EDITORIAL MESSAGE

The World Health Day is a global health awareness day celebrated every year on 7 April, under the sponsorship of the World Health Organization (WHO), as well as other related organizations.

CAMPAIGN ESSENTIALS FOR WORLD HEALTH DAY 2018

World Health Day 2018

- *The World Health Organization was founded on the principle that all people should be able to realize their right to the highest possible level of health.*
- *"Health for all" has therefore been our guiding vision for more than seven decades. It's also the impetus behind the current organization-wide drive to support countries in moving towards Universal Health Coverage (UHC).*
- *Countries that invest in UHC make a sound investment in their human capital. In recent decades, UHC has emerged as a key strategy to make progress towards other health-related and broader development goals. Access to essential quality care and financial protection not only enhances people's health and life expectancy, it also protects countries from epidemics, reduces poverty and the risk of hunger, creates jobs, drives economic growth and enhances gender equality.*

As our Director-General has said "No one should have to choose between death and financial hardship. No one should have to choose between buying medicine and buying food."

*Throughout 2018, we aim to **inspire**, **motivate** and **guide** UHC stakeholders to make commitments towards UHC:*

Inspire—*by highlighting policy-makers' power to transform the health of their nation, framing the challenge as exciting and ambitious, and inviting them to be part of the change.*

Motivate—*by sharing examples of how countries are already progressing towards UHC and encourage others to find their own path.*

Guide—*by providing tools for structured policy dialogue on how to advance UHC domestically or supporting such efforts in other countries (e.g. expanding service coverage, improving quality of services, reducing out-of-pocket payments).*

10 Promises you can make to yourself on World Health Day 2018 to stay fit:

1) *Start your day by drinking lots of fresh water (at least 500 ml). Water fires up metabolism, hydrates the body, helps to flush out toxins, gives brain fuel, and may even make you eat less.*
2) *Do some physical exercise. You can even practice yoga, play some sport, go for brisk walking. This will keep you fit and active all day long.*
3) *Have a solid breakfast with plenty of protein and fat. Eat meals and snacks at regular times every day.*
4) *Sleep 7 to 9 hours in a pitch dark bedroom. Sleep equally plays an important role in keep your body as well as your brain healthy.*
5) *Avoid consuming alcohol and tobacco. They are not only injurious to health but also disturbs our sugar level and sleep cycle.*
6) *Replace carbonated drinks and packed juices with fresh juice, vegetables and fruits, Sprouts can also be taken as a good alternative.*
7) *Consume green tea. It speeds up your metabolism and burns fat.*
8) *Spend more time in the sun, at least 30 minutes a day. Your body needs more Vitamin D, and it gets it from the UV rays of the sun. Don't wear sunblock, but just spend enough time in the sun to get a small amount of color without burning.*
9) *Consume nuts. Despite being high in fat, they are incredibly nutritious and healthy. They are loaded with magnesium, vitamin E, fiber and various other nutrients.*
10) *Reduce the consumption of all the processed junk food in your diet. They are also low in fiber, protein and micronutrients but high in unhealthy ingredients like added sugar and refined grains.*

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