



## WORLD HEALTH ASSEMBLY SOCIAL MEDIA GUIDE

### #WHA72 | #CivilSocietySpeaks

#### INTRODUCTION:

Nearly 100 civil society representatives from Global Health Council (GHC) will attend the 72nd World Health Assembly in Geneva between **May 19 - 28** to advocate for global health issues. During this time, GHC invites you to be our eyes and ears at WHA72, and actively engage in the online dialogue throughout the week. We would greatly appreciate your help in promoting these messages using our social media guide. We also welcome and encourage the development of your own social media content on these issues.

**IMPORTANT:** Please remember to tag [@GlobalHealthOrg](https://twitter.com/GlobalHealthOrg) in all your posts on Twitter and [@GlobalHealthCouncil](https://www.facebook.com/GlobalHealthCouncil) on Facebook and Instagram. Use the suggested hashtags for each event! Kindly forward pictures to [events@globalhealth.org](mailto:events@globalhealth.org) with photo captions and credits. Check your email for **daily social media alerts** sent to the **GHCatWHA72 Google Group** (GHC@[WHA72@GoogleGroups.com](mailto:GHC@WHA72@GoogleGroups.com)).

\*The ideal time to schedule or post content regarding #WHA72 is **9:00 AM - 5:00 PM Central European Time (CET)**.\*

#### RESOURCES:

- [Access WHA72 documentation & WHO's live-webcasts](#)
- [GHC Master Calendar of WHA72 Events](#)
- [WHA72 Delegate Infographic](#)
- [GHC Global Health Briefing Book](#)

#### PRIMARY HASHTAGS:

- #WHA72, #HealthForAll, #UHC
- #CivilSocietySpeaks (this hashtag is specific to our delegation)
- #GlobalHealthWorks (GHC's primary hashtag)

#### DISEASE SPECIFIC HASHTAGS (For patient champions)

- #NCDs, #BeatNCDs, #Diabetes (Use for diabetes/non-communicable diseases related items)
- #TB, #EndTB, #StepUpTheFight (Use for TB related items)

## CONTACTS:

- **Any questions or concerns, please direct all questions to [events@globalhealth.org](mailto:events@globalhealth.org).**
  - *On-Site Contact (for urgent questions only):* Elizabeth Kohlway, GHC Senior Manager, External Affairs ([ekohlway@globalhealth.org](mailto:ekohlway@globalhealth.org))
  - *Off-Site Contact:* Nyana Quashie, GHC Senior Associate, External Affairs ([nquashie@globalhealth.org](mailto:nquashie@globalhealth.org))

## DELEGATE - SPECIFIC TWEETS!

View our delegate infographic: <https://tinyurl.com/WHA72GHCDelagation>

**Objective:** *To amplify the diversity & importance of our delegates and to highlight the unique perspectives and skills all of you bring to #WHA72 week! [Download the infographic.](#)*

**Please feel free to customize this tweet:** I am excited to be a @GlobalHealthOrg delegate at #WHA72 this year & to be part of a truly diverse delegation to advocate for [global health issue] and work to promote #HealthForAll with @WHO & @DrTedros. #CivilSocietySpeaks

### Sample Tweets:

- Welcome to Geneva! I am excited to be one of nearly 100 #civilsociety representatives with @GlobalHealthOrg this #WHA72! #CivilSocietySpeaks <https://tinyurl.com/WHA72GHCDelagation>
- Did you know? The @GlobalHealthOrg #WHA72 delegation represents nearly 20 countries around the world and we are amplifying the voices of field representatives from more than 15 low- and middle-income countries! <https://tinyurl.com/WHA72GHCDelagation> #CivilSocietySpeaks
- We are proud to share that over 67% of our delegation are #womeningh! Thanks to @GlobalHealthOrg for ensuring gender parity this week as #civilsociety speaks @ #WHA72. <https://tinyurl.com/WHA72GHCDelagation> @womeningh
- **FACEBOOK**
  - This year at #WHA72, the @globalhealthcouncil delegation is representing gender parity across the board! We represent 19 countries around the world and have field representatives from 16 low- and middle-income countries. Moreover, we are proud to say that 67% of our delegation are #womeningh! #CivilSocietySpeaks #HealthForAll #womeningh <https://tinyurl.com/WHA72GHCDelagation>

## CALENDAR:

**Welcome to #WHA72! (Sunday, May 19)**

(Follow [GHC's Daily Social Media Alerts](#) on the [GHCatWHA72 Listserv](#) to stay informed on updates happening in the Palais Des Nations & beyond!)

### **Sample Tweets:**

- Follow @GlobalHealthOrg on Twitter to follow the latest news from #globalhealth partners on #UHC, #Polio, #MedsWeCanTrust, #NCDs, #TB & @WHO - civil society engagement at #WHA72! [globalhealth.org/world-health-assembly](http://globalhealth.org/world-health-assembly)
- Check out @GlobalHealthOrg's summary on #WHA72 logistics for attendees, including key dates, importance resources, and a guide to Geneva's central locations: <https://globalhealth.org/wp-content/uploads/2019/05/GHCWHA72DelegateWebinar-3.pdf>
- The #WHA72 preliminary journal promises an exciting week ahead! [http://apps.who.int/gb/ebwha/pdf\\_files/WHA72/A72\\_JourP-en.pdf](http://apps.who.int/gb/ebwha/pdf_files/WHA72/A72_JourP-en.pdf). Stay tuned for updated journals everyday with @GlobalHealthOrg.
- Want to stay informed with #WHA72? Follow @GlobalHealthOrg to stay up to date on discussions around #HealthForAll!
- Want to stay in the know for #WHA72? Sign up for @GlobalHealthOrg's Daily Digest: <https://tinyurl.com/GHCWHA72DailyBrief>
- We've done a lot of talking. Now are you prepared to do some walking at #WHA72? Join @GlobalHealthOrg delegates for @WHO's #WalkTheTalk. Let's step into action on #HealthForAll. <https://globalhealth.org/event/walk-the-talk-the-health-for-all-challenge-2/>
- As a patient affected by [insert your issue(s) here], I'm proud to be at #WHA72 to discuss a way forward on #UHC! #GlobalHealthWorks @GlobalHealthOrg
- I'm currently at #WHA72 to discuss #HealthForAll. As a patient affected by [insert your issue(s) here], I'm proud to have my voice represented. Let's make sure #GlobalHealthWorks for everyone! @GlobalHealthOrg
- I'm here at the #WHA72 to show that [insert your reason(s) here] #GlobalHealthWorks @GlobalHealthOrg
- #DYK: 41 million people worldwide die from #NCDs every year. Learn how we can #BeatNCDs: <https://ghbb.globalhealth.org/briefs/noncommunicable-diseases/>. #HealthForAll #WHA72
- #TB is an issue near and dear to my heart. #DYK that it kills nearly 5000 people each day. It's time we #EndTB. Learn more: <https://ghbb.globalhealth.org/briefs/tuberculosis/>. #StepUpTheFight #WHA72 #GlobalHealthWorks
- **FACEBOOK:**
  - @globalhealthcouncil is in Geneva this week, at the Seventy Second World Health Assembly (#WHA72), with #globalhealth advocates from nearly 20 countries! We are looking forward to having meaningful conversations and to work towards universal health coverage with @WHO! #HealthForAll #CivilSocietySpeaks <https://tinyurl.com/WHA72GHCCDelegation>

## Engaging Civil Society in #GAPForAll (Monday, May 20)

Today, #WHA72 kicks off at 9:30 AM CET. Topics that will be covered at this year's World Health Assembly include universal health coverage, public health preparedness and responses, polio, environmental health, access to medicines and vaccines, a global public health strategy, non-communicable diseases, and tuberculosis. While proceedings are underway on the grounds of the Palais, GHC and partners are preparing for a robust discussion on #GAPForAll with featured speakers from the Global Fund to Fight AIDS, Tuberculosis, and Malaria, Gavi, the Vaccine Alliance, UNICEF, the UN Foundation, WHO, and many more.

