



## EWEC @ UNGA73 SOCIAL MEDIA TOOLKIT

### Uniting for Every Woman, Every Child and Every Adolescent

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***Bold, innovative partnerships are required to deliver concrete results for the world's most vulnerable, building healthier and more stable communities, vibrant economies, and resilient societies.***

*Though progress has been made to improve the health and well-being of women, children and adolescents, it is still not enough. We must break down siloes to collaborate and coordinate to ensure our efforts are sustainable, effective and inclusive—only then can we hope to achieve the ambition of the Sustainable Development Goals (SDGs). When we empower women, children and adolescents, we ensure they have the tools to not only survive but also thrive and go on to fulfil their full potential to transform their communities.*

#### TOP LINE MESSAGES

***Every Woman Every Child fosters impactful action to address major health challenges facing women, children and adolescents, everywhere.***

At least 273 million women, children and adolescents have been reached with life-saving care since 2015, one of the most impactful investments of our time. Healthy, educated and empowered women, children and adolescents, particularly girls, can drive the transformation we need for a better future for all. As they exercise their rights, raise their voices and help their societies thrive, they can—and will—build lasting peace.

**Despite progress, millions of women, children and adolescents still don't have access to the life-saving information, services and supplies they need. By helping countries accelerate scaled, smarter investments in RMNCAH and nutrition for people around the world, we have the potential to help them achieve the demographic dividend.**

Shifting political agendas, coupled with financial constraints, further threaten to turn the tides on continued progress to expand the health and rights of women, children and adolescents. Success will require innovative approaches, strong accountability and smart investments that deliver concrete results at country-level, particularly for adolescents. As our future leaders, they carry the hope of a more sustainable and peaceful tomorrow.

**The *Every Woman Every Child* movement provides a model of transformative and effective partnership for development. When we speak alone, we are only heard by some; but together we can raise our voices to be heard around the world.**

As a global multi-stakeholder partnership, the movement unites stakeholders across sectors and the continuum of care for collective advocacy and action to improve the health and wellbeing of women, children and adolescents. It helps foster collaboration to support governments and deliver concrete results. In a shifting development landscape, with complex challenges and historic levels of conflict, the movement is translating global commitment into targeted action for impact at the country-level.

## BACKGROUND

*Every Woman Every Child* serves as a catalytic multi-stakeholder platform that places women, children and adolescents at the centre of the Sustainable Development Goals to deliver on the promises enshrined within them: a healthier, more prosperous, safe and equitable world for everyone.

Ambitious and integrated, the SDGs require bold partnership, cross-sectoral collaboration and creative approaches to build on the momentum of the MDG era and deliver on a transformative, indivisible and universal agenda that leaves no one behind.

EWEC answers this call by convening and unifying partners, coordinating efforts to ensure women, children and adolescents not only survive, but also thrive and can transform their communities, as a driving force for the realization of the SDGs.

Leveraging the unique functions of its core partners—including the Innovation Marketplace for *Every Woman Every Child*, the Partnership for Maternal, Newborn and Child Health, the Global Financing Facility in support of *Every Woman Every Child* and the UN system, via the H6 (UNAIDS, UNFPA, UNICEF, UN Women, WHO and the World Bank Group)—EWEC helps to deliver concrete results for the world’s most vulnerable, building healthier and more stable communities, vibrant economies and resilient societies.

## 25-27 September – DAILY RELAY THEMES

25 September — [Leave no one behind through UHC](#)

*Take action for the health & wellbeing of women, children & adolescents*

26 September — [Accelerate progress to end TB](#)

*Unite to close the gaps to ensure we reach every woman, child & adolescent*

27 September — [Scale-up action to tackle NCDs](#)

*Work together across sectors to save lives & fight NCDs*



*[Click the visuals above to download hi-res images]*

[25 SEP – LEAVE NO ONE BEHIND THROUGH UHC | Take action for the health & wellbeing of women, children & adolescents](#)

Where you live should never determine your access to #health care & services.

Access to health services = brighter futures.

#EWECisME #UNGA #HealthForAll

Healthy, educated & empowered women, children & adolescents, have a 🗝️ role to play in driving the change we need for a better future for all.

#EWECisME #UNGA #HealthForAll

When women and girls have access to #health throughout their lives, they deliver a healthier & wealthier world. #EWECisME #GlobalGoals #HealthForAll

By ending health injustices, we bring other #GlobalGoals within reach.

The right to #health is a basic #humanright for everyone, everywhere, no matter the setting.

#EWECisME #HealthForAll #UNGA

Your #health should never depend on who you are, where you live, or how much money you have.

#HealthForAll should be the norm, not the exception.

#EWECisME #UNGA

[UN WOMEN | @UN\\_Women](#)

[Check out more content & visuals here](#)

Twitter

Expanding access to quality health care & ensuring universal access to sexual & reproductive health & rights are 🗝️ to reducing maternal mortality rates. <http://unwo.men/khgy30lR84G> v @UN\_Women #EWECisME [UPLOAD: SDG 3]

Health is a human right, yet gender-based discrimination prevents access to affordable & quality health care services for women. Join @UN\_Women & @UN\_EWEC in taking action to leave no one behind!

<http://unwo.men/khgy30lR84G> #EWECisME [UPLOAD: Health]

Maternal & child health care facilities at most health centres across Liberia need basic infrastructure to operate efficiently. @UN\_Women powered solar lighting systems offer a solution to leave no one behind:

<http://unwo.men/kaDp30ilulm> #EWECisME

Having safe spaces and enabling environments for women and girls is essential to their engagement in the HIV response. <http://genderandaids.unwomen.org> v @UN\_Women #EWECisME [UPLOAD EDUCATION]

Leaving no one behind means placing women at the center of the decision-making spaces in the HIV response. <http://genderandaids.unwomen.org> v @UN\_Women #EWECisME [UPLOAD INFECTIONS]

Women and girls must have the knowledge, agency and access to services to protect themselves against HIV. v @UN\_Women #EWECisME [UPLOAD ILLNESSES]

Facebook/Instagram

Expanding access to quality health care and ensuring universal access to sexual and reproductive health and rights are key to reducing maternal mortality rates. <http://unwo.men/khgy30lR84G> via [@UN Women] #EWECisME [UPLOAD: SDG 3]

Health is a human right, yet gender-based discrimination prevents access to affordable and quality health care services for women. Join [@UN Women] and [@EveryWomanEveryChild] in taking action to leave no one behind! <http://unwo.men/khjy30lR84G> #EWECisME [UPLOAD: Health]

## [THE GLOBAL FINANCING FACILITY in support of EWEC | @theGFF](#)

[Check out more content & visuals here](#)

[Click here to download visuals to include with the content below](#)

### Twitter

How can we save lives of millions of women, children and adolescents and improve their health, nutrition & well-being? Here's how @theGFF partnership supports countries to lead progress towards [#SDGs](#) & [#UHC](#) [#CatalystForHealth](#) #UNGA #EWECisME

The mission of @theGFF is to contribute to reaching the #SDG3 targets. To achieve them, countries need to accelerate progress on #UHC now, with their resources and those of partners providing the catalytic financing required. #EWECisME #UNGA

In DRC, @theGFF focuses on provinces with the weakest health & socioeconomic indicators, with partners like @WorldBank, @UNICEF, #EU, @GlobalFund, @gavi working together with the government to reach #UHC <http://ow.ly/y8O230lMfMh> #EWECisME #UNGA

#Kenya is using @theGFF support to expand universal health coverage through subsidized insurance coverage for essential primary #health services with focus on women, children & adolescents <http://ow.ly/IXEZ30lMfCX> #UNGA #EWECisME #UHC

To reach women, children & adolescents who have been left furthest behind & accelerate progress toward #UHC, we need to take the results we have achieved so far, learn from them, and go to scale <http://ow.ly/E5tj30lMfG8> #UNGA #EWECisME #UHC

### Facebook/LinkedIn

Every year in 50 countries across the world, more than 5 million mothers and children die from preventable conditions and their economies lose billions of dollars to poor health and nutrition. To reach women, children & adolescents who have been left furthest behind & accelerate progress toward #UHC, we need to take the results we have achieved so far, learn from them, and go to scale <http://ow.ly/Fudx30lMfIx> #UNGA #EWECisME #UHC

### PMNCH

*[Please note, the link in the two tweets below is **embargoed** until 3 p.m. Geneva time]*

What has been the progress of pledges to the @UN\_EWEC Global Strategy over the last two years? Findings in the new @PMNCH report on commitments <http://bit.ly/GSCommitments> #EWECisME #UNGA

.@UN\_EWEC Global Strategy is working hard for women's, children's and adolescents' health mobilising support from both government and a diverse group of non-governmental stakeholders! <http://bit.ly/GSCommitments> #EWECisME #UNGA

## [AMERICAN ACADEMY OF PEDIATRICS \(AAP\)/NCD CHILD | @AAPGlobalHealth/@NCDChild](#)

[Click here for the full AAP/NCD Child toolkit](#)

[Click here to download visuals to include with the content below](#)

## AAP

#UHC ensures people have access to the health care they need without suffering financial hardship. It allows countries to make the most of their strongest asset: human capital. #EWECisME #UNGA #HealthForAll

Illness is universal. Health care is not. To reach the #globalgoals, we must recognize the importance of ensuring #HealthForAll. #EWECisME #UNGA

Where you're born and where you end up shouldn't matter when it comes to accessing basic, quality healthcare. We must demand #HealthForAll. #EWECisME #UNGA #UHC

At least half of the world's population lacks full coverage of essential health services. That's more than 3.5 BILLION global citizens. #EWECisME #HealthforAll

Eradicating global poverty will be impossible until there is #HealthForAll. #UHC will be impossible until we integrate our health systems. #EWECisME #UNGA

## NCD Child

In 2018, it's appalling that some mothers must choose between dinner for their families or insulin for their child. #EWECisME #HealthForAll #UNGA73 #insulin4all.

When it comes to protecting future of our youth - every minister is a health minister - education, energy, agriculture, commerce. #EWECisME #EWECYouth #UNGA73

Achieve #UHC incl financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all. #EWECisME

The right to health care services for every child is enshrined in the UN #CRC.

<http://www.ncdchild.org/understanding-ncds/a-childs-right-to-health/> #EWECisME #EWECYouth #HealthForAll

## FP2020 | @FP2020Global

### [Click here to download visuals to include with the content below](#)

No one should have to choose between buying food and buying medicine. No one should be driven to bankruptcy by hospital bills. And no one who wants and needs #familyplanning should go without. #FP2020Progress #EWECisME

Why expand access to #familyplanning in #UHC programs?

- Healthier families
- Economic prosperity
- Greater gender equality

#EWECisME

#Familyplanning: 🔑 to achieving #HealthForAll. Women. Young People. Children. Expanding access to family planning in #UHC programs= ↑ health & wellbeing. #EWECisME

Universal Health Coverage (UHC): Health care at a price everyone can afford. Health care is a human right and #UHC leaves no one behind. #EWECisME

Healthcare that doesn't address the needs of our community's most vulnerable – women, children, and adolescents – will never be universal. #EWECisME #FP2020Progress #EWECYouth

## PATH | @PATHAdvocacy

#DigitalHealth has become an integral component of health care systems and delivery and should be reflected as such within all global health agendas if we want to achieve #HealthForAll.

