



EWEC @UNGA72 SOCIAL MEDIA TOOLKIT

Delivering Together for Healthy & Empowered Women, Children & Adolescents

Healthy and empowerment women, children and adolescents, particularly girls, are key to help drive development.

Empowerment is a journey. It encompasses all the changes needed for women, children and adolescents, particularly girls, to know and exercise their human rights and fulfil their aspirations. Empowered women and girls can make voluntary choices about matters that affect their lives, to achieve their full potential and thrive. Healthy and empowered people lead to healthier, more prosperous communities and nations.

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.

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.

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.

[THE EWEC HUB](#)

This UNGA, *Every Woman Every Child* will be hosting partners under one roof: the EWEC Hub. The Hub will be a common networking space from 18-22 September in a tent situated on the North Lawn at the United Nations HQ in New York, with a mission to connect and energize partners. It will host activities related to the empowerment of women, children and adolescents for health and wellbeing and across the SDGs. [Check out the full program of activities here.](#)

[18-21 September – DAILY RELAY THEMES](#)

[18 September](#) — Accountability | Commit to action, hold to account

[19 September](#) — It’s our business | Invest & innovate for a better future for all

[20 September](#) — Deliver together for healthy & empowered women, children & adolescents

[21 September](#) — Partnership | Invest in the early years: a roadmap for sustainable futures



[\[Click the visuals above to download hi-res images\]](#)

18 SEP – ACCOUNTABILITY | COMMIT TO ACTION, HOLD TO ACCOUNT

For more content & visual assets, CLICK the names of each partner!

Accountability = crucial to reach #SDGs. All stakeholders play a role to strengthen accountability mechanisms @ all levels. #EWECisME

The international community has made promises to women, children & adolescents. The time to deliver is NOW. #EWECisME

To create a quality, sustainable & effective health system, accountability is critical @ all levels #EWECisME <http://bit.ly/1NhlkMd>

Country data is key to create a solid foundation for analysis, action & accountability, in working towards achieving #SDGs. #EWECisME #WHA70

#Accountability = central to #humanrights, esp to ensure constructive, corrective change for women, children & adolescents. #EWECisME

WORLD HEALTH ORGANIZATION

Achieving #UHC requires political commitment from leaders, innovation & collaboration to learn from best practices at country-level #EWECisME

To achieve #UHC, we must prioritize those left behind—often women, children & adolescents. #EWECisME

#UHC means that all individuals receive the health services they need when they need them without suffering financial hardship. #EWECisME

WOMEN DELIVER

#DYK: While over 80% of Kenyan women are engaged in small holder farming, only 1% own land in their own right. #DeliverforGood #EWECisME

In Senegal only 8% of women have a bank account. We need to create supportive environments for women to thrive economically. #DeliverforGood

In India only 11% of parliamentary reps are women. We have to invest in women's right to political participation! #DeliverforGood #EWECisME

PMNCH

"Adolescent blind" policies are senseless but youth-led advocacy & accountability can lend a guiding hand bit.ly/AdolescentToolkit #EWECisME ([attach toolkit graphic](#))

Girls & women count & must be counted. Reliable data collection & management's critical to help citizens hold govts accountable. #EWECisME

6 recommendations from [@iapewec](#) 2017 report to transform accountability. Learn more <http://bit.ly/IAPreport> #EWECisME ([attach any tile](#))

Real accountability requires not just monitoring but also remedial action to be transformative <http://bit.ly/IAPreport> #EWECisME

WELLBEING FOR WOMEN AFRICA

How are we driving impactful change in 2017 to ensure we are on track to achieve the @UN's sustainability goals in 2030? #EWECisME #UNGA72

GLOBAL HEALTH STRATEGIES

Health is a political choice. RT if you agree politicians should be held accountable to #UHC #HealthForAll #EWECisME

The #UHC movement must be ongoing & citizen-led. Commit to action, hold leaders accountable, demand #HealthForAll! #EWECisME

