



EVERY WOMAN
EVERY CHILD

Partner Toolkit

MDG 500/ Aug 18, 2014

#COMMIT2DELIVER

About August 18

August 18, 2014 marks the 500 day milestone until the target date to achieve the Millennium Development Goals (MDGs), 8 goals established by the United Nations and governments around the world to tackle some of the world's biggest problems. Join in around the world to raise awareness of the progress made through the MDGs and rally to continue the momentum. <http://mdg500.org/>. Check out the August 18 schedule of events for MDG 500 and how you can participate and join the #MDGmomentum global conversation. <http://mdg500.org/schedule/>

About *Every Woman Every Child*

Launched by UN Secretary-General Ban Ki-moon in 2010, *Every Woman Every Child* is an unprecedented global movement that mobilizes and intensifies international and national action by governments, multilaterals, the private sector and civil society to address the major health challenges facing women and children around the world. The movement puts into action the *Global Strategy for Women's and Children's Health*, which presents a roadmap on how to enhance financing, strengthen policy and improve service on the ground for the most vulnerable women and children.

The *Every Woman Every Child* movement seeks to accelerate action by showcasing results and promoting accountability among new and existing commitment makers through the #Commit2Deliver platform. On the occasion of August 18, the 500-day countdown until the end of the Millennium Development Goals and a springboard moment to the 69th Session of the United Nations General Assembly in September, partners will shine a spotlight on concrete actions that can be taken to meet the health-MDGs through the voices of multisectoral actors, leveraging digital and traditional media platforms at global and country-level.

<http://everywomaneverychild.org/commit2deliver>

Partner Toolkit

This toolkit is meant to serve as a resource for partners who wish to amplify their commitments or call on others to #Commit2Deliver on the occasion of August 18. We encourage partners to author blog posts and opinion pieces in their local media.

1. Messaging Document
2. 8 Things YOU Can Do
3. Social Media "Tear Sheet"

#Hashtag

The official hashtag for August 18 is #MDGMomentum. We are also using #Commit2Deliver to unite the women's and children's health narrative.

Contact

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Attachment One

Messaging Document

- **Together, we can save 158,000 women and 2.2 million children in the remaining 500 days of the Millennium Development Goals (MDGs).**
- We have made great progress on the health of vulnerable women and children since the MDGs were launched, and we must now develop common strategies to accelerate the pace of implementation and focus on the innovations and potential game-changers that will help us meet our goals.
- Through a laser-like focus on accountability for resources and results, we can all #Commit2Deliver on accelerating implementation of commitments by the UN, governments, civil society organizations and the private sector and thereby save more lives.
- Transparency around resources and results will ensure that the health of women and children remain at the top of the political agenda through 2015 and beyond.

Why 158,000 women and 2.2 million children?

- In 2013, 289,000 women died from maternal causes. We must avert 158,000 women's deaths in 2015 to reach the MDG 5 target.
- In 2012, 6.6 million children died before reaching their 5th birthday. Achieving the MDG4 target for child survival will require us to reduce child deaths in 2015 by 2.2 million.

We know this progress is possible. Thanks in part to the [Global Strategy for Women's and Children's Health](#) and the subsequent [Every Woman Every Child](#) movement, and the work of many partners around the world working to advance the health MDGs, survival rates for women and children around the world continue to be steadily improving.

- The *Global Strategy* is a roadmap that calls for partners to unite through enhanced financing, strengthened policy and improved service delivery.
- As a result, we are reaching more of the world's most vulnerable women and children than ever before.
- Globally, since 1990 maternal and child mortality rates have both reduced by around 50% and contraceptive prevalence increased from 55% to 63%¹.

¹ Countdown Report: <http://www.countdown2015mnch.org/>

- New HIV infections have fallen by 38% since 2001 and AIDS-related deaths have fallen by 35% since the peak in 2005.²
- Between 2000 and 2012, 3.3 million lives were saved as a result of scaling-up malaria interventions. 3 million, or 90%, of these lives saved are children under-five located in sub-Saharan Africa.³
- The TB death rate dropped 45% between 1990 and 2012.⁴

This progress is extraordinary but *Every Woman Every Child* partners know that there is still more to do.

