

May 27th 2024

WHA77 Side Event
Congenital Anomalies and Universal Health: Leaving No One Behind

Social Media Toolkit





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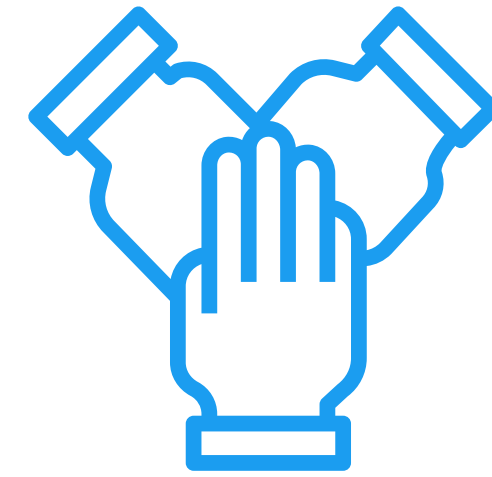
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WHA77 Side Event

The **World Health Assembly** following the United Nations High Level Meeting on Universal Health Coverage is an important opportunity to hear how countries are progressing on achieving health for all around the globe. But often **the needs of individuals born with congenital anomalies** who require specialty healthcare aren't considered in the design of essential benefits for universal health care programs. Several countries have taken bold steps to prioritize and invest in the provision of specialized care to address this gap. But many more need to step up to the plate **to ensure true universal health care and coverage for all.**

During the Side Event on **May 27th, 2024** we will discuss what resources are needed to serve children born with congenital anomalies around the globe in need of lifelong care, and how to advocate with policymakers for their inclusion in the universal health coverage agenda.



Collaborating Partners: *Children's HeartLink, Global Alliance for Rheumatic and Congenital Hearts, Operation Smile, MiracleFeet, International Federation for Spina Bifida and Hydrocephalus, Jhpiego, Global Alliance for Surgical, Obstetric, Trauma, and Anaesthesia Care - G4 Alliance*



What is the Goal of the WHA77 Side Event?

To advocate for health investments, policies and programs that provide access to prevention and care for persons born with congenital anomalies in line with the universal health care agenda.

The audience will include:

- **Policy makers: Country Ministry of Health representatives at the World Health Assembly**
- **Influencers: Leading global health organization representatives/ global health thought leaders and advocates**
- **Funders: Global governmental and private donors**
- **Promoters: Traditional and social media**



"With greater focus and investment, we can help give children born with a serious condition a healthier life, no matter where they are born"

*- Dr. Tedros Adhanom Ghebreyesus,
Director-General of the World Health
Organization*



Key Policy Asks

As policymakers on local, regional, state, and international levels, it is imperative to address the needs of children and individuals with congenital anomalies within universal healthcare frameworks. We implore policymakers:

- **To ensure that the needs of children and persons with congenital anomalies of all ages are included in universal health care programs;**
- **To raise awareness of the needs, rights and dignity of children and persons with congenital anomalies of all ages in line with the principles of the UN Convention on the Rights of Persons with Disabilities;**
- **To increase investments for the prevention and care for persons with congenital anomalies, throughout the entire lifespan, including transition to adulthood;**
- **To actively involve and consult persons with congenital anomalies and their representative organisations in policy making relevant to their lives, needs and realization of their human rights;**
- **To implement policies, programs and awareness campaigns to address the barriers which persons with congenital anomalies and their families encounter in regards to accessing health care, whether they are attitudinal, communication, physical, policy, programmatic, transportation or social.**

Join the WHA77 Side Event

Date: May 27th, 2024


Time: 8:30 - 10 AM

Location: World Council of Churches, Rte de Ferney 150, 1202 Genève, Switzerland

Speakers at the side event will share key lessons learned, and explore ways to integrate the screening and management of congenital conditions into national and sub-national policies as a critical contribution to addressing the SDG 3 targets, such as improving access to essential medicines, expanding financial protection for surgical and medical treatment, and including congenital anomalies in Maternal, Newborn and Child Health and Noncommunicable Diseases strategies.



[Register here](#)



A side event of the 77th World Health Assembly
Breakfast discussion
8:30 - 10:00 AM
Monday, May 27, 2024
Location:
World Council of Churches-
Rte de Ferney 150, 1202
Genève, Switzerland

Limited seats. Register now.
Register:
<https://bit.ly/4axwola>
Contact:
katie@childrensheartlink.org


Congenital Anomalies and Universal Health: Leaving No One Behind

Join us for a discussion about advocating for a universal health care agenda inclusive of investments, policies and programs for congenital anomalies prevention and care.

Agenda:

- Global Burden of Congenital Anomalies and WHO Initiatives
- Statements from Ministries of Health
- Ensuring Universal Access to Care: Panel Discussion with Patient Advocates & Policymakers
- Universal Health Care Across the Lifespan: Panel Discussion with CSO Representatives

“With greater focus and investment, we can help give children born with a serious condition a healthier life, no matter where they are born.”
—Dr. Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization



What Does This Toolkit Contain?

Within this toolkit, you will find links, hashtags, and suggested messages to share tailored for advocating global commitments to address congenital anomalies and universal health as well as the WHA77 Side Event taking place on May 27th, 2024.

Every share is an opportunity to make a real difference!


Join us for this important side event and opportunity to raise awareness worldwide, you can actively contribute by:

- Sharing this toolkit with colleagues, partners and friends to show your support
- Use the key messages within this toolkit to share on your social media channels
- Joining partner's social media channels, comment on our posts and tag us when you do
- Using the suggested #'s in your posts
- Disseminating and participating in the side event on May 27th

“Each one of us can make a difference, together we can make change!”



