Advocacy Toolkit on Social Participation for Universal Health Coverage, Health and Well-being

May 13, 2025

About the Toolkit

Meaningful social participation is critical for accelerating progress towards universal health coverage (UHC) and achieving the Sustainable Development Goals (SDGs) by 2030. This Advocacy Toolkit on Social Participation for Universal Health Coverage, Health and Well-Being was developed to support civil society organizations (CSOs) in advancing the implementation of the resolution on social participation for universal health coverage (UHC), health and well-being adopted at the *77th World Health Assembly (WHA77)*. This toolkit aims to promote meaningful and sustained engagement of communities and civil society as a critical means to achieve UHC at national, regional and global levels.

This toolkit is designed to be a practical resource for civil society advocates to push their governments to take concrete actions to implement the WHA77 resolution on social participation to accelerate progress toward UHC. It offers insights, strategies and tools to empower advocates to hold policymakers accountable for advancing participatory governance in health. It aims to strengthen multi-stakeholder collaboration through elevating and reinforcing existing and new platforms for social participation at the national level.

The toolkit includes:

- Detailed information on the role of social participation in strengthening health governance and accountability.
- Recommendations to effectively advocate for policies, financial and legal frameworks that institutionalize social participation.
- Strategies for engaging in national, regional and global policy dialogues to advance UHC, health equity and financial protection for health.
- Case studies and examples of promising advocacy strategies from different contexts for advancing social participation.
- Concrete tools to achieve these objectives, such as :
    - A summary of key messages to promote social participation effectively;
    - A customisable advocacy letter template, which includes consolidated civil society priorities for advancing the implementation of the WHA77 resolution on social participation;
    - A roadmap of intergovernmental processes (including national, regional and global policy dialogues) where social participation can be championed to advance UHC and health equity.

This toolkit builds on existing resources from the World Health Organization (WHO), the Civil Society Engagement Mechanism for UHC2030 (CSEM) and its members, the Social Participation for Health: Engagement, Research, and Empowerment (SPHERE) project, WHO Civil Society Commission and others — such as the Voice, agency, empowerment – handbook on social participation for universal health coverage (2021), the Social participation for universal health coverage: technical paper (2023), the Health for All advocacy Toolkit (2022), the Advocacy Brief on Advancing Social Participation and Building support for a resolution at the 77th World Health Assembly (2024) and the Special Eurohealth issue on Empowering people, communities, and civil society through social participation (2024) — to provide a comprehensive repository to support civil society action for people-centered health systems.

Toolkit Contents

1. Understanding social participation

2. About the WHA77 resolution on social participation for universal health coverage, health, and well-being

3. The role of civil society in advancing social participation

4. Case studies and good practice examples

5. Practical tools

We welcome your feedback!

These tools are living resources, and we welcome any input—especially based on experiences and observations from country contexts. If you have suggestions, examples of how you've used these and other tools or requests for additional tools that would support your advocacy and engagement efforts, we would love to hear from you.

Was this content helpful?

- ○ Yes
- ○ No

Do you have any comments or suggestions?

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Resources

Adoption of the resolution:

- WHO resolution on Social participation for universal health coverage, health and well-being
- The official announcement of the adoption of the resolution made by the WHO
- Special Eurohealth issue on Empowering people, communities, and civil society through social participation
- Statement from UHC2030 co-chairs following the adoption of the resolution on social participation at the Seventy-seventh World Health Assembly

Additional resources:

- Voice, agency, empowerment – handbook on social participation for universal health coverage (WHO Handbook – 2021)
- Social participation for universal health coverage: Technical paper
- The 2023 UN Political Declaration on UHC
- The Health For All Advocacy Toolkit
- Institutionalizing social participation in health policy for better performing health systems: policy lessons from the field. WHO Regional Office for Europe; 2024
- Making social participation central to health system governance: policy lessons from the field: WHO Regional Office for Europe; 2024
- Toolkit on social participation: methods and techniques for ensuring the social participation of Roma populations and other social groups in the design, implementation, monitoring and evaluation of policies and programmes to improve their health, World Health Organization. Regional Office for Europe (2021)

For more information, please visit the CSEM website page on social participation.

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Civil Society Engagement Mechanism for UHC2030 (CSEM) is raising civil society voices in #UHC2030 for inclusive & equitable Universal Health Coverage (UHC) policies that prioritize the marginalized & vulnerable, and #LeaveNoOneBehind. The CSEM Secretariat is co-hosted by **Management Sciences for Health** (MSH) and **WACI Health**.

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