<https://bit.ly/2OF6nHh> #EWECisME #UNGA

.@PATHtweets helps countries develop and scale digital technologies, and make better use of data—so no child misses a vaccination and precious health resources go where they're needed most. Learn more:

<https://bit.ly/2QLo6Os> #EWECisME #UNGA

Strong primary care in every country, designed to meet the needs of people, will be fundamental if we are to achieve the @WHO target to see one billion more people with #UHC by 2023. @PATHtweets #EWECisME #HealthForAll #UNGA

.@DigitalSQR brings together the world's leading #digitalhealth experts from 40+ organizations and countries to strengthen digital health systems by providing co-investment, global goods, and digital market readiness, all of which are key to achieving #UHC. #EWECisME #UNGA

#DigitalHealth plays a key role in the achievement of #UHC. @PATHtweets is coordinating with the Data Use Partnership, which aims to develop and implement a comprehensive, country-owned investment roadmap for data systems and data-driven action. <https://bit.ly/2pnpw5v> #EWECisME #UNGA

## **PHILIPS | @Philips**

### **[Click here for the full Philips toolkit](#)**

Taking action to realize #UHC 1) Invest in Primary Care 2) Harness the power of partnerships 3) Implement innovative business and financing models. Learn more: <https://takingaction.devex.com> #EWECisME @Philips

Strengthening primary care is the most effective way to improve & pave the way for Universal Health Coverage #EWECisME @Philips

In Indonesia, digital #tech could be key to improving access to healthcare & ↓ maternal mortality <http://dvx.com/ICTvAJ> #EWECisME @Philips @Devex

.@Philips has been able to provide quality care at less than \$10-per person- per year at primary care level addressing all healthcare needs. The success is determined by commitment from all involved <https://bit.ly/2zwnBj0> #EWECisME

One of the biggest factors affecting the rate of maternal deaths is a lack of access. <http://dvx.com/ICTvAJ> #EWECisME @Philips

## **RESTLESS DEVELOPMENT | @RestlessDev**

### **[Click here to download visuals to include with the content below](#)**

Our Youth Accountability Advocate @aysha\_ghati from Tanzania is fighting gender-based violence in her community and leaving no woman and girl behind #EWECisME #YouthPower [ [add in photo of her and link to her [blog](#)]

.@AparnaAgrawal07 is a lawyer working with Restless Development @Restless\_India to ensure #familyplanning and ensure sexual health services and education is youth-friendly #YouthPower #EWECisME @UN\_EWEC [add in photo of her and link to her [blog](#)]

.@being\_mango is fighting to ensure that access to improved sexual health and education services is improved to benefit every woman and child has access. #EWECisME [add in photo of Omang and link to his [blog](#)]

Find out how we're fighting #periodpoverty in Sierra Leone with youth advocates we're working towards a future that protects women and girls' rights. #EWECisME @UN\_EWEC [link to [blog](#)]

'That was the night I decided to rebel' Find out how we work with young female leaders like Bhagirathi in Nepal to end #periodstigma and stand up for every woman and child. #EWECisME @UN\_EWEC [link to recent article we were featured in [Refinery 29](#)]

[mothers2mothers](#) | [@m2mtweets](#)

[Click here to download visuals & video to include with the content below.](#)

Shareable video link (YouTube): <https://youtu.be/fwMCYx1DEAw>

### Twitter

#Women bear the brunt of the #HIV/AIDS epidemic in sub-Saharan #Africa, making up 59% of new infections among adults in 2017. To #endAIDS by 2030 & to ensure we #LeaveNoOneBehind, women must have control over their health & access the care they need. #EWECisME

*(Image: Tweet1)*

Huge progress has been made in reducing #HIV infections yet 250 children are still infected with #HIV each day in Eastern & Southern #Africa during pregnancy, childbirth or #breastfeeding. Help keep up the global momentum to #LeaveNoOneBehind to make that number 0! #EWECisME

*(Image: Tweet2)*

#Africa needs at least 4.2M more #healthworkers. It's difficult for #women, children & #adolescents to access vital care. Support the @\_AfricanUnion's call for an extra 2M community #healthworkers by 2020 to bring health & hope to African families & #LeaveNoOneBehind. #EWECisME

*(Image: Tweet3)*

1 in 4 #HIV infections in sub-Saharan #Africa are among adolescent girls & young women, despite being just 10% of the pop. More youth-friendly health services are needed so they can make healthy choices & create a HIV-free generation. #EWECisME #LeaveNoOneBehind

*(Image: Tweet4)*

For many #women in #Africa, #HIV-related stigma, long distances to clinics & lack of medical staff discourages them from accessing care. Community #healthworkers, like Martha in #Malawi, reach families at home & help them get the treatment they need. #EWECisME #LeaveNoOneBehind

<https://youtu.be/fwMCYx1DEAw>

*(link to Martha's video)*

### Facebook/Instagram

Many #women and families across #Africa struggle to access vital, lifesaving medical care. Community healthcare workers fill the gaps in understaffed medical systems to ensure that people in their communities receive the testing & treatment they need to stay healthy. #EWECisME

*(Image: FB Post)*

According to the @WHO & @WorldBank, at least half of the world's population can't access essential health services. Community #MentorMothers, like Martha in #Malawi, go door-to-door reaching at-risk women, children, and adolescents in their community, link them to the nearest health centers, and support them to get the medical services they need. #EWECisME #LeaveNoOneBehind <https://youtu.be/fwMCYx1DEAw>

*(link to Martha's video)*

[CIFF](#) | [@ciffchild](#)

Strong primary healthcare = foundation of #UHC. @Living\_Goods supported #communityhealth workers deliver essential health services to vulnerable communities. In #Uganda, an RCT showed the LG approach ↓ child deaths by 27% for less than \$2/day. <https://vimeo.com/127498512> #EWECisME