#UHC is transformative – for every woman, for every child, for everyone. RT if you support #HealthForAll! #EWECisME

SAVE THE CHILDREN

When girls play sports, their lives transform! At #GGWCup girls & women play football for change: <http://ggwcup.com/ggwcup-nyc/> #EWECisME

RT if you agree: Progress for girls is important to achieve #genderequality, and put us on a path to achieve other #SDGs! #EWECisME

RT to ask world leaders at the #UNGA to join our #GGWCup movement and make sure no girl is left behind from global progress! #EWECisME

SHE DECIDES

It's time to see an end to all laws+policies that stop women from deciding for themselves. #SheDecides, nobody else #EWECisME @SheDecidesGFI @UN_EWEC

We will not achieve the 2030 agenda when women&girls rights are denied. Gov'ts should act now to deliver this promise. #SheDecides #EWECisME @SheDecidesGFI

Push for changes to the rules, and hold leaders to account. Time for a world where #SheDecides, without question. #EWECisME @SheDecidesGFI

WATERAID

Will speeches at #UNGA72 translate into governments accountable to their citizens at home for #SDGs delivery? They must! #EWECisME

No-one should be denied their rights to #water #sanitation. But millions are. Govts must achieve #SDGs for everyone, everywhere #EWECisME

1 in 3 people on the planet don't have a decent toilet. 1 in 10 don't have clean water. This HAS to change. #EWECisME

THE ELDERS

"Political commitment is the key to #UniversalHealthCoverage"- Read Gro Brundtland's op-ed @TheElders <http://theelders.org/article/political-commitment-key-universal-health-coverage> #EWECisME

Watch @TheElders on why leaders must deliver on #UHC to meet health #SDG <https://youtu.be/Z9caGKxQYno> #HealthForAll #GlobalGoals #EWECisME

Health is a human right! Mary Robinson @TheElders recalls Sierra Leone's experience of implementing #UHC <https://youtu.be/VpsFwLbpDiQ> #EWECisME

INTERNATIONAL CONFEDERATION OF MIDWIVES

#EWECisME High-level political commitment is required to address the problem of #midwives shortage globally

Lives & health of millions of women & children could be saved each year w/ more investments in #midwifery education & retention #EWECisME

Women & newborns=the heart of #midwifery, countries must commit to improve education & increase #midwifery workforce #EWECisME @UN_EWEC

WORLD ALLIANCE FOR BREASTFEEDING ACTION

Involve #governments, #employers and #tradeunions in creating gender equitable social protection #EmpoweringParentsCampaign #UNGA #EWECisME

Create better #parentalprotection policies, heighten women's productivity & #employment! #EmpoweringParentsCampaign #UNGA @WABAsecretariat

Take action so women & men can combine unpaid with paid #employment. Join the #EmpoweringParentsCampaign now! #CEDAW #CRC #SDG4 #SDG8 @ilo

19 SEP – IT'S OUR BUSINESS | INNOVATE FOR A BETTER FUTURE FOR ALL

For more content & visual assets, CLICK the names of each partner!

#Innovations will be key to building on the progress achieved & advancing the @UN_EWEC Global Strategy→
<http://bit.ly/1NhlkMd> #EWECisME

#Innovations must look across sectors to improve processes so we can effectively bring services to scale.
#EWECisME

#DYK The most common cause of death during childbirth is post-partum haemorrhage. #Innovation can help us change this statistic. #EWECisME

Thru @UN_EWEC Innovation Marketplace, #EWECisME partners work to leapfrog related challenges to offer scaleable & cost-effective solutions.

Financing & promoting innovations will enable scale up of lifesaving solutions for women, children & adolescent everywhere. #EWECisME #UNGA

Research & innovation = critical components to reach impactful results. Private sector has a key role to play for progress. #WHA70 #EWECisME

.@UN_EWEC's @theGFF & Innovation Marketplace bring together countries & companies to implement the #EWECisME Global Strategy.

