



THE WHITE
RIBBON
ALLIANCE

Building a Movement

A HISTORY OF
WHITE RIBBON ALLIANCE

1999-2019

HEALTHY WOMEN. HEALTHY WORLD.



Contents

- | | | | |
|----|--------------------|-----|---------------------------------|
| 5 | OUR VISION | 58 | TANZANIA |
| 6 | OUR STRATEGIES | 64 | UGANDA |
| 7 | GLOBAL WINS | 70 | UNITED KINGDOM |
| 12 | NATIONAL ALLIANCES | 76 | YEMEN |
| 14 | AFGHANISTAN | 80 | ZIMBABWE |
| 18 | BANGLADESH | 84 | WHAT WOMEN WANT! |
| 22 | INDIA | 88 | DISASTER
PREPAREDNESS |
| 28 | INDONESIA | 92 | STORYTELLING FOR
ADVOCACY |
| 32 | KENYA | 96 | WOMEN'S RIGHTS
IN CHILDBIRTH |
| 38 | MALAWI | 98 | GLOBAL MOVEMENT |
| 44 | NEPAL | 100 | GET INVOLVED |
| 50 | NIGERIA | | |
| 54 | PAKISTAN | | |



Our Vision

PEOPLE LEADING CHANGE

We envision a world where all girls and women realize their right to quality health and well-being. Our mission of activating a people-led movement for reproductive, maternal and newborn health and rights accelerates progress by putting citizens at the center of global, national and local efforts.

HEALTHY WOMEN, HEALTHY WORLD

When women are healthy so are their children, families, communities and countries. WRA understands the synergy between sexual, reproductive, maternal, newborn, child and adolescent health policies and services and implements holistic solutions.

Our approach of educating people about their health and rights, then equipping them to lead change in their own communities, is effective and creates lasting change for generations to come.

OUR STRATEGIES

White Ribbon Alliance is a locally led, globally connected grassroots movement advocating for the health and rights of women and newborns. We actively work in partnership with women, men, their families and communities, professionals and practitioners from diverse fields and all sectors of government. We use many approaches, all of which put citizens at the center.



CONVENE & CATALYZE action from governments, community organizations and individuals to drive change.



EDUCATE & EMPOWER people about health and human rights, creating demand for services.



Directly **INFLUENCE DECISION-MAKERS;** support decision makers to respond.



Use **MEDIA & CHAMPIONS** to amplify voices.



Create **FEEDBACK LOOPS** to foster linkages between policy makers, organizations and people for long-term relationship building.



Collect and use **EVIDENCE FOR ADVOCACY**

GLOBAL WINS

1999



White Ribbon Alliance begins in 1999 as an informal coalition of global partners who wish to work together toward the common goals of mobilizing grassroots efforts, generating worldwide attention, and making safe motherhood a priority for governments, donors and international organizations. Although beginning as an organic movement, the Alliance grows quickly and soon adds coordination and governance structures, such as Global and National Secretariats, to aid in decision-making and information sharing. The "white ribbon" is chosen as a unifying symbol of the movement because white represents both mourning for those lost and hope for lives saved.

2000



Produces ***Awareness, Mobilization and Action for Safe Motherhood Field Guide*** to support grassroots and national advocates around the world to catalyze the safe motherhood movement.

2002



WRA's foundation building phase culminates with its first international safe motherhood conference, *Saving Mothers' Lives: What Works*, organized by White Ribbon Alliance in India. More than 500 participants representing 35 countries attend.

2005



White Ribbon Alliance Global Secretariat members participate in the Steering Committee of the Partnership for Safe Motherhood and Newborn Health, which forms the Partnership for Maternal, Newborn, and Child Health (PMNCH), the world's largest alliance for women's, children's and adolescents' health, convened by the World Health Organization.

2007



Disaster Response & Preparedness, Hurricane Katrina: White Ribbon Alliance's US working group bridges international and national advocacy efforts by working with partners to form the National Working Group for Women and Infant Needs in Emergencies, which convenes representatives from the Centers for Disease Control and Prevention, frontline responders, and other advocates to create the Women & Infants Service Package (WISP). WISP is based on UNFPA's Minimum Initial Service Package — MISP — a series of crucial supplies and coordinated actions required to respond to reproductive health needs at the onset of every humanitarian crisis. WISP further influenced US health policy when it was brought into state health conferences and codified into state laws.



