

# World Health Day 2024

## 'My health, my right'

World Health Day, on April 7, is the annual celebration of health. The 2024 theme is 'My health, my right'. This theme was chosen in recognition of the fact that the right to health is being threatened for millions across the world by the increases in diseases, disasters, conflicts and the climate crisis. Additionally, in many countries not all citizens are able to gain access to health services. 'My health, my right' advocates for the right of everyone, everywhere, to have access to quality health services, information and education as well as to some of the prerequisites to good health such safe drinking water and good nutrition and freedom from discrimination.

Ahead of World Health Day, the World Health Organisation (WHO) announced the launch of S.A.R.A.H., a smart artificial intelligence (AI) resource assistant for health. S.A.R.A.H., otherwise simply referred to as Sarah, is a digital health promoter with enhanced empathetic response powered by generative AI. As Sarah uses generative AI as opposed to a pre-set algorithm of responses, it is able to provide more accurate and up-to-date health information and engage with users in a personalised and empathetic manner which more accurately reflects in-person conversations.

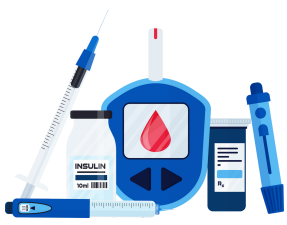


### S.A.R.A.H. is...

- A digital health promoter prototype with enhanced empathetic response powered by generative artificial intelligence (AI)
- Available 24/7
- Available in eight languages
- Available to communicate via video/speech or text
- Free to communicate with on the WHO website accessed [here](#)

Sarah has been developed to provide information across various major health topics to help optimise health and well-being. For example, it can provide information on risk factors for type 2 diabetes (T2D) and hypertension (HTN), along with other major diseases, as well as tips on mental health, being active or eating a healthy diet. As an online health promoter, Sarah can be used as an additional tool for health education and information purposes as well as help people realise their rights to health regardless of where they live.

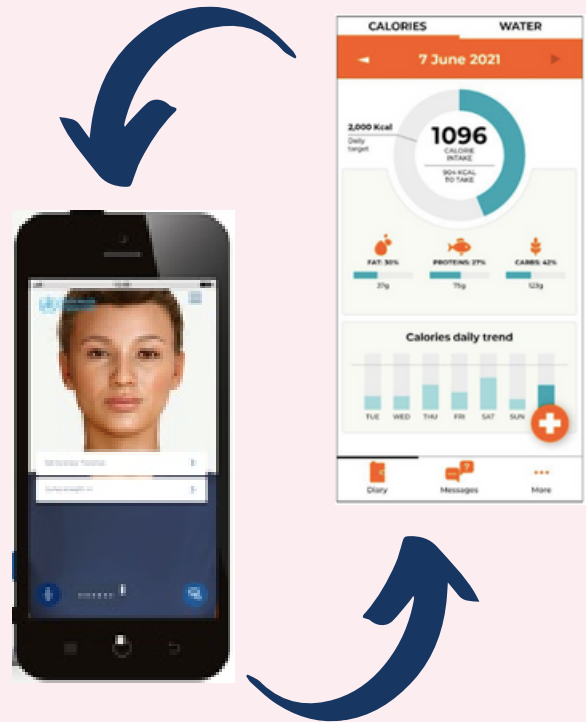




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DigiCare4You is a Horizon-2020 project which aims to improve the early prevention and management of T2D and HTN, with the support of digital tools. As Sarah is able to provide personalised information based upon the needs of the individual, it can easily be used in parallel and/or as a complementary tool to other digital tools for specific health purposes such as those developed as part of the DigiCare4You solution. For example, a DigiCare4You project participant would be able to utilise Sarah for educational information and support surrounding the development of a physical activity routine.



Ultimately, the S.A.R.A.H. project, which is continuously undergoing evaluation and refinement, holds the promise of smaller health gaps and better public health.

[Speak to 'Sarah' here](#)

[Read more about the launch of S.A.R.A.H here](#)

## ABOUT US

DigiCare4You aims to improve the early prevention and management of T2D and hypertension via a community screening strategy combined with a person-centred intervention, that integrates both social and healthcare systems, supported by the use of digital tools. The goal of this intervention is not only to improve the health status of the users, but also to empower the entire family in adopting a healthy lifestyle. The DigiCare4You solution provides PwD a digital self-care support tool which is also vital to delay or lower the risk of complications.



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