



Key Messages

PROGRESS – PARTNERSHIP – ACCELERATED ACTION

- ***Women's and children's health and survival rates around the world are steadily improving.***
- ***Fueling this frontline progress is a partnership among more than 300 stakeholders, including 70 governments, which seeks to advance the Global Strategy for Women's and Children's Health. This movement, Every Woman Every Child, is spearheaded by UN Secretary-General Ban Ki-moon to mobilize and intensify global action to save and improve the lives of women and children around the world.***
- ***Leveraging innovating partnerships, and securing private sector and civil society commitments alongside governments, is delivering life-saving solutions to millions around the world.***
- ***However, many women, newborns and children, the overwhelming majority of which live in developing countries, continue to die from largely preventable causes.***
- ***In the time left to achieve the Millennium Development Goals, we must accelerate the pace of implementation and focus on the innovations and potential game-changers by developing common strategies that will help us reach our goal.***
- ***And, through a laser-like focus on accountability for resources and results, we can all #commit2deliver on accelerating implementation of existing commitments by governments, civil society organizations and the private sector thereby #savinglives.***
- ***This transparency will ensure that issues affecting the lives of women's and children's health remain at the top of the agenda through 2015 and beyond.***

Narrative Arc for the Upcoming Events to Advance Women's and Children's Health

As world leaders begin deliberations to define the agenda to succeed the Millennium Development Goals (MDGs), the global health community comes together during the next several months—from May through September, 2014—at a series of high profile events to assess progress for women's and children's health and give recommendations for the Post-2015 development agenda.

This document attempts to weave together these events, highlighting the key themes and illustrating the common thread that brings partners together around a shared strategy in support of the broader agenda

for women's and children's health. In order to be successful and have the most impact, these events and their outcomes must build upon each other, culminating in a strong crescendo of support for the health of women and children during the UN General Assembly in New York in September, 2014 and carrying through to the new development era. The events and their focus areas are discussed below in further detail.

The Key Events

Saving Every Woman, Every Child: Within Arm's Reach: Summit on Maternal, Newborn and Child Health, May 28 – 30, Toronto, Canada

Acting on the Call: Ending Preventable Child and Maternal Deaths, June 25, Washington, DC

Accelerate Action, Envision the Future: the Third Annual PMNCH Partners' Forum, June 30 – July 1, Johannesburg, South Africa

The Time Is Now!

The creation of the development agenda offers a once-in-a-generation opportunity for transformative change with the potential to shape the future of our people and our planet.

At the same time, the approach of the MDG deadline makes it all the more important to leverage the political commitment of countries to meet the MDG targets to accelerate action towards reducing maternal and child mortality by 2015, while emphasizing a strong focus on delivering and reporting on results, addressing the most vulnerable and hardest to reach, mobilizing new partnerships and sustainable financing that will advance the next development framework.

What's the Common Thread?

Organizers are working closely together to ensure common messaging and advocacy and produce statements or communiqués that amplify the gathering momentum and consensus. The events will discuss critical topics along the continuum of care; such as reducing maternal and child death, scaling up nutrition and access to vaccinations, strengthening health systems including civil registration and vital statistics, improving linkages across sectors, ensuring equity and accountability and addressing means of implementation such as increased and innovative financing. Learning from the robust experience from the health sector at large, and from transformative partnerships like *Every Woman Every Child*, will ensure that we achieve sustainable results on all of the MDGs, and help inform the post-2015 discussions. Please use and share this document to unite these events in your own communications and advocacy.

The events take place in different parts of the world but share common themes: investing in the health and well-being of women and children pays dividends and remains a top global priority now and for the future. These major moments reflect the ambition of *Every Woman Every Child*, a movement spearheaded by United Nations Secretary-General Ban Ki-moon, which has galvanized unprecedented political momentum and action towards saving the lives of women and children globally. The *Every Woman Every Child* multi-stakeholder partnership brings together leaders from governments, the United Nations, foundations, the private sector and civil society organizations around the world to advance the *Global Strategy for Women's and Children's Health*.

What are the Key Events and their Focus?

Saving Every Woman, Every Child: Within Arm's Reach: Summit on Maternal, Newborn and Child Health, May 28 to 30, Toronto, Canada, hosted by Prime Minister Stephen Harper of Canada.