Stories of Mothers Lost, a photographic book featuring stories of maternal deaths from around the world, is published, and a quilt exhibition generates global commitments on improving maternal health. The quilts are shown at the Royal College of Obstetricians and Gynecologists in London as part of the Promise to Mothers Lost global maternal health advocacy campaign.

2008



A group of young artists and dancers lead the Convoy to Cape Town through South Africa in the run up to the World Economic Forum as part of the White Ribbon Alliance campaign to raise awareness and pressure political leaders to reduce maternal deaths.



Dinners for Women in honor of White Ribbon Alliance become annual fixtures in New York and Davos. The dinners grow to include a network of over 600 women from around the world and help maintain pressure on world leaders to deliver on global commitments for women made through the Millennium Development Goals. The high-profile gatherings are instrumental in securing promises from governments to increase maternal health funding, and elevate maternal mortality in the political and international developmental agenda.

2009



White Ribbon Alliance convenes organizations and supporters to establish the Respectful Maternity Care Community of Concern, which formalizes the effort for respectful and dignified care and continues to this day.



White Ribbon Alliance launches the Mother's Day Every Day campaign with CARE, generating political will and action toward the Millennium Development Goal of reducing maternal mortality by 75 percent by 2015. The campaign brings high-profile political leaders together to advocate for greater U.S. leadership around preventable maternal mortality and morbidity.

2010



In collaboration with the University of Southampton, publishes ***The Atlas of Birth***. This accessible guide to the global picture of maternal health includes maps, graphics and stories from many countries, and influences Norway's commitment to a major maternal health initiative.



White Ribbon Alliance convenes the Maternal Mortality Campaign, calling on the Government of Canada to focus on maternal, newborn and child health during the 36th meeting of the G8 that brings together more than 50 nongovernmental organizations to demand specific financial and policy asks that contribute to the Muskoka Initiative, a \$5 billion commitment to mobilize global action to reduce maternal and infant mortality and improve the health of mothers and children in the world's poorest countries.



Through its Maternal Mortality Campaign, White Ribbon Alliance co-organized a caravan across East Africa to collect messages from citizens to leaders demanding action on maternal, newborn and child health. The effort spurred African leaders to recommit to the Abuja Declaration pledge of allocating 15 percent of national budgets to health at the African Union Summit.

2011



Launches a global campaign to promote a clear standard for respectful maternity care, rooted in international human rights. Working with global organizations, White Ribbon Alliance produces the groundbreaking **Respectful Maternity Care Charter**, which continues to raise awareness and create policy change worldwide.

2014



Establishes the Citizen-Led Accountability Coalition and holds hundreds of Citizens' Hearings in more than 20 countries, whose findings influenced and responded to the Sustainable Development Goals and the Global Strategy for Women's, Children's and Adolescent's Health frameworks to review and develop a pathway for citizens and civil society engagement.



White Ribbon Alliance supports the international push leading to the inaugural International Day for Maternal Health and Rights, spearheaded by CHANGE and co-sponsored by a consortium of maternal health organizations.

2015



The recommendations from hundreds of Citizens' Hearings held in the previous year are taken to the 2015 World Health Assembly where citizens, nongovernmental organizations, health ministers, government delegations and UN agencies meet for the first Global Citizens' Dialogue on Accountability for Reproductive, Maternal, Newborn and Child Health.



Together with Bayer, commits to the prevention of maternal, newborn and child death and releases comprehensive self-care policy recommendations and self-care community-level intervention programs in the areas of nutrition, hygiene and preventative care in support of the Global Strategy (2016-2030).

2016



Together with World Health Organization and International Confederation of Midwives, launches the groundbreaking **Midwives' Voices, Midwives' Realities**, the largest global survey of midwifery personnel, detailing the barriers that midwives face in providing high-quality care to women and babies.

2017



Together with Bayer, launches community implementation projects in Bangladesh, Zimbabwe and Bolivia. Designed by the communities, the projects introduce the concept of "self-care" for maternal and newborn health.

