OVERVIEW of WRA PARTICIPATION

WRA has a diverse representation of advocates participating in key discussions and workshops throughout UNGA 71, including Citizen Journalists, youth activists, midwifery and RMNCAH policy and advocacy experts from Malawi, Uganda, Zimbabwe and the United States.

Friday, 16 September
WRA Team arrives in NYC, available for interviews.

Sunday, 18 September
8-10am: PMNCH Accountability Brunch - Westin Grand Hotel, 212 E 42nd St, Grand Central Ballroom, 3rd Floor, NY, NY 10017
10:55am: (Pending confirmation) Social Good Master Class Panel with Caroline Maposhere - 92nd Street Y, 1395 Lexington Ave, NY, NY 10128
11am-2pm: Global Strategy for Women’s, Children’s, and Adolescents’ Health Progress Report - Westin Grand Hotel, 212 E 42nd St, NY, NY 10017
2:30-4:30pm: Launch of Lancet Maternal Health Series Presentation by George Nkhoma - Westin Grand Hotel, 212 E 42nd St, NY, NY 10017
5:30-7pm: PMNCH & UNFPA’s Youth Voices for Young Lives - Westin Grand Hotel, 212 E 42nd St, NY, NY 10017

Monday, 19 September
(am: (Time TBC) Social Good Master Class Panel with Elman Nsinda - 92nd Street Y, 1395 Lexington Ave, New York, NY 10128
3-5pm: “From Overwhelmed to Resilient” with Caroline Maposhere - Population Council Offices, One Dag Hammarskjold Plaza, NY, NY 10017
3:30-5pm: Johnson & Johnson’s “A Roadmap to Advance Human Health” Event - Convene, 730 3rd Ave, NYC, NY 10017
7-9pm: Women Deliver: Celebrating Solutions, Keeping up the Momentum for Girls and Women - 7 West 43rd Street, NY, NY, 10036

Tuesday, 20 September
8am-8pm: Self-Care Social Media Relay with Bayer: #MNCHSelfCare @UnfEWEC @Bayer @WRAGlobal
1:15-2:45pm: UNFPA Event – United Nations, NYC

Wednesday, 21 September
7:45-9:30am: Deliver for Good: Investments in Girls and Women to Achieve the SDGs – Women Deliver Event
WRA Team departs NYC.
Meet the WRA Team

Caroline Maposhere
White Ribbon Alliance Zimbabwe
Twitter: @WRAGlobal
A Registered Nurse, nurse midwife and a public health nurse, Caroline’s experience working in reproductive health includes counseling young people, parents and religious leaders on sexual diversity and training health care providers on the needs of LGBTI people.

George Nkhoma
White Ribbon Alliance Malawi
Twitter: @GeorgeNkhoma88
As the Safe Motherhood Coordinator at the Chitipa District Hospital in Malawi, George championed the construction of a nursery unit that halved the infant mortality rate. He is a Citizen Journalist, midwife and Youth Activist dedicated to maternal and newborn health.

Elman Nsinda
White Ribbon Alliance Uganda
Twitter: @nsinda
As a documentarian and Citizen Journalist, Elman is a tireless advocate for safe motherhood. In 2013, he was named by Women Deliver as one of the 100 Young Leaders of the Decade. His most recent advocacy project brought newborn resuscitation devices to hospitals across Uganda.

Betsy McCallon
CEO of White Ribbon Alliance
Twitter: @WRABetsy
Betsy joined the White Ribbon Alliance in 2004 and has contributed to the growth of the Alliance from a loose network, to a driver for global attention and commitments to maternal health, to a focus on national advocacy and accountability.