The Canadian government has led the way to galvanize international support to reduce maternal and child mortality first through the 2010 Muskoka Initiative, where it provided \$2.85 billion in funding between 2010 and 2015, and then by the leadership of Prime Minister Harper and President Jakaya Kikwete of Tanzania as chairs of the Commission on Information and Accountability, which aimed to bring more money for health and more health for the money and just recently with the highly successful Saving Every Woman, Every Child: Within Arm's Reach Summit, which provided renewed global momentum to advance maternal, newborn and child health as a global priority beyond 2015 and committed \$3.5 billion to improve the health of mothers and children for the period of 2015-2020 .

Over the course of the Summit, leaders and experts worked together to advance three priority themes:

Getting Results for Women and Children: Summit participants highlighted the benefits of coordinated action and the successes achieved since 2010. Leaders and experts also pointed to the importance of providing increased support for nutrition through key partners such as the Micronutrient Initiative, the World Food Programme, the World Health Organization and UNICEF. In addition, Summit participants welcomed the announcement that Germany would host the GAVI replenishment meeting in 2015 and called on all partners to increase their support to the GAVI Alliance.

Doing More Together Globally: Summit participants also called for increased efforts to work together. They also called for more timely, reliable, accurate and accessible health information as a critical catalyst for greater accountability within national health systems. In addition, they agreed that a wider spectrum of expertise and resources are needed, including from traditional partners, local governments, the private sector, civil society and citizens.

Taking Real Action on Women's and Children's Health: Summit participants called on all partners to maintain progress and increase momentum on efforts to achieve United Nations Millennium Development Goals 4 and 5 by the end of 2015. Summit discussions also made clear that ending preventable deaths of women and children within a generation will mean carrying forward the lessons learned, including the need for political leadership, sustained financial commitments, robust accountability measures, and a renewed focus on the approaches that are proven to save the lives of women and children.

Participants welcomed Canada's renewed commitment towards MNCH through 2015-2020 and called on other global donors to meet their commitments to women and children, leading up to and beyond 2015. Summit discussions also emphasized the need for common goals and for governments, international organizations, civil society, businesses and health leaders to ensure that ending preventable maternal, newborn and under-five child mortality by 2030 is a central priority within the post-2015 development agenda.

Acting on the Call: Ending Preventable Child and Maternal Deaths, On June 25, 2014, in Washington, DC, the U.S. Agency for International Development (USAID) and the governments of Ethiopia and India, in collaboration with UNICEF and the Bill and Melinda Gates Foundation, will come together for a high-level forum: [Acting on the Call: Ending Preventable Child and Maternal Deaths](#) to

celebrate the progress, assess the challenges that remain and identify the steps needed to sustain momentum in the future. This high-level forum featuring influential speakers and discussion panels will place a special focus on action plans within the 24 developing countries that represent more than 70 percent of under-five and maternal death and feature a joint report from USAID, UNICEF, UNFPA and the Institute for Health Metrics and Evaluation at the University of Washington. Event objectives:

- Celebrate Success & Review Results. Celebrate progress on ending preventable child and maternal deaths and discuss what still needs to be done with a focus on 24 priority countries.
- Demonstrate what works. Review the technical know-how that underpins the global progress for ending preventable child and maternal deaths and explore integrated approaches to deliver high-impact interventions such as nutrition, newborn care, immunization and family planning.
- Define how scale will happen through alignment and partnerships. Identify and build consensus with key partners around specific actions that will close the gap and achieve scale.
- Facilitate cross-country learning. Facilitate learning among governments who are launching national movements.

For more information on the Acting on the Call event and ways to participate in a social media campaign leading up to it, please visit: www.usaid.gov/actingonthecall.

Supporting events include the 5th Birthday and Beyond Congressional Reception and Global Poverty Project Festival to raise awareness with the American people and engage the millennial generation in the fight against global poverty, with a particular focus on child survival and health.