Investment in stronger health info systems needed to better capture impact of crises on ♀, child & adolescent health & wellbeing #EWECisME

USAID

Innovation saves lives. See how this simple, low cost antiseptic gel saves over 300k newborns each year #EWECisME <http://bit.ly/2y0vPyZ>

Innovation & non-traditional approaches to financing global health saves lives #MomandBaby #EWECisME <http://bit.ly/2t8Tvxp>

GSMA

Access to mobile phones & services like mobile money is key to the empowerment of women. But the gender gap persists @GSMAM4d #EWECisME

The mobile industry is harnessing big data to help public orgs and NGOs tackle epidemics, natural disasters & pollution @GSMAM4d #EWECisME

Research shows that mobile phone & internet access is as critical to refugees' safety & security as food, shelter & water @GSMAM4d #EWECisME

ADARA GROUP

We can harness the power of business for development innovations #BusinessForPurpose #EWECisME

To date, the Adara Businesses have donated more than A\$10 million to @AdaraGroup programmes on the ground! #BusinessForPurpose #EWECisME

@AdaraGroup is an INGO partnered with corporate advisory business - bridging worlds. Read more about the model <http://bit.ly/2xWQnYk> #BusinessForPurpose

WELLBEING FOR WOMEN AFRICA

2030 is only 13 years away... What innovations can stakeholders do today to innovate and achieve the #SDGs? #EWECisME #UNGA72

WORLD ALLIANCE FOR BREASTFEEDING ACTION

Find #partners and #collaborate on common goals and actions through our #WorkingTogetherPlatform!

#UNGA @WABAsecretariat @SDGoals

Manage collaboration, share experiences and learn from others through our #WorkingTogetherPlatform!

#UNGA @WABAsecretariat @SDGoals

20 SEP – EMPOWER | BUILD HEALTH & WELLBEING FOR PEACE & PROSPERITY

For more content & visual assets, CLICK the names of each partner!

Women could ↑ their income globally by up to 76% if the employment participation gap & the wage gap b/w ♀ & ♂ were closed. #EWECisME

For every additional year of education for women of reproductive age → child mortality is ↓ by 9.5%. #EWECisME

Access = empowerment! Let's bring down the legal barriers that still block women & girls access to #SRHR education & services. #EWECisME

#DYK There are 214M women in developing countries who want to avoid pregnancy but are not using a modern method of contraception #EWECisME

Despite progress, only 1 in 2 ♀ age 15-49 makes her own decisions regarding sexual relations, contraceptive use & healthcare. #EWECisME

EWEC LATIN AMERICA AND THE CARIBBEAN

Reducir las #inequidades sociales es vital para garantizar la #salud y el bienestar #EWECsoyYO #UNGA72 [IMAGE Inequidades3]

En 2015 murieron 1.2 millones de #adolescentes, en su mayoría por causas prevenibles con #educación y #empoderamiento #EWECsoyYO #UNGA72 [IMAGE Empoderamiento]

Debemos fortalecer las acciones multisectoriales para garantizar la #salud y el #bienestar de ♀, niños y adolescentes #EWECsoyYO #UNGA72 [IMAGE Fortalecer2]

SAVE THE CHILDREN

To empower women and girls, we must #endchildmarriage. With empowerment and the right support, girls can change the world #UNGA #EWECisME

Did you know? Every 7 seconds, a girl under 15 is married. To achieve the #SDGs, especially SDG5, we must #endchildmarriage! #UNGA #EWECisME

If we #endchildmarriage, we will see a different future for girls: one where all girls have the right to survive and learn #UNGA #EWECisME

SHE DECIDES

Don't look away. Let's make it possible that #SheDecides by giving her access to services+education. #EWECisME @SheDecidesGFI @UN_EWEC

When #SheDecides, the world is better, safer, stronger. Let's empower her so she can do so. @SheDecidesGFI @UN_EWEC #EWECisME

Every girl, every woman should be empowered to decide about her body. Without question. #SheDecides @SheDecidesGFI @UN_EWEC #EWECisME

GLOBAL FINANCING FACILITY

Commitments to @theGFF now will pay dividends later, catalyzing money & improving people's lives #UNGA72 #EWECisME <http://ow.ly/vATg30f9uvN>

Raising \$2 billion will allow @theGFF to reach women, children & #adolescents in 50 countries. More here: #UNGA72 <http://ow.ly/RsK830f8yGA>

.theGFF launches replenishment to save lives of 38 million women, children & #adolescents by 2030 #UNGA72 #EWECisME <http://ow.ly/vATg30f9uvN>

ADARA GROUP

Where you live should not determine access to health and education services. Because access to health services = brighter futures #EWECisME

58% of births in Uganda are unattended by a skilled health professional. Change is needed to ensure better health outcomes for mums and their baby's #EWECisME

Education is the key to empowerment. Health education programmes are vital to creating happy, healthy communities #EWECisME

FP2020

Rights MUST be at the center of strong #familyplanning programs. That means a healthier, brighter future for all! #UNGA #EWECisME

Empowering women & girls w/ #familyplanning services can transform lives & nations. RT & spread the word! #UNGA #FP2020Progress #EWECisME

#Familyplanning gives women & girls what they need to build healthy lives & choose the family that is right for them. #UNGA #EWECisME

THE ELDERS

Graca Maçhel: Women, children and adolescents must be a #UHC priority. <https://youtu.be/DHQ0W4oTKqs> #HealthForAll #EWECisME

"Children need not only schools & good teachers, they also need to be healthy" –Ernesto Zedillo on why health is key <https://youtu.be/Z9caGKxQYno>

Hina Jilani: "UHC empowers women & ends dependence on patriarchal structures" <https://youtu.be/DHQ0W4oTKqs> #EWECisME #HealthForAll

INTERNATIONAL CONFEDERATION OF MIDWIVES

[Facebook]

Four key actions will help ensure more effective health coverage:

- i. Availability: Educate more midwives and use international standards; ensure that midwives can focus on midwifery practice
- ii. Accessibility: Ensure financial protection for access to basic health services; bring midwifery services close to women
- iii. Acceptability: Provide respectful care; dispel common misperceptions about midwives
- iv. Quality: Close gaps in infrastructure and resources for maternal and newborn health; regulate, register and re-license midwives

Midwives educate families on how to delay, space or limit pregnancies and provide family planning services to achieve the healthiest outcomes for women, newborns, infants, and children. This healthy timing and spacing of pregnancies leads to better outcomes for both mother and baby. "Midwives, Mothers and Families: Partners for Life! #EWECisME @UN_EWEC

WELLBEING FOR WOMEN AFRICA

#Youth can create youth-led programs to fight stigma & discrimination against #mentalillness -Ropafadzo Charity Muzari @WBWAfrica Youth Partner #EWECisME#UNGA72

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[20 SEPTEMBER | LIVE W/ EWEC @ UNGA72](#)

WATCH LIVE via [@EveryWomanEveryChild Facebook page](#) on 20 September for a full day of engaging segments on key issues relating to delivering together for the health & wellbeing of women, children & adolescents!

YOUTH CORNER (9:00-10:00am)

Session 1 – Mean it | Meaningful engagement

Session 2 – We want it all | Integration

PRIVATE SECTOR & INNOVATIONS – ROUND I (1:00-2:00pm)

Session 3 – Going tech | Technology for health and wellbeing

Session 4 – We care | Health quality and health equity

PRIVATE SECTOR & INNOVATIONS – ROUND II (2:00-2:30pm)

Session 5 – Nursing the future | Investing in early years

BRIDGING FROM EARLY YEARS TO ADOLESCENCE (2:30-3:00pm)

Session 6 – Building the future | Education

COMMIT TO ACTION | Sustainable advocacy, financing, implementation at country-level (3:30-4:00pm)

Session 7 – Commit to action | What does it take to advocate for change? How can we ensure sustainable financing and strong commitment for implementation at the country level?