SOCIAL MEDIA CHANNELS

 In order to engage with us for the WHA77 Side Event, follow our social media channels. We will publish messages through our different channels.

Hashtags:

#UHC #UHC2030 #birthdefects
#everynewborn #safesurgery
#SDG #UniversalHealthCoverage
#GlobalGoals #UNCRPD

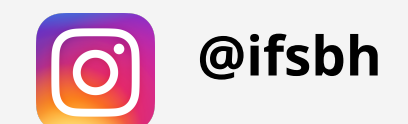
Follow Children's HeartLink:



Follow Operation Smile:




Follow IF:



Follow G4 Alliance:



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Follow MiracleFeet:



Follow Jhpiego:



Follow Global Alliance for Rheumatic and Congenital Hearts:





Key messages

Feel free to adapt, use and share the example messages below and spread the word on global commitments to address congenital anomalies and universal health as well as the WHA77 side event and do not forget to tag all partners

- **Surveillance:** Missing data regarding the prevalence of congenital anomalies in low- and middle-income countries makes it difficult to make key policy decisions. We need to address the data gaps within healthcare systems in order to improve the understanding of the global burden of congenital anomalies and develop better guidance on interventions.
- **Preconception health & prevention:** While not all congenital anomalies can be prevented, birth and maternal outcomes can improve when women have access to healthy tools prior to conception, especially nutrition, vaccinations, healthy lifestyle, infectious disease prevention, etc., and then to healthy prenatal care. The [Preconception policy brief by the WHO about preconception and health](#) illustrates the positive impact of preconception care on maternal and child health outcomes.
- **Early detection, referral, and timely treatment:** Lifelong health outcomes will improve when patients have access to a correct & early diagnosis and to safe timely initial treatment for congenital anomalies. The newborn health period is critical when the baby is born in a hospital and in contact with the healthcare system.
- **Lifelong care:** People living with congenital anomalies deserve and require access to ongoing multi-disciplinary care for physical and mental health to live long and healthy lives.
- Overall, mortality outcomes decrease and quality of life improves across the lifespan when people have access to a timely diagnosis, referrals, safe initial treatment, and lifelong care for their congenital anomaly.

**Join us for a discussion about
advocating for a universal health
care agenda that includes health
investments, policies and programs
that provide access to prevention
and care for persons born with
congenital anomalies!**

Background Reading

Congenital Anomalies

<https://www.who.int/news-room/fact-sheets/detail/birth-defects>

<https://www.cdc.gov/ncbddd/birthdefects/index.html>

<https://www.worldbirthdefectsday.org/resources/global-burden/>

Congenital Heart Disease

[https://www.thelancet.com/journals/lanchi/article/PIIS2352-4642\(19\)30402-X/fulltext](https://www.thelancet.com/journals/lanchi/article/PIIS2352-4642(19)30402-X/fulltext)

[https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370\(21\)00530-7/fulltext](https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370(21)00530-7/fulltext)

<https://childrensheartlink.org/about-chd/>

Cleft Lip and Palate

<https://www.operationsmile.org/about-us/about-operation-smile-and-cleft-conditions>

https://journals.lww.com/plasreconsurg/abstract/2021/10000/global_burden_of_orofacial_clefts_and_the_world.23.aspx

<https://www.tandfonline.com/doi/full/10.1080/07853890.2023.2215540>



Background Reading

Clubfoot

<https://www.miraclefeet.org/about-clubfoot>

[https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370\(23\)00355-3/fulltext](https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370(23)00355-3/fulltext)

<https://globalclubfoot.com/>

Spina Bifida and Hydrocephalus

<https://www.ifglobal.org/about-us/>

<https://www.ifglobal.org/news/wha67-19-resolution/>

<https://www.sciencedirect.com/science/article/pii/S2214109X22002133>

<https://www.worldspinabifidahydrocephalusday.com/>



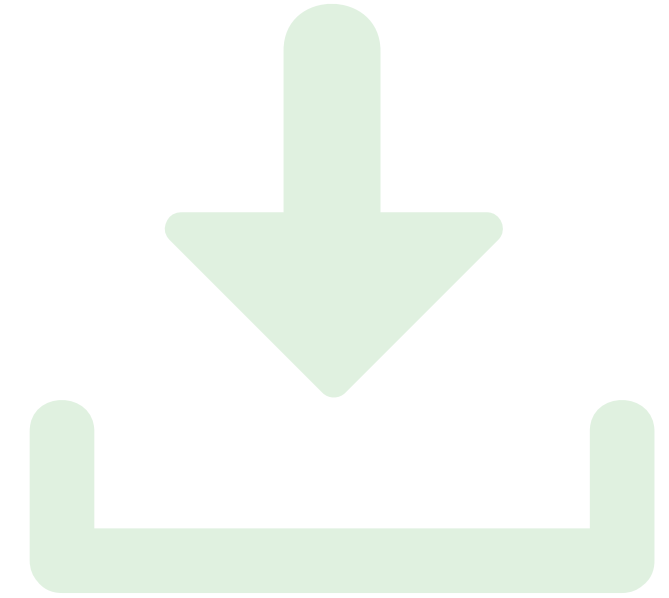
Materials to Download and Share



[WHA77 Side Event Invitation Letter](#)

[WHA77 Side Event Poster](#)

[WHA77 Side Event Registration](#)



LOOKING FORWARD TO YOUR ACTIVE ENGAGEMENT IN
ADVOCATING GLOBALLY TO ADDRESS CONGENITAL ANOMALIES
AND UNIVERSAL HEALTH!