Accelerate Action, Envision the Future: the Third Annual PMNCH Partners' Forum, From June 30 – July 1, 2014, global health professionals, policy makers, business leaders, advocates and youth leaders will gather for the Partnership for Maternal Newborn and Child Health's (PMNCH) third Partners' Forum in Johannesburg, South Africa. Engaging a multi-stakeholder constituency and bring in cross-sectoral perspectives, the meeting will be a pivotal moment to review progress, identify factors for success, and agree on commitments for action to help women, newborns, children and adolescents survive and thrive. For example, new investments in innovation and expanded access to relatively simple and well-known interventions, like midwifery services, can improve health, save lives, and lead to sustained development.

The Forum will be chaired by Madam Graça Machel, Chair of PMNCH and African Ambassador for Committing to Child Survival: A Promise Renewed. The meeting will be hosted by the Government of South Africa in partnership with PMNCH; USAID and UNICEF for *A Promise Renewed*; Countdown to 2015; and the independent Expert Review Group. In gathering, partners working across health and related sectors will unite global efforts to prioritize greater action and accountability for the health and well-being of every woman and every child. Additionally, the Forum will celebrate success stories, discuss challenges and look at critical issues facing global, regional and country level partners as the Post 2015 development is shaped. The Forum also provides a unique platform to bring forth the messages and outcomes from the recent events. Youth advocates will be engaged at all levels and a +Social Good special event will enable those outside of Johannesburg to participate in the conversation.

The Partners' Forum will include the launch of four landmark reports:

- ***Every Newborn Action Plan*** provides roadmap and joint platform for reducing preventable newborn deaths and stillbirths.

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- **Success Factors for Women's and Children's Health Report** spotlights 10 countries making considerable progress improving maternal and child health, and offering a model for high-need countries.
- **Countdown to 2015 Report for 2014** assesses maternal and child health intervention, coverage, equity in coverage, and the policy, health systems, and financial factors that affect whether every woman and child receives proven interventions that can save their lives.
- **State of the World's Midwifery 2014 (Africa focused launch)** highlights progress and challenges that 41 Sub-Saharan countries have seen since 2011 in delivering life-saving midwifery services.

For more information please see:

<https://www.eventsregistration.co.za/ehome/pmnch2014/home/>

Additional Opportunities

International Confederation of Midwives 30th Triennial Conference: www.midwives2014.org
June 1-5, Prague, Czech Republic. More than 3500 delegates will gather to discuss the challenges and opportunities to ensure high-quality women-center midwifery around the world.

Members of the **UN Secretary-General's MDG Advocacy Group** will travel to Africa from July 1-3 to encourage action for the MDGs. Traveling to South Africa, Malawi and Rwanda and overlapping with the second day of the Partner's Forum, their visit aims to:

- Bring attention to country progress on cross-sectoral issues like education and health;
- Help to define specific and actionable next steps, including acceleration plans, to further progress in areas that are lagging behind the most; and
- Encourage partnerships with the government, civil society and private sector to share knowledge and resources, and the innovative scaling-up of existing work.

The UK government will host two events in London around issues of critical importance to women and girls. Foreign Secretary William Hague and Angelina Jolie, Special Envoy for the UN High Commissioner for Refugees, will co-chair the **Global Summit to End Sexual Violence in Conflict** from June 10-12. The **UK's first Girl Summit** on July 22 aims to galvanize international efforts to end female genital mutilation and child, early and forced marriage.

Results and Accountability Campaign: Every Woman Every Child partners will launch a campaign around the 500-day mark of the MDGs to raise awareness around results and accountability. Go to everywomaneverychild.org and #commit2deliver to learn more.

Led by FHI360 with support from Johnson and Johnson, a series of social media opportunities will stimulate the global conversation around the events including the hashtags. By crowd-sourcing live coverage of these key meeting and conversations, essential information will be shared through social media in an easy to read blog format and through daily delivery emails.

- #ICMlive ([International Confederation of Midwives 30th Triennial Conference](http://www.midwives2014.org))
- #PMNCHlive (Partnership for Maternal Newborn and Child Health's (PMNCH) [third Partners' Forum](#))
- #MDG456live (UN General Assembly)

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All of these meetings will help us to establish a strategic vision and to align partners across health and all sectors to ensure that women, adolescents, children and newborn wellbeing, equity and accountability maintain focus for the current MDGs and are at the heart of the Post-2015 development agenda.

For more information see <http://www.everywomaneverychild.org>