all.

Tactics

This year, having UHC2030 drive the campaign more directly allowed the messaging to be more focused, bold, concise and targeted. While the UHC Day Coordination Group still provide key input to the campaign, these were made at more strategic moments throughout the preparations. This has been a successful approach, and it is recommended to continue for the 2025 campaign.

A variety of successful tactics were employed in the last few years of the campaign, including: a rich toolkit of engaging materials to amplify key messages and asks; a variety resources to bolster campaigners' advocacy efforts; a letter template to drive direct advocacy to governments and decision-makers; a champion campaign to highlight the efforts of passionate advocates; and a space to showcase events on a global heatmap.

Introducing several new tactics in 2025 could boost the impact further and inspire more commitments and investments in UHC. Some ideas include:

1. **Moving the timeline forward.** While message development has generally started around mid-year, bringing that timeline forward would allow a greater focus on stakeholder and audience engagement in the second half of the year, leading up to UHC Day.
2. **Building on the momentum of the campaign launch.** Starting a challenge which leads from the campaign launch to UHC Day could mobilize the campaign's key stakeholders and drive public and policymaker engagement. Introducing key advocacy moments in the six months leading up to the event would also encourage consistent engagement with the campaign.
3. **Refining the letter-writing initiative.** In 2024 there was a focus on expanding the letter-writing initiative, with letter-writing workshops, open office hours and interactive sessions for youth. Reconsidering the format of the letter could be useful, either creating a digital platform so the letter can be created online then either downloaded or emailed directly or turning the letter into an open letter which could double as a petition. For many, the idea of writing a letter is overwhelming and a simpler solution might drive more engagement.
4. **Investing in monitoring and evaluation tools.** Monitoring and evaluation of media and social media is labour-intensive and lacks accuracy when the right tools aren't

available. Investing in a media and social monitoring tool would allow UHC2030 to better understand the impact they are having year to year. As part of this, it is recommended to update metrics to ensure the right elements are measured (for example for the advocacy letter, to measure letters sent instead of downloads) which would allow for better understanding of the impact in countries.

5. **Engaging media.** Creating a press release to go out under embargo ahead of UHC Day could encourage even greater coverage around the world and put further pressure on governments to invest in UHC.
6. **Strengthening engagement with the UN and WHO.** Given that the UN and WHO have the largest reach, it would be important to connect closely with their respective social media communication teams early in the process to ensure alignment and promotion of UHC Day campaign resources, build on their leadership and expertise, and identify opportunities to promote the UHC Day messaging earlier in the year.

Channels

While the X channels have been a crucial part of the campaign for many years, the social media landscape is changing, and it is recommended that the value of each channel is considered carefully and new platforms are evaluated. To keep the campaign relevant and continue growing audiences in the coming years, it would be worth considering a variety of new digital approaches, including:

1. Exploring new channels (e.g. Bluesky) and reevaluating current channels and the way they are used to ensure materials deployed are achieving their full potential.
2. Building on the momentum of Substack to continue growing an engaged and loyal audience and tapping into that audience to boost the campaign on other channels.
3. Developing a more interactive social media plan, which engages the audience in a variety of activities and challenges and creates a feedback loop to inform future content.
4. Doing more cross-posting across channels, with a particular focus on driving people to the microsite and tracking visits and downloads.
5. Focusing on refining the microsite further to drive traffic to the sections of the website which encourage engagement and sharing of materials.
6. Putting further efforts into various forms of offline engagement of partner networks and civil society networks and using their engagement to create more organic online conversations.

ANNEX

Blogs from civil society

- World Federation of Societies of Anaesthesiologists: <https://wfsahq.org/news/uhc-day-2024-advocating-for-government-action-and-resilient-healthcare-systems/>
- International association of suicide prevention: <https://www.iasp.info/2024/12/10/universal-health-coverage-day-2024/>
- The World Economic Forum: <https://www.weforum.org/stories/2024/12/universal-health-coverage-day-how-to-finance-global-health-equity/>
- World Health Profession Alliance: <https://www.whpa.org/news-resources/news/20241212-quality-care-health-professionals-cost-effective-path-uhc>
- Global Health Partnership: <https://www.globalhealthpartnerships.org/health-partnerships-in-focus-launch-uhc-report/>
- World Heart Federation: <https://world-heart-federation.org/news/world-universal-health-coverage-day-bridging-the-gap-between-commitments-and-action-for-cardiovascular-health/>
- Help Age International: <https://www.helpage.org/open-letter-for-universal-health-coverage-day-2024/>
- International longevity center UK: <https://ilcuk.org.uk/universal-health-coverage-uhc-for-all-ages/>
- Nigeria Health Watch: <https://articles.nigeriahealthwatch.com/world-uhc-day-2024-nigerias-government-must-ensure-equitable-healthcare-access-for-its-rural-dwellers/>
- Social Workers Association of Alberta: <https://www.myswaa.ca/news/international-universal-health-coverage-day-2024>
- Results UK: <https://results.org.uk/2024/12/12/uhc-day-everyone-matters-everyone-counts/>

Full list of country engagement links

1. Angola:
 - a. [Angola invests in strengthening partnerships to guarantee quality healthcare for all - Angola | ReliefWeb](#)
 - b. [Angola invests in strengthening partnerships to guarantee quality healthcare for all. | WHO | Regional Office for Africa](#)
2. Bangladesh: [National dialogue: Reform pathways for health sector](#)
3. Cameroon: [International Universal Health Coverage Day: Cameroon counts progress despite health care access challenges – Cameroon News Agency](#)
4. Canada: [Canada's 10-Year Commitment to Global Health and Rights: Measuring the progress](#)
5. China: [Korea, Japan, China sign health cooperation agreement - Medical Buyer](#)
6. Egypt: [Egypt to expand Universal Health Insurance to five more governorates](#)

