

The COVID-19 pandemic shows us once again the heroic efforts health workers on the front lines make every day to keep their communities—and the world—safe and healthy.

During April 5-11, tell the world why **we need more health workers who are well-prepared and equipped on the front lines**. Join the Frontline Health Workers Coalition, our 40+ members, the World Health Organization, and partners around the world as we celebrate World Health Worker Week (WHWW) on social media under our theme, **Leaders on the Line**. This is a time for advocates to point out the amazing work and potential of frontline health workers; highlight the challenges and risks they face; and mobilize countries, communities, donors, partners, and policymakers to make greater investments in frontline health workers worldwide.

See the #WHWWeek theme, hashtags, graphics, key messages, hashtags, and tweets below.

LEADERS ON THE LINE

WORLD HEALTH WORKER WEEK

APRIL 5-11, 2020

Theme: Leaders on the Line

This year's theme highlights the importance of **health worker leadership, the need to provide greater leadership opportunities for frontline health workers**, and its impact on the front lines of care and the entire world. At the same time, this theme emphasizes how **health workers put themselves on the line**, often at great personal risk to themselves and their families, to save and improve lives.

Hashtags

#WHWWeek

Secondary:

#HealthWorkersCount
#GHSecurity
#InvestInHealthWorkers
#HealthForAll
#COVID19

#HealthHeroes
#HeroinesofHealth
#WomenDeliverHealth
#SupportNursesandMidwives
#NursesLead

#MidwivesLead
#Nurses2020
#Midwives2020
#CHWAdvocates

Accounts to follow

@FHWCoalition

@GHWNetwork

Coalition members leading activities:

@CARE_SRHR
@chw_impact
@TheG4Alliance
@HRH2030Program
@IMC_Worldwide

@IntraHealth
@lastmilehealth
@Living_Goods
@Jhpiego
@JNJGlobalHealth

@Seed_Global
@Smiletrain
@WomenDeliver
@WomenInGH

Five Actions for World Health Worker Week 2020:

We must ensure health workers on the front lines are adequately equipped and supported and applaud their bravery and leadership.

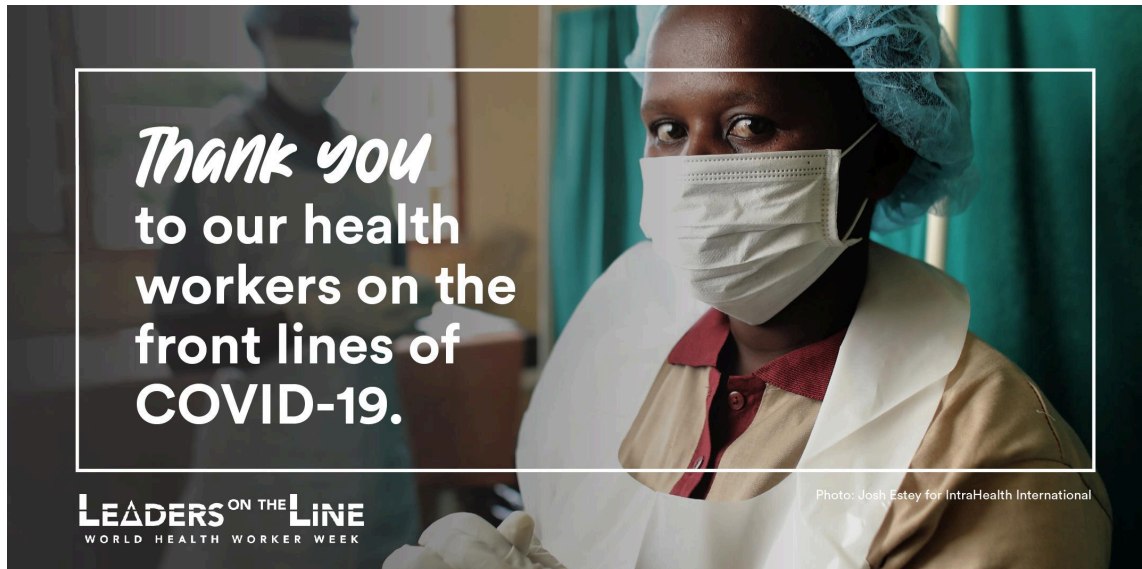
1. Honor and thank health workers for their heroic efforts digitally using [#WHWWeek](#).
2. Share our [FHC's Recommendations to Policymakers on COVID-19](#) with your policymakers. Tell policymakers not to restrict procurement of personal protective equipment and other supplies needed by frontline health workers in low- and middle-income countries and address other issues critical to health worker's safety and support.
3. In the US, call your member of the House of Representatives to support [House Resolution 467](#) recognizing frontline health workers' impact in saving lives and battling global health threats.
4. Worldwide, donate and ask your governments to support the [COVID-19 Solidarity Response Fund](#) and the [Working for Health Multipartner Trust Fund](#).
5. Follow [@FHWCcoalition](#) and [#HealthWorkersCount](#) beyond World Health Worker Week for more actions to support frontline health workers.

