



Jordi Ruiz Cereza/Save the Children

## WHAT YOU CAN DO TO SUPPORT UHC

1. **Treat all patients equally** and with respect: health is a right.
2. Help women and children to access healthcare – **do not charge fees for free services.**
3. Talk to colleagues about their role in **improving access to healthcare.**
4. Actively **participate in facility health committees.**
5. **Listen and act:** raise patient and staff needs at health committee meetings.

Use social media to spread your messages and include these hashtags:  
**#HealthForAll**  
**#UHC2030**  
**#Midwives4UHC**  
**#QED4ALL**

6. Join your **local midwifery association.**
7. **Raise any concerns** and issues within your professional association.
8. Work with your midwifery association to **make sure your concerns and demands are raised with policy makers.**
9. **Speak to decision makers** about your issues whenever you have the chance.
10. **Demand more money for health** and better value for money.

## BE A WHISTLE BLOWER IF

1. You see a colleague **charge fees for free services.**
2. Women, children and their families are **not treated respectfully.**
3. You see **unsafe or unindicated practice.**
4. There are **ongoing stock-outs**
5. You see **fraud or misuse of funds.**
6. Patients' **complaints are ignored.**
7. Facility health **committees are not functioning.**
8. Facility health **committees don't include local community members.**
9. **You don't receive adequate support** or mentoring from managers.
10. You have sought the **necessary support and guidance.**

## CELEBRATING UHC DAY

Universal Health Coverage Day is celebrated globally on 12 December. This is the anniversary of the UN's historic endorsement of UHC in 2012.

Hundreds of organisations across the health and development sectors use this day to unite around the common goal of achieving UHC.

UHC Day is an important opportunity for you as midwives and midwifery advocates around the world to raise awareness of the importance of accessible, equitable, high quality healthcare.

The main objectives of UHC Day are:

- To **raise awareness among policy makers** and the public of the importance of healthcare for all.
- To **increase commitment from decision makers and stakeholders** to make national progress on UHC.
- To **engage in national discussions on UHC** with policy makers and development partners.



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## MORE INFORMATION AND RESOURCES

You can share the resources below with stakeholders or use them to plan your advocacy strategy.

### A Common Cause

This report makes the case for UHC and argues that governments must prioritise the continuum of care in their progress towards achieving UHC.  
[www.savethechildren.org.uk/common-cause](http://www.savethechildren.org.uk/common-cause)

### Within Our Means

This briefing argues that all developing countries can afford to increase spending on health by changing how they raise and spend public money.  
[www.savethechildren.org.uk/within-our-means](http://www.savethechildren.org.uk/within-our-means)

### Universal Health Coverage: A commitment to close the gap

This report focuses on how and why addressing inequity should be prioritised as countries develop UHC.  
[www.savethechildren.org.uk/close-the-gap](http://www.savethechildren.org.uk/close-the-gap)

### Universal Health Coverage: Lessons to Guide Country Actions on Health Financing

This paper outlines the health financing lessons learned from countries' experiences of moving towards UHC.  
[www.savethechildren.org.uk/health-financing](http://www.savethechildren.org.uk/health-financing)

### Health Sector Budget Advocacy Guide

This guide provides the answers on how health budgets are funded, how the budget cycle works and who is involved. It goes on to provide guidance on the key stages of health budget analysis and advocacy.  
[www.savethechildren.org.uk/budget-advocacy-guide](http://www.savethechildren.org.uk/budget-advocacy-guide)

### They say UHC is fantasy. Save the Children says not.

This blog and short film argue that UHC is achievable, using Rwanda's recent progress as an example.  
<http://bit.ly/2q7iaWz>

For more information go to [www.savethechildren.org.uk](http://www.savethechildren.org.uk)



# AN ADVOCACY TOOLKIT FOR MIDWIVES

How you can promote Universal Health Coverage for all women and children

# MIDWIVES AND UNIVERSAL HEALTH COVERAGE

This toolkit is a companion piece to 'A Common Cause' report published by Save the Children and helps you advocate for UHC.

## WHAT IS UNIVERSAL HEALTH COVERAGE?

Universal Health Coverage (UHC) means that every person receives the healthcare they need without suffering financial hardship. UHC will ensure health services are accessible, effective, efficient, equitable, safe and acceptable to the patient and address issues of quality, equity and dignity in healthcare.

Countries around the world have committed to achieving UHC and ending preventable maternal, newborn and child deaths by 2030, as part of the UN's Sustainable Development Goals (SDGs).

## WHY IS UHC IMPORTANT TO YOU AS A MIDWIFE?

Access to quality midwifery services for all women and families will only be possible when UHC is achieved in every country.

You have a powerful role to play, both as a supporter of UHC and in pushing the UHC movement to prioritise sexual, reproductive, maternal, newborn, child and adolescent health (SRMNCAH).

Ensuring that essential SRMNCAH services are available to every community, especially midwifery support during births, is crucial to ending preventable maternal and child deaths.

## THE GLOBAL PICTURE

### A STRATEGY TO END PREVENTABLE DEATHS

In addition to the SDGs, the Global Strategy for Women's, Children's and Adolescents' Health (2016–2030) was launched by the UN Secretary General in September 2015. This roadmap aims to end all preventable deaths of women, children and adolescents, securing not only their survival but also their health and well-being.

