

# MESSAGING PLATFORM

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SELF-CARE  
TRAILBLAZER  
GROUP



# TABLE CONTENTS

About The Messaging Framework	3
Messages For All Audiences	3
National, Sub-National, and Local Decision Makers	5
Global Influencers	7
Health Workers	9
Community And Grassroots Leaders	11
Feminist Groups And Women's Movements	12
Youth	13
Private Sector	15
Donors And Funders	17

## ABOUT THE MESSAGING FRAMEWORK

This messaging framework is designed to help advocates, resource mobilizers, and communications professionals make the case to prioritize self-care, as an essential approach to increasing equitable access to person-centered healthcare and to achieve universal health coverage (UHC).

The framework provides tailored messages for advocates, community based organizations, and civil society organizations to use with national and sub-national decision makers, global influencers, healthcare providers, community and grassroots leaders, youth, women's groups and feminist organizations, and private sector, and philanthropic donors. The messages can be used with, or adapted for all key audiences. The messaging framework provides high-level messages followed by supporting statements. The messages and proof points are broken down into four components:

- the problem
- the solution
- the impact
- a call to action

The language in the framework can be tailored to meet the specific needs of the user. You can choose the messages that best fit your particular needs. The messages can be incorporated into social media messages, op-eds, blogs, fact sheets, newsletters, speeches, policy papers, press releases, and/or donor materials. This framework is a living document that will be updated to reflect changes in self-care evidence and data as well as feedback on how effective the messages are in communicating the importance of self-care.

## MESSAGES FOR ALL AUDIENCES

### THE PROBLEM

Countries' health systems are stretched beyond capacity and millions of individuals are unable to access essential healthcare. Self-care presents a critical opportunity to chart a new frontier in healthcare and work towards achieving UHC but the current policy, regulatory, and funding environment is preventing people from fully utilizing and benefiting from self-care.

- The rise of information technologies and growth in incomes in many countries means people are actively seeking new ways to look after their health in innovative ways.
- COVID-19 has strained budgets and health systems. As funding constraints increase, there is more focus on finding affordable, safe, effective, and high-quality solutions to improve access to healthcare.
- The lack of attention, support, and funding for promising practices in self-care means self-care programming is not brought to scale.

### THE SOLUTION

Self-care enables individuals to increase health literacy, exercise greater choice, autonomy, power, and control of their health, and improve their health and well-being. At the same time, self-care can contribute to progress towards UHC by making health systems more equitable and efficient. Self-care is about expanding care to those who have limited access and enabling people to act as informed agents of their own health and expanding care to those who have limited access.

- Self-care provides options for those who are currently out of reach of care, helping them access resources, products, information, and tools they need to live a healthy life.

- Self-care is an essential part of the efforts to strengthen primary healthcare (PHC) to achieve UHC by improving people's access to essential healthcare.
- Self-care is an under-used and high-potential approach to strengthen PHC, help effectively achieve UHC, and reach other global goals.

## THE IMPACT

Self-care has the potential to transform healthcare by making healthcare more accessible, equitable, and user-friendly. This is especially important for vulnerable populations, including women, girls, transgender individuals, adolescents and young people, rural populations, those in humanitarian situations, and groups that are stigmatized such as people living with HIV and sex workers.

- Effective practice of self-care creates a stronger and more efficient health system, making good use of limited human and financial resources and increasing access to health services.
- Self-care has the potential to alleviate the enormous strain health systems are under by focusing resources on those who are most in-need while giving more power to individuals.
- By utilizing self-care people can access healthcare without worrying about transportation barriers, stigma, and other obstacles.
- Self-care improves people's awareness of their bodies and their health, improving their ability

to prevent illness, promote and maximize their health. Self-care can also be used to treat certain health problems and address troublesome side-effects that can lead to non-use of healthcare.

- A growing number of self-care interventions can increase access to quality healthcare if they are made available and affordable to individuals, which can make a significant contribution to PHC and UHC goals.

