

Art competition for World Health Day 2019

Primary health care for universal health coverage

Dear Students

World Health Day, which marks the anniversary of the founding of the World Health Organization (WHO) in 1948, is celebrated on 7 April. The day provides an opportunity for individuals in every community to become involved in activities that lead to improvements in health.

Each year a theme is selected to highlight a priority area of public health. Continuing with last year's theme of universal health coverage, primary health care has been selected as the focus of 2019's World Health Day. Primary health care is a vital component in achieving "Health for all by all" and to mark World Health Day the WHO Regional Office would like to invite you to participate in an art competition. The aim is to produce works of art that illustrate the slogan "health for all".

Please read this information sheet and then, using your imagination and creative skills, try and turn the information it contains into a piece of artwork. We would encourage you to discuss your ideas with parents, teachers and peers, and brainstorm with them on how best to turn those ideas into a piece of art.

What is primary health care?

Primary health care is the first point of contact between a community and a country's health system. The contact can be via a family doctor, community nurse, staff in local clinics or other health professionals. The contact should be universally accessible, and at a cost both the community and the country can afford.

The ultimate goal of primary health care is to ensure better health for all. WHO has identified five key elements to achieving this goal:

- reducing exclusion and social disparities in health (universal coverage reforms)
- organizing health services around people's needs and expectations (service delivery reforms)
- integrating health into all sectors (public policy reforms)
- pursuing collaborative models of policy dialogue (leadership reforms)
- increasing stakeholder participation

Why focus on primary health care?

Since 90% of all health needs can be met at the primary health care level, investment in primary health is a cost-effective way of providing universal health coverage. By promoting general health it can reduce the need for more costly, complex care.

While there have been huge improvements in areas such as childhood immunization coverage and access to safe water and sanitation, there have also been setbacks in providing equitable access to essential health care. Health systems face financial restraints and shortages of health workers which has hampered progress towards achieving health for all.

Investing to build quality, accessible and equitable primary health care services is the most practical, efficient and effective first step to delivering universal health coverage. In line with WHO Vision 2030 the focus of this year's campaign will be on equity and solidarity, on raising the health bar for everyone, everywhere by addressing gaps in existing services.

Ensuring health coverage for all people

World Health Day this year seeks to improve understanding of the important role primary health care plays in universal health coverage, and to focus attention on the actions needed to make universal health coverage a reality for everyone.

The simple fact is everyone has a role to play

- People without universal health coverage understand what it means and what they can do as individuals to help make it a reality.
- People with universal health coverage advocate for affordable quality health services in areas of the world which lack them.
- Policy-makers are encouraged to take action to address gaps in universal health coverage.
- Policy-makers are encouraged to improve data collection systems so gaps can be clearly identified.

Conditions of entry

1. Entries must be in the form of a drawing or painting by children aged from 8 to 18.
2. Artwork must be submitted on drawing paper.
3. Entries should be sent to the WHO Representative in your country or to the Director of the Department of International Relations, Ministry of Health, so they can be forwarded to the WHO Regional Office for the Eastern Mediterranean.
4. The last date for receiving entries is 31 March 2019.
5. Entries will be judged in the following age groups: 8–9, 10–11, 12–13, 14–15 and 16–18.

6. Winners will be selected by a panel of judges at the WHO Regional Office in Cairo.
7. WHO cannot return original artworks.
8. WHO reserves the right to use submitted artworks in its information products.
9. Entries must be accompanied by the form attached to this document and include
 - The full name of the entrant
 - Country of residence
 - Age
 - Full home address
 - Name and address of the school (with telephone contact number)
 - Name of the legal guardian (with telephone contact number)
 - Email address of student or parents

The information must be written legibly, preferably typed. Drawings submitted without the required information cannot be considered.

10. Winners will receive a prize of US\$ 200, US\$ 175, US\$ 150, US\$ 125 or US\$ 100 and a certificate of merit. An exhibition of winning entries will be held at the WHO Regional Office in Cairo.

Note for schools and art teachers

While schools should be selective in the entries they submit all students should be encouraged to take part in the competition in order to raise awareness of the themes of World Health Day.

Note for parents

By agreeing for your child to participate in the WHO art competition, you are giving consent that their drawing and artwork can be used by WHO in any of its activities to promote health and can be displayed on WHO websites, social media platforms and in the final art gallery display of the winning entries.

Full name:

Gender:

8–9

10–11

12–13

14–15

16–18

Citizenship:

Country of Residence:

Home Address:

School Name and Address:

Home phone (including codes)

School phone (including codes)

Email Address: