From Page to Action: Accountability for the Furthest Left Behind in COVID-19 & Beyond

Social Media Toolkit for the Launch of the UN Secretary-General’s 2020 Independent Accountability Report for Every Woman Every Child

This social media toolkit can be used to promote the launch of the 2020 Report of the UN Secretary General’s Independent Accountability Panel for Every Woman Every Child. In the run-up to the launch, and during the event, you are encouraged to post on social media to amplify the conversation. Tag speakers and organizations participating in the event to recognize their contributions and boost engagement.

Key links
- IAP 2020 Report launch event details can be found here.
- The livestream of the launch event can be watched here on 13 July | 07:45 EDT / 12:45 BST / 13:45 SAST / 20:45 JST)
- Promotional videos to post on social media can be found here.

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Overview of the IAP 2020 Report Launch

In 2016, the United Nations Secretary-General mandated the Independent Accountability Panel for Every Woman Every Child (IAP) to review accountability and progress in women’s, children’s and adolescents’ health towards the 2030 Sustainable Development Goals (SDGs).

On 13 July 2020, the IAP will launch a landmark report, *Caught in the COVID-19 storm: progress and accountability for women’s, children’s and adolescents’ health in the context of UHC and SDGs*. This report considers emerging evidence of the impact of the COVID-19 pandemic on the health and rights of women, children and adolescents and is written at a landmark moment: 2020 marks 10 years of the Every Woman Every Child (EWEC) movement, five years since the adoption of the 2030 SDGs, and the start of the COVID-19 pandemic.

With global progress towards 2030 targets to save the lives of women and children already lagging – and the pandemic making a bad situation worse – now is the time to act. Effective global accountability for women’s, children’s and adolescents’ health and universal health coverage (UHC) is a whole-of-society effort and is needed now more than ever. This landmark report will be crucial to build political momentum and spur immediate actions to protect women’s, children’s and adolescents’ health and well-being from the impacts of COVID-19 and to safeguard the gains attained over the past decade. We must hold governments, decision-makers and health providers accountable during this pandemic and beyond.

Social Media Content

**Accounts and hashtags:** All content should use **#IAP2020** as the primary hashtag and **#AccountabilityMatters** as the secondary hashtag. @IAPEWEC and @UN_EWEC twitter accounts should be tagged. Additional partner handles are listed below.

**Suggested social media language:**

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**Pre-launch content (to post on or before 13 July)**


These are the four pillars that ensure #AccountabilityMatters and women, children and adolescents are protected around the world. #IAP2020

How can countries improve the health of women, children & adolescents everywhere?

- Invest in data systems
- Institutionalize accountability functions
- Democratize accountability to include community voices

Tune in on 13 July! bit.ly/IAP2020_WatchLive #IAP2020

The world was already lagging behind when it came to the health of women and children. Now, #COVID-19 is making a bad situation worse. How can we hold our governments accountable? Join the conversation on 13 July, 7:45 EDT: bit.ly/IAP2020_WatchLive #AccountabilityMatters #IAP2020

Investing in country data systems helps build better policies to benefit women, adolescents and children. Learn more about the recommendations from #IAP2020 by tuning in on 13 July 7:45 EDT: bit.ly/IAP2020_WatchLive #AccountabilityMatters


Accountability only works when it includes the voices and experiences of people and communities. Here’s how you can join the conversation: bit.ly/IAP2020_WatchLive #IAP2020 #AccountabilityMatters

Improvements in #UHC and #PHC are strongly linked to the well-being of women, children & adolescents. These pre-pandemic priorities are more valid than ever. Find out why #AccountabilityMatters on 13 July, 7:45 EDT: bit.ly/IAP2020_WatchLive #IAP2020
The impact of #COVID19 can be long-lasting, leading to a drastic rise in cases of #FGM, child marriages, #GBV and unsafe abortions. Now more than ever, #AccountabilityMatters. Join the conversation on 13 July, 7:45 EDT: bit.ly/IAP2020_WatchLive #IAP2020