## THE CALL TO ACTION

Join the self-care movement and advocate to expand the safe and effective practice of self-care, so that individuals can better manage their own health, health outcomes are improved, and health systems are better equipped to fast-track progress to achieving UHC.

- There is a unique opportunity to invest in self-care right now. While self-care has existed for millennia, new technologies, experience, and guidelines offer the opportunity for even more people to live healthy lives.
- People are managing, protecting, and promoting their own health and well-being today. We can make it more consistently available, safe, effective, affordable, and convenient to those who need it. If we work together to improve people's access to self-care.
- Join the Self-Care Trailblazer Group.

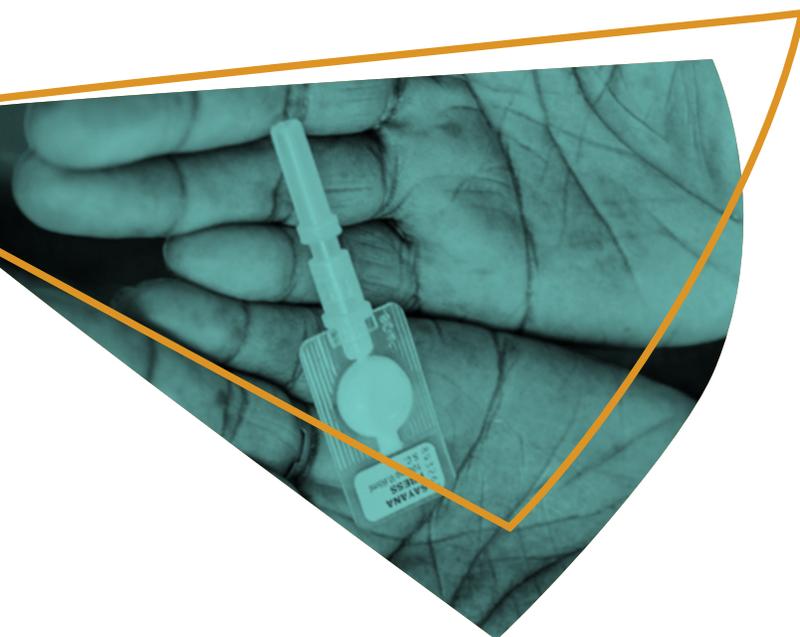




## THE IMPACT

Individuals can better manage their own health, health outcomes are improved, and the country is better equipped to achieve UHC by improving access to health services through the increased use and effective practice of self-care.

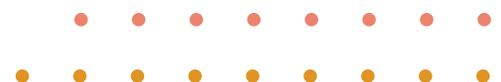
- Embracing self-care as a component of PHC adds great value and makes strong economic sense for our health system as we try to meet growing demand, increase efficiency, and potentially reduce costs.
- Equipping people to meet their health needs through self-care is a key part of a successful strategy to weather the COVID-19 pandemic and its impact on the health system. Expanding self-care offers the chance to transform the status quo towards a more sustainable and effective health system for all.
- Self-care can improve health equity by removing obstacles to care, including for some of the most vulnerable people in society and those living in hard to reach communities.
- Self-care can offer cost-effective solutions in service delivery for the health system and reduce out-of-pocket costs for patients.



## THE CALL TO ACTION

We must use every lever available to increase access to tools, technology, information, and needed health services to drive better health outcomes and help stressed healthcare systems.

- Establish national policies and programming integrating self-care interventions as a component of national health systems.
- Adopt/adapt the WHO Guideline on self-care calling for national policies that will usher in this transformative era in healthcare and support self-care's inclusion in PHC.
- Develop a country plan to generate demand for self-care approaches and services.
- Allocate national and subnational budget lines and policies to promote self-care implementation.
- Endorse self-care guidelines and incorporate self-care into training curriculums for healthcare providers.
- Remove barriers to allow over-the-counter purchase of self-care products.
- Remove restrictions to timely access to the full range of self-care interventions (e.g., age-of-consent, multi-month distribution, prescription requirements).
- Approve pharmacy distribution of self-care commodities, methods, and tests.
- Approve and support users to self-administer self-care products safely and effectively.
- Coordinate with other Ministries to advance self-care in government programming.
- Include health literacy and rights in school curricula and other adolescent and youth platforms.
- Provide resources for self-care learning and interventions.
- Participate in the Self-Care Trailblazer Group's national self-care networks.
- Join the Self-Care Trailblazer Group.





