



EVERY WOMAN
EVERY CHILD



Social Media Guide

Commit to action for the health and wellbeing of women, children and adolescents, everywhere

The [Global Strategy for Women's, Children's and Adolescents' Health](#) was launched by the UN Secretary-General at a high-level *Every Woman Every Child* event during the United Nations Summit for the adoption of the new sustainable development agenda, in September 2015. Since then, more than 50 countries and 120 organizations have made official commitments to the Global Strategy pledging over \$25 billion to women's, children's and adolescents' health.

In the lead up to the presentation of the 71st United Nations General Assembly Session, the UN Secretary-General's Office is welcoming commitments to the *Global Strategy* for the new sustainable development era from new partners, as well as updated and refreshed commitments by existing *Every Woman Every Child* partners. To make a commitment to the *Global Strategy* and contribute to putting the SDGs into action, visit everywomaneverychild.org.

The deadline for submission is midnight (EST) on Saturday 10 September in order to be assessed and, if accepted, highlighted during the UN General Assembly. Commitments submitted after this time cannot be guaranteed for inclusion at this opportunity. Commitments to the updated *Global Strategy* are accepted on a rolling basis and are vital, especially commitments that are sustainable, innovative and have a long-term focus.

Guidelines for commitments can be found at:

<http://www.everywomaneverychild.org/commitments/make-a-commitment>

For more information, please contact:

everywoman.everychild@un.org

Messages

- The *Global Strategy for Women's, Children's and Adolescents' Health* has attracted significant support and attention to critical issues in women's, children's, and adolescent's health. By July 2016, 177 commitments were made to the *Global Strategy*.
- About half of all commitments were made by stakeholders from North America and Europe, while the other half were made by commitment-makers from Africa, Asia, and Latin America. Commitment-makers reflect strong support to improving lives at all stages and for health systems strengthening as an important factor in improving SRMNCAH. They also reflect strong support for a partnership-driven, country-led, people-centered approach.
- Commitments from NGOs, foundations, academia and the private sectors were overwhelmingly made by stakeholders from Northern America and Europe, indicating potential for additional non-governmental commitments from other regions. There is also potential for additional commitments that refer to neonatal health, adolescents, humanitarian and fragile settings, social determinants of health and the value of cross-sector collaboration, extending action in areas such as education, water and sanitation.

Suggested text for Facebook:

Make a change for women, children and adolescents. Have you made a commitment yet?

Since the launch of the *Every Woman Every Child* [Global Strategy for Women's, Children's and Adolescents' Health](#) last year, more than 50 countries and 120 organizations have answered the call by the UN Secretary-General and committed to the goal of ending preventable deaths of women, children and adolescents and ensuring that everyone has the same right to survive, thrive and transform their world. Now, it's your turn! In the lead up to the UN General Assembly in September, the UN Secretary-General's office is asking you to take bold steps for women, children and adolescents with sustainable, innovative and long-term focused commitments. Pledges submitted by **midnight (EST) on Saturday, 10 September** will be assessed and, if approved, highlighted at a special high-level event during the UN General Assembly. Submissions after the deadline will not be part of this announcement opportunity but will be highlighted along with all other commitments on the [Every Woman Every Child](#) website. More info: <http://bit.ly/1zSfDV>

Suggested tweets:

It's never too late to make a commitment to the Global Strategy but the time is now! Learn how: <http://bit.ly/1zSfDV> #EWECisME

Social determinants of health matter & tackling these issues is critical to reaching #GlobalGoals, commit 2 a better world #EWECisME

177 commitments and counting! We can do more & we can do better. Learn how: <http://bit.ly/1zSfDV> #EWECisME

Good quality of care at time of birth helps #EveryNewborn survive & thrive. Make that happen, commit to neonatal health! #EWECisME

\$25billion was pledged to women's, children's and adolescents' health in 2015. Let's keep up momentum: <http://bit.ly/1zSfDV> #EWECisME

The #UNSG is calling for commitments to the Global Strategy for women children youth. Learn what you can do <http://bit.ly/1zSfDV> #EWECisME

Make a commitment so women, children & adolescents can Survive, Thrive & Transform. Learn how: <http://bit.ly/1zSfDV> #EWECisME

Help drive change: #UNSG invites commitments to the Global Strategy that are sustainable, innovative & long term. #EWECisME

RT @UnfEWEC: To reach the most vulnerable traditional forms of aid are not enough-commitments must be sought from every source #EWECisME

Help shape a better world for women, children & adolescents. Include their voices in your commitments <http://bit.ly/1zSfDV> #EWECisME

Stand up for women, children & adolescents everywhere! Commit for progress, action & saving lives <http://bit.ly/1zSfDV> #EWECisME