

+ Universal access to healthcare now!

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Creative Brief 2015

Universal access to healthcare now!

As shown by President Obama's on-going struggles with the Affordable Care Act, healthcare is a major issue even in the world's richest countries. Millions of people around the world suffer from diseases that simple vaccinations, antibiotics and education could prevent. Yet for either financial or logistical reasons, people are denied access to the treatment that could save their lives.

All this suffering despite the fact that the right of every man, woman and child in the world to access health services is enshrined in Article 25 of the Declaration of Human Rights.

What does the human right to health guarantee?

It means that everyone has the right to the highest attainable standard of physical and mental health. This includes access to medical services, sanitation, adequate food, decent housing, healthy working conditions, and a clean environment.

The World Health Organization estimates that currently 1 billion people lack access to basic health care, and another 100 million fall into poverty trying to access it. (WHO, Universal Health Coverage: Report by the Secretariat. January 2013.)

What are health services?

Health services include all services dealing with the diagnosis and treatment of disease, or the promotion, maintenance and restoration of health. They include personal and non-personal health services. The benefits of having access to basic healthcare are obvious – life expectancy increases, the number of deaths during childbirth decrease, and people become more productive – not just at an individual level, but at community and national level too. That's why this year poster for tomorrow is fighting for universal healthcare.

What is Universal Healthcare?

Access to health care must be universal, guaranteed for all on an equitable basis. Health care must be affordable and comprehensive for everyone, and physically accessible where and when needed.

What is necessary for universal healthcare?

- **Equal Access:** Everyone should have access to the services they need, not just people who can pay for them
- **Quality:** the services should be good enough to improve the health of those receiving services
- **Financial Risk Protection:** nobody should have to risk financial hardship in paying for the services. This includes not only the cost of the services, but indirect costs such as transport and taking time off work to access the services.
- **Accessibility:** health services must be easily accessible and available - both in terms of location and opening hours. People should be able to access services when and where they need them.
- **Acceptability:** services must meet the needs of a community. People should not be dissuaded from seeking health services by social and cultural factors like language or the age, sex, ethnicity or religion.

Insight

Different countries – and different communities – have different healthcare needs. In developed countries, hospitals exist, but not everyone can afford to use them. In developing countries, there might not be any health service, and people have to be taught healthy behaviour like the importance of washing hands and safe disposal of faecal matter.

Yet there's one thing that every man, woman and child in every country in the world has: the right to access to healthcare. It's time to spread the word.

Message

Nobody should be forced into poverty to pay for healthcare, nobody should die because they can't afford to pay for healthcare, and nobody should be denied access to simple and widely available medicines that can cure easily preventable diseases.

We want you to demand universal access to healthcare – this starts with governments and local authorities spending money on public health, not the military or even sporting events like the Olympics or the football World Cup.

Change starts with you - it's time to spread the word!

Competition Calendar:

10 March	Brief released. Call for entries open.
10 July	Call for entries close.
20 July	Online jury works open.
10 September	Online jury works close.
10 October	Jury works in Paris.
10 December	Competition results published. Worldwide exhibitions open.

Questions? Please get in touch with us.

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