# GLOBAL INFLUENCERS

## THE PROBLEM

The need for fundamental transformation in our health systems has never been more apparent. Now, in the context of COVID-19, our reliance on an over-stretched health system and workforce are demanding urgent and creative solutions.

- Half of the world's population does not have access to essential health services.<sup>2</sup>
- There is expected to be a shortage of 18 million health workers worldwide by 2030.<sup>3</sup>
- More than 900 million people spend at least 10% of their household's budget on healthcare and 100 million people fall into extreme poverty each year due to health expenses.<sup>4,5</sup>
- There are 218 million women and girls of reproductive age worldwide who want to avoid pregnancy, but are not using a modern contraceptive method.<sup>6</sup>

## THE SOLUTION

Self-care interventions have the potential to improve the health of individuals and promote equity and efficiencies in health systems.

- Implementation of integrated self-care approaches has the potential to deliver safe, effective, high-impact, and affordable care with or without the support of a healthcare provider.
- There is consensus on how to expand efforts for adoption of safe and effective self-care methods following the development of the WHO Consolidated Guidelines for Self-Care for Sexual and Reproductive Health and Rights in 2019 and the updated and expanded WHO Guideline on Self-Care Interventions for Health and Well-Being in 2021.<sup>7</sup>
- Self-care is a means to provide access to safe and effective reproductive healthcare in challenging environments.
- Increasing access to self-care interventions is a human rights issue that must be addressed now to fulfill global commitments such as UHC for all people.

<sup>2</sup> <https://www.who.int/news/item/13-12-2017-world-bank-and-who-half-the-world-lacks-access-to-essential-health-services-100-million-still-pushed-into-extreme-poverty-because-of-health-expenses>

<sup>3</sup> [https://www.who.int/health-topics/health-workforce#tab=tab\\_1](https://www.who.int/health-topics/health-workforce#tab=tab_1)

<sup>4</sup> [https://www.who.int/health\\_financing/topics/financial-protection/en/](https://www.who.int/health_financing/topics/financial-protection/en/)

<sup>5</sup> <https://datatopics.worldbank.org/universal-health-coverage/>

<sup>6</sup> <https://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2020/discussion-paper-universal-health-coverage-gender-equality-and-social-protection-en.pdf?la=en&vs=5225>

<sup>7</sup> <https://www.who.int/reproductivehealth/publications/self-care-interventions/en/>

## THE IMPACT

Self-care has the potential to lead to a more inclusive, equitable, and people-centered approach to optimizing health and well-being across the globe.

- Self-care has the potential to reduce costs for both individuals and the health-care system – financing is needed to ensure it is affordable for all.
- Self-care can help marginalized and stigmatized populations who are not well-served by traditional health systems access care.
- Policies, investments, and regulatory changes that help advance self-care also contribute to achieving the Sustainable Development Goals (SDGs) on health (SDG 3), gender equality and women’s empowerment (SDG 5), and reduce inequalities within countries (SDG 10), and advance UHC.<sup>8</sup>

## THE CALL TO ACTION

Support global policies, programs, financing and regulations that institutionalize self-care as part of the health system.

- Include self-care as an essential part of UHC policies, programming, and services.
- Champion the WHO Guideline on self-care and use your influence to advocate for strong self-care policies.
- Support the full financing of self-care as a part of the health system and ensure it is affordable for all.
- Participate in the Self-Care Trailblazer Group’s national self-care networks.
- Join the Self-Care Trailblazer Group.

<sup>8</sup> <https://www.who.int/reproductivehealth/publications/self-care-interventions/en/>





# HEALTH WORKERS

## THE PROBLEM

We are facing a health worker shortage. Health workers' time is stretched beyond capacity – now more than ever.

- Providers lack sufficient funding and resources to meet their patients' healthcare needs.
- The COVID-19 pandemic demonstrates that health services are not universally accessible.
- Because of COVID-19, we need new ways to offer continuity of health services in low physical touch environments.

## THE SOLUTION

**Self-care is an integral and complementary component of a strong healthcare system.**

- Interventions where self-care can be scaled up for the greatest impact must be prioritized to optimize access to safe, quality care for patients. The expertise and support of the medical community is a critical asset to this effort.
- Widespread adoption of appropriate self-care practices can help alleviate pressure on healthcare workers and free them up for the most critical tasks.
- Self-care can serve as an entry point to the healthcare system and can create linkages with traditional healthcare outlets.
- New technologies are now available that make safe and effective self-care more possible. We can build on these platforms to equip people to address many aspects of their own health, to act in partnership with health workers, and expand access where people have barriers to receiving needed services.

## THE IMPACT

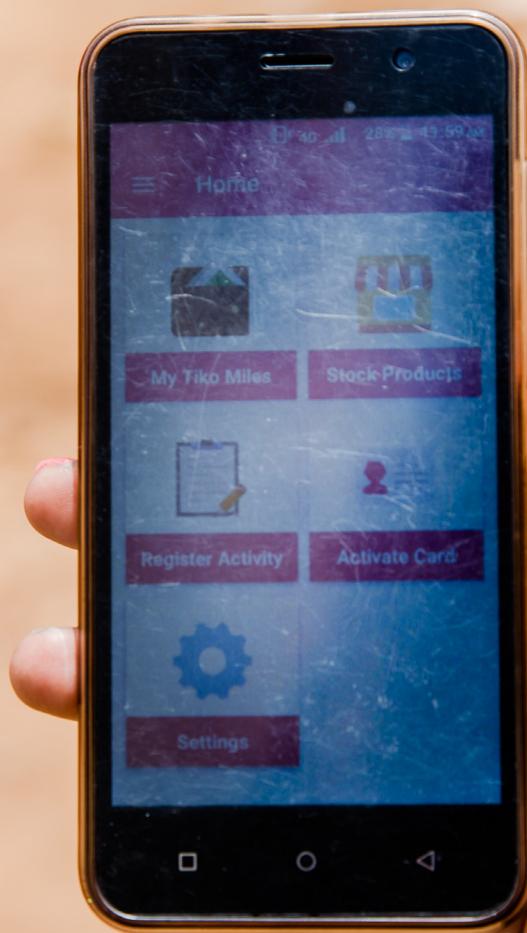
**Self-care offers people a way to manage select health needs safely and effectively, allowing those providing healthcare to focus and attend to the cases and situations where they are most needed.**

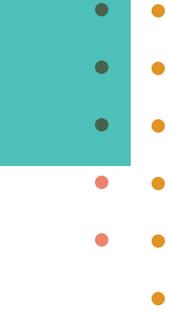
- Self-care is not replacing the health system but equips people to have more options to access the health system and is good clinical practice by health workers in supporting and counseling clients.
- Self-care can maximize health outcomes for your patients and can help you create a healthy partnership with them.
- The path is becoming clear for maximizing the potential for self-care to improve people's health with the WHO's normative guidance that was issued in 2019 and expanded in 2021 along with new technologies such as digital technologies, drugs that promote self-use, self-testing for medical conditions and products that make it easier for the user to use.
- Self-care, when integrated into health systems and mindful of quality and accessibility, allows health workers to focus their time and energy where their expertise is most needed, while supporting clients to take control of their own health.

## THE CALL TO ACTION

Health workers are key partners in promoting effective self-care, equipping people to follow best medical practices, and driving awareness of how patients can safely contribute to their own health outcomes.