Also in attendance:
Andrea Miles, Director of Partnerships; Stephanie Bowen, Director of Strategic Communication;
Amanda Livingstone, Operations Coordinator; Diana Copeland, Communication Coordinator

CONTACT:
Stephanie Bowen, WRA Director of Strategic Communication:
sbowen@whiteribbonalliance.org

Diana Copeland, WRA Communication Coordinator:
dcopeland@whiteribbonalliance.org
• White Ribbon Alliance is one of the world’s largest networks of maternal health advocates. It mobilizes and equips citizens to take collective action and hold their governments accountable so that all women and their babies are safe and healthy before, during and after pregnancy.

• WRA’s work addresses cross-cutting issues such as teen pregnancy, family planning, sexual and reproductive health and rights, and other areas across the full spectrum of maternal and newborn health, and each National Alliance focuses on the area of maternal, newborn health that they determine is most important for their citizens.

• During UNGA 71, we will highlight progress made against our commitments to the Global Strategy, including our global and national-level work around citizen-led accountability, midwives/midwifery, self-care and adolescent pregnancy and that women’s and children’s voices are heard.

• Through recent surveys, focus groups and interviews, WRA National Alliances have begun to more pointedly ask, what is it that women want? In India, women overwhelmingly said they would seek care in a health facility if they knew they’d have their own bed. Women in Zimbabwe said they don’t want to have to wash the sheets after giving birth if they weren’t able to bring their own. In order to be truly accountable to citizens, you must provide what they are asking for, and what they are asking for is quality, equity and dignity in the healthcare services they receive before, during and after pregnancy.

WRA’s call to action throughout UNGA 71 will be to put women, children and families at the center of all that we do and ensure that their voices are not only heard but clearly understood and acted upon.
Through the *Every Woman Every Child* movement, White Ribbon Alliance (WRA) committed USD $6,500,000 over 3 years to ensure that women, adolescents and newborns in at least eight countries would receive improved RMNCAH services through citizens holding their governments to account for promises they had made.

Bayer and White Ribbon Alliance also committed to the prevention of maternal, newborn and child death through self-care policy advancement and self-care community level intervention programs in nutrition, hygiene and preventative care.

**Twitter Handles:**
- White Ribbon Alliance: [@WRAGlobal](http://bit.ly/2crIeTc)
- Every Woman Every Child: [@UnfEWEC](http://bit.ly/2c93M42)
- Girls Globe: [@GirlsGlobe](#)

**Hashtags:**
- #EWECisME
- #MNCHSelfCare
- #QEDforAll
- #SDGs
- #UNGA

**Sample Tweets:**

We stand with @UnfEWEC and women and children everywhere by helping them receive improved #MNCH services: [http://bit.ly/2crIeTc](http://bit.ly/2crIeTc) #EWECisME

Together we can achieve the #SDGs - join us by committing to support @UnfEWEC and make #MNCH a global priority! #UNGA

#MNCHSelfCare empowers women to change the world. Commit to @UN #SDGs with @WRAGlobal @Bayer + @UnfEWEC: [http://bit.ly/2c93M42](http://bit.ly/2c93M42) #EWECisME

The health of women is critically important to development + #SDGs. Support @UnfEWEC @WRAGlobal in making #MNCH a global priority! #EWECisME

#EWECisME: 24 women die daily in Tanzania in childbirth. @WRAGlobal + @Bayer advocates for #MNCHSelfCare. What is your @UnfEWEC commitment?
Citizen-Led Accountability

Twitter Handles:
White Ribbon Alliance: @WRAGlobal
International Planned Parenthood Federation: @ippf
Save The Children: @save_children
World Vision: @WorldVision

Hashtags:
#CitizensVoices #CitizensPost #SDGs #UNGA71 #UNGA #EWECisME

Citizen-Led Accountability Background Information:
• Citizens Hearing YouTube Video: https://youtu.be/iDJtrz-fDuk
• Citizens-Post Website: http://www.citizens-post.org/
• WRA’s Elman Nsinda’s Advocacy: http://bit.ly/2coZ9oZ

Social Media Graphics to Share:
https://www.dropbox.com/sh/yed2g6p98p1wrgl/AAB97VLV11Dg6QCAVKpGoTnRa?dl=0

Sample Tweets:
To meet the #SDGs, citizens must be continuously engaged in maternal #newborn health care planning and delivery! #UNGA71 #CitizensVoices

#CitizensPost: @nsinda explains why #CitizensVoices and #accountability are key to achieving the #SDGs: http://bit.ly/2coZ9oZ #UNGA

#CitizensVoices demand more and better opportunities for meaningful citizen engagement for #MNCH! #CitizensPost #UNGA71

To be truly accountable to #citizens you must listen to what they are asking for. They are asking for #QEDforAll. #UNGA

The #CitizensHearings Movement is working: voices now heard, #MNCH commitments are made. Next: #QEDforAll. #CitizensPost #UNGA

Progress to save women’s and children’s lives will only happen by putting citizens at the center of the solution! http://bit.ly/2cEdSgc

#CitizensHearings allow people to participate in the policies + processes that impact their health: https://youtu.be/IDJtrz-fDuk #CitizensPost

Enough is enough! It’s time to move from commitments to action on citizen-led accountability. #SDGs #UNGA71 [with picture]

Global leaders must be held accountable to citizens! Learn more about citizen-led accountability here: https://youtu.be/IDJtrz-fDuk #UNGA71
Self-Care for Maternal, Newborn Health

Twitter Handles:
White Ribbon Alliance: @WRAGlobal
Bayer: @Bayer
Every Woman Every Child: @UnfEWEC

Hashtags:
#MNCHSelfCare #SelfCare #SelfCareSelfie #SDGs #EWECisME

Self-Care Background Information:
• White Ribbon Alliance, Self-Care: www.whiteribbonalliance.org/self-care
• WRA & Bayer Announce Self-Care Campaign: http://bit.ly/2a81wig
• International Self-Care Foundation: www.isfglobal.org
• Self-Care Journal: www.selfcarejournal.com

Social Media Graphics to Share:
https://www.dropbox.com/sh/yed2g6p98p1wrgl/AAB97VLV11Dg6QCAVKpGoTnRa?dl=0

Sample Tweets:
#MNCHSelfCare can save the lives of #MomAndBaby! Read more about the global campaign here: http://bit.ly/29OdavY #UNGA71
Community-based #MNCHSelfCare approaches can play an important role in addressing inequality: http://bit.ly/29OdavY #UNGA71
Learn more about the global #SelfCare movement that is saving lives: http://bit.ly/2a81wig #MNCHSelfCare @Bayer @WRAGlobal @UnfEWEC
Int orgs, govs, professional assns, private sector must play their part in improving #MNCHSelfCare. Learn more: http://bit.ly/29OdavY
To improve #maternal health, we need to act on improving #SelfCare. Learn how #MNCHSelfCare saves lives here: http://bit.ly/2bjZJmh #UNGA
Everyone is talking about #MNCHSelfCare at #UNGA71! Learn how #SelfCare saves lives: www.whiteribbonalliance.org/self-care [with picture]
#MNCHSelfCare challenges status quo and power structures. It puts the individual as the driver of their own health. #QEDforAll #UNGA71
#MNCHSelfCare empowers women with knowledge + confidence to make best health decisions for self and family. http://bit.ly/2a81wig #UNGA
Midwifery and Respectful Maternity Care

Twitter Handles:
- White Ribbon Alliance: @WRAGlobal
- Every Woman Every Child: @UnfEWEC
- Frontline Health Workers Coalition: @FHWCoalition
- International Confederation of Midwives: @world_midwives

Hashtags:
- #WeAreMidwives
- #MidwivesForMidwifery
- #RMC
- #EWECisME

RMC and Midwifery Background Information:
- White Ribbon Alliance, Promotion of Midwifery: http://bit.ly/1VKK0k6
- Medium, RMC and Breastfeeding: http://bit.ly/2aRgW

