

2020 STRATEGY

When the global community renewed its commitment to achieve Universal Health Coverage (UHC), we made a promise to secure health access for all and to prioritize hard-to-reach populations. Community health programs are critical to achieving this goal. To deliver optimal outcomes, community health programming must be integrated into national health systems, be financially sustainable and rooted in quality. Our vision is recognition and commitment to community health programs across the UHC agenda.

In 2019, the Political Declaration for Universal Health Coverage was unanimously adopted by member states at the UN General Assembly. Member states committed to the scale-up of competent, skilled, and motivated health workers, including community health workers. We have the opportunity to leverage this historic window of support and interest in community health and ensure the declaration is translated into transparent funding commitments.

Throughout 2020, the campaign will work to ensure that community health is a politically and financially supported priority at national levels and incorporated into long-term, government-led strategies. Community health advocates need to leverage public statements made by political leaders to hold them accountable and work together to advocate for public disclosures of health expenditures.

CAMPAIGN GOAL

To leverage political commitments for UHC by promoting community health and its champions from the global to sub-national level and to track in-country commitments to UHC and community health with a focus Ethiopia, Kenya and Uganda

2020 OBJECTIVES:

1. Advocate for, and track, national- and sub-national-level financing for UHC and community health in priority countries Ethiopia, Kenya and Uganda
2. Build upon the momentum to continue to elevate community health within the larger UHC agenda through leveraging members and like-minded coalitions at international and national forums to reach influential decision-makers and diverse audiences
3. Ensure that political commitments to UHC are informed by frontline health workers' perspectives, community health worker champions and community beneficiaries by amplifying their voices on the global stage; and supporting community and frontline health worker participation in defining and implementing UHC priorities

The campaign goal and objectives will be achieved through the activities of the five campaign workstreams:

- Country Engagement (Ethiopia, Kenya, Uganda)
- Global Policy
- Communications
- Fundraising
- Membership