- Champion self-care with your clients, peers, and in your professional networks, families, and communities.
  - Ask the Ministry of Health to endorse self-care guidelines and incorporate self-care into training curriculums for healthcare providers.
  - Educate clients about self-care options, tools, and services and share ways they can care for their health.
  - Review the literature to date on effective self-care interventions.
- Partner with civil society organizations and community based organizations to host self-care literacy campaigns.
  - To healthcare provider associations: Engage with members about self-care approaches that ensure safe, strong systems for the individual to the facility.
  - To healthcare provider associations: Update service delivery guidelines/curricula to include self-care content.
  - To healthcare provider associations: Champion self-care by publicly endorsing self-care policies.
  - To healthcare provider associations: Advocate for the inclusion of self-care in curriculum and professional training.
  - Join the Self-Care Trailblazer Group.





# COMMUNITY AND GRASSROOTS LEADERS

## THE PROBLEM

Many communities are struggling with health worker shortages and do not have enough health workers to meet their needs, which leaves people without access to the care they need.

- COVID-19 has made access to care more difficult in many communities.
- Reproductive health rights are under attack in many communities, especially for young people who face stigma and discrimination.
- Stigma, discrimination, physical inaccessibility, and structural barriers prevents people from accessing the healthcare they need.

## THE SOLUTION

Self-care can mean more accessible, participatory, affordable, quality healthcare.

- An essential part of self-care is community care; this improves access and reduces barriers to care.
- Self-care is a means to provide access to safe and effective healthcare in challenging environments.
- Self-care interventions can help address socio-cultural barriers, and physical inaccessibility, that can limit access to care. A self-care approach can equip people to make healthy and safe decisions about their care when implemented well.
- Community health workers and pharmacists are already offering self-care options to community members. We can make their roles even more safe and effective with a stronger and more deliberate approach.

## THE IMPACT

Self-care interventions, when accessible and affordable, enable individuals, families, and communities to manage their health in ways that are often beyond the reach of the health system.

- Self-care can help your community maintain, promote, and manage its health safely and effectively.
- Self-care allows the system to work more efficiently and effectively by allowing each actor in the health system to maximize their contribution.
- Utilizing self-care to its potential is a powerful means to promote gender-based autonomy by putting care in the hands of women and girls.

## THE CALL TO ACTION

Communities, providers, and government leaders need to coordinate to help improve access to self-care measures consistently, safely, and effectively.

- Advocate for national and subnational budget lines and policies to promote self-care implementation.
- Advocate for the adoption of self-care policies, plans, and funding at the local or country level.
- Participate in the Self-Care Trailblazer Group's national self-care networks.
- Host self-care literacy campaigns.
- Join the Self-Care Trailblazer Group.

# FEMINIST GROUPS AND WOMEN'S MOVEMENTS

## THE PROBLEM

Women and girls around the world face barriers that limit their ability to make decisions about their own health and bodies.

- Women and adolescent girls encounter challenges to accessing essential health services to control their own sexual and reproductive health.
- More than 218 million women and girls of reproductive age each year do not have access to modern contraception, even though they wanted to avoid becoming pregnant.<sup>9</sup>
- The COVID-19 pandemic has disproportionately impacted women and girls. Early estimates in the pandemic have predicted that an additional 49 million women annually will have an unmet need for modern contraceptives resulting in 15 million unintended pregnancies annually because of the pandemic.<sup>10</sup>
- Women and girls who cannot access contraception have reduced access to education, income, and professional opportunities.

## THE SOLUTION

Self-care puts power in the hands of women and girls – positioning them as active and informed agents of their health.

- Self-care helps support women's agency over their bodies, access to accurate information, and facilitates connections to resources to protect and promote their health.
- Self-care embraces the critical role women have in their own care and equips them with education, knowledge and opportunities to engage in their care.

- Self-care is a way for each girl and woman to have a deep understanding of her body and reproductive health, make an informed choice about contraceptive methods, know how to access contraception, and request assistance when needed.
- Self-care approaches and tools are revolutionizing the way women access sexual and reproductive healthcare.

## THE IMPACT

Women can have more power in making decisions about their bodies and health because of self-care.