Session 8 – Commit to action | *Every Woman Every Child* Latin America and Caribbean Commitment to Action



For more content & visual assets, CLICK the names of each partner!

.@UN_EWEC continues to offer a proven model for transformative partnership, catalysing collective, cross-sectoral advocacy & action #EWECisME

An integrated agenda for ♀, child & adolescent health is key to ensure all not only survive but also thrive & transform communities #EWECisME

.@UN_EWEC provides a multistakeholder platform that translates global commitment to targeted action for impact at country-level. #EWECisME

#DYK Investments in early childhood & adolescent health + development yield at least US\$100 billion in demographic dividends. #EWECisME

Now's the time! I'm doing my part to ensure every child has the best start in life. RT if you're w/ me. #EarlyMomentsMatter #UNGA #EWECisME

WATERAID

Half of #malnutrition connected to infections is caused by poor #WASH. Only cross-sector action will tackle this. #EWECisME #EndMalnutrition

844 million pple w/o clean #water, 2.3 billion w/o decent #sanitation – multi-sector investments by Govt & Donors urgently needed. #EWECisME

Poor sanitation is second biggest cause of #stunting. Integrated financing & actions necessary. #EWECisME #EndMalnutrition #UNGA72

USAID

Partnerships build sustainable health systems & prevent child & maternal deaths #MomandBaby #EWECisME

Partnerships leverage additional resources to ensure #MomandBaby have access to quality health care #EWECisME

ADARA GROUP

By forging lasting and meaningful global partnerships @Adara is working to end preventable newborn deaths #EWECisME

Partnership drives change. To find solutions, we need input from all sectors #EWECisME #PartnershipForChange

A million babies every year die from respiratory distress syndrome within the first 24 hrs of life. Partnership is key to changing this #EWECisME

WORLD VISION

#Partnership is key to tackling #neonataleptosis. #thrive #EWECisME #BabyWASH <http://bit.ly/2f7qiPg> @WHO @Jhpiego

#Partnership can help #healthworkers implement the @WHO #SixCleans for safe delivery. #EWECisME <http://bit.ly/2wLLP9o>

Partnerships with the #WASH sector are essential for ensuring infant health and development #ECD #BabyWASH #EWECisME <http://bit.ly/2j7ePUj>

QED GROUP

Respectful maternity care is a universal human right that is due to every childbearing woman in every health system. #EWECisME #QualityCareNet

9 countries leading the QoC Network for improved quality care for mothers/newborns @UN_EWEC #EWECisME @WHO bit.ly/QoCNet

Est. 5.1million babies+0.3 mil mothers/year die in pregnancy/labour/1 month Partnership for better quality of care can change that #EWECisME

INTERNATIONAL CONFEDERATION OF MIDWIVES

#Midwives are key healthcare facilitators in helping achieve #SDGs, do you agree? #EWECisME @UN_EWEC
@UNGA72 we want to amplify that #Midwives have a key role to play in the #SDGs of reducing maternal & newborn mortality #EWECisME @UN_EWEC

A qualified #midwife can provide the best partnership for a woman during #pregnancy & #childbirth #EWECisME @UN_EWEC

WELLBEING FOR WOMEN AFRICA

United we stand, divided we fall. Collaboration is at the core of what we do! #EWECisME #UNGA72
@UN_EWEC @WBWAfrica

WORLD ALLIANCE FOR BREASTFEEDING ACTION

A team effort is needed to make #breastfeeding work! #WBW2017 #UNGA #EWECisME @SDGoals

Work together across sectors/generations to ensure good #nutrition, #foodsecurity and poverty reduction through #breastfeeding #EWECisME

TOGETHER FOR GIRLS

There is strength in numbers: through partnership, we can break the cycle of violence for girls and boys. #EWECisME

Preventing violence against children & GBV helps us achieve many #GlobalGoals - like HIV prevention, girls' education + women's economic empowerment. #EWECisME

Partnerships can provide the foundation for action - mobilizing collective efforts to discover solutions to our biggest issues. #EWECisME