- Over 300 stakeholders, including 70 governments, have made commitments to advance the *Global Strategy*. We must now #Commit2Deliver.
- Delivering on these pledges made by private sector and civil society alongside governments and the UN could save 158,000 women & 2.2 million children in the remaining time of the MDGs.
- We have the solutions and now need increased political will and resources.

Tools have been developed to advance our goals and address gaps, for example:

- Recently released [MDG Accelerated Action Plans](#) keep track of progress as it occurs in real time and puts counting lives saved front and center.
- The [Newborn Action Plan](#) launched in June aims to save more than 3 million babies and their mothers every year by investing in quality care at the time of birth.
- These examples show how smart integration will maximize the carrying capacity of our ongoing efforts.

The 3rd [progress report](#) on accountability for women's and children's health concludes that accountability and transparency are recognized by countries and donors alike as critical partnership elements for reaching the health MDGs.

- In the remaining 500 days, investing in targeted interventions will only get us part of the way. We also need a data revolution to adequately track our progress, resources and results.
- By promoting results and strengthening this transparency, we will prove why issues affecting the lives of women's and children's health must remain at the top of the development agenda through 2015 and beyond.

² UNAIDS Gap Report: <http://www.unaids.org/en/resources/campaigns/2014/2014gapreport/factsheet/>

³ Roll Back Malaria: <http://www.rollbackmalaria.org/keyfacts.html>

⁴ Stop TB: <http://www.who.int/mediacentre/factsheets/fs104/en/>

8 Things YOU Can Do

1. SHARE PROGRESS ON [TWITTER](#) & FACEBOOK
2. CHECKOUT YOUR COUNTRY'S PROGRESS IN THE [3RD PROGRESS REPORT](#) ON ACCOUNTABILITY FOR WOMEN'S AND CHILDREN'S HEALTH AND DISCUSS WITH YOUR HEALTH MINISTER/ PARLIAMENTARIAN (PGS. 24-25)
3. ASK & SHARE WHAT A WOMAN NEEDS IN HER COMMUNITY
4. ASK & SHARE WHAT A MAN NEEDS TO KEEP HIS WIFE, SISTER OR DAUGHTER HEALTHY
5. READ AND SIGN ON TO THE PARTNERS' FORUM [COMMUNIQUE](#)
6. LISTEN / SHARE THESE COOL [PODCASTS](#)
7. LEARN MORE: [EVERY WOMAN EVERY CHILD](#)
8. SHARE WHAT IS POSSIBLE IN 500 DAYS THROUGH RADIO, PRINT MEDIA and SOCIAL MEDIA; USE #COMMIT2DELIVER IN YOUR POSTS

Attachment Three

Social Media "Tear Sheet"

Events	8:30am – 5:30pm ET http://mdg500.org/schedule/	Check out the August 18 schedule of events for MDG 500 and how you can participate and join the #MDGmomentum global conversation.
Tweets	Together, we can save 158,000 women & 2.2 million children in the remaining 500 days of the MDGs. #MDGMomentum #Commit2Deliver	
	Over 300 stakeholders includ 70 govts pledged better health 4 women & children globally. Will they #Commit2Deliver for #MDGMomentum ?	
	#Commit2Deliver w/ MOH 2 prioritize & evaluate country-led, inclusive, transparent, & particip nat'l oversight mechanisms 4 #MDGMomentum .	
	#Commit2Deliver global accountability → indep mech 2 monitor, review, & act towards #post2015 sustain dev agenda & #MDGMomentum .	
#Commit2Deliver a #datarev → Universal & effective Civil Registration & Vital Statistics systems leads to #MDGMomentum in last 500 days.		
Facebook	Together, we can save 158,000 women & 2.2 million children in the remaining 500 days of the Millennium Development Goals (MDGs). #MDGMomentum #Commit2Deliver	
Featured Post	Partnership fuels MDG progress for women and children by @anitamsharma via @Devex #Commit2Deliver #MDGMomentum https://www.devex.com/news/partnership-fuels-mdgs-progress-for-women-and-children-84007	