



# **WORLD EVIDENCE-BASED HEALTHCARE DAY**

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Communications Brief

## WHAT IS WORLD EBHC DAY?

World Evidence-Based Healthcare Day is a global day that raises awareness of the need for better evidence to inform healthcare policy, practice and decision-making in order to improve health outcomes globally. It is an opportunity to participate in debate about global trends and challenges, and also to celebrate the impact of individuals and organisations worldwide, recognising the work of dedicated researchers, policymakers and health professionals in improving patient outcomes.

## 2023 THEME

‘Evidence and Global Health Equity’

## HASHTAG

[#WorldEBHCDay](#)

## TWITTER/INSTAGRAM HANDLE

[@WorldEBHCDay](#)

## WEBSITE

<https://worldebhcday.org>

## SOCIAL MEDIA MESSAGING

NOTE: Posts can be accompanied by a graphic from the World EBHC Day [social media toolkit](#)

- [@WorldEBHCDay](#) 2023 is centred on Evidence and Global Health Equity. The 2023 campaign aims to examine how the global evidence community can foster and embed equity within and across evidence ecosystems to advance global health equity. Get involved!. [#WorldEBHCDay](#)  
<https://worldebhcday.org/take-action>
- Health professionals, researchers, knowledge brokers, policymakers & patients across the globe are working together to address serious global health challenges & improve the outcomes of global health through [#EBHC](#). This [#WorldEBHCDay](#) we celebrate you! <https://worldebhcday.org>
- The campaign for World EBHC Day 2023 is centred on Evidence and Global Health Equity. Equitable health policies, systems and services are all dependent on functioning evidence ecosystems: the generation and application of evidence, whether this is by the public, health workers, researchers or policymakers.

In 2023 we reached the mid-way point for the 2030 United Nations Sustainable Development Goals (SDGs) and a global commitment to ‘leave no one behind’. However, the global crises of humanitarian disasters, climate change and health pandemics are all impeding progress and exacerbating global health inequities, highlighting the urgency to strengthen local and global evidence ecosystems to address societal challenges.

The World EBHC Day 2023 campaign highlights the need to challenge our previous ‘ways of doing’. Prioritising equity within and across evidence ecosystems to win back progress towards the Sustainable Development Goals requires a collective drive to challenge the status quo and establish systems, policies and practices that help to advance global health equity.

Learn how individuals and organisations can get involved at <https://worldebhcday.org/take-action>

[#WorldEBHCDay](#)

## NEWSLETTER

- World Evidence-Based Healthcare Day aims to raise awareness of the need for better evidence to inform healthcare policy, practice and decision-making to improve health outcomes globally.

World EBHC Day is held on 20 October in partnership with JBI, Cochrane, Campbell Collaboration, GIN, Institute for Evidence-Based Healthcare, Centre for Evidence-based Health Care and NICE.

The campaign for **World EBHC Day 2023** is centred on **Evidence and Global Health Equity**. Evidence is a *prerequisite* for achieving global health equity. Equitable health policies, systems and services are all dependent on functioning evidence ecosystems: the generation and application of evidence, whether this is by the public, health workers, researchers or policymakers.

The 2023 campaign is a call to action to take concrete steps towards equity-centred evidence-informed decision making, drawing attention to the need to enhance collaboration, information sharing and networking to increase access to research evidence, and to move towards integrated systems that prioritise equity, inclusivity and multisectoral participation of all actors.

Learn more about World EBHC Day, and how individuals and organisations can get involved at <https://worldebhcdays.org/take-action>