## [SEED GLOBAL HEALTH](#) | @seed\_global

Maternal and child health care is the cornerstone of a country's #healthsystem. Lets advocate globally to advance issues and policies that help support strong health professional education and practice to end #maternalmortality and #childmortality #EWECisME #EWECYouth #UHC

All women & children have the right to quality healthcare & wellbeing. Check out @WHO's Global Health Observatory data to find out the striking inequalities of maternal and child health care across the globe <https://bit.ly/1mhqxT7> #EWECisME #EWECYouth #UHC

Strengthening the #healthworkforce helps ensure that a broad range of health needs – including maternal, newborn, and child health care, can be effectively met by #healthsystems. Lets #InvestinHealth to support peace, security, and stability across all countries and regions #EWECisME #EWECYouth #UHC

Breastfeeding can contribute toward improved nutrition, food security, and poverty reduction. Find out more about the numerous health benefits for both mothers and children when #breastfeeding via our blog <https://bit.ly/2Nkv4Y1> #EWECisME

Seed educates a rising generation of health professionals to improve access to quality care with a goal of saving lives & strengthening #healthsystems to create a world in which every country is able to meet the health needs of its population #EWECisME #UHC #GlobalGoals

## [TOGETHER FOR GIRLS](#) | @together4girls

### [Check out more content & visuals here](#)

For survivors of rape, #EveryHourMatters. Action in 72 hours can prevent HIV. In 120 hours, it can prevent pregnancy.

Universal #healthcoverage could expand access to this vital care: <http://bit.ly/EveryHourMatters> #EWECisME ← 72 hours EHM graphic

During #UNGA73 + beyond, we're calling for universal #healthcoverage AND an end to sexual violence against girls and boys: <http://bit.ly/TfGissue> #EWECisME

Youth have the power to change entire health systems. Check out @together4girls #EveryHourMatters Youth Engagement Toolkit → designed for youth-led, youth-serving orgs to include post-rape care into existing #SRHR education + advocacy efforts: <http://bit.ly/EHMYouthToolkit> #EWECisME ← EHM graphic

Access to quality healthcare + freedom from sexual violence should NOT be a privilege, but a basic right. #EWECisME

Access to post-rape care must be included in universal #healthcoverage. Learn more with @together4girls' #EveryHourMatters suite of resources: <http://bit.ly/EHMresourcelist> #EWECisME ← EHM graphic

## [MARCH OF DIMES](#) | @modhealthtalk

### [Check out more content here](#)

Health coverage is important for everyone, especially women. Women's health is at the core of the wellbeing of a community. Improving women's health helps improve the overall health of her community and future generations. #EWECisME



All women need health care coverage & access to preventive care services, especially before having a baby. Managing health conditions like diabetes & high blood pressure before pregnancy can help them have healthy pregnancies & babies. #EWECisME

All women, no matter their age, socio-economic background or demographics need good quality, affordable health care. #EWECisME

Health coverage helps ensure access to critical preventive and treatment services, such as a preconception checkup. These preventive services help women be healthy before and during pregnancy. #EWECisME

Lack of health care puts moms and babies in danger. We believe all moms and babies need to have good quality, affordable health care. #EWECisME

## [FIGO | @FIGOHQ](#)

### [Click to download photo tile](#)

One of the main goals of the Declaration of Alma-Ata - 40 years ago - was to make sure all people, everywhere would have access to quality healthcare by the year 2000. Why has [#UHC](#) still not been achieved? <http://ow.ly/7OoP30IRQ37> #EWECisME

40 years since #AlmaAta: a key goal was to make sure everyone had access to an acceptable level of healthcare by 2000. Today, #UHC progress in some parts of the world has been uneven. More needs to be done to achieve #HealthForAll <http://ow.ly/OKDB30IMKDC> #EWECisME

## [POSTPARTUM SUPPORT NETWORK AFRICA \(PSN AFRICA\) | @psnafrica](#)

### [Check out more content & visuals here](#)

Early detection is key in the treatment of postpartum depression for the overall well-being of the mother, child and family. Visit [www.psnafrika.org](http://www.psnafrika.org) and take our online screening test #EWECisME

Access to treatment of women with PPD is still very low in Africa, #PSNAfrica through the support of @ActFoundation and other development partners is working to improve access in Nigeria #EWECisME

To improve the health and wellbeing of women around the world, it is important for caregivers, families and friends to give nursing mothers the emotional and social support they require #EWECisME #PPD

Help, Understand, Support. Spousal support can reduce the risk of postpartum depression #EWECisME

As a result of the social stigma associated with #PPD in adolescent mothers, there is less understanding of PPD in #AdolescentMothers and that needs to change because we will #LeaveNoOneBehind #EWECisME #EWECYouth

## [SAVE THE CHILDREN | @save\\_children](#)

### [Check out more content & visuals here](#)

Every woman and every child deserves equitable, affordable, quality and dignified health and nutrition services. With young people, we are calling on governments to ensure Universal Health Coverage <http://bit.ly/2OvQL8P> #HealthForAll #UHC #EWECisME

Sustainable generation of domestic resources is the key to delivering #SDG2 and #SDG3. @theGFF can help make that ambition a reality. Read @save\_children's perspective <https://tinyurl.com/yb7s74hp> #EWECisME

Investment in nutrition improves outcomes in health, education, child marriage, and poverty. #EWECisME #InvestInNutrition #HealthForAll #UHC <https://youtu.be/am1RCQ0g-Kk>

4 spending principles to deliver better nutrition for every child. #EWECisME #InvestInNutrition #HealthForAll #UHC <https://tinyurl.com/y7teatmk>