### Community & Civil Society Engagement for the Global Action Plan on SDG3

3:30 PM - 6:00 PM CEST, Geneva Press Club (106 Route de Ferney)

More details: <https://tinyurl.com/WHA72GAPSDG3>

Event hashtags: #GAPForAll #CivilSocietySpeaks #WHA72

Livestream link: <https://tinyurl.com/WHA72GAPSDG3LIVESTREAM>

### Sample tweets below:

- #WHA72 kicks off today @ 9:30 AM CET. @DrTedros' will give his opening address at @WHO at 12:00 PM CET! Follow @GlobalHealthOrg for updates & tune in to the livestream: <https://www.who.int/about/governance/world-health-assembly/seventy-second-world-health-assembly>
- Looking forward to listening to @WHO's special keynote speaker for #WHA72. Tune into the livestream channel to listen: <https://www.who.int/about/governance/world-health-assembly/seventy-second-world-health-assembly>
- This year, #WHA72 agenda items include #UHC, #Polio, #MedsWeCanTrust, #NCDs, #TB. Access @WHO's provisional agenda for more details & follow @GlobalHealthOrg for live-updates: [http://apps.who.int/gb/e/e\\_WHA72.html](http://apps.who.int/gb/e/e_WHA72.html)
- Thanks to our co-sponsors, @unfoundation and @WomenDeliver & partners for hosting a conversation on #GAPForAll during #WHA72. #CivilSocietySpeaks @genevapressclub
- What an engaging panel on #GAPForAll and global #healthfinancing! Thanks to Kwaku Agyemang-Manu of @Health\_ghana, @AminuMagashiG, @MarijkeWijnroks, @joy\_phumaphi, @GaviSeth, @GlobalGameChngr for letting us know how we can bridge the gap. @genevapressclub
- Loving this discussion on how to innovate to achieve #GAPForAll! @JaneRuth\_Aceng, Ted Chaiban of @UNICEF, @jyotsna\_roy, @rosemaryburu & Kate Dodson of @unfoundation are letting us know how #civilsociety can drive change on the Global Action Plan. #CivilSocietySpeaks
- Want to stay in the know for #WHA72? Sign up for @GlobalHealthOrg's Daily Digest: <https://tinyurl.com/GHCWHA72DailyBrief>

## Leaving No One Behind: Taking Action on #UHC (Tuesday, May 21)

*The theme of #WHA72 is “Universal health coverage: leaving no-one behind.” Global Health Council and partners will convene a series of events during the day on UHC to discuss how we can move forward together with actionable steps on #HealthForAll. Join us at the Geneva Press Club for a town hall featuring speakers from MSH, the Federal Ministry of Health of Ethiopia, UHC 2030, and IntraHealth. Then join Save the Children, Global Health Council, and partners for an official side event on how to build momentum towards the UN High-level meeting on UHC.*

### Universal Health Coverage (UHC) Town Hall

**3:30 PM – 5:00 PM CEST, Geneva Press Club (106 Route de Ferney)**

Event details: <http://tinyurl.com/WHA72TOWNHALL>

Event hashtag: **#HealthForAll**

Live - stream link: <http://tinyurl.com/WHA72TOWNHALLLIVESTREAM>

### Action and Accountability on UHC: Building momentum towards the UN High-level meeting on UHC

**6:00 PM - 6:50 PM CEST, Room IX, Palais Des Nations**

Event details: <https://tinyurl.com/y2gjsdfk>

Event hashtag: **#HealthForAll**

### Sample Tweets:

- We're starting up our town hall discussion on #UHC. Join Amy Boldosser-Boesch of @MSHHealthImpact, @temesgenayehu, @MarjolaineNicod, & Jeanne Amadiguin Tessougué of @IntraHealth to learn how we can move forward on #HealthForAll!  
<http://tinyurl.com/WHA72TOWNHALL>
- Join us at #WHA72 for a townhall on #UHC in the Palais de Nations. Let's move forward on #HealthForAll! <http://tinyurl.com/WHA72TOWNHALL>
- We hope @WHO - CSO engagement continues to grow under the guidance & support of @DrTedros & @WHO. Let's work together to achieve #HealthForAll! #WHA72 #CivilSocietySpeaks
- Join @SavetheChildren and partners at #WHA72 on May 21st at 6pm, Room IX, Palais de Nations <https://tinyurl.com/y2gjsdfk> to hear from community representatives leveraging political momentum for #Accountability4UHC and #HealthForAll. #UHC2030 @csos4uhc #UHC
- Join community members in asking governments to come to the #HLMUHC with clear commitments, at our #WHA72 side event <https://tinyurl.com/y2gjsdfk> on May 21st at 6pm Room IX, Palais de Nations. #HealthForAll #uhc2030 @csos4uhc #Accountability4UHC
- Register at <https://tinyurl.com/y2gjsdfk> to attend the @SavetheChildren side event and to listen to @daktari1 @IsaacFAdewole @jica\_direct\_en @katriBertram @Pisut\_chun @okine\_v responding to community voices. #Accountability4UHC #UHC2030 @csos4uhc
- Want to stay in the know for #WHA72? Sign up for @GlobalHealthOrg's Daily Digest: <https://tinyurl.com/GHCWHA72DailyBrief>

