

**WHAT  
WOMEN  
WANT!**

*Demands for Quality  
Reproductive and Maternal  
Healthcare from Women and Girls*



**LISTEN AND ACT ON THE DEMANDS OF  
KENYA'S WOMEN AND GIRLS!**

## What Women Want

### Demands for Quality Healthcare from Kenya's Women & Girls

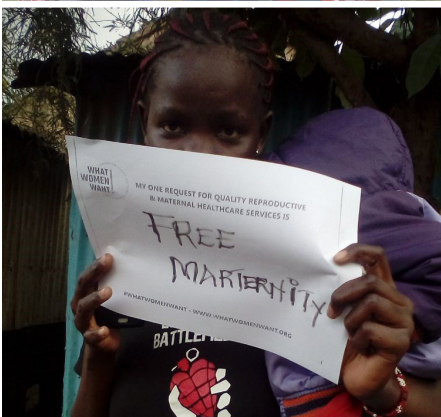
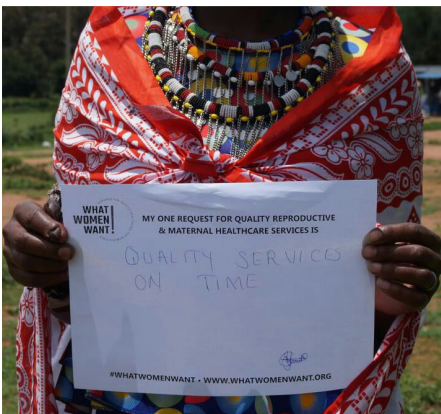
Approximately 300,000 women and girls die during pregnancy and childbirth every year. In Kenya, where the maternal mortality rate stands at 362 per 100,000 live births (DHS 2014/2015), changing this picture begins with women and girls. When women and girls are involved in identifying the barriers and solutions to healthcare, progress accelerates. As quality has a huge impact on whether a woman or girl will seek care, the heart of the *What Women Want* campaign is about understanding quality from women's and girls' perspectives.

Beginning on 11 April 2018, International Maternal Health and Rights Day, and continuing for one year, 359 partners asked nearly 1.2 million women and adolescent girls in 114 countries: **what is your top request for your maternal and reproductive healthcare?** Led by White Ribbon Alliance Kenya, nearly 120,000 of these demands were gathered in Kenya alone through the tireless efforts of "citizen journalists" and volunteers asking about and amplifying the needs of women in their communities.

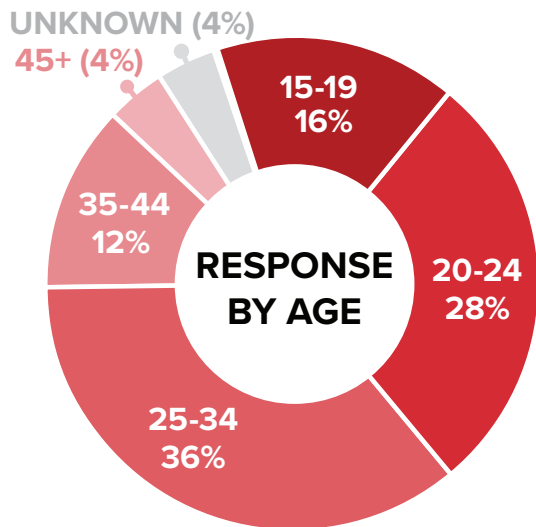
The *What Women Want* campaign is unique in that it asked women and girls in Kenya to set the agenda, as opposed to beginning with a premise of what is important or asking them to decide among a set of options. For example, women from a nomadic Maasai community in the Kajiado region told of how they often have to walk 15 kilometers to the nearest health center or go on a motorbike. When they go into labor at night, they have a dilemma—to walk through the dark or stay at home alone to give birth. They requested the government provide a hospital near them, an ambulance for the night time or even a mobile health van. The girls in the community had a different request: that no one but themselves will decide if they will be cut and undergo Female Genital Mutilation (FGM). Their voices and concerns often lost, but which are vital to providing services which women want and use.

A resounding call for better quality health services as defined by women and girls, this brief provides the top ten demands of those who participated in the *What Women Want* campaign from Kenya. If the hope and expectation is for women and girls to visit health centres, adhere to recommended advice, and collectively pursue better health outcomes, it follows their agenda must become everyone's agenda.

**Women and girls  
have spoken,  
now it's time to listen.**



# 118,545 DEMANDS



To learn more about the methodology and analysis of these results, visit: [whiteribbonalliance.org/whatwomenwant](http://whiteribbonalliance.org/whatwomenwant) to download the complete summary report.

## TOP TEN DEMANDS

1. Water, sanitation, and hygiene: **9.70%**
  - Cleanliness and sanitation in hospitals\*
  - Clean toilets in facilities
2. Respectful and dignified care: **9.44%\*\***
  - Security for mothers and newborns
  - No verbal abuse, harassment, or rudeness from medical staff
  - No discrimination or tribalism
3. Menstrual health: **6.96%**
  - Provision of sanitary towels and pads
  - Medication for menstrual cramps
4. Medicines and supplies: **6.28%**
  - Availability of quality drugs
  - Increased medical equipment and tools
5. Transportation infrastructure: **5.31%**
6. Free, affordable or insured healthcare: **5.03%**
7. Increased, competent and better-supported doctors: **5.01%**
8. Family planning information, personnel, services and supplies: **4.49%**
  - Availability and access to modern family planning methods
9. Increased, fully functional and closer health facilities: **4.32%**
10. Food and nutrition information, personnel, services and supplies: **3.73%**

\* Represent top sub-categories of demands.

\*\* WRA Kenya, Kenya's campaign focal point, combined two codes "respectful and dignified care" and "ethical, legal, non-abusive and secure care." These categories were coded separately globally and in other countries.

# LISTENACT

Listening to women is a radical act.

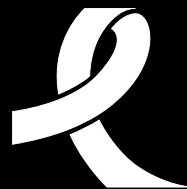
But acting on what we hear is revolutionary.



Tell us how you are listening and acting on women's and girls' demands:

[whiteribbonalliance.org/whatwomenwant](http://whiteribbonalliance.org/whatwomenwant)

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**WHAT WOMEN WANT!**

DEMANDS FOR QUALITY HEALTHCARE FOR WOMEN & GIRLS