

POPULAR ACTION FOR
HEALTH
AND GOOD LIVING



Campaign Tool Kit



Health for All Now!
People's Health Movement

Introduction



The People's Health Movement in Latin America launches the Campaign for the transformation and decolonialization of health systems in this region of the world.

Latin America is living historic moments and is no stranger to the crisis facing the world due to climate change, energy crisis, wars, food sovereignty and inequality, among many others, while we face the consequences of the crisis generated by the Covid-19 pandemic with devastating effects on communities in the face of governments that have not given an effective and sufficient response to overcome it.

The different social tensions have led to changes in the public agenda in the continent, where the changes demanded by the people for good living, equity, economic reactivation, but also for the construction of public, unique, universal, integral, sovereign and solidary health systems, and against the commercialization of health, are beginning to be debated.

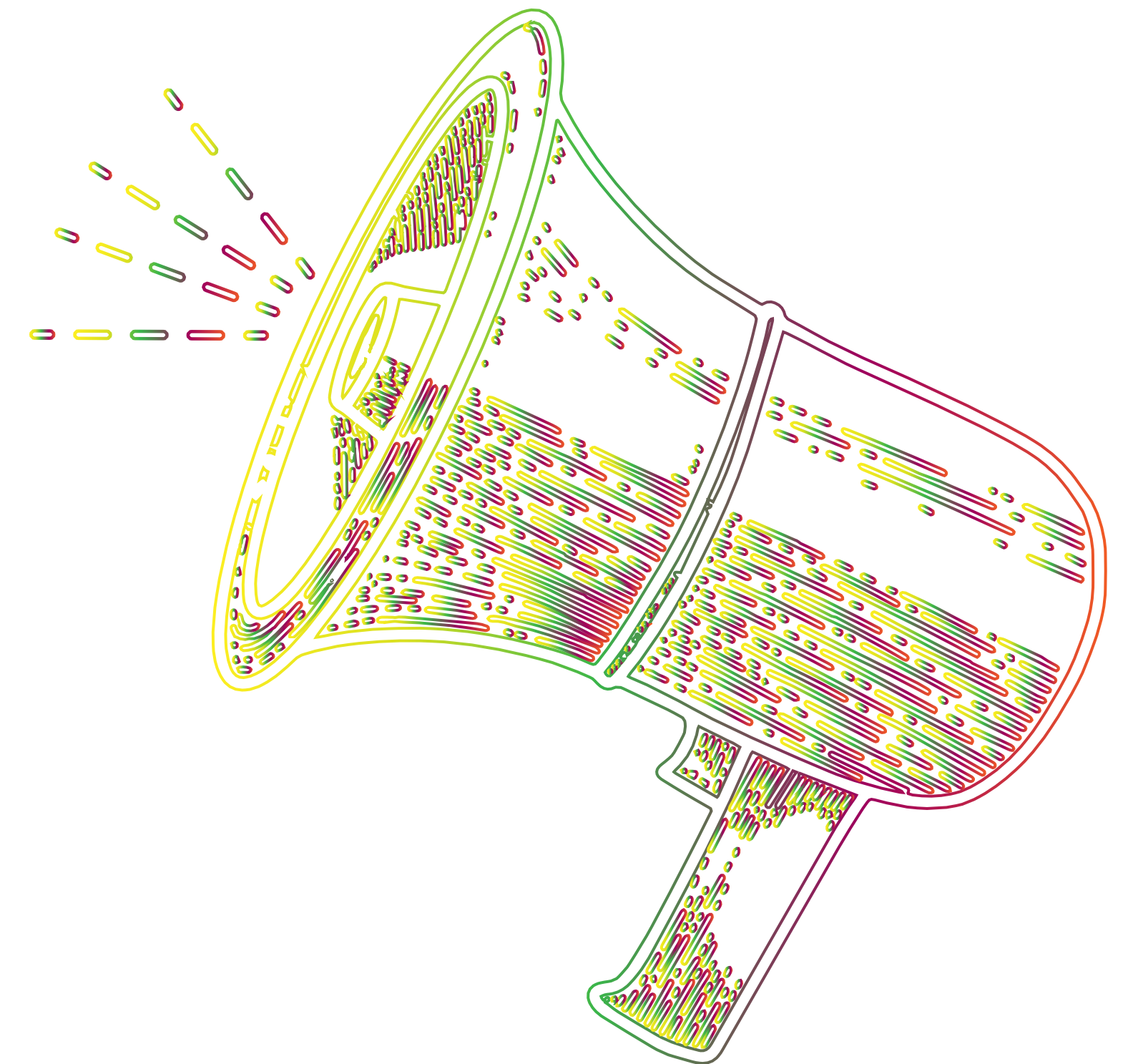
With this campaign, the PHM seeks to mobilize civil society to create proposals for debate and influence decision-making and the generation of public policies that transform privatized, commercialized, segmented and inequitable health systems into public health systems with universal access, equitable and intercultural public health systems that guarantee primary health care from an integral care perspective, rescuing the right to health as a fundamental human right guaranteed by a State and a society that promote not only social equity but also their own cultural traditions in health, in opposition to the privatization policies of big capital.

With the images and voices of the peoples' struggle to build public, universal, integral, solidarity-based, equitable and intercultural health systems. Both the messages and the contents of this campaign will be presented in Spanish, Portuguese and English to reach a wide audience in Latin America and beyond. This campaign has a "ToolKit" to facilitate its dissemination.



What is the campaign about?

To generate convergence, debate and advocacy among sectors of civil society through a permanent, phased campaign to build a common agenda for the transformation of health systems in Latin America.



Concept

Convergence, represented by the wheel of multicolored people, as is Latin America, coming together for a common purpose, a human fabric that aims to put on the table the fundamental discussions on health and life.

The campaign image is presented in its versions for dark and light backgrounds.



Campaign Messages



Health is a fundamental **human right** and a common good.

For public, universal, integral, solidarity-based, equitable and intercultural health systems.

People's power is health sovereignty: organise, participate, share and **fight.**

For comprehensive **primary health care** from the territories.

Ancestral medicine contributes to maintaining the harmony of being with nature

TEXT

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Campaign Assets



The graphic proposal seeks to represent through photography and forceful messages to

“those who should be guaranteed the right to health as a fundamental human right, especially the most vulnerable population: disadvantaged social groups, ethnic groups, peasants, the population marginalized from the system and popular sectors”,

it also involves elements of use in the practice of medicine and elements that evoke protest.



The pieces for the campaign are available in the following formats:

Facebook & Instagram: 1080*1080 px

Twitter: 1024*512 px

Stories: 1080px by 1920px

FB Event cover: 1200*628px

https://drive.google.com/drive/folders/15pD_sHAYzspXXkvXPGfuBvLnbiuExp7-?usp=sharing

Suggested Hashtags



#HealthHumanRight

#Health4AllNow

#PublicHealthSystems

#AncestralMedicinesHarmony

#PopularAction4Health

#HealthAndGoodLiving

#HealthSovereignty

#PrimaryHealthCare

#PHC #PHM #PHMLatam

@PHMGlobal



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