Social Media Graphics to Share:
https://www.dropbox.com/sh/yed2g6p98p1wrgl/AAB97VLV11Dg6QCAVKpGoTnRa?dl=0

Sample Tweets:
Key to #SDGs: #RMC leads to successful #breastfeeding: Win-Win for #MomandBaby! WRA’s @ElenaAteva explains http://bit.ly/2aRgW #UNGA

#RMC saves lives - and is key to the @UN #SDGs. Spread the word and learn more here: http://bit.ly/1YpK32z #UNGA [with picture]

#UNGA #DYK: the ROI from the education + deployment of community-based #midwives is similar to the cost per death averted for vaccination.

#Midwives are taking over #UNGA! Learn about their critical role in achieving the #SDGs here: http://bit.ly/1VKK0k6 #WeAreMidwives

Tell everyone at #UNGA that #RMC is key to achieving the #SDGs. Save lives and show support: http://bit.ly/1ydffam [with picture]

@UN_Spokesperson says "No woman should die while giving life" - we agree! #Midwives save lives: http://bit.ly/1VKK0k6 #UNGA #QEDforAll

#SDGs will only be reached by proper investment in #MNCH. Meet #midwife @GeorgeNkhoma88 at #UNGA and find out how #midwives save lives.

Have you met #midwife @GeorgeNkhoma88 yet? Find us at #UNGA and learn how #midwives save lives http://bit.ly/1VKK0k6 #MidwivesForMidwifery
Quality Equity Dignity

Twitter Handles:
- White Ribbon Alliance: @WRAGlobal
- PMNCH: @PMNCH
- Every Newborn: @Every_Newborn
- FCI Program of MSH: @FClatMSH
- Healthy Newborns: @HealthyNewborns
- Save The Children: @SavetheChildren

Hashtags:
- #QEDforAll
- #GlobalMNH
- #EndStillbirths
- #MidwivesMatter
- #EWECisME

QED Background Information:
- Lancet’s Maternal Health Series: [Link to Come]
- Medium, Stillbirths and SDGs: http://bit.ly/2cD7858
- White Ribbon Alliance, Promotion of Midwifery: http://bit.ly/1VKK0k6
- WHO’s Standard for Improving Quality of MNCH: http://bit.ly/2cL8CGt

Social Media Graphics to Share:
https://www.dropbox.com/sh/yed2g6p98p1wrgr/AAB97VLV11Dg6QCAVKpGoTnRa?dl=0

Sample Tweets:

- Breaking news: the #SDGs are within reach! @TheLancet explains the #MNCH campaign set to save 3M lives/yr [Link to Come] #QEDforAll
- Greater #quality of care is needed to preserve & protect the health #MomandBaby -- #QEDforAll will save 3 million lives each year.
- ATTENTION @UN: #QEDforAll will help achieve #SDGs and save millions of lives each year: [Link to Come] #UNGA
- #QEDforAll mothers and babies is a powerful new integrated maternal-#newborn health advocacy campaign. Please RT: [Link to Come]
- #UNGA #GlobalMNH #News: #QEDforAll improves newborn survival and can #EndStillbirths: [Link to Come] [with picture]
- #QEDforAll prevents stillbirths through #RMC + #midwifery AND will save 3M lives each year [Link to Come] [with picture]
- #QEDforAll proves #SDGs can be reached with investment in #GlobalMNH. Meet @GeorgeNkhoma88 at #UNGA and find out why #MidwivesMatter!
- #QEDforAll = 3M lives saved yearly. @TheLancet explains: [Link toCome] [with picture]
- Calling #QEDforAll campaign partners! Support @WHO’s goal to halve #mothers + #newborns death rates in health facilities within 5 years!
Social Media Toolkit
Images for Social Sharing

DOWNLOAD THESE AND MORE:
https://www.dropbox.com/sh/yed2g6p98p1wrgl/AAB97VLV11Dg6QCAVKpGoTnRa?dl=0