

# A HEALTHIER HUMANITY

The WHO Investment Case for 2019-2023



World Health  
Organization



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WHO/DGO/CRM/18.2

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**Cataloguing-in-Publication (CIP) data.** CIP data are available at <http://apps.who.int/iris>.

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Design and layout: [blossoming.it](http://blossoming.it)

Printed in Switzerland

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# Foreword



**Dr Tedros Adhanom  
Ghebreyesus**  
Director-General, World  
Health Organization

Every day when I arrive at work, a bronze statue outside WHO's front entrance reminds me why I'm doing this job. It depicts a young girl about to be vaccinated against smallpox. Among WHO's many successes, the eradication of smallpox stands out as a triumph of science, hard work, and political commitment to liberate humanity from a

deadly disease. It's a daily reminder of why WHO was founded 70 years ago, and what the Organization can achieve.

While I am inspired by our past, the statue reminds me that an even greater challenge lies ahead.

Today, more than half the world's population lacks access to essential health services, and almost 100 million people are pushed into extreme poverty every year by the cost of paying for care out of their own pockets.

This is an outrage. No one should have to choose between buying medicine and buying food for their family. No one should get sick or die just because they are poor, or because they cannot access the services they need.

The inclusion of universal health coverage in the Sustainable Development Goals (SDGs) provides a golden political opportunity to amend these injustices and achieve WHO's founding vision: the attainment by all peoples of the highest possible level of health.

There is ample evidence that investments in health result in tangible, measurable payoffs, locally, nationally and globally. The West African Ebola outbreak of 2014 demonstrated that a local outbreak can quickly become a global health emergency. Universal health coverage and health security are ultimately two sides of the same coin.

This investment case charts a path to the SDG health targets by focusing everything we do around our "triple billion" targets: one billion more people benefiting from universal health coverage; one billion more people better protected from health emergencies; and one billion more people enjoying better health and well-being.

Our agenda is ambitious – it must be. Too much is at stake for us to aim low. Like everything good, it comes with a price attached: US\$ 14.1 billion over the next five years. Many Member States and donors have stuck with us through tough times, and I hope this document will convince them to make even greater contributions – and new contributors to support our work.

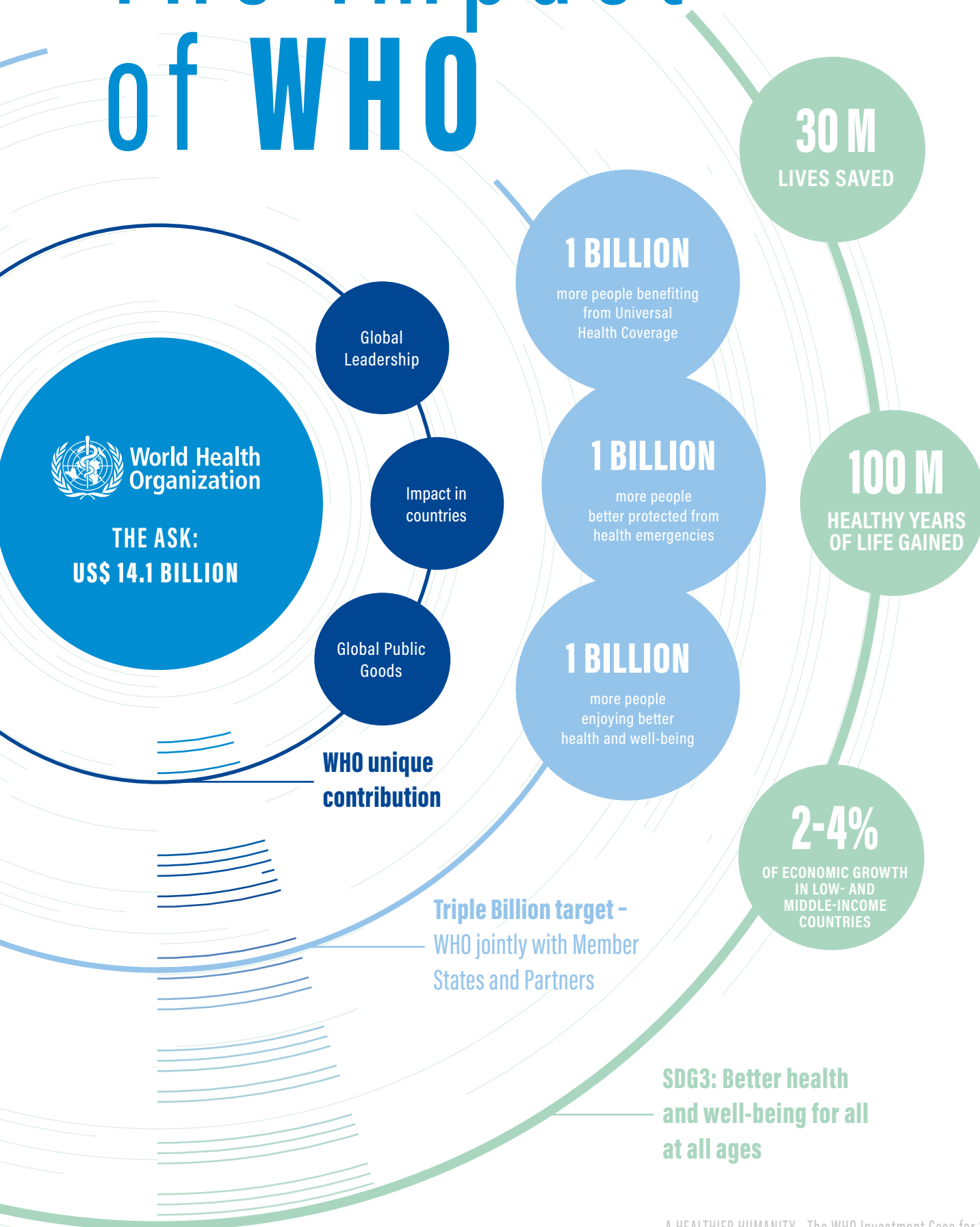
Investments in health are not just investments in a healthier future; they're a down payment on a fairer, safer and more prosperous world.

The ultimate measure of our success is not bronze statues; it's individuals, families, communities and nations flourishing because they are healthy.

Your investment can help us make that vision a reality.



# The impact of WHO



# Executive Summary

## Why invest in WHO

WHO's five-year strategic plan covering the period 2019–2023 is focused on achieving its Triple Billion target, which states that by 2023:

- One billion more people will benefit from Universal Health Coverage
- One billion more people will be better protected from health emergencies

This investment case describes how a stronger, more efficient and results oriented WHO can serve and guide governments and partners in their efforts to improve the health of their populations and to achieve Sustainable Development Goal 3.

**WHO will achieve results:** The five years to 2023 will determine whether the world will achieve the health- related SDGs. Early investment in WHO will keep the

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