WHWW Graphics: [Download here](#)



Join us and Johnson & Johnson in a Global Round of Applause for Health Workers on Friday, April 10:

- **At 8AM EST:** Post the following tweet and graphic:
 - Around the world, health workers are working tirelessly to contain #COVID19 and risking their own lives to put patients first. This #WHWWeek, we salute you, we thank you, and we stand with you. RT to clap for our #HealthHeroes! #HealthWorkersCount 🙌🙌



- **At 8PM EST:** Post the following tweet and graphic:
 - In the hospital. At the clinic. With the community. Our health workers stand up to #COVID19 for us, and this #WHWWeek, it's our turn to stand up for them and say loud and clear that #HealthWorkersCount. RT to say THANK YOU to our #HealthHeroes!



More key activities

- **Participate in our [#WHWWeek video campaign](#)** with the USAID-funded HRH2030 Program and tell policymakers why frontline health workers are Leaders on the Line. It's super easy! [Read our guidance](#) and [upload a video!](#)
- **Nominate women midwife and nurse leaders** making a difference in global health [here](#). Our member Women in Global Health is creating a list of 100 Outstanding Nurse and Midwife Leaders and is calling for nominations for eight categories.
- **Celebrate World Health Day on Tuesday, April 7.** Join the WHO to shine a light on the vital role nurses and midwives play in health care, and call for a strengthening of the nursing and midwifery workforce. Share and promote assets [here](#).
- **Follow the [Social Media Relay for Health Workers](#) all week.** Our coalition members will take turns posting engaging content about different types of frontline health workers:
 - Monday: How **Midwives** Lead on the Line
 - Follow [@JNJGlobalHealth](#)
 - Tuesday: How **Nurses** Lead on the Line
 - Follow [@Jhpiego](#) and [@Seed_Global](#)
 - Wednesday: How **Community Health Workers** Lead on the Line
 - Follow [@CARE_SRHR](#), [@chw_impact](#), [@lastmilehealth](#), and [@Living_Goods](#)
 - Thursday: How **Doctors, Surgeons, Pharmacists**, and more Lead on the Line
 - Follow [@TheG4Alliance](#)
 - Friday: How **Health Worker Teams** Lead Together on the Line
 - Follow [@FHWCcoalition](#) and [@IntraHealth](#) for a WHWW and team wrap up!



Key Messages

- ★ Our [Frontline Health Workers Coalition Policy Recommendations on COVID-19](#) call for immediate policy changes—particularly in low- and middle-income countries—to surge frontline health workforce capacity, ensure their safety and well-being, and make certain their stories are heard and acted on by policy makers.

Frontline Health Worker Leaders

- There's **no health care without health workers**. Frontline health workers are the first and often only link for health services for millions of people in low- and middle-income countries.
- We **need more Leaders on the Line**. The world's facing a dire shortage of 18 million health workers, particularly in low- and middle-income countries. Before #COVID19 half the world's population already lacked access to essential health services.
- We must **foster additional health worker leadership** by increasing access to leadership training, skills-building, and mentorship programs and addressing gender inequalities in leadership opportunities.
- **Frontline health workers put themselves on the line**, or at great personal risk, to provide care for others. They are on the front lines of the COVID-19 pandemic, other infectious outbreaks and emergencies, and also in danger in conflict settings.
- **Frontline health workers must be heard and respected**. They are often the first to identify and communicate a disease outbreak. COVID-19 is an example of NOT listening to health workers early on.

Women Leaders

- Women make up 70% of the global health workforce yet represent only 25% of leadership positions. We need to change this and ensure women health workers have the skills and support to step into leadership positions. See [more](#).
- In addition, health care leadership must address workforce dynamics that affect caregivers who are women, including safe work environments, fundamental rights, fair incomes, and integrating unpaid health workers into the formal labor sector.

Nurse and the Midwife Leaders




- We must strengthen nurse and midwife leadership and influence, as highlighted by the [Year of the Nurse and the Midwife](#). Nurses and midwives are already leaders in their communities, facilities, and the health system but are not adequately represented in leadership roles where they can guide health policy and investment. We must tackle persistent barriers nurses face and provide them with the correct support and training. See [more from NursingNow](#).
- World Health Day on April 7 is the launch of the first-ever [State of the World's Nursing Report](#) by the WHO, ICN, Nursing Now, and our FHCW member Jhpiego. This report will provide a global picture of the nursing workforce and articulate the role of nurses in achieving UHC, ensuring safer and better prepared communities, enhancing health and well-being, and advancing gender equality.

Advocacy for Leaders on the Line

- We need [immediate policy changes](#) to surge & protect the frontline health workforce, particularly in low- and middle income countries. Tell policymakers not to restrict procurement of personal protective equipment and other supplies needed by frontline health workers in low- and middle-income countries and address other issues critical to health worker's safety.
- In the US, call on House members to support [House resolution 467](#), which honors the health heroes responding to outbreaks, disasters, and conflict, and urges greater support for and protection of frontline health workers so they can safely perform their jobs.

Suggested Tweets

WHWW

- World Health Worker Week is April 5 -11, and we're focusing on #HealthWorkers as Leaders on the Line. Follow #WHWWeek, @FHWCoalition, its 40+ members, and @GHWNetwork for stories, videos, + showing how #HealthWorkers save and improve lives.
<https://www.frontlinehealthworkers.org/world-health-worker-week>
- #HealthWorkers around the globe are on the front lines fighting #COVID19. They need #PPE, training, & other safety measures to stay safe & save lives. Join us Apr 5-11—World Health Worker Week—to rally for increased support for these #HealthHeroes. #WHWWeek
https://www.frontlinehealthworkers.org/sites/fhw/files/fhwc_covid-19_recommendations.pdf
- Our Policy Recs on #COVID19 call for immediate policy changes—particularly in low- & middle-income countries—to:
 -  Surge capacity of frontline health workers
 -  Ensure their safety
 -  Make sure their stories are heard & acted on by policy makers.
#WHWWeek https://www.frontlinehealthworkers.org/sites/fhw/files/fhwc_covid-19_recommendations.pdf
- We need more Leaders on the Line. Before #COVID19 half the world's population already lacked access to essential health services, including maternal care, #HIV care, & #FamilyPlanning. Encourage more health worker leaders & make #HealthWorkersCount! #WHWWeek
- Act to ensure #HealthWorkersCount!

In US, call House members & ask them to support #HRes467 recognizing frontline #healthworkers' impact & need to invest

Globally, donate & ask your gov to support @WHO #COVID19 Solidarity Response Fund & @Working4H trust fund. #WHWWeek
- The stories of frontline #HealthWorkers should be heard and acted on by policymakers. They are often the first to identify and communicate a disease outbreak. Sadly, #COVID19 outbreaks are examples of NOT listening to them early on. #WHWWeek
- We need increased US and global investment in frontline #HealthWorkers—especially in low- and middle-income countries with the least access—to save more lives & ensure our safety. #GHSecurity. #WHWWeek
- Investments in frontline #HealthWorkers can save millions of #MomAndBaby lives, enhance global health security, and result in tremendous economic & social returns! #WHWWeek
- Even once the COVID-19 pandemic subsides, frontline health workers are a critical part of the health and wellbeing of communities. They have the right to a safe workplace, where they can exercise leadership, maintain their own health, and be free of harassment.
- Women make up [70% of the health workforce](#) but hold only 25% of leadership roles. Let's encourage more women Leaders on the Line and ensure women are equitably represented in leadership positions. This #WHWWeek, let's think about #GenderEquality!

- Tackling discrimination in the health workplace--from the top down-- is critical to ensuring a robust pool of #healthworkers. Let's not forget that women make up the majority of the health workforce worldwide: <https://bit.ly/2CJXaf5>#HealthWorkersCount
- We need teams of frontline #HealthWorkers in every community with the skill mix needed to provide access to the full package of essential health services. #HealthWorkersCount for #HealthForAll! #WHWWeek