## [WHITE RIBBON ALLIANCE \(WRA\)/WHAT WOMEN WANT CAMPAIGN | @WhatWomenWantHC](#)

[Click here for the full What Women Want toolkit](#)

Empowering young women and girls to live healthy lives is the first step to ensuring they can pursue their dreams. Tell us the change you wish to see to achieve quality reproductive and maternal healthcare services: [www.whatwomenwant.org](http://www.whatwomenwant.org) #EWECisME #WhatWomenWant #UNGA

Millions of young women and girls across the world lack access to safe, affordable and effective family planning methods. Is this #WhatWomenWant? Raise your voice on this and other issues in women's health by completing the survey: [www.whatwomenwant.org](http://www.whatwomenwant.org) #EWECisME #UNGA

During #UNGA2018, the @whatwomenwanthc campaign is calling on young women and girls around the world to share what's important to them when it comes to maternal and #reproductivehealth. Take the survey and ask the women and girls in your community to do the same: [www.whatwomenwant.org](http://www.whatwomenwant.org) #EWECisME

In 2017, adolescent girls and young #women accounted for 1 in 4 new HIV infections in sub-Saharan #Africa, despite being just 10% of the population. Is this #WhatWomenWant? @WhatWomenWantHC is calling on young women and girls to share their voices and shape the future of #reproductivehealth #EWECisME [www.whatwomenwant.org](http://www.whatwomenwant.org)

#DYK Complications during pregnancy and childbirth are the leading cause of death for 15 to 19-year-old girls globally. Your response to this 2-minute survey will help change this by shaping a global advocacy agenda for maternal and #reproductivehealth: [www.whatwomenwant.org](http://www.whatwomenwant.org) #EWECisME

## [WATERAID | @wateraid](#)

[Check out key messages, stats, content & visual assets here](#)

"We must work to prevent the spread of disease. Improved water, sanitation and hygiene in health facilities is critical to this effort." - @antonioguterres @UN sees #WASH as central to achieving #UHC. We must work across sectors to achieve the #SDGs! @UN\_EWEC #EWECisME

"A healthcare facility without #WASH should not be called a healthcare facility", says @DrMariaNeira @WHO - getting the basics of healthcare right is fundamental to achieving #UHC and #leavenoonebehind #EWECisME

How can we improve the health and nutrition of women and children without access to clean water and dignified sanitation? We can't! Let's work together to achieve #UHC and #leavenoonebehind. #EWECisME

The rights to water, sanitation & #HealthForAll are inseparable. #UHC cannot be achieved when 1 in 3 health facilities do not have clean water or soap! #EWECisME @WASH\_FOR\_HEALTH

Governments have promised #HealthForAll and water, sanitation & hygiene for everyone everywhere by 2030. Now they must keep their promises to #leavenoonebehind. #EWECisME

## [MERCCK FOR MOTHERS | @MerckforMothers](#)

[Check out more content here](#)

When a mother survives pregnancy & childbirth, her family, community and nation thrive. We must improve access to #qualitycare for women around the globe and #EndMaternalMortality #EWECisME @UN\_EWEC

Women are the cornerstone of a healthy & prosperous future. We must work together to ensure quality #maternalhealth care around the globe and #EndMaternalMortality. @UN\_EWEC #EWECisME

Access to quality #maternalhealth care is transformative. RT to raise your voice to improve global #maternal health care, and help make #maternalmortality a thing of the past. #EndMaternalMortality #EWECisME @UN\_EWEC

Availability, efficiency and equity: these are the key characteristics of quality #maternalhealth care. Raise your voice to make it a reality for all women. #EndMaternalMortality #EWECisME @UN\_EWEC

RT if you agree: We can't advance quality #maternalhealth care without advancing maternal rights. #EndMaternalMortality #EWECisME @UN\_EWEC

### **Instagram**

Women are the cornerstone of a healthy world. Join the movement to help improve global #maternalhealth care to #EndMaternalMortality #EWECisME

### **Facebook**

When a woman survives pregnancy & childbirth, the positive ripple effects are enormous. Let's raise our voices to make quality #maternalhealthcare a reality for women around the globe. #EndMaternalMortality #EWECisME

## **[Network For Improving Quality Of Care For Maternal, Newborn And Child Health | @qualitycareNET](#)**

### **[Check out more content here](#)**

Achieving UHC will require more than just increased coverage. The success of UHC depends on its ability to provide quality services to all people, with dignity, everywhere #EWECisME #qualitycare @WHO

It's true! 'The burden of mortality attributable to poor care is larger than that due to lack of access to care' @LancetGH @HQSSCommission no UHC without #qualitycare #EWECisME @WHO <http://bit.ly/2OodvHD>

DYK? By end 2017, at least 1/2 the world's population could not obtain essential health services, because they were inaccessible, unavailable, unaffordable or of poor quality. No UHC without #qualitycare #EWECisME @WHO

Think local to achieve UHC! UHC for women, children and adolescents requires careful attention to knowledge generated at the frontline on how to improve quality of care #EWECisME #qualitycare @WHO

Engaging communities, including marginalized, vulnerable & underserved populations in designing strategies and plans for better, more equitable health is critical to achieve UHC #EWECisME #qualitycare @WHO

## **[UN FOUNDATION | @unfoundation](#)**

### **[Check out more content & photos here](#)**

#DidYouKnow at least ½ of the world's population still do not have full coverage of essential health services. This means billions of women, children, and adolescents don't have access to the life-saving services. We must take action now. #EWECisME #UHC #HealthForAll [\[Add image\]](#)

Good health allows children to learn & adults to earn, helps people escape from poverty, & provides the basis for long-term economic development. We must take action to ensure universal health coverage is possible to protect women, children, & adolescents. #EWECisME #HealthForAll [\[Add image\]](#)