2020 marks 10 years of the @UN_EWEC movement. How have countries prioritized women’s, children’s and adolescents’ well-being over this decade? What more needs to be done? Tune in on 13 July, 7:45 EDT to find out! bit.ly/IAP2020_WatchLive #IAP2020 #AccountabilityMatters

What do we mean by accountability?
Accountability is connecting commitments 😍 to progress. 👍. Tune in on 13 July, 7:45 EDT to learn why #AccountabilityMatters in helping improve the lives of women, children and adolescents worldwide! bit.ly/IAP2020_WatchLive #IAP2020

Post-launch content to post on or after 13 July)

It’s time to move from commitment to action. That's why the #IAP2020 Report includes 3 key recommendations to ensure accountability & improve women’s, children’s and adolescents’ health. Read the recently launched report here: https://iapewec.org/reports/annual-reports/iap-2020-report/ #AccountabilityMatters

Institutionalizing accountability can deliver effective and equitable Governance 🗻 Systems & 🏥 Services 🧳 to improve the health of women, children and adolescents globally. Learn more about the #IAP2020 report recommendations here: https://iapewec.org/reports/annual-reports/iap-2020-report/ #AccountabilityMatters

Why do some countries who spend the same on health get better results than others? The new #IAP2020 report offers recommendations to better utilize resources to ensure improved health for women, children and adolescents everywhere. Read the report here: https://iapewec.org/reports/annual-reports/iap-2020-report/
What are some of the challenges putting women, children & adolescents at risk?

- Conflict situations
- Data gaps
- Inequities around essential health services
- Inefficiencies & corruption

This is why #AccountabilityMatters

#IAP2020 report now available: [https://iapewec.org/reports/annual-reports/iap-2020-report/](https://iapewec.org/reports/annual-reports/iap-2020-report/)

### Social Media Handles

<table>
<thead>
<tr>
<th>Organizations</th>
<th>Twitter Handle</th>
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<td>IAP</td>
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<td>EWEC</td>
<td>@UN_EWEC</td>
<td>@EveryWomanEveryChild</td>
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<td>Japan International Cooperation Agency</td>
<td>@jica_direct_en</td>
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<td>The Governments of South Africa</td>
<td>@GovernmentZA</td>
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<td>The Governments of Japan</td>
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<td>@JAPANGOV</td>
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<th>Twitter Handle</th>
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<th>LinkedIn Handle</th>
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<tbody>
<tr>
<td><strong>Gillian Tett</strong>, Chair of Editorial Board and Editor-at-large of the Financial Times</td>
<td>@gilliantett</td>
<td>@financialtimes*</td>
<td>@Gillian Tett</td>
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<td></td>
<td>@FT</td>
<td></td>
<td>@Financial Times</td>
</tr>
<tr>
<td><strong>H.E. Mr. Cyril Ramaphosa</strong>, President of South Africa, Chairperson of the African Union</td>
<td>@CyrilRamaphosa</td>
<td>@presidencyza</td>
<td>@The Presidency of the Republic of South Africa</td>
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<td>@GovernmentZA</td>
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<td>@PresidencyZA</td>
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<tr>
<td>Mr. Shinichi Kitaoka</td>
<td>President, Japan International Cooperation Agency</td>
<td>@JapanMissionUN</td>
<td>@JICA*</td>
</tr>
<tr>
<td>Ms. Joy Phumaphi</td>
<td>Co-Chair, UN Secretary-General’s Independent Accountability Panel for EWEC</td>
<td>@joy_phumaphi</td>
<td>@Joy Phumaphi</td>
</tr>
<tr>
<td>Elhadj As Sy</td>
<td>Chair of the Board, Kofi Annan Foundation and Co-Chair, Global Preparedness Monitoring Board (HLSG of EWEC and UHC Movement Political Advisory Panel)</td>
<td>@elhadj_as_sy</td>
<td>@Elhadj As Sy</td>
</tr>
<tr>
<td>Gabriela Cuevas Barron</td>
<td>President of the Inter-Parliamentary Union; HLSG of EWEC and UHC Movement Political Advisory Panel</td>
<td>@GabyCuevas</td>
<td>@IAP*</td>
</tr>
<tr>
<td>Dr. Khuat Thjl Hai Oanh</td>
<td>Executive Director, Centre for Supporting Community Development; Advisory Group, UHC2030 Civil Society Engagement Mechanism</td>
<td>@KhuatOanh</td>
<td>@IAP</td>
</tr>
<tr>
<td>Dr. Natalia Kanem</td>
<td>Executive Director, UNFPA</td>
<td>@Atayeshe</td>
<td>@UNFPA</td>
</tr>
<tr>
<td>H.E. Ambassador Mr. Kaha Imnadze</td>
<td>Permanent Representative, NY Mission of Georgia to the UN; Co-facilitator of HLPF and ECOSOC Review</td>
<td>@kahaimnadze</td>
<td>@Kaha Imnadze</td>
</tr>
<tr>
<td>H.E. Ms. María Fernanda Espinosa Garcés</td>
<td>The President of the 73rd Session of the UN General Assembly (UHC Movement Political Advisory Panel)</td>
<td>@mfespinosaEC</td>
<td>@KofAnnanFdn</td>
</tr>
<tr>
<td>Ms. Evalin Karijo</td>
<td>Director, Y-ACT, Youth in Action, Amref Health Africa</td>
<td>@YouthActKE*</td>
<td>@Evalin Karijo</td>
</tr>
<tr>
<td>Dr. Tedros Adhanom Ghebreyesus</td>
<td>Director-General, WHO; H6 Chair</td>
<td>@DrTedros</td>
<td>@Tedros Adhanom Ghebreyesus</td>
</tr>
<tr>
<td>Rt. Hon. Helen Clark</td>
<td>Former Prime Minister of New Zealand; Board Chair of</td>
<td>@HelenClarkNZ</td>
<td>@World Health Organization</td>
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* Indicates the use of an asterisk in the Twitter handle for emphasis or special character.
the Partnership for Maternal, Newborn and Child Health (PMNCH)