- **FACEBOOK:**

- We're starting up our town hall discussion on #UHC. Join Amy Boldosser-Boesch of @MSHHealthImpact, @temesgenayehu, @MarjolaineNicod, & Jeanne Amadiguin Tessougué of @IntraHealth to learn how we can move forward on #HealthForAll! Attend in person or watch the livestream: <http://tinyurl.com/WHA72TOWNHALL> #UHC #GlobalHealthWorks

## How do we achieve #HealthForAll? (Wednesday, May 22)

*(Follow [GHC's Daily Social Media Alerts on the GHCA72 Listserv](#) to stay informed on updates happening in the Palais Des Nations & beyond!)*

### **Sample Tweets:**

- We've taken part in discussion on #UHC all week long. Follow #WHA72 conversations LIVE to stay up to date and learn more: <https://www.who.int/about/governance/world-health-assembly/seventy-second-world-health-assembly>
- It's great to see that over 67% of the @GlobalHealthOrg delegation are #womeningh! Thanks to @GlobalHealthOrg for ensuring gender parity this week as #CivilSocietySpeaks during #WHA72. <https://tinyurl.com/WHA72GHCDelagation> @womeningh
- Looking for more #WHA72 side-events? Check out @GlobalHealthOrg's master calendar of events and plan your day! <http://globalhealth.org/events/category/special-events/>
- Want to stay in the know for #WHA72? Sign up for @GlobalHealthOrg's Daily Digest: <https://tinyurl.com/GHCWHA72DailyBrief>
- **[For Bruno Carrattini]** People who live with #NCDs are the key to making a difference. I believe that we need to be a strong voice so that our daily realities are taken into account into #globalhealth policies. #HealthForAll #WHA72
- **[For Dr. Maria José Pires Machai]** As a doctor & #TB survivor, I know the importance of access to safe and effective treatments and drugs. To #endTB, we need better diagnostics, #MedsWeCanTrust, child-friendly formulas, shorter and more accessible regimens for those who are in need. #HealthForAll #WHA72
- **[For Jyotsna Roy]** The rationale for investing in #civilsociety is clear. A vibrant and strong #NCD movement is essential to the success of #UHC. #CivilSocietySpeaks #HealthForAll #WHA72

## Continuing Action #UHC (Thursday, May 23)

*(Follow [GHC's Daily Social Media Alerts on the GHCA72 Listserv](#) to stay informed on updates happening in the Palais Des Nations & beyond!)*

### **Sample Tweets:**

- It's day 5 of #WHA72 and we're still going strong on #HealthForAll. Looking forward to how we can work together to achieve #UHC @GlobalHealthOrg!
- I'm here at #WHA72 to show that [insert your reason(s) here] #GlobalHealthWorks @GlobalHealthOrg
- #DYK: 41 million people worldwide die from #NCDs every year. Learn how we can #BeatNCDs: <https://ghbb.globalhealth.org/briefs/noncommunicable-diseases/>. #HealthForAll #WHA72
- I'm at #WHA72 to take action on #TB. #DYK it kills nearly 5000 people each day? It's time we #EndTB. Learn more: <https://ghbb.globalhealth.org/briefs/tuberculosis/>. #StepUpTheFight #GlobalHealthWorks
- Access to #MedsWeCanTrust is essential to achieving #HealthForAll. Let's make sure everyone has access to safe and affordable medicines so they can live productive and healthy lives. #UHC #GlobalHealthWorks
- Want to know which #WHA72 side-events to attend? Check out @GlobalHealthOrg's master calendar of events and plan your day! <http://globalhealth.org/events/category/special-events/>

## Thank You! (Friday, May 24)

*(Follow [GHC's Daily Social Media Alerts on the GHCatWHA72 Listserv](#) to stay informed on updates happening in the Palais Des Nations & beyond!)*