Universal health coverage, and access to primary healthcare services for life-saving interventions like vaccinations, is critical to helping women, children, and adolescents survive and thrive. #EWECisME #UHC #HealthForAll [\[Add image\]](#)

We can't leave anyone behind when it comes to health. Universal health coverage is critical to help keep women, children, and adolescents healthy and protect them from vaccine-preventable diseases like polio, measles, and rubella. #EWECisME #UHC #HealthForAll [\[Add image\]](#)

Every day, women & children around the world die from preventable diseases. By improving access to & strengthening health services like immunizations, the @unfoundation, @ShotAtLife, & partners help women, children, & adolescents survive & thrive. #EWECisME #UHC #HealthForAll [\[Add image\]](#)

## [26 SEP –ACCELERATE PROGRESS TO END TB | Unite to close the gaps to ensure we reach every woman, child & adolescent](#)

On 26 September, world leaders will come together at the #UNHLMTB to make a commitment to eliminate #TB worldwide.

But we cannot just hold them accountable for strengthening efforts locally to #endTB.

We must also hold each other accountable. #EWECisME #UNGA

We must remember there are people and families behind the numbers when looking at stats on #TB.

Real commitment is needed to end preventable deaths from TB. We must act now.

#endTB #EWECisME #UNHLMTB #UNGA


#TB is curable. #TB is preventable. We can beat it, and the 10 million people living with it deserve nothing less. @UNEnvoyonTB #endTB #EWECisME #UNHLMTB #UNGA

#TB is curable, and yet it is still the leading infectious killer globally.

We CAN and MUST defeat TB in our lifetime. By working together, across sectors & at all levels we can drive the integrated to address & #endTB by 2030. #EWECisME #UNHLMTB #UNGA

## [WORLD HEALTH ORGANIZATION \(WHO\) – GLOBAL TB PROGRAMME | @WHO](#)

### [Click here to download visuals to include with the content below](#)

Fewer people fell ill and died from #tuberculosis last year but countries are still not doing enough to end TB by 2030. #TB remains the world's deadliest infectious disease. WHO calls for urgent action to #EndTB!   
<http://bit.ly/2PJNtza> #EWECisME

Underreporting & under-diagnosis of #TB cases remains a major challenge. In 2017, an estimated 3.6m people with #TB were undiagnosed, or detected but not reported. This gap is bigger for children. We need to urgently close gaps in care #EWECisME #EndTB

Globally, an estimated 10 million people developed #tuberculosis in 2017, including 3.2 million women and 1 million children. We need political momentum to end #TB deaths & suffering #EWECisME  
<http://bit.ly/2PJNtza> #EndTB

## [AMERICAN ACADEMY OF PEDIATRICS \(AAP\) | @AAPGlobalHealth](#)

### [Click here for the full AAP/NCD Child toolkit](#)

#NCDs today kill 40 million people each year while #TB is the top infectious disease killer worldwide. What happens when #healthsystems can't handle both? They cripple economic growth. #endTB #UNGA #EWECisME

Populations at risk for contracting #NCDs & #TB share similar social determinants - a strong association with poverty, housing and working conditions, & financial instability. #endTB #EWECisME #UNGA

To #EndTB, we need to build resilient, sustainable health systems that meet the needs of their communities. To prevent death, sickness, and unsustainable costs, we need to address health risks whether they're from infectious or #NCDs. #UNGA #EWECisME

In 2016, 1 million children contracted TB & nearly a quarter of a million children died from the disease. Children account for 1 in 10 cases of #tuberculosis. #endTB #EWECYouth #UNGA

#Tobacco use & exposure to #secondhand smoke increase the risk of TB. Better coordination is needed with tobacco control & TB programs to #endTB. #EWECisME #UNGA

## [STOP TB PARTNERSHIP | @StopTB](#)

### [Check out more content & visuals here](#)

1st #KeyAsk from #tuberculosis stakeholders & communities: To reach all people by closing the gaps on TB diagnosis, treatment & prevention. Commit to diagnosing & treating a cumulative 40M people by #2022. #UNHLMTB #EWECisME. <http://ow.ly/QmAc30jLJlv> @UN\_EWEC

In 2017, we lost 234,000 children to TB (including children with #HIV associated TB)! We need to ACT NOW to #EndTB and save innocent lives! @StopTB @UN\_EWEC #UNHLMTB #EWECisME

#DYK TB is one of the top five killers of women among adult women aged 20–59 years. 600,000 women died from TB in 2017. We need to ensure assure women friendly services for TB prevention, diagnosis, treatment, care & support globally. @StopTB @UN\_EWEC #UNHLMTB #EWECisME

## [MANAGEMENT SCIENCES FOR HEALTH \(MSH\) | @MSHHealthImpact](#)

### [Click here for the full MSH toolkit](#)

### [Click here to download visuals to include with the content below](#)

We welcome high-level attention to #TB at the 1st ever #UNHLM dedicated to this global epidemic but we also urge govts to take action beyond these commitments & carry out rights-based, equitable, people-centered approaches. #EWECisME #EndTB

Increase investments in high-impact technologies, like #GeneXpert, & tools to enable rapid diagnosis, same-day initiation of treatment & support, and identification of contacts to bring care to the millions of people who contract TB every year, but remain undiagnosed. #EWECisME #EndTB

[Image: [MSH Image 3 - GeneXpert](#)]

Leadership, in all its forms, is essential to #EndTB. Asther Zabibu is a survivor of multidrug resistant #TB after completing Tx—and she's giving back. In a community where TB is stigmatized, she provides psychosocial support & counsels patients on adherence #Uganda #EWECisME

[Image: [MSH Image 6 - Asther](#)]

TB is a leading cause of death among people living with #HIV, so early TB detection & diagnosis are especially important. #Healthsystems must integrate TB diagnostics & treatment into HIV counseling, testing & treatment or continuum of care models. #EWECisME