Global Health Security / COVID-19

- #COVID19 pandemic shows govts & donors they must significantly increase long-term investment in frontline health workforce teams educated, trained, recruited, supported, & protected to prevent, detect, & respond to global health threats. #WHWWeek https://www.frontlinehealthworkers.org/sites/fhw/files/fhwc_covid-19_recommendations.pdf
- #HealthWorker leadership matters! Leaders on the front line are crucial as we work toward #HealthForAll and #GHSecurity. How can we better support these Leaders on the Line? Tag your answer with #WHWWeek. <https://www.frontlinehealthworkers.org/world-health-worker-week>
- Frontline health workers put themselves on the line to prevent, detect, & respond to #GlobalHealth threats like #COVID19. #HealthWorkersCount for #GHsecurity & building resilient communities & countries. #WHWWeek
- Policymakers must not restrict procurement of #PPE and other supplies that keep #HealthWorkers safe and #SavingLives in low- and middle-income countries. #WHWWeek #HealthWorkersCount
- #HealthWorkers are on the front lines of #COVID19. It's crucial to #InvestinHealthWorkers to ensure they have the skills, protection, and support they need. #WHWWeek
- On March 11, @WHO declared #COVID19 a global pandemic. As the number of cases continues to rise, the heroic work of #HealthWorkers around the world must be recognized. And they must be provided with the training, support, & supplies they need to save lives & protect themselves. #WHWWeek
- Frontline #HealthWorkers' safety is an ongoing issue in responding to the #COVID19 outbreak. Because of their close proximity to the most severe cases, health workers face a dire risk of contracting the virus & need training, equipment to reduce risk. #WHWWeek
- The USG's #GlobalHealth and #GHSecurity goals won't be achieved without a robust, engaged, and supported frontline #HealthWorkforce. These Leaders are on The Line in more ways than one. Urge countries and donors to boldly invest & make sure #HealthWorkersCount. #WHWWeek
- Without immediate strategic investments, the world is facing a shortage of 18 MILLION #HealthWorkers by 2030, worsening already severe shortages across the globe & threatening our ability to control global disease outbreaks. #HealthWorkersCount 4 #GHSecurity #WHWWeek <https://www.frontlinehealthworkers.org/world-health-worker-week>
- We need more #HealthWorker Leaders on the front line to enhance #GHSecurity and reach #HealthForAll. That includes community health workers, nurses, midwives, doctors, pharmacists, surgeons, and more working together keep us safe and healthy. #WHWWeek #HealthWorkersCount

Nurses and Midwives / Year of the Nurse and the Midwife

- Nurses and midwives make up nearly half the global health workforce. Through their leadership, they can advance health policy to reach #UHC. This #WHWWeek, encourage more #Nurse and #Midwife leaders! #NursesLead #MidwivesLead #Nurses2020 #Midwives2020 #HealthForAll
- Tweets about the State of the World's Nursing Report coming soon!
- Nurses and midwives are leaders, innovators, and advocates. Join @Seed_Global, @FHWCcoalition, @IntraHealth, @NursingNow2020, @PIH to highlight their impact on our NEW SITE: www.nursesandmidwiveslead.org #NursesLead #MidwivesLead #Nurses2020 #Midwives2020
- Key findings on #Nurse leadership:
 - Female nurses face double barriers--a glass ceiling" & a "glass escalator"
 - Nurses want increased leadership training & mentorship.
 Let's address & tap into the #PowerOfNurses. <https://bit.ly/2WsDEfW> #WHWWeek
- We need more #Nurse and #Midwife Leaders on the Line--they are crucial members of any health workforce team! Let's elevate their role to ensure all #HealthWorkersCount for #HealthForAll! #WHWWeek

WHWW / Community Health Workers (CHWs)

- Easily click-to-share any of the Community Health Worker messages in [this gallery](#).
- Can't achieve #UHC without harnessing the power of community #healthworkers! #CHWs are essential in rapidly responding to health crises, delivering routine care, and providing linkages to the health system>> <https://bit.ly/2tx453P> @WHO #HealthWorkersCount #WHWWeek

WHWW Advocacy

- #HRes467 recognizes that increased #HealthWorker employment is critical to saving lives, spurring inclusive economic growth, and promoting women's empowerment (women make up 70% of the global health workforce!). #HealthWorkersCount #UNGA74
<https://www.congress.gov/bill/116th-congress/house-resolution/467?q=%7B%22search%22%3A%5B%22frontline+health+workers%22%5D%7D&s=2&r=1>
- @MarioDB supports #HRes467 so #HealthWorkersCount:
"We must continue to fully support their essential efforts in caring for the sick & saving lives, which is essential to our global security, in those regions where their talents are most needed." #WHWWeek
- #HealthWorkers provide lifesaving care at great personal risk in conflict settings. @SafeguardingHC reported >900 attacks on health in 23 countries in conflict in 2018. @NitaLowey & @MarioDB introduced #HRes467 calling for increased support & protection of health workers.
- #HRes467 calls on federal agencies to work together to implement programming across global health accounts to strengthen frontline health workforce teams around the world. #HealthWorkersCount for #GlobalHealth and saving lives.

Lobbying tweet

- All members of US House should support & cosponsor #HRes467.
 - ✓ Reaffirms "central role" of frontline #HealthWorkers in success of all US & multilateral #GlobalHealth programs
 - ✓ Urges greater global support to frontline HWs' ability to safely perform their jobs. @HouseFloor #WHWWeek