2018-2019



White Ribbon Alliance launches the global What Women Want campaign, mobilizing 1.2 million responses worldwide. Advocacy strategies begin to be developed based on women's self-articulated needs.

2019



White Ribbon Alliance leadership around respectful maternity care influences the United Nations Special Rapporteur on Violence Against Women to focus on violence against women during pregnancy and childbirth, providing important legitimacy to the issue of obstetric violence.

Where We Work

NATIONAL ALLIANCES

WRA National Alliances are autonomous networks that include individuals, local and international organizations, professional associations, government entities, youth and other community members, academic and health training institutions and donors.

Their work is carried out by its voluntary membership.

Each National Alliance determines its own areas of focus, structure and decision-making processes that are inclusive, participatory, transparent and consistent with the White Ribbon Alliance mission, vision and values.

15

White Ribbon Alliance has many fully affiliated National Alliances. We also work with partners in countries where there is not a National Alliance.



AFGHANISTAN



BANGLADESH



GLOBAL



INDIA



INDONESIA



KENYA



MALAWI



NEPAL



NIGERIA



PAKISTAN



TANZANIA



UGANDA



U.K.



YEMEN



ZIMBABWE



to your objectives

power to your objectives

Afghanistan

HISTORY & MISSION

In Afghanistan, decades of war, civil strife and a weakened economy, coupled with suppression of women's rights, has led to a tragically high number of maternal and newborn deaths. Afghanistan has one of the highest maternal mortality ratios in the world. The most effective way of reducing these unnecessary deaths is through the promotion of midwifery, which is why WRA Afghanistan's coalition of midwives, health workers and organizations have focused on advocating for the creation of a national Nursing and Midwifery Council that can operate effectively throughout the country.

AREAS
OF
FOCUS

MIDWIVES & MIDWIFERY

AFGHANISTAN WINS



2013



After more than a decade of convening to address the issue of safe motherhood, often in secret, midwives, health workers and organizations form WRA Afghanistan to advocate for creation of a national Nursing and Midwifery Council that would ensure a national standard on the quality of maternal and newborn health services.

2014



WRA Afghanistan mobilizes support through a series of Mothers' Nights events and Citizens' Hearings that educate policy-makers, including representatives from the Ministry of Justice, key parliamentarians and the Chief Executive of Afghanistan (akin to Prime Minister), about their role in improving care for mothers. They also broker opportunities for midwives to advocate for creation of a regulatory body for their profession.

2015-2017



Through a multiyear series of citizen dialogues, WRA Afghanistan allows for open discussions while raising concerns about the state of maternal and newborn care. These public convenings allow WRA Afghanistan to gather evidence to prove that regulatory councils are essential in improving the quality and safety of maternal and newborn care and ensure accountability of health workers for the care they provide.



After five years of dedicated advocacy by White Ribbon Alliance Afghanistan and partners, a core objective is realized when the Government of Afghanistan establishes the Afghanistan Midwifery and Nursing Council, a professional regulatory body for midwives and nurses that will improve quality of maternal and newborn health services by allowing for a more cohesive approach to healthcare for women and babies.





Bangladesh

HISTORY & MISSION

WRA Bangladesh works to equip health workers, community clinic support members and nongovernmental organizations to support pregnant women and their families to plan for a happy, healthy childbirth by promoting improved maternal, newborn and child health policies and self-care.



AREAS OF FOCUS

SELF-CARE FOR MATERNAL HEALTH

ENDING CHILD MARRIAGE

BANGLADESH WINS



2005



WRA Bangladesh launches with the mission to build a grassroots movement that creates partnerships, strengthens capacity, influences policies, harnesses resources, demands accountability and inspires action to realize a Bangladesh where every woman, newborn and child achieves their right to health.

2009



Galvanizes women to participate in UbuMama Project, a global storytelling initiative that asks women to share their birthing stories and opinions of what was needed for safe pregnancy and childbirth. These stories are illustrated by the women and embroidered, drawn and painted on women's traditional garments. The women in the community also write a combined message for the world to raise awareness of the problems facing women and mothers in their communities.