Strengthening #healthsystems to plan for & carry out effective TB control strategies that reach every woman, child & adolescent requires partnerships that help countries cultivate inspired leadership, sound mgmt & transparent governance. #EWECisME

[Image: [MSH Image 8 - LMG](#)]

## [UN FOUNDATION | @unfoundation](#)

### [Check out more content here](#)

#DidYouKnow: #TB kills more young people & adults than any other infectious disease and is the world's biggest killer of women? Today at the @UN General Assembly, the world is uniting to close the gaps to reach all those at risk. #EWECisME #UNGA <http://bit.ly/2PVOTXo>

#TB remains the top infectious killer in the world, claiming over 4000 lives a day. The majority of those are women and children. But today at #UNGA, the world unites to #EndTB. #EWECisME <http://bit.ly/2PVOTXo>

What commitments will the world make during today's first-ever @UN High-Level Meeting on #TB? Protecting those most vulnerable, such as children, adolescents, and women, must be central if we are going to #StopTB. #EWECisME #UNGA

What do we need to reach every child, adolescent, and woman to help #EndTB? Strong investments in @GlobalFund, political commitment, and leaving no one behind are key. #EWECisME #UNGA <http://bit.ly/2PVOTXo>

According to @WHO, less than half of the estimated 1 million children with #TB were reported in 2017, making it a much higher gap in detection than that in adults. #EWECisME #UNGA <http://bit.ly/2ptqhdp>

## [27 SEP –SCALE-UP ACTION TO TACKLE NCDs | \*Work together across sectors to save lives & fight NCDs\*](#)

On 27 September, world leaders will gather for the 3rd #UNHLMNCDs for a comprehensive review of global & national progress achieved through measures taken to protect people from dying too young from #heart & #lung diseases, #cancers and #diabetes.

#EWECisME #beatNCDs #UNGA

More than 3/4s of global #NCD deaths occur in low- and middle-income countries.

To #beatNCDs we must ensure everyone, everywhere, can access affordable, quality health services.

#EWECisME #UNGA #UNHLMNCDs

Children, adults & the elderly are all vulnerable to the risk factors contributing to NCDs, including:

- unhealthy diets
- physical inactivity
- exposure to tobacco smoke
- harmful use of alcohol

Together we can #beatNCDs. #EWECisME #UNGA #UNHLMNCDs

How can we combat the high mortality rate of #cervicalcancer globally?

Through a comprehensive approach, including:

- ✓prevention
- ✓early diagnosis
- ✓effective screening
- ✓treatment programmes

#EWECisME #beatNCDs #UNGA #UNHLMNCDs

### [NCD CHILD | @NCDChild](#)

[Click here for the full AAP/NCD Child toolkit](#)

[Click here to download visuals to include with the content below](#)

#EWECYouth Ifrah urges all of us to “be informed about mental illness and be sensitive towards youth suffering from it.” [ncdchild.org/news-events/art-gallery/ifrah-k/](http://ncdchild.org/news-events/art-gallery/ifrah-k/) #youthNCDs #enoughNCDs #UNGA73

Info on #NCDs is out there, but do people fully appreciate their long-term impact? Education is key to tackling #youthNCDs. [ncdchild.org/news-events/art-gallery/gabriela-r-d/](http://ncdchild.org/news-events/art-gallery/gabriela-r-d/) #EWECYouth #enoughNCDs #HLM3 #UNGA73

In India, where #youthNCDs artist Muskurahat lives, > 21% of youth (13-15) live in homes where others smoke in their presence. [ncdchild.org/news-events/art-gallery/](http://ncdchild.org/news-events/art-gallery/) #youthNCDs #enoughNCDs #notobacco

Access to age-appropriate #mental health services give children the chance they need to survive, thrive, & flourish. #UNGA73 #youthNCDs #EWECyouth

#Diabetes: T1, T2, & gestational are on the rise. Spoorthy knows youth need better access to education, insulin, & consistent care. [ncdchild.org/news-events/art-gallery/](http://ncdchild.org/news-events/art-gallery/) #youthNCDs #enoughNCDs

### [NCD Alliance | @ncdalliance](#)

[Click here for the full NCD Alliance toolkit](#)



#NCDs are the leading causes of death & disability among women worldwide. Tackling #NCDs is central to achieving #SDGs, & to ensuring gender equity, socio-economic well-being and healthy lives for all #EWECisME #HLM3 @UN\_EWEC @ncdalliance #enoughNCDs

Women and children in LMIC often bear a triple burden of ill-health related to pregnancy & childbirth, communicable diseases & #NCDs. Precious gains in maternal & child health could be lost due to the rapid rise of NCDs worldwide #HLM3 #EWECisME @UN\_EWEC @ncdalliance #enoughNCDs

Women from lower socio-economic backgrounds often give up accessing care for themselves or funds for their own medicines to provide food or education for their children. We need gender-responsive approaches to #NCDs #HLM3 #EWECisME @UN\_EWEC @ncdalliance #enoughNCDs

Multisectoral partnerships for #NCDs & women's health are urgently needed to protect advances made over the past decade to improve women & children's health #HLM3 #EWECisME @UN\_EWEC @ncdalliance #enoughNCDs

We call on governments attending #HLM3 to take urgent action to integrate #NCDs into existing HIV/AIDS and maternal health programmes, ensure #UHC, and adopt a gender & evidence-based approach to tackling NCDs across the lifecourse #EWECisME @UN\_EWEC @ncdalliance #enoughNCDs

## [FIGO | @FIGOHQ](#)

[Click here to download visuals to include with the content below](#)