7. Ghana: [UK and US announce \\$2.9 million towards strengthening Ghana's healthcare system - BusinessGhana](#)
8. India: [India raises free health cover for citizens aged above 70 years](#)
9. Indonesia:
 - a. [All Health Centers in Medan City Have Held Primary Health Service Integration - ColorMag](#)
 - b. [UHC Program for OIC Residents to Continue in 2025](#)
 - c. [Strengthening the Government's Commitment to Health Services, Yogyakarta City Government to Implement Universal Health Coverage](#)
 - d. [Maximizing Health Services, Lamongan Regency Government Holds MoU on JKN Facilitation - posmo](#)
 - e. [Supporting the Achievement of UHC 2025, Parepare City Government Collaborates with BPJS Kesehatan](#)
 - f. [Health Office's Target of 100% UHC in North Sumatra by 2026](#)
10. Japan: [Korea, Japan, China sign health cooperation agreement - Medical Buyer](#)
11. Kenya:
 - a. [Management is Core to Healthcare Progress | Ministry of Health](#)
 - b. [300 households in Khwisero benefit from free medical camp – Kenya News Agency](#)
 - c. [Primary Care Network Activated at Malava Sub-County Hospital in Kakamega | Ministry of Health](#)
 - d. [Strengthening the availability of evidence and fostering dialogue to stimulate investment in Kenya's health workforce](#)
12. Korea: [Korea, Japan, China sign health cooperation agreement - Medical Buyer](#)
13. Kyrgyzstan: [Kyrgyzstan controls essential medicine prices in pursuit of health for all](#)
14. Namibia:
 - a. [Government greenlights N\\$16 \(...\) | Namibia.direct.news | newspaper: The Namibian](#)
 - b. [Universal Health Coverage Plan poised for Cabinet approval](#)
15. Nepal: [Universal Health Coverage Day observed « Khabarhub](#)
16. Nigeria:
 - a. [FULL TEXT of Tinubu's speech at 2025 budget presentation to National Assembly](#)
 - b. [19.2M Nigerians Now Covered by Health Insurance NHIA - New Telegraph](#)
 - c. [Health insurance coverage rose by 40% in one year – NHIA](#)
 - d. [Kogi enrolls 167,000 in health insurance scheme - Newsdaily](#)
 - e. [KADCHMA harps on embracing health insurance scheme - Peoples Daily Newspaper](#)
 - f. [NHIA plans 20% more enrolment in 2025 - The Sun](#)
 - g. [EU, others launch €40m for reproductive health in 3 states - Blueprint Newspapers Limited](#)
 - h. [INFORMATION MINISTRY GETS BEST ONLINE MEDIA REPORTER AWARD - Inside Business Africa](#)

- i. [300,000 benefit from Lagos healthcare equity fund - PioneerNewz](#)
 - j. [Over 1.3m Enrol in Ilera Eko Scheme - New Telegraph](#)
 - k. [Public health experts make case for universal health coverage in Nigeria](#)
 - l. [Achieving Universal Health Coverage: LASHMA To Rollout New Healthcare Plan In 2025](#)
 - m. [FCT marked 2024 Universal Health Coverage Day](#)
 - n. [The Lagos Ministry of Health, in collaboration with the Lagos State Health Management Agency, held a media parley in commemoration of the 2024 UHC Day.](#)
17. Pakistan: [PM Shehbaz Sharif Reaffirms Pakistan's Commitment to Achieving Health SDG Targets by 2030 – MediaLine Pakistan](#)
18. Philippines:
- a. [PHILHEALTH WILL KEEP PAYING BENEFITS - HMOph](#)
 - b. [DBM: Timely budget approval is crucial to government operations - Philippines Times](#)
19. Somalia: [Somalia pushes for universal coverage | Africanews](#)
20. South Africa:
- a. [Pregnant women, school learners to benefit first from NHI: Motsoaledi - SABC News - Breaking news, special reports, world, business, sport coverage of all South African current events. Africa's news leader.](#)
 - b. [South Africa marks Universal Health Coverage Day – Bulletin](#)
21. South Sudan: [S. Sudan urges strengthened disease surveillance at France health meeting - Eye Radio](#)
22. St. Lucia: [UNIVERSAL HEALTH COVERAGE INCLUDES EXPANSION OF MENS HEALTH CLINIC – HTS News 4orce](#)
23. Tajikistan:
- a. [Transforming health financing in Tajikistan A path to Universal Health Coverage UHC](#)
 - b. [Tajikistan paves the way for universal health coverage with strong primary health care](#)
24. Tanzania:
- a. [NHIF introduces changes in health insurance packages | The Citizen](#)
 - b. [Tanzania's struggle for universal health coverage at international UHC day 2024 | The Guardian](#)
25. Thailand:
- a. [Thailand accelerates universal healthcare coverage nationwide | Thaiger](#)
 - b. [Rollout of universal health coverage to continue in 2024](#)
26. Timor-Leste: [WHO: Quality health services for everyone, everywhere - TATOLI Agência Noticiosa de Timor-Leste](#)
27. United Arab Emirates: [UAE Health Insurance: Family Coverage Mandate from 2025 - World Today News](#)
28. Zimbabwe: [Zimbabwe commits to boost domestic health financing](#)