2015



Launches a self-care project targeting most vulnerable communities in the Patuakhali District. Facing severe natural disasters and infrastructure challenges, many women living in this area do not have access to medically trained birth attendants, quality health services, or emergency care, often delivering on levees during flood

season. WRA Bangladesh develops the knowledge and skills of health workers so they can provide consistent, quality and respectful care, and help women recognize and address pregnancy complications, ultimately building community capacity for effective self-care.

2016



Following a series of Citizens' Hearings that allow community members to raise fears and offer solutions about their local maternal healthcare concerns, WRA Bangladesh presents community-sourced healthcare policy recommendations during a highly viewed talk show, where policy-makers' commitments to addressing the issues are reinforced.

2017



Partners with community development health centers to enhance birth-planning tools and educate thousands of women and families in 13 wards about how to recognize and address pregnancy complications and emergencies. They train community health workers to be proactive partners to women and support the government's ability to improve care by linking local hospitals to government clinics.





India

HISTORY & MISSION

WRA India is a movement of individuals, organizations and communities that builds alliances, strengthens capacity, influences policies, harnesses resources, inspires volunteerism and motivates action to protect the lives of women and newborns throughout India. Its mission is to activate a people-led movement for reproductive, maternal and newborn health and rights.



AREAS OF FOCUS

CITIZEN-LED ACCOUNTABILITY

RESPECTFUL MATERNITY CARE

QUALITY OF CARE

BIRTH PREPAREDNESS

INDIA WINS



1999



WRA India launches when the Center for Catalyzing Change (formerly CEDPA), brings together individuals and organizations to advocate for safe motherhood and the right of all women to be safe and healthy before, during and after childbirth.

2001



Several thousand people, including leading parliamentarians, film stars and ministers march with WRA India members to the Taj Mahal, drawing worldwide attention to the maternal health crisis in India and catalyzing action to prevent maternal deaths in India and around the world.

2002



Convenes International Conference on Best Practices and develops the **Safe Motherhood Best Practices Field Guide**, a compendium of evidence-based best practices and how-to guidelines, produced in English and Hindi for international and local use, that quickly becomes a key resource for program planners and government functionaries.

2003



After intense campaigning, April 11 is declared and launched as National Safe Motherhood Day, establishing India as the first country to have a national day dedicated to maternal health. Every year a theme is selected and campaigns carried across the country to mark the day, raising awareness and delivering progress for women and children.

2004



WRA India's Safe Motherhood is the Right of All Women – Know Your Birth Rights social mobilization campaign is launched, clearly linking and igniting the movement for human rights in childbirth in India.

2005



WRA India pioneers social accountability processes in India, using citizen engagement strategies such as public hearings, verbal autopsies, community scorecards and facility assessments through its multi-year Mobilizing Communities for Accountability campaign, which spans 73 districts across Madhya Pradesh, Orissa, Rajasthan and West Bengal. In some of the most remote parts of the country, over 1,000 elected officials, media representatives and members are trained for safe motherhood advocacy.



WRA India works with the government to improve existing regulations so that a larger pool of qualified health workers can be trained in key procedures, allowing tens of thousands of auxiliary nurse midwives, nurses and medical officers to administer vital lifesaving drugs such as misoprostol. WRA India's pioneering approach to task shifting helps women survive in India's half million villages while leaving a lasting impact on government policies.

2009



Recognizing that the push for facility-based births in India needs to be accompanied by improvement in quality care and adequate reductions in maternal mortality, WRA India launches the national campaign, Quality Maternal Health Care — Every Woman's Right! which becomes the foundation for all its future quality-of-care advocacy efforts.

2011



Backed up by its own formative research, WRA India launches the Birth Preparedness and Complication Readiness campaign, which combines advocacy, communication and community mobilization strategies to organize communities, engage safe motherhood advocates and increase demand for maternal, newborn and child health services.

2012-2014



The Mobile Monitor for Quality of Care pilot project experiments with using low-cost mobile technology to inform expecting mothers of available health services and ask them to rate quality of care at facilities. Results showed huge potential for interactive voice response technology to educate women on the quality of care they should expect from health providers, inform women about available health programs and services, enable women to anonymously rate the quality of care they receive and empower women to make more informed decisions about their health and healthcare.

2013-2018



WRA India mobilizes celebrities — actors, singers and politicians — as Safe Motherhood Champions to raise the profile of the issue and pledge their support to safe motherhood. Celebrities take part in events, compose songs, promote maternal health entitlements and produce films.