#maternalhealth & child health is inextricably linked with #NCDs. Yet the current text in the draft #HLM3 Zero Outcome document fails to recognise this link. Join us in calling on world leaders to take action for mothers & babies #EnoughNCDs #EWECisME

The world is facing crises at both ends of the scale, with the @WHO revealing that both #obesity & #Malnutrition are on the rise globally <http://ow.ly/slqy30lRRG7> #EnoughNCDs #EWECisME

#nutrition is the fuel that keeps women & babies alive. But around the world, people's health is suffering due to either poor nourishment because of a lack of resources, or #obesity caused by overeating <http://ow.ly/slqy30lRRG7> #EWECisME

## [POSTPARTUM SUPPORT NETWORK AFRICA \(PSN AFRICA\) | @psnafrica](#)

[Check out more content & visuals here](#)

### Tweets

Our request today is simple—Let's all work together to fight non-communicable diseases. A good health is everyone's right. #EWECisME #NoToNCDs

Terminal Illnesses puts a strain on the finances and emotions of the carriers and their families. Be a friend. Show support #EWECisME

Postpartum Depression if left untreated can boost the risk of Alzheimer's disease in women, a common non-communicable disease #NCDs #EWECisME

Access to treatment for some #NCDs are unavailable to most women in #Nigeria. Health Management Organisations need to provide cover for these diseases. #UHCs #EWECisME

Cervical and breast cancers are the most common types of cancer amongst women. Early detection is key #EWECisME

### Instagram

Non-communicable diseases (NCDs), which include cancer, cardiovascular disease, diabetes, lung disease, and mental health are one of the greatest health and development challenges of the century, responsible collectively for 2/3 of all deaths worldwide. Though all people the world over are susceptible to the threat of these chronic diseases, this is a women's health rights and empowerment issue because these diseases impact girls and women differently. At the same time, women are a crucial part of the solution to this crisis. #EWECisME #PPD #NCDs #MentalHealth #PSNAfrica-Nyaradzayi Gumbonzvanda and Dr. Nalini Saligram

Non Communicable Diseases (NCD) are an integral part of maternal and child health. Since low birth weight predisposes a baby to get diabetes and cardiovascular disease later in life, it is imperative that we educate pregnant women about good nutrition during pregnancy. In fact, some scholars believe the key to the entire NCD crisis lies in ensuring good health for adolescent girls, before they become pregnant, so that they can have safe and healthy pregnancies and give birth to healthy babies of normal birth weight. @UN\_EWEC #EWECisME #PPD #NCDs #MentalHealth #PSNAfrica —Nyaradzayi Gumbonzvanda and Dr. Nalini Saligram

[Women Deliver](#) | [@WomenDeliver](#)

[Check out more content & visuals here](#)

### Twitter

Diabetes in pregnancy is treatable and preventable, yet it affects 1 in 7 births 🌐 We're joining our partners to call for deliberate action & say #enoughNCDs. We need a women-center, aligned approach to improve maternal health worldwide. #EWECisME

#Diabetesinpregnancy is an under-recognized health issue that has implications for women, newborns, and children throughout their lives. #EnoughNCDs! 🕒 Time for deliberate action at #HLM3 that focuses on maternal health. #EWECisME

We need cross-sector solutions to prevent and treat #NCDs → With a women-centered, aligned approach we can save lives, improve maternal health & curb intergenerational transmission of #diabetesinpregnancy. #EWECisME

Risk factors associated w/ #diabetesinpregnancy are related to the stage in pregnancy at which they're detected. Screenings for elevated blood sugar improve the health of mother and child! We're joining our partners to say #EnoughNCDs! #EWECisME

To #beatNCDs, we must work together to address the toll of diabetes in pregnancy. @Katja\_Iversen & Leif Fenger Jensen of @WorldDiabetesF on where we can start at #HLM3. Read it here: [bit.ly/2p3AVaf](http://bit.ly/2p3AVaf) #EWECisME

### Facebook/Instagram

Diabetes in pregnancy is treatable and preventable, yet it affects 1 in 7 births 🌐 We're joining our partners around the world to call on governments to say #enoughNCDs. We need a women-center, aligned approach to improve maternal health worldwide. #EWECisME

#Diabetesinpregnancy is an under-recognized health issue that has implications for women, newborns, and children throughout their lives. #EnoughNCDs! 🕒 Time for deliberate action at #HLM3 that focuses on maternal health. #EWECisME

[PHILIPS](#) | [@Philips](#)

[Click here for the full Philips toolkit](#)

A 'one-size-fits-all' approach won't work. Digital technologies, prevention, diagnosis, education & PPPs should all be embraced in a coordinated approach [<eventually LINK TO REPORT>](#) #EWECisME @Philips

The insertion of high-quality first-time diagnosis capabilities within policy frameworks. This must be integrated within education, prevention & treatment strategies [<eventually LINK TO REPORT>](#) #EWECisME @Philips

.@Philips supported @PhilipsFoundation collaboration with @supraelcancer in bringing early diagnosis to Colombia [<eventually LINK TO VIDEO>](#) #EWECisME

Partnerships with govt, NGOs & companies supports inclusive care for NCD in a long-term & sustainable business model <https://bit.ly/2JnO2Mi> #EWECisME @Philips

.@Philips Community Life Centers are a good example of how partnerships can overcome rural locations & infrastructure challenges <https://bit.ly/2Mksa55> #EWECisME

.@Philips's @JanKimpfen golden rules for tackling NCDs... 1. Take responsibility 2. Embrace digitalization 3. Redesign payment models – reward outcomes, not value. <https://bit.ly/2CSeb7c> #EWECisME @Devex

.@Philips have govt partners in place in markets like Kenya, Ethiopia, India & Indonesia. We co-create solutions with health ministries & local experts to overcome the most pressing challenges in these markets #EWECisME