Make them care.

From April 1 - 7, let’s tell the world why #HealthWorkersCount for #HealthForAll! Join the Frontline Health Workers Coalition and the Global Health Workforce Network to celebrate World Health Worker Week (WHWW) on social media. This is a dedicated week every year to recognize the amazing work of health workers, highlight the challenges they face every day, and mobilize communities, partners, and policymakers to support health workers around the globe.

April 7 is also World Health Day. The 2019 theme is Universal Health Coverage. As we know, there is no UHC without the health workers who play a lead role in extending health services to communities. Communications and graphic material is available here.

#WHWWEEK

Use #WHWWeek, the main hashtag, to engage in conversation on Twitter and Instagram throughout the week. Also use #HealthWorkersCount, #InvestInHealthWorkers and #HealthForAll, where characters permit.

In previous years, #WHWWeek was a trending topic on Twitter. Let’s do it again!

ACCOUNTS TO FOLLOW

@FHWCoalition @GHWNetwork
THEME: “Health Workers Are the Heart of Health for All”

Subthemes

- We need greater and more strategic investment in health workforce teams, especially in low- and middle-income countries where people have the least access to health services.
  - Investment in health workers promotes women's economic empowerment, as women make up more than 70% of the global health workforce.
  - Female health workers are key for increasing access to health services and reaching Health for All.

- We must build and support health workforce teams to ensure access to the full package of essential health services, including primary health services such as disease detection, prevention and treatment, maternal and child care, and family planning.

- Health workers are key to achieving Health for All, access to primary health care, and resilient health systems.

- We should recognize and acknowledge the roles and contributions of the different types of health workers toward ensuring Health for All—from community health workers to doctors—and amplify their voices and encourage their input in policy-making. We can do this during WHWW in numerous ways!

GRAPHIC TO SHARE

[Image of a diverse crowd of health workers with text: HEALTH WORKERS ARE THE HEART OF HEALTH FOR ALL! #WHWWeek #HealthWorkersCount]
TWITTER CHAT

Join the #WHWWeek Twitter chat on April 2 at 10 am ET.

Who is on your #HealthWorker dream team? Nurses, doctors, midwives, community health workers, anyone else? You’ll have the opportunity to discuss during a special #WHWWeek Twitter Chat on April 2 at 10:00 AM EST.

MORE SOCIAL MEDIA & ONLINE ACTIVITIES

- **"Participate in the “Thank You, Health Hero” campaign** on Instagram and Twitter. Choose one of our thank you note templates, dedicate it to a special health worker in your life, then post it on Twitter or Instagram. Make sure to tag @FHWCoalition on both Instagram and Twitter and add #WHWWeek and #HealthWorkersCount. The Coalition will share further, including in Instagram Stories.

- **Submit a short video testimonial** to tell health policymakers why health workers are the heart of health for all. Check out our guidance and instructions and our current testimonials. Help share your own or your favorite ones using #WHWWeek and #HealthWorkersCount.

- **Follow the #WHWWeek blog series** starting on Friday, March 29 (we are getting an early start, since there is so much to say). Please cross-post these new stories and thought pieces (with a simple attribution line) and add your insights or questions to start up discussion!
SUGGESTED TWEETS

Preview tweets

- Health workers are the heart ♥ of #HealthForAll, providing health services directly to people in their communities. Celebrate all healthworkers from April 1 - 7 for #WHWWeek!

- #WHWWeek is fast approaching! Follow @FHWCoalition and @GHWNetwork for stories and videos honoring #HealthWorkers for saving lives, enhancing global security and producing tremendous domestic and global economic returns. #HealthWorkersCount #HealthForAll

- Who is on your #HealthWorker dream team? Nurses, doctors, midwives, community health workers, anyone else? You'll have the opportunity to discuss during a special #WHWWeek Twitter Chat on April 2 at 10:00 AM EST!

- Check out the #WHWWeek blog series starting Apr 1 at https://www.frontlinehealthworkers.org/blog! Posts will highlight #HealthWorkers as the heart of #HealthForAll. #HealthWorkersCount!

