



**Introduction**

The COVID-19 pandemic is creating a deadly ripple effect on the health of people around the world, threatening the significant gains in health and human progress made since the turn of millennium.

Addressing ongoing global health challenges and providing people with essential services – while responding to and recovering from the pandemic – will require strong and resilient health systems, especially at the primary health care level, that can address people’s diverse health needs at every stage of life.

**Social Media Content**

To amplify this important issue, we are sharing social media language and graphics below.

[TWEET](#)

As countries grapple with #COVID19, the need for strong primary health care is more urgent than ever.

[TWEET](#)

It's time to support our doctors, nurses & other health providers protecting communities around the 🌐 by investing in PHC. #PHCProtects

[TWEET](#)

#PHC is people's first point of contact with the health system. It's where they can turn for essential services like maternal & child health care, treatment for chronic diseases and more - & it's also the first line of defense for #COVID19. #PHCProtects #HealthforAll

[TWEET](#)

Primary health care is the most inclusive, effective & efficient way to protect people’s health and wellbeing – in crisis and in calm.

[TWEET](#)

By investing in #PHC, we can fight #COVID19 & emerge from this pandemic stronger. 🤝 #PHCProtects

[TWEET](#)

As health systems are overwhelmed during #COVID19, disruptions in essential #PHC services are putting more lives at risk. Strong #PHC is our best bet to meet the health needs of all people around the world - in times of crisis & in calm. #StrongerwithPHC

[TWEET](#)

#COVID19 has interrupted critical frontline care for:

- 👨👩👧 Family planning
- 🦏 📄 HIV/AIDS
- 📄📄 Immunizations
- 📄 Malaria
- 🌐 NTDs
- & more

[TWEET](#)

Now is our chance to build strong, resilient #PHC systems that can rise to any challenge and help communities thrive. #StrongerwithPHC #PHC4UHC #HealthforAll

[DOWNLOAD](#)

**Strong primary health care** is a critical first line of defense & response for COVID-19. Primary health workers can:



Diagnose COVID-19



Treat or refer patients to specialized care



Track and report cases



Slow disease spread



Help communities emerge stronger

#PHCProtects

[DOWNLOAD](#)

Primary health systems provide frontline care for: