



Social Media Package

On May 28, Every Woman Every Child (EWEC), together with the Partnership for Maternal, Newborn and Child Health (PMNCH) and Women Deliver, is hosting a virtual roundtable event entitled **"Women's Leadership in the COVID-19 Response to Protect Every Woman and Every Child"**, from 12:00pm to 1:00pm GMT.

The roundtable will be co-hosted by H.E. Kersti Kaljulaid, President of the Republic of Estonia and Rt. Hon. Helen Clark, the former Prime Minister of New Zealand and Board Chair of the Partnership for Maternal, Newborn and Child Health (PMNCH). The event will focus on the COVID-19 pandemic and the threat it poses to the hard-won gains made in maternal and child health. Participants will include women Heads of States and Government along with other preeminent women leaders from the United Nations and civil society, who will come together to discuss immediate steps that need to be taken to safeguard the gains made in women's, children's and adolescents' health and well-being and what is needed to put us back on track towards the achievement of SDG 3.

The pandemic requires us to think differently and act quickly. Rather than a traditional model whereby high-level participants emerge from their discussion with a declaration or call to action, President Kersti Kaljulaid of the Republic of Estonia will focus on the numerous calls to action that have already been made with a view of turning to action. During the discussion, speakers will discuss steps that can be taken, or are already being taken on an urgent basis to mitigate the impact of COVID-19 and protect women, children and adolescents's health and well-being. At the close of the event, President Kaljulaid will invite all attending Heads of State and Government, public health leaders, women health care professionals, scientists and business leaders to participate in a social media challenge to promote the urgent actions required to safeguard the health and well-being of women and children during COVID-19, drawing on the roundtable discussion and the UN Secretary General's past appeals and recommendations to global leaders.

Join the Conversation

EWEC invites you to livestream the virtual discussion [here](#).

You can also support the event by partaking in a social media challenge that President Kaljulaid will invite all virtual attendees and participants to join her in to promote the urgent actions required to safeguard the health and well-being of women and children during COVID-19. To participate, please share an immediate step you are taking to safeguard women and children's health and well-being on any social media channel. Pass on the challenge by tagging others spearheading global/national responses to COVID-19 to encourage them to share their actions as well. Responses can be submitted in any format, such as posts, photos or videos. Include the hashtag #RiseForAll and tag @UN_EWEC in your response so we can track and share the global conversation.

Here is an example of H.E. Kersti Kaljulaid's post. You can watch the corresponding video [here](#):





To make it even easier to participate in this important online discussion, feel free to use the messaging and statistics on the following pages to get your social media challenge submission started:

Twitter Content

Copy, paste and post the tweets below with an example of the work you're doing to protect every woman and every child. Remember to tag **@UN_EWEC** and to use the hashtag **#RiseForAll**.

I'm working to protect the health and well-being of women and children who are at greater risk during #COVID19 by **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@UN_EWEC](#) [#RiseForAll](#)

Efforts to contain #COVID19 has put women's and children's health and well-being at risk globally. Here's what I'm doing to help **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@UN_EWEC](#) [#RiseForAll](#)

#COVID19 could result in an increase in child deaths amounting to 6000/day. I'm taking action for children's health and well-being by **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@UN_EWEC](#) [#RiseForAll](#)

#COVID19 could result in 56K more maternal deaths in 6 months. Here's how I'm taking action for women's health and well-being **[include the work you're doing as**



text, photo or video]

Tell us what you're doing **[tag others]**

[@UN_EWEC](#) [#RiseForAll](#)

Please join me in a roundtable discussion of women leaders on actions needed to protect the health of women and children during #COVID19, convened by [@KerstiKaljulaid](#) & [@HelenClarkNZ](#) w/[@UN_EWEC](#) [#RiseForAll](#)

STREAM LIVE: <https://youtu.be/aqOkDuf5gw0>

I'm tuning into the livestream of [@UN_EWEC](#)'s virtual roundtable: "Women's Leadership in the COVID-19 Response to Protect Every Woman and Every Child" on May 28 at 12 pm GMT

Join me: <https://youtu.be/aqOkDuf5gw0>

[#RiseForAll](#)

Facebook Content

Copy, paste and share the posts below with an example of the work you're doing to protect every woman and every child. Remember to tag [@UN_EWEC](#) and to use the hashtag [#RiseForAll](#).

I'm working to protect the health and well-being of women and children who are at greater risk during COVID19 by **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@UN_EWEC](#) [#RiseForAll](#)

Efforts to contain COVID19 have put women and children's health and well-being at risk globally. Here's what I'm doing to help **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**



@UN_EWEC #RiseForAll

COVID19 could result in an increase in child deaths amounting to 6000 per day. This is why I'm taking action for children's health and well-being by **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

@UN_EWEC #RiseForAll

COVID19 could result in 56,000 more maternal deaths in just 6 months. Here's how I'm taking action for women's health and well-being **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

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Join me: <https://youtu.be/aqOkDuf5gw0>

#RiseForAll

LinkedIn Content

Copy, paste and share the posts below with an example of the work you're doing to protect every woman and every child. Remember to tag **@Every Woman Every Child** and to use the hashtag **#RiseForAll**.

I'm working to protect the health and well-being of women and children who are at greater risk during COVID19 by **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

@Every Woman Every Child #RiseForAll



Efforts to contain COVID19 have put women and children's health and well-being at risk globally. Here's what I'm doing to help **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@Every Woman Every Child #RiseForAll](#)

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[@Every Woman Every Child #RiseForAll](#)

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[@Every Woman Every Child #RiseForAll](#)

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Join me! Here's the link to watch: <https://youtu.be/aqOkDuf5gw0>

[#RiseForAll](#)

Instagram Content

Copy, paste and share the posts below with an example of the work you're doing to protect every woman and every child. Remember to tag [@everywomaneverychild](#) and to use the hashtag [#RiseForAll](#).



I'm working to protect the health and well-being of women and children who are at greater risk during COVID19 by **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@everywomaneverychild](#) [#RiseForAll](#)

Efforts to contain COVID19 have put women and children's health and well-being at risk globally. Here's what I'm doing to help **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@everywomaneverychild](#) [#RiseForAll](#)

COVID19 could result in an increase in child deaths amounting to 6000 per day. This is why I'm taking action for children's health and well-being by **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@everywomaneverychild](#) [#RiseForAll](#)

COVID19 could result in 56,000 more maternal deaths in just 6 months. Here's how I'm taking action for women's health and well-being **[include the work you're doing as text, photo or video]**

Tell us what you're doing **[tag others]**

[@everywomaneverychild](#) [#RiseForAll](#)

Graphics

If you wish to support the initiative beyond your challenge response, we have created a selection of graphics to share on social media with the daunting impact on women and children's health and well-being as a result of COVID-19. Remember to tag Every Woman Every Child across all social media channels and to use the hashtag **#RiseForAll**. You can download all of the images [here](#).



EVERY WOMAN
EVERY CHILD

FOR HEALTHY AND EMPOWERED WOMEN,
CHILDREN AND ADOLESCENTS



**There is a wall of
silence around
domestic violence.**

Kersti Kaljulaid

President of Estonia and Co-Chair
of the High-Level Steering Group
for Every Woman Every Child



Lack of access to health services
could result in:

**an increase in child
deaths amounting to
6000 a day over the
next six months.**



Limited access to health care
services could result in:

**56,000 more maternal
deaths in just 6 months**

(in addition to the 144,000 deaths that
already take place in the same countries
over a six-month period)



Isolation and economic stresses
could result in:

**31 million cases of
gender-based violence**