- We know that a woman's ability to plan pregnancy is directly and unequivocally linked to better health, a better life, a healthy family, and greater equality with the men around her.
- Self-care provides a way for women to have freedom and power over their health and bodies.
- Harnessing self-care as an intervention can contribute to achieving the Sustainable Development Goals on gender equality and women's empowerment.

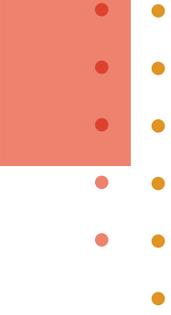
## THE CALL TO ACTION

Join the Self-Care Trailblazer Group in our efforts to support women's rights and expand access to sexual and reproductive health services.

- Advocate for your government to adopt national self-care guidelines and policies that promote self-care.
- Advocate for funding at the national and subnational levels to promote self-care implementation.
- Organize self-care literacy campaigns to share with other self-care approaches, tools, and services and options available to women and girls.
- Join the Self-Care Trailblazer Group.

<sup>9</sup> <https://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2020/discussion-paper-universal-health-coverage-gender-equality-and-social-protection-en.pdf?la=en&vs=5225>

<sup>10</sup> <https://www.guttmacher.org/journals/ipsrh/2020/04/estimates-potential-impact-covid-19-pandemic-sexual-and-reproductive-health>



# YOUTH

## THE PROBLEM

Youth aren't able to fully engage in self-care because they aren't always aware of all of the self-care options available and health policies don't specifically target their unique health needs. These barriers limit youths' ability to care for their health and well-being.

- Rampant stigma associated with young people accessing sexual and reproductive health and rights (SRHR) services prevents youth from fully engaging in their healthcare. Provider bias can mean that youth are not able to access the health services they need.
- Legal restrictions related to age of consent prevents youth from fully accessing SRHR and other health services.
- The education system does not provide comprehensive health education to enable youth to know about and engage in the full range of self-care approaches.
- The cost of healthcare is astronomical and youth often lack access to affordable solutions.
- While digital solutions can facilitate effective self-care, many youth struggle with accessing digital solutions because of a lack of access to technology, data, or reliable network connections.

## THE SOLUTION

Self-care offers youth an opportunity to engage in healthcare without discrimination and stigma and to access health services that are often culturally taboo – helping the health system to better meet their needs.

- Adding self-care to the education curriculum can increase youths' knowledge and awareness about

their bodies and health and it can help youth know how to access affordable and convenient care at public and private healthcare settings.

- Youth have a thirst for consuming information digitally. There is an increased demand for digital health options. We can leverage this and provide accessible, affordable, and user-friendly digital health solutions that educate young people about self-care interventions and behaviors.
- Existing programs such as education, water, sanitation, hygiene, and menstrual hygiene management can serve as an entry point for youth to access self-care for SRHR.

## THE IMPACT

Self-care offers an opportunity for all youth to better manage their own health, improve health outcomes, and set up the health system that puts the power of health into the hands of youth.

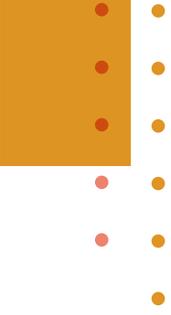
- Young people can be actively engaged in their own health and have the power to make informed health decisions through self-care.
- Self-care offers young women, girls, members of the LGBTQIA community, those with disabilities, and other marginalized youth the opportunity to increase their power over their health and bodies – advancing equality and shifting current power norms.
- Self-care has the potential to reach those in “the last mile” by offering new opportunities particularly for youth who lack access to care because of income, sexual orientation, health status, or other areas of stigma and discrimination.

## THE CALL TO ACTION

We must prioritize the unique needs of youth to increase safe, affordable, confidential access to self-care to drive better outcomes while keeping the power of healthcare firmly in the hands of youth. Nothing for youth, without youth.

