Digital Health Event Toolkit

mothers2mothers (m2m), in collaboration with the Bill and Melinda Gates Foundation, BRAC, Johnson & Johnson, the United Nations Population Fund (UNFPA), and the United States Agency for International Development (USAID), is delighted that you will be joining us for a virtual half-day event, **on 10th November 2021 (14:00 – 18:30 SAST/GMT+2).**

The event—themed **"Integrating the Digital and the Personal for Universal Health Coverage"**—will provide a platform for programme implementers, policymakers, national governments, funders and various stakeholders to share their real-world experiences and showcase latest research and thinking, with a particular focus on **how to blend digital services with in-person efforts for the best possible outcomes for clients and health workers alike.**

With the frontline health worker perspective at the core, we hope that this gathering will catalyse new thinking and new partnerships, helping to create a healthier, more equal world. This is your chance to **mobilise your network**, and play your part in charting a path forward that can help achieve the Sustainable Development Goal of Good Health for All by 2030.

- o Link to Webpage: https://bit.ly/2YKUv0D

A networking opportunity not to miss!

Additionally, to fill the networking gap created by virtual events we have created a LinkedIn group which will function as a platform for like-minded individuals in the digital health space to come together to exchange insights, and have vital conversations around the challenges and opportunities posed by the use of digital health as an enabler of the realisation of Health for All. Click here to join the group and shape both the discussion and legacy of this event. In the spirit of collaboration and building towards stronger and deeper partnerships, we would be delighted if you were able to share the invite with colleagues and friends as well:
- o Link to LinkedIn Group: https://bit.ly/3BoioIF

Posting on your digital channels:

This toolkit contains everything you need to post on your communications channels:

- **Social media tiles** are available for underline download here.
- Use **#m2mDigitalHealth** and tag m2m so that we can re-share your post:
    - LinkedIn:@mothers2mothers
    - Twitter: @m2mtweets
    - Facebook: @mothers2mothersintl

Suggested Copy:

We've made it easy for you to post and share about the exciting conversations that will be happening throughout the day! Below are some sample captions with the key information about the event, which you are welcome to adapt!

LinkedIn and Facebook (please tag @mothers2mothersintl for Facebook and @mothers2mothers for LinkedIn)

Post 1 (for posting prior to the event):

📅 I am excited to be joining @mothers2mothers on 10th of November (14:00–18:30 SAST/GMT+2) who, in collaboration with the @gatesfoundation, @BRACWorld, @Johnson & Johnson, the @United Nations Population Fund (UNFPA), and @USAID, are hosting a virtual half-day event to discuss the important topic of "Integrating the Digital and the Personal for Universal Health Coverage".

📱 A key part of this equation is meaningful engagement with communities and health workers (CHWs)—which is why this #DigitalHealth Event which puts the perspective of #CHWs front and center is not to be missed!

☞There is still time to register, and find out full event details! https://bit.ly/2YKUv0D

💡 Join me and like-minded individuals in this LinkedIn group to shape the discussion and catalyse both new thinking and new partnerships: https://bit.ly/3nw2y9V

#m2mDigitalHealth #UHC #HealthforAll

Post 2 (for posting post-event):

Today I attended a #DigitalHealth Event hosted by @mothers2mothers, and shaped by @gatesfoundation, @BRACWorld, @Johnson & Johnson, the @United Nations Population Fund (UNFPA), and @USAID. Titled: "Integrating the Digital and the Personal for Universal Health Coverage", it was an important element in a wider conversation about health service delivery models.

#COVID-19 brought an uncomfortable fact into sharp relief—healthcare service delivery models are fragile, especially community health worker models, and do not work when in-person services are hindered by external factors, such as global pandemics and lockdowns. As we seek to "#buildbackbetter," the global public health community has a responsibility to:
- Learn and implement critical lessons to finish the fight against COVID-19.

- Prepare for future pandemics and disaster response efforts.
- Hasten the journey to universal health coverage.

✈️ This is why events like today which seek to develop an understanding of the role technology can play more deeply—especially when integrated with in-person services—while putting the voice and perspective of community health workers front and centre, are critical.

💡 Join me and like-minded individuals in this LinkedIn group to continue this important conversation and help catalyse both new thinking and new partnerships in the digital health space: https://bit.ly/3nw2y9V
 #m2mDigitalHealth #UHC #HealthforAll

Twitter

Tweet 1: 📅 10 November: don't miss an exciting event titled 'Integrating the Digital & the Personal for Universal Health Coverage'. Shaped by @m2mtweets, @Gatesfoundation, @BRACworld, @JnJGlobalHealth, @UNFPA, & @USAID, this is a date to diarise! https://bit.ly/2X6KLgs #m2mdigitalhealth

Tweet 2: 📱 Digital technology is a critical tool in the pursuit of #HealthforAll, but it is no silver bullet. Key to this equation is meaningful engagement with communities & health workers—that is why @m2mtweets' #DigitalHealth event is not to be missed! https://bit.ly/2X6KLgs #m2mDigitalHealth

Tweet 3: I am looking forward to joining programme implementers, policymakers, national governments, & funders, among others, to hear a diverse range of perspectives on the role of technology in health service delivery. Join me today: https://bit.ly/39xf964 #m2mDigitalHealth

Tweet 4: 10 Nov: Join me in hearing from an exciting line-up of speakers such as @DrWLemma, Wilbroda Akuro (@m2mtweets Community Mentor Mother), Wendy Leonard (@TIPGlobalHealth), & Dr. William Mapham (@vulamobile): https://bit.ly/2X6KLgs #m2mDigitalHealth

Tweet 5: Interested in #DigitalHealth & the role technology can play in the journey to Universal Health Coverage? Join this LinkedIn group of like-minded individuals to continue the vital conversations sparked at @m2mtweets' virtual event: https://bit.ly/3BoioIF #uhc #healthforall #m2mDigitalHealth

Tweet 6: 📱 Digital technologies provide a powerful opportunity to innovate towards #HealthforAll, but challenges remain. That is why conversations—like those @m2mtweets facilitated today—on the barriers to scaling #DigitalHealth, and the collaboration needed to overcome them, are vital!

Tweet 7: Today I heard from Dr. Joanne Peter (@JNJGlobalHealth); @NYARIHARDI (@AfricanUnion); & Dr Rajeev Rao Eashwari (Dept. of Health SA) on the transformational power of collaboration when scaling #DigitalHealth. Join me in continuing this conversation: https://bit.ly/3nw2y9V

Tweet 9: Meaningful engagement with communities & health workers is vital if digital models of health service delivery, are to be employed in the journey towards #HealthForAll. That is why events like today's which put the perspective of #CHW's at the center are key! @m2mtweets #DigitalHealth

Tweet 10: Interested in the topic of #DigitalHealth or the role technology can play in the journey to universal health coverage? Join this LinkedIn group of like-minded individuals to catalyse both new thinking and new partnerships in the digital health space: https://bit.ly/3nw2y9V #uhc