- Ever wonder how frontline health worker teams function? Not sure how #Nurses & #CHWs work together? Don’t miss our #WHWWeek blog series starting Apr 1. We’ll showcase stories from #Nurses, #Midwives, #CHWs & #fhwteams, because #HealthWorkersCount! https://www.frontlinehealthworkers.org/blog

- Thank a #HealthHero and get ready for #WHWWeek, Apr 1 - 7! Choose a thank you note template and fill it out for a health worker who has made a difference in your life. Share using #WHWWeek! https://www.frontlinehealthworkers.org/health-worker-hero-thank-you-note-campaign

- Thank a #HealthHero and get ready for #WHWWeek, Apr 1 - 7! Choose a thank you note template and fill it out for a health worker who inspires you. Share using #WHWWeek! https://www.frontlinehealthworkers.org/health-worker-hero-thank-you-note-campaign

- It’s time to tell health decision-makers why #HealthWorkers are the ♥ of #HealthForAll! Make & upload a video testimonial. We’ll share with policymakers! https://www.frontlinehealthworkers.org/whww-video-testimonials #WHWWeek #InvestInHealthWorkers

Need for more strategic global investment in frontline health workers

- We’re facing a global shortage of 18 MILLION #HealthWorkers by 2030. What will that mean for the well-being and productivity of systems, people & economies? #WHWWeek

- #DYK Half the world’s population doesn’t have access to essential health services, including maternal care, #HIV care & #FamilyPlanning? The right #HealthWorker can be this gateway to much needed primary health care! #WHWWeek
• We need increased investment in frontline #HealthWorkers—especially in low- and middle-income countries with the least access—to save more lives & ensure #GHSecurity. It’s the right and smart thing to do. #WHWWeek

• Investments in frontline #HealthWorkers save millions of #MomAndBaby lives, enhance global health security, and result in tremendous economic & social returns! #WHWWeek

• Communities with the highest maternal and child death rates, and highest rates of illness and disease also have the least access to high-quality health workers. #WHWWeek #InvestInHealthWorkers

• Community #HealthWorkers help reach people who cannot get basic health services. There is real evidence that they are effective and cost-effective #primaryhealthcare resources #WHWWeek #InvestInHealthWorkers

**Women’s economic empowerment**

• Globally, women’s workforce participation rates are unequal to men’s--especially in health, where women make up 70% of the workforce but less than 1/3 of leadership positions. This #WHWWeek, let’s think about #GenderEquality!

• Women make up more than 70% of the global health workforce. An investment in the #healthworkforce is an investment in women’s empowerment

• Investments in health - and in women - pay dividends. What happens when we invest in women #healthworkers? You do the math. #WHWWeek

• #DYK @WHO estimates a shortage of 18 million #healthworkers? It’s time to #InvestInHealthWorkers, especially #women and #youth. #Education + #Training + #Jobs ➡ #HealthForAll #WHWWeek

• Tackling discrimination in the health workplace from the top down is critical to ensuring a robust pool of #healthworkers. Let’s not forget that #women make up the majority of the health workforce worldwide: [https://bit.ly/2CJXaf5](https://bit.ly/2CJXaf5) #HealthWorkersCount

**Health teams**

• We need teams of #HealthWorkers in every community with the skill mix needed to provide access to the full package of essential health services. #HealthWorkersCount for #HealthForAll! #WHWWeek

• Evidence shows #Community #HealthWorkers can effectively deliver #PrimaryHealthCare services. Read the @WHO #CHWguideline for recommendations to optimize programs [https://bit.ly/2z7TAX1](https://bit.ly/2z7TAX1)

• #Nurses and #Midwives are crucial members of any health workforce. Let’s elevate their role to ensure all #HealthWorkersCount for #HealthForAll! @NursingNow2020 @ICNurses #WHWWeek
- Nurses and midwives constitute more than 50% of the health workforce in many countries. 2 flagship reports on nursing and midwifery will be launched in 2020. G engaged: https://bit.ly/2RScJ7g @ICNurses @NursingNow
- The @WHO recognizes that UHC won’t be achieved without harnessing the power of community healthworkers! What’s stopping us? >> https://bit.ly/2tx453P #CHWs #HealthWorkersCount #WHWWeek
- Community healthworkers CHWs are the crucial link between HealthSystems and communities. Let’s galvanize & recognize their efforts to reach HealthForAll! #WHWWeek >> https://bit.ly/2tx453P @WHO
- Strong community health systems offer a cost-effective solution to achieve UHC that extends care access to vulnerable populations first. #WHWWeek

**Health for All**

- What do we need to achieve HealthForAll? A strong healthworkforce with community health workers, nurses, midwives, doctors, pharmacists, surgeons, and more working together to deliver care. #WHWWeek #HealthWorkersCount
- What are the healthworkforce implications of and requirements for the implementation of the primary healthcare agenda in the 21st century? https://bit.ly/2Jg6FSN #InvestinHealthWorkers
- Well-trained, well-paid healthworkers are the backbone of strong PrimaryHealthCare & UHC. As sources of trusted care for millions of people, their voices & perspectives must be prioritized in the HealthForAll movement. #WHWWeek
- To reach HealthForAll, we need strong PrimaryHealthCare and frontline HealthWorkers that are trusted + affordable + close to home for everyone. #HealthWorkersCount! #WHWWeek
- Investments in PrimaryHealthCare are proving to be the best way to help countries make quality health care more affordable, sustainable, & accessible to all. #WHWWeek
- Driving health service access equity is a key contributor to UHC. CHWs deliver health care in the community, ensuring equitable access to health to those that are out-of-reach of traditional health facilities. #WHWWeek

**Resilience and primary healthcare**

- A strong and supported healthworkforce, countries can build resilient health systems to respond to all basic population health needs. #WHWWeek #HealthForAll
- Frontline healthworkers help prevent, detect, and respond to emerging global health threats like Ebola. #HealthWorkersCount in building resilient communities and countries. #WHWWeek
- #DYK community healthworkers are a key part of containing epidemics like Ebola? As trusted community members, they understand concerns & help provide health & information services #CommIsAid #WHWWeek
• Frontline #HealthWorkers are the first point of contact for their communities. They play a key role in prevention and can promote #handwashing and healthy habits, provide advice and referrals and gain patient trust. #HealthWorkersCount for #PHC #UHC #WHWWeek

• As countries endeavor to manage their own development, #healthworkerscount when it comes to fostering a healthy, active, and productive workforce--which drives economic growth! #WHWWeek

• #DYK: Health workers are key to achieving #UHC, universal access to primary health care, and resilient health systems? This #WHWWeek, join us in celebrating #healthworkers in our communities and around the world.

• Investments in frontline #HealthWorkers save millions of #MomAndBaby lives, enhance #GHSecurity, & result in tremendous economic & social returns, both globally & domestically.

• The @WHO says weak primary health care is one of the top 10 threats to global health. The key to strong primary health care for all is increased investment in a trained and empowered frontline health workforce! #PrimaryHealthCare lays the foundation for #HealthForAll. #WHWWeek

• To reach #HealthForAll, we need strong primary health care and frontline #healthworkers that are trusted + affordable + close to home for everyone. #WHWWeek

• Investments in #PHC are proving to be the best way to help countries make quality health care more affordable, sustainable, & accessible to all. #HealthWorkersCount in making #HealthForAll a reality! #WHWWeek
Attacks on health workers

- We need global action to protect health workers in conflict settings. #HealthWorkersCount—and they're #NotATarget! @SafeguardingHC #WHWWeek
- The @SafeguardingHC identified at least 900 attacks on health facilities, #healthworkers, or health transport in 23 countries in conflict in 2018. Violence and disruption are a huge hindrance to reaching #HealthforAll. #WHWWeek #NotATarget
- The @WHO estimates there are nearly 1,000 cases of #Ebola & related deaths in the #DRC's most recent outbreak. Local #HealthWorkers are risking their lives to fight the virus. 72 have now become infected & 24 health workers have died. #WHWWeek #NotATarget
- In #DRC, attacks on health workers and facilities are hindering the ability of these brave health workers to fight the epidemic and reach the ill or follow up with contacts.

AFTER WHWW

Follow these accounts during #WHWWeek and all year long via #HealthWorkersCount to keep up to date on the health workforce!

- @FHWCoalition
- @GHWNetwork
- @HW4allcoalition