- Ensure that policies and programs are developed that foster equality in healthcare to ensure that the more than 1.8 billion young people around the world are not left without access to healthcare.
- Ensure existing programs such as education, water, sanitation, hygiene, and menstrual hygiene management integrate information about health literacy and self-care for SRHR.
- Advocate to include reimbursing the costs of self-care products.
- Advocate for the needs of youth to ensure that policymakers don't forget to include specific guidelines targeted at the barriers youth face in accessing care.
- Advocate to include health literacy and rights in school curricula and other adolescent and youth platforms.
- Organize self-care literacy campaigns to share with other self-care approaches, tools, and services and options available to youth.
- Join the Self-Care Trailblazer Group.





# PRIVATE SECTOR

## THE PROBLEM

People around the world are using the private sector<sup>11</sup> to meet their healthcare needs. Unfortunately, self-care policies, financing, and guidelines often do not include the private sector – creating a missed opportunity to advance self-care approaches.<sup>12</sup>

- Despite advances in modern medicine and increases in health expenditures, the quality of care people receive is inconsistent and people are not universally happy with the care they do receive.<sup>13</sup>
- Often individuals cannot access the full range of self-care interventions because of regulatory barriers, stock-outs of health commodities, and lack of access to a provider.
- Effective and affordable self-care products and approaches are out of the reach of many because they are unaware of the products or lack access to them.
- While there are a host of self-care products and approaches people can use now, there is a need for research and development to have more self-care products that optimize access to safe, quality care.

## THE SOLUTION

The private sector offers expertise in financing, marketing savvy, regulatory know-how, and technological innovation that can help serve as a critical link between the consumer and self-care approaches.

- The private sector can act as a leader in the self-care movement to equip people to meet their own health needs and drive better outcomes by supporting consumers' access to self-care products and approaches.

- The private sector can support improved access to self-care products by increasing marketing and distribution of self-care products to consumers.
- We need to move to a new model that supports consumers in improving their health literacy and equip them with self-care approaches to prevent and manage their health.
- The health system needs to shift from a model in which people are passive recipients of healthcare to one in which people are given better access to the tools that help them adopt proven, effective, safe, and responsible self-care approaches. The private sector can help make this shift by marketing self-care approaches, putting self-care products in consumers hands, and unlocking solutions to improve access to self-care.

## THE IMPACT

Self-care can draw on the strength of the private sector, leveraging innovation, research and development, and knowledge of consumer behavior. For many in the private sector, supporting self-care is good for business as well as being good for people.

- Cutting-edge self-care approaches, products, technologies, and ways of engaging consumers are forging a new frontier of healthcare.
- Self-care can provide economic benefits to the healthcare system and cost savings to individuals.<sup>14</sup>
- Research has shown that when patients actively participate in all aspects of their care, such as treatment choices and self-management, it results in better adherence to medications and improved management of chronic conditions without increasing costs.<sup>15</sup>

<sup>11</sup> In this document, the definition of the public sector we're using is an entity that is providing health services or products that are not owned or directly controlled by the government.

<sup>12</sup> [https://www.who.int/docs/default-source/primary-health-care-conference/private-sector.pdf?sfvrsn=36e53c69\\_2](https://www.who.int/docs/default-source/primary-health-care-conference/private-sector.pdf?sfvrsn=36e53c69_2)

<sup>13</sup> <https://iris.wpro.who.int/handle/10665.1/5420>

<sup>14</sup> <https://www.bayer.com/sites/default/files/2020-04/self-care-policy-paper-2018-08-16.pdf>

<sup>15</sup> <https://www.bayer.com/sites/default/files/2020-04/self-care-policy-paper-2018-08-16.pdf>

## THE CALL TO ACTION

Invest in research and development in self-care, as well as in improvements across the value chain of consumers, providers, importers, and distributors.

- Develop evidence on the effective practice and impact of self-care, particularly on cost, safety, and user experience.
- Use your influence with governments to help shape a strong enabling environment, including changes to policy, regulations, and taxes as a way to improve access to self-care products.
- Stock and supply self-care commodities, support demand generation, and promote self-care with private sector patients.
- Share lessons learned from your efforts in self-care, consumerism, technology, and adoption and advocacy strategies.