2015



WRA India holds a National Citizens' Hearing to ensure people are involved in setting national priorities around the UN Global Strategy for Women's, Children's and Adolescents' Health. The recommendations from the hearing were taken to the 2015 World Health Assembly where citizens, NGOs, health ministers, government delegations and UN agencies meet for the first Global Citizens' Dialogue on Accountability for Reproductive, Maternal, Newborn and Child Health.



Working with the Ministry of Health and Family Welfare starting in 2015, WRA India helps integrate respectful maternity care as a basic human right into LaQshya, a signature government initiative to improve the quality of care in all public health facilities reaching millions of women across the country.

2017-2019

**WHAT
WOMEN
WANT!**

WRA India hears directly from nearly 150,000 women across the country in the Hamara Swasthya, Hamari Awaz ("Our Health, Our Voices") campaign, giving voice to some of the most marginalized women and setting the stage for the global What Women Want campaign. This campaign is scaled up as the global What Women Want campaign, and White Ribbon Alliance India, its State Alliances, members and committed volunteers mobilized 350,696 responses from women in their communities and schools. The top demands from India's women and girls: access to maternal health entitlements including supplies and services, availability of health providers, dignified and respectful care, clean and hygienic health facilities and display of information on entitlements, schemes and services. White Ribbon Alliance India's future advocacy efforts center around making these demands a reality for the women and girls of India.



Indonesia

HISTORY & MISSION

For 20 years, WRA Indonesia, locally referred to as Pita Putih Indonesia (PPI) has grown by mobilizing citizens and creating strong partnerships, resulting in creative advocacy and solutions to improve reproductive, maternal, newborn and adolescent health outcomes across Indonesia. We have influenced dozens of policies on reproductive, maternal and newborn health and rights and gained key commitments from provincial governments, resulting in the distribution of supplementary food for women and infants and improvements to labor and delivery services.



AREAS OF FOCUS

SELF-CARE

ADOLESCENT HEALTH

MIDWIVES & MIDWIFERY

INDONESIA WINS



1999



WRA Indonesia, locally referred to as Pita Putih Indonesia, or PPI, is established to address maternal and child health disparities. PPI/WRA Indonesia is an autonomous network with alliances established in 28 of Indonesia's 34 provinces. Among its members are more than 40 organizations, including local and international organizations, professional associations, government entities and donor agencies.

2003



With two women dying every hour from labor and delivery complications, PPI/WRA Indonesia launches the Alert Villages program in rural areas to educate women, families and communities about the danger signs of pregnancy complications and how to mitigate them. Over the lifetime of the program, PPI/WRA Indonesia helps establish 200 Alert Villages across five provinces, 10 districts and 40 villages and creates a sense of shared responsibility for the health and lives of women and newborns.

2007



PPI/WRA Indonesia launches the Gebyar Safe Motherhood Campaign to raise awareness that every pregnancy is at risk. As a result, more than 1 million women and families are reached with messages on birth preparedness, complication readiness and family planning.

The campaign convenes partners from a wide range of backgrounds, including community members, celebrities, nongovernmental organizations and private businesses to advocate for policy change.

2008



WRA Indonesia secures two years of free airtime from Radio Republik Indonesia (Indonesian Radio) and works with experts to produce an interactive radio program to educate the public about safe motherhood.

2011



PPI/WRA Indonesia's advocacy efforts with political representatives paves the way for the rollout of the Alert Village program to a larger part of the country. Each Alert Village contains at least 10 people trained and supervised by the local midwife on addressing the "three delays" that contribute to maternal mortality (the decision to seek care, arrival at a health facility, and the provision of adequate care).

2017



PPI/WRA Indonesia's healthy life community initiative, focused on the promotion of self-care for maternal and newborn health by preventing maternal anemia and putting an end to stunting, reaches over 300,000 girls, women and families across Indonesia through collaborative efforts with the Ministries of Public Works and Public Housing; Health; Religion; Agriculture; and Maritime Affairs and Fisheries; the National Population and Family Planning Board (BKKBN); and the Ministry of Women Empowerment and Child Protection.