The UHC movement supports the Global Strategy by prioritising the financing and delivery of essential health services for all. It calls for strong primary healthcare systems as a first priority so that all communities can access sexual, reproductive, maternal, newborn, child and adolescent health services, including excluded and marginalised groups.

By working together, the global movements for UHC and for maternal and child health can ensure that SDG targets for ending preventable maternal and child deaths, and improving sexual and reproductive health services, are achievable.

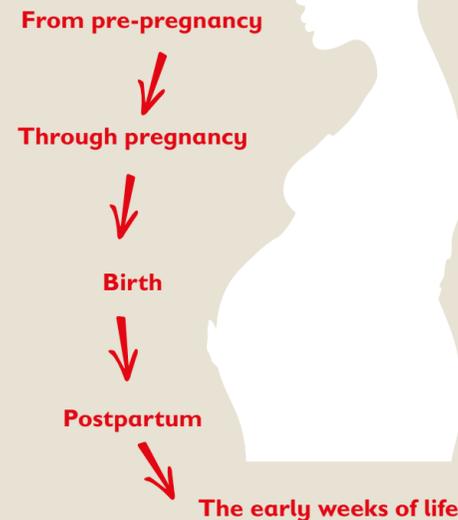
## DELIVERING QUALITY CARE

The health and well-being of women, children and adolescents is strongly influenced by the quality of the healthcare they receive. Yet in many parts of the world, quality of care ranks low among national priorities, particularly where health systems are poorly managed or under-resourced.

Delivering quality healthcare is critical to achieving UHC. It is a priority of the Every Woman Every Child (EWEC) movement through the Quality Equity Dignity (QED) initiative.

## MIDWIVES AND THE CONTINUUM OF CARE

- You play a crucial role in the continuum of care



- You are key to promoting health in communities and reducing stillbirths, maternal, newborn and infant mortality.

## MIDWIVES ADVOCATING FOR UHC

Midwives and their associations should not just be advocates for midwifery, but also for UHC.

If governments are to prioritise the continuum of care, more midwives need to be trained, employed and deployed to areas of need. You must have adequate pay and supportive supervision, and be retained in employment.

It is therefore in your interests to ensure that everywhere, governments, donors and communities understand UHC and support the reforms needed to ensure quality universal SRMNCAH services. You are integral to delivering of the Global Strategy and to achieving UHC.



Jordai Ruiz Ciriaco/Save the Children

## A POWERFUL VOICE FOR CHANGE

Midwives, midwifery advocates and midwifery professional associations have proven to be a powerful voice for change, both nationally and globally.

Your frontline experience means you are well placed to document and share the challenges of delivering services along the continuum of care.

As a result, you are crucial to ensuring that policymakers prioritise primary healthcare and invest in midwives and frontline health workers.

## AS A UHC ADVOCATE YOU CAN CALL FOR:

Systemic reforms so that health systems provide **essential health services for all** through fair and progressive taxation.



Strong civil society and stakeholder groups, and strategic partnerships, that can lead the **national discourse on UHC** and quality of care.

All women and children should have access to **quality health services that are local, respectful, well-funded, well-staffed and free** at the point of use, throughout the continuum of care.



Policy environments that support countries to **progress towards UHC in a phased way**, while increasing domestic resources for health in the long-term.



Sexual, reproductive, maternal, newborn, child and adolescent **health services for all women, children and adolescents.**



Meaningful engagement of citizens and communities in **planning, budgeting, accountability and monitoring processes** to help ensure strong primary healthcare systems.

## KEY MESSAGES ON UHC

- The UHC movement should **prioritise an essential package** of sexual, reproductive, maternal, newborn, child and adolescent health services. These services should be **high quality, sustainably funded, equitably delivered and free to access.**
- Champions for UHC should join forces to **advocate for greater public spending on healthcare** by:
  - increasing the health budget to at least 5% of GDP
  - improving tax revenue
  - raising and maintaining official development assistance for health.
- For countries progressing toward UHC, **investing in a strong, affordable, accessible and equitable primary healthcare system** is an effective and efficient first step.
- Midwives are central to the delivery of the continuum of care**, from pre-pregnancy through pregnancy, birth, postpartum and the early weeks of life.
- Well-trained, well-supported and fairly paid **midwives must therefore be a key part of any plan to strengthen health systems.**
- Champions of maternal and child health should unite with advocates for UHC and primary healthcare to **ensure that all women, children and adolescents can survive and thrive.**

## MIDWIVES' PATHWAY TO DELIVERING UHC



### LEGAL FRAMEWORK AND POLITICAL WILL

There should be a clear legal framework for UHC and parliamentary oversight to ensure strong policies and financing. The priority should be high quality services throughout the continuum of care, including services delivered by midwives.

### MORE RESOURCES

UHC requires sufficient and fair financing, through compulsory pooling mechanisms and eliminating out-of-pocket payments, so that services are free at the point of use. This will ensure sufficient investment in midwifery services.

### STRONG HEALTH WORKFORCE

A health workforce strategy should ensure that midwives and other frontline health workers are employed, deployed and retained in areas of need, and that they receive ample support, supervision and on-the-job training.

### ACCOUNTABILITY

There should be systematic data collection, including newborn audits, with established feedback mechanisms for patient complaints to be addressed. Health committees should include midwives and community members, to hold governments and service providers to account.

### MIDWIVES DELIVERING UHC

Well trained and fairly paid midwives should be available to everyone in all communities, providing a range of services and saving lives.



Allan Gichigi/Save the Children