H.E. Mr. Kaha Imnadze  Permanent Representative of Georgia to the UN  @kahaimnadze

*Note that only the speaker organization account is available on this platform.

Visual Content

Event Graphics (click to view/download)

FROM PAGE TO ACTION:
Accountability for the Furthest Left Behind in COVID-19 & Beyond
Launch of the 2020 Report of the IAP for Every Woman Every Child

Monday 13th July  07:45am - 9:00am EDT

Watch LIVE on 13 July: bit.ly/IAP2020_WatchLive  #IAP2020
Countdown Graphics – for posting on 12 July (click to view/download)
When it comes to the health of women, children and adolescents, is your country/organisation accountable?

Accountability connects commitments to progress.

**STEP 1**
**COMMIT**
Is your country or organisation committed to making progress on women's, children's and adolescents' health and rights? And is it clear who is responsible for what?

**STEP 2**
**JUSTIFY**
Are decisions and actions in your country/organization based on evidence, rights and rule of law?

**STEP 3**
**IMPLEMENT**
Is accountability implemented by monitoring and reviewing data, enabling remedies and taking necessary action?

**STEP 4**
**PROGRESS**
Is your country or organisation continually making progress with available resources, towards agreed goals?
**Ms. Gillian Tett**  
Chair of the Editorial Board & Editor-at-Large (US), The Financial Times  
13 July, 7:45–9:00am EDT  
Launch of the 2020 Report of the UNSC’s Independent Accountability Panel for Every Woman Every Child  

**Dr. Natalia Kanem**  
Executive Director, UNFPA  
13 July, 7:45–9:00am EDT  
Launch of the 2020 Report of the UNSC’s Independent Accountability Panel for Every Woman Every Child  