# DONORS AND FUNDERS

## THE PROBLEM

Health systems around the world, in high and low-income countries, face the same challenge of not enough money to meet the healthcare needs of all people, which creates issues to access, equity, and quality of care.<sup>16</sup>

- Half of the world's population does not have access to essential health services.<sup>17</sup>
- Stigma, discrimination, and systemic barriers exclude people from being able to access the healthcare services they need or feel confident in the care they do receive.
- Vulnerable populations often face stigma and discrimination, which results in not being well-served by the mainstream healthcare system.
- Unless healthcare shifts from the current model that focuses on treating illnesses when they occur, health systems will not be able to control growing healthcare costs without decreasing quality, access, or both.
- There is a sense of urgency to drive better outcomes and build lasting change in a cost-effective way through equipping people to meet their own health needs.

## THE SOLUTION

A growing number of self-care interventions can increase access to quality, affordable healthcare if they are made available to individuals.

- Self-care offers an opportunity to meet the needs of groups who have traditionally been excluded from the health system because of stigma, discrimination. Self-care allows people to access quality, safe, and confidential care in private settings.
- Self-care can help support stressed healthcare systems that have been strained by the COVID-19 pandemic by giving people more power in their health decisions.
- We need to ensure self-care is supported as part of the health system as countries focus on transitioning from donor aid to domestic health financing.
- Self-care could be the future of healthcare where people have a deep understanding of their own healthcare needs, make informed choices about their care, feel equipped to access tools, services, and approaches, and request assistance when it is needed.

<sup>16</sup> [https://www.who.int/health-topics/health-financing#tab=tab\\_1](https://www.who.int/health-topics/health-financing#tab=tab_1)

<sup>17</sup> <https://www.who.int/news/item/13-12-2017-world-bank-and-who-half-the-world-lacks-access-to-essential-health-services-100-million-still-pushed-into-extreme-poverty-because-of-health-expenses>

## THE IMPACT

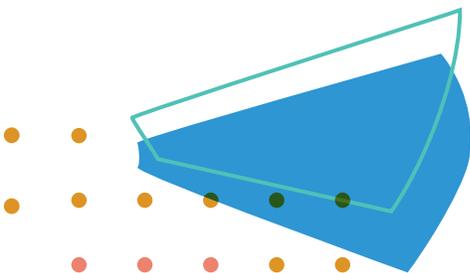
As new self-care interventions become available and as the self-care movement grows, self-care can make a significant contribution to achieving global health and development goals.

- Self-care can help healthcare systems better cope with financial pressures and the need for high-quality, equitable care. Adoption of self-care practices can direct resources to the patients with greatest need while making sure all patients have access to health literacy and self-care tools and approaches for their unique healthcare needs.
- Research has shown that when patients actively participate in all aspects of their care, such as treatment choices and self-management, it results in better adherence to medications and improved management of chronic conditions without increasing costs.<sup>18</sup>
- Self-care can improve the long-term sustainability of healthcare systems and reduce individual expenses, and have a positive impact on individuals' and families' health.

## THE CALL TO ACTION

To realize self-care's potential to improve individual health and make healthcare more sustainable and equitable, we must ensure that self-care interventions have robust funding.

- Invest in organizations that are advocating for self-care programs, policies, and funding at the global and country levels.
- Fund research and development for new self-care approaches.
- Support organizations advocating for countries to adapt WHO Guideline on self-care calling through national policies.
- Champion the WHO Guideline on self-care and provide implementers the resources to advance the recommendations.



## JOIN THE #SELF CARE4UHC MOVEMENT

 [selfcaretrailblazers.org](https://selfcaretrailblazers.org)  [secretariat@selfcaretrailblazers.org](mailto:secretariat@selfcaretrailblazers.org)

    [@SelfCare4UHC](https://www.instagram.com/SelfCare4UHC)

<sup>18</sup> <https://www.bayer.com/sites/default/files/2020-04/self-care-policy-paper-2018-08-16.pdf>