- .@GlobalHealthOrg & partners published 15 statements to be read on the floor of #WHA72! Access the statements to learn about #civilsociety contributions to #UHC, #NCDs, #TB & more: <https://extranet.who.int/nonstateactorsstatements/> #CivilSocietySpeaks
- Looking for more #WHA72 side events? Check out @GlobalHealthOrg's master calendar of events and plan your day! <http://globalhealth.org/events/category/special-events/>
- #WHA72 is wrapping up and the word of the week has been #UHC! Let @GlobalHealthOrg know how conversations this week may have helped us get closer to #HealthForAll. #CivilSocietySpeaks
- Thank you, @DrTedros for lending your time to help WHO-CSO engagement strengthen at #WHA72! Let's keep it up and ensure that civil society continues to play a crucial role in shaping @WHO & #UHC! #CivilSocietySpeaks
- It was great to see such productive engagement among @GlobalHealthOrg's diverse delegation this #WHA72! Hope to be back next year to continue to take action for #HealthForAll. #CivilSocietySpeaks

## FOLLOW OUR DELEGATES ON TWITTER!

**American Academy of Pediatrics:** @AAPGlobalHealth; @jannacpat

**American Public Health Association:** @PublicHealth

**Center for Global Development:** @CGDev

**Center for Strategic and International Studies:** @CSISHealth

**Chemonics:** @Chemonics  
**Community Health Impact Coalition:** @chw\_impact  
**DAI Global Health:** @DAIGlobal  
**Elizabeth Glaser Pediatric Aids Foundation:** @EGPAF  
**FSG:** @FSGtweets  
**Global Health Advocacy Incubator:** @IncubatorGHAI; @justicioaje  
**Global Health Council:** @GlobalHealthOrg; @globalgamechngr  
**Global Health Technologies Coalition:** @GHTCoalition; @JBayNishi  
**Harvard Global Health Institute:** @HarvardGH ; @ashishkjha; @RifatAtun  
**High Lantern Group:** @MarioOttiglio  
**Infectious Diseases Society of America:** @IDSAInfo; @AzR86  
**International Federation of Psoriasis Associations - IFPA:** @PsoriasisIFPA  
**Johns Hopkins Bloomberg School of Public Health:** @JohnsHopkinsSPH; @ndconnell  
**Johns Hopkins School of Nursing:** @JHUNursing; @nancyreynolds  
**Kyle House Group:** @kylehousegroup  
**Last Mile Health:** @lastmilehealth  
**Living Goods:** @Living\_Goods; @crystallander; @NsubugaDiana  
**Management Sciences for Health:** @MshHealthImpact; @MSHACTs; @Fwabwire  
**MedinCell:** @MedinCell  
**Medtronic Foundation:** @MDTFoundation; @PaurviBhatt; @jessMdaly  
**NCDChild:** @NCDChild; @georgemsengi; @HauerslevMarie  
**Nuclear Threat Initiative:** @NTI\_WMD; @MBNalab; @BethCameron\_DC  
**PAI:** pai\_org; @achildsgraham  
**PAI (PHCPI):** @ImprovingPHC; @btritter  
**Panorama:** @panoramateam; @FitzGab  
**Partners in Health:** @PIH; @JoiaMukherjee; @cate\_oswald  
**Pathfinder International:** @PathfinderInt  
**Population Services International:** @PSIimpact; @KarlHofmannPSI; @SanGarcon  
**Rabin Martin:** @RabinMartin; @JeffSturchio  
**RESULTS (KANCO):** @KancoKE; @RESULTS\_Tweets  
**RTI International:** @RTI\_Int; @ishukataria3; @RachelNugent  
**Seed Global Health:** @Seed\_Global; @VBKerry  
**Speak Up Africa:** @SpeakUpAfrica1; @maelle\_ba  
**Speak Up Africa d/b/a The Access Challenge:** @TheAChallenge  
**TB Alliance:** @TBAlliance; @WilloBrock\_TBA  
**University of Utah:** @UofUMedicine; @globalhealthuu; @CobbNadia  
**Women in Global Health:** @womeninGH; @RoopaDhatt; @NicSchiegg

#### **INDIVIDUAL GHC MEMBERS:**

**Elizabeth Montgomery Collins:** @DrEMCollins  
**Lindsay Denny:** @lindsaymdenny  
**Michele Forzley:** @forz\_associates



**PATIENT CHAMPIONS:**

**Adebayo Alonge:** @adebayoalonge

**Bruno Carrattini:** @BrunoCarrattini

**Dr. Maria José Pires Machai:** @fhi360

**Jyotsna Roy:** @jyotsna\_roy; @NadaPehchaan