**H.E. Mr. Cyril Ramaphosa**  
President, South Africa  
13 July, 7:45–9:00am EDT  
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**H.E. Mr. Kaha Imanadze**  
Permanent Representative of Georgia to the UN  
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**Mr. Shinichi Kitaoka**  
President, JICA  
13 July, 7:45–9:00am EDT  
Launch of the 2020 Report of the UNSC’s Independent Accountability Panel for Every Woman Every Child  

**Ms. María Fernanda Espinosa**  
UHC Movement Political Advisory Panel, UHC2030  
13 July, 7:45–9:00am EDT  
Launch of the 2020 Report of the UNSC’s Independent Accountability Panel for Every Woman Every Child  

**Ms. Joy Phumaphi**  
Co-Chair, Independent Accountability Panel for EWECE  
13 July, 7:45–9:00am EDT  
Launch of the 2020 Report of the UNSC’s Independent Accountability Panel for Every Woman Every Child  

**Ms. Evalin Karijo**  
Project Director, Youth in Action, Amref Health Africa  
13 July, 7:45–9:00am EDT  
Launch of the 2020 Report of the UNSC’s Independent Accountability Panel for Every Woman Every Child  
IAP Member Quote Graphics ([click to view/download](#))
Nicholas Kojo Alipui
Member, Independent Accountability Panel for EWECE

We advocate an approach to sustainable development that is driven by good leadership, community participation and strong citizens’ voices for full accountability because development outcomes are always much better when civil society participates and is more engaged in implementing development policy.

People need to drive planning, monitoring and remedial action for positive health outcomes.

Carol Kidu
Member, Independent Accountability Panel for EWECE

The lives of women, children and adolescents matter—they will all be accountable and take action to improve their health and safeguard our national and global future.

Brenda Killen
Member, Independent Accountability Panel for EWECE

It is in everyone’s interests to build strong accountability systems to reach every woman, child and adolescent with the services they demand to learn from our mistakes and build on our successes and to strengthen our collective resilience to crises like COVID-19.

Giorgi Pkhakadze
Member, Independent Accountability Panel for EWECE

Every woman, child and adolescent is entitled to quality healthcare. Independent accreditation of health facilities is not a luxury but a vital tool to help them make the right decisions.

Jovana Rios Cisnero
Member, Independent Accountability Panel for EWECE

Governments and health providers must be accountable to ensuring that girls like Laura get the care they need and deserve to survive, thrive and transform during the COVID-19 pandemic and beyond.

Gita Sen
Member, Independent Accountability Panel for EWECE

In country after country, the struggles of informal and migrant workers—women and girls prominent among them—to survive through the COVID-19 pandemic show how fragile existing accountability mechanisms are in shielding those most at risk and most vulnerable.

Alicia Ely Yamin
Member, Independent Accountability Panel for EWECE

Mass protests clamoring for racial justice in both health and policing in the United States (and around the globe) have laid bare how central accountability is to achieving the SDGs and a fairer world.
‘Did You Know?’ Graphics (click to view/download)

Did you know?
The COVID-19 pandemic has disrupted mass vaccination campaigns, leaving 13.5 million children unprotected against life-threatening diseases.
#IAP2020 #AccountabilityMatters

Did you know?
Even before COVID-19, only between one-third and one-half of the world's population were covered by the essential health services they needed.
#IAP2020 #AccountabilityMatters

Did you know?
Closure of schools because of COVID-19 meant 370 million children missed out on meals and adolescents suffered from greater physical threats and mental health issues.
#IAP2020 #AccountabilityMatters

Did you know?
Movement restrictions and diversion of health workers from maternity to COVID-19 units limits the availability of life-saving services for pregnant women and newborns.
#IAP2020 #AccountabilityMatters

Videos (click to view/download)

Even before COVID-19, global progress towards 2030 targets to save women's & children's lives was lagging by ~20%
Recommendations GIFs (click to view/download)

HOW CAN COUNTRIES AND STAKEHOLDERS REVITALIZE ACCOUNTABILITY AND ACHIEVE TARGETS?

Watch live on 13 July: bit.ly/IAP2020_WatchLive • #IAP2020 • #AccountabilityMatters