2019



In response to direct advocacy from PPI/WRA Indonesia, President Joko Widodo commits to prioritizing maternal, newborn and child health as one of his top five agenda items for his incoming presidential term in 2019.



RESTORING WOMEN'S DIGNITY



FREEDOM
FROM
FISTULA
Foundation

Restoring Women's Dignity

Kenya

HISTORY & MISSION

By equipping citizens, including adolescents and youth, to understand their health rights, then facilitating meaningful engagement with the government, WRA Kenya is ensuring that the most important challenges and solutions are identified and that quality reproductive, maternal newborn and adolescent health services and policies are in place.



AREAS OF FOCUS

CITIZEN-LED ACCOUNTABILITY

ADOLESCENTS & YOUTH

SELF-CARE

RESPECTFUL MATERNITY CARE

MIDWIVES & MIDWIFERY

KENYA WINS



2009



WRA Kenya is founded to ensure that all Kenyan women realize their rights to a safe pregnancy and childbirth and hold the government accountable for commitments made to maternal and child health.

2010



WRA Kenya identifies and trains 18 influential champions for change. These champions — youth, women, men and media — advocate for issues afflicting and affecting women and girls in their own communities, and are key drivers of successful campaigns run by WRA Kenya, bringing reproductive, maternal, newborn and adolescent health issues to the forefront.

2011



Starting in 2011, WRA Kenya begins building a strong network of youth and youth-led networks and equipping them with the skills — including citizen journalist trainings — to advocate for policy change.

2012



WRA Kenya initiates community awareness convoys and citizen dialogues around the country, educating communities with high maternal and newborn mortality rates about their rights and supporting them to demand an end to preventable maternal deaths.

2017



The Whatever Your Political Colors campaign makes a clarion call to politicians seeking various elective posts to prioritize mothers, newborns and adolescents in their agenda and prepare to be held accountable once elected. Citizens are encouraged to scrutinize candidates and only vote for leaders who committed to prioritize the health of mothers, newborns and adolescents.



WRA Kenya launches the Our Voices project to ensure that adolescents, young women and girls can effectively engage with duty bearers around reproductive, maternal and adolescent health issues. By collecting and amplifying young people's voices through youth accountability teams, WRA Kenya increases engagement between adolescents and county government and RMNCAH service providers to address their needs.



WRA Kenya forms a local coalition of civil society organizations to launch the Kenya Citizen's Health Manifesto 2017–2022, demanding that all political parties and candidates prioritize lifesaving, quality health services to address the leading causes of preventable deaths and diseases in Kenya, as well as citizen participation in healthcare policy- and decision-making.

2018



WRA Kenya's persistent advocacy with the WHO regional office and the Kenya Ministry of Health not only leads to Kenya joining the Quality of Care Network but also Kenya's adoption of the Network's eight quality-of-care standards, including a new standard on community engagement.

2019

**WHAT
WOMEN
WANT!**

As part of the global What Women Want campaign, WRA Kenya and partners mobilize 118,545 responses from across Kenya. The top demands: improved water, sanitation and hygiene (WASH), respectful and dignified care, and improved menstrual hygiene services. White Ribbon Alliance Kenya's future advocacy efforts center around making these demands a reality for the women and girls of Kenya.







Malawi

HISTORY & MISSION

Despite significant gains around the world, Malawi's maternal mortality and infant mortality ratios are still very high. WRA Malawi is working to support the reduction of maternal and newborn mortality through activation of a people-led movement for reproductive, maternal and newborn health and rights.



AREAS OF FOCUS

CITIZEN-LED ACCOUNTABILITY

MIDWIVES & MIDWIFERY

RESPECTFUL MATERNITY CARE

MALAWI WINS

2002



WRA Malawi is established to support the reduction of maternal and newborn mortality. In Malawi, an overall shortage of midwives, coupled with poor working conditions and status, inhibit high-quality maternity care for women. As a result, many women give birth at home without skilled attendants, increasing the risk of maternal and newborn illness and death.

2004



WRA Malawi's first Chapter is established in Mangochi district, the start of a valuable grassroots network that will grow to support pregnant women through 14 chapters across seven districts. The Chapters' passionate volunteers are committed to reducing the number of maternal deaths