Every Woman Every Child Advocacy Toolkit in the margins of WD2019
3 - 6 June 2019

Background
This year’s Women Deliver 2019 (WD2019) Conference themed - through the lens of “Power, Progress, Change.” was informed by the report of the ‘Listening Tour’, which was embarked upon to inform the WD2019 program.

The conference will be the world’s largest conference on gender equality and the health, rights and well-being of girls and women. From keynotes, to social enterprise pitches, workshops to film festivals, there will be countless opportunities to engage, gather inspiration and build a more gender equal world. With over 6,000 delegates, speakers will include world leaders, influencers, innovators and change-makers, that have engaging dialogue in order to drive the agenda forward.

The conference is set to examine power operating at three levels and how it can drive - or hinder - progress and change. At the heart of gender equality is the right to power over one’s future, and global movement for progress resides in the power of change. Therefore, sustainable progress can be achieved when girls and women are empowered because ‘power’ can transform lives, change the world and power real, sustainable progress.

The Every Woman Every Child Global Strategy recognizes the critical role of gender equality for women and girls to make informed choices about their health. Enabling environments of gender equality are linked to positive health and broader societal outcomes. When women and girls have access to sexual and reproductive health and rights, they are poised to thrive, and there is at least a 10-fold return on investments. In addition, when women and girls are empowered through investments in their development, they transform as individuals and are able to transform their environments economically, socially and politically to realize at least $ 100 billion in demographic dividends.

Key Messages
Every Woman Every Child’s objectives and targets are aligned to invest in the individual potential of women, children and adolescents, supporting them as key agents of change in their health, education and development. WD2019 will examine girls’ and women’s individual power, self-esteem and agency. And how to strengthen it. This reaffirms the resolute acknowledgement that the empowerment of girls and women benefits everyone; it can transform lives, change the world and power real, sustainable progress. This coalaces the three overarching objectives of the Global strategy- Survive, Thrive and Transform.

To reinforce leadership and management links, and to ensure community and government engagement at all levels, women and girls must be put at the forefront of decision making and have an inclusive voice in activities that shape their health, education and rights. WD2019 will explore and challenge systems, barriers, and opportunities for progress in power relations, including political, economic, and social structures. Women and girls must be afforded the power and opportunity to demand accountability at all levels.
When women and girls are seen as equal partners in making decisions and starting movements that can transform their lives, they are better able to change the world and power sustainable progress. WD2019 will dive into the power of movements, and how we can shape critical consciousness and marshal collective action for change. When women and girls stand up for their rights and demand equality, they are able to participate fully and support positive changes to social norms, and challenge attitudes that impede progress.

Investments in Primary Health Care (PHC) is critical to achieving Universal Health Coverage (UHC) and to make progress on the health-related SDGs for women, children and adolescents. The EWEC Global Strategy focuses on safeguarding women, children and adolescents in humanitarian and fragile settings and upholding their human rights to the highest attainable standard of health; achievable via #PHC and #UHC.

Educating and equipping Community Health Workers (CHW) will strengthen Primary Health Care (PHC), ensuring equitable and quality health care access for all. PHC is a cornerstone of a sustainable health system for UHC and health-related SDGs.

Progress on SDG3 can be accelerated when adolescents- representing over 25% of global population- have equitable, quality and comprehensive access to Sexual Reproductive Health and Rights (SRHR). The Global Strategy is a bold roadmap for improving their overall health and wellbeing. It aims to keep women, children and adolescents at the heart of the sustainable development agenda, unlocking their vast potential for transformative change. Thus access to equitable and quality SRHR is key to achieving the SDGs.

**THINGS YOU CAN DO**
1) FOLLOW the conversation on Twitter using #EWECisME #EWECyouth #WD2019 #ThePowerOf
2) TWEET + tag us @UN_EWEC and use hashtag #EWECisMe
3) CROSS-PROMOTE messaging and tweets in this toolkit!

**TWEET THIS**
2 - 6 June, all eyes are on Vancouver as #WD2019 begins.
Start the conference with the @UN_EWEC & @UN_Women co-hosted event: Managing connections, Demanding rights! @ 6pm
#EWECisMe #WD2019

Power is linked to #Rights!
Join the discussion @6pm on June 2 about ‘how and why a gender equality and women’s empowerment approach is critical to improve health outcomes for women and girls’.
#EWECisMe #WD2019

What factors promote or hinder Power.Progress.Change in the health and development of women and girls?

Come find out at the @UN_EWEC & @UN_Women co-hosted event: Managing connections, Demanding rights!
June 2 @6pm
#EWECisMe #WD2019

On 2 June @ 6pm, join @UN_EWEC & @UN_Women in discussions about the connections between the power of women and girls - to choose, to decide and to seek services - and the realization of their rights to #SRH services.
#EWECisMe #WD2019

To achieve sustainable development & leave no one behind, we must address the urgent needs of #WCA cities #EWECisME #WD2019

#ThePowerOf women and girls is key to community development and the transformation of environments economically, socially and politically to realize at least $ 100 billion in demographic dividends.
#EWECisMe #WD2019

Tweet at us and tell us what your power to choose, decide and seek will do: #ThePowerOf my ............... transform lives, change the world and power real, sustainable progress.
#EWECisMe #WD2019

Quality and equitable #SRH services often remain out of reach to the poorest and most marginalized, especially women and girls in humanitarian settings.
BUT - Addressing gaps and ensuring gender-based approaches to meeting needs, no one will be left behind.
#EWECisME #WD2019

Women and girls deserve quality and equitable #SRHR!
Why?
Because they are critical and key agents of change to build a healthier and sustainable future. We must invest in them now and always.
#EWECisME #WD2019

#ThePowerOf a woman’s choice will bring about #Progress in her community and #Change developmental outcomes socially, economically and politically!
#EWECisME #WD2019

We must adopt a multi sector approach if we want to see acceleration in the progress for women and girls.
https://bit.ly/2W3yxP5 #EWECisMe #WD2019
ENGAGING ON SOCIAL MEDIA?

PRIMARY CONFERENCE HASHTAGS:
#WD2019
#ThePowerOf

EWEC HASHTAGS:
#EWECisMe
#EWECyouth

OTHER WOMEN DELIVER HASHTAGS:
#DELIVERFORGOOD
#HUMANITARIAN4HER
#YOUTHVOICES

The full conference schedule can be found here and a video message about the conference can be viewed here.

WD 2019 Digital Engagement:

- WD2019 Social Media Page: Your main hub to access all materials!
- WD2019 Facebook Event: Subscribe for exciting conference updates. In addition to the WD main Facebook page, the virtual conference will be hosted here and on wd2019.org.
- WD2019 Mobile App is now LIVE on both Apple and Android app stores. You can download by searching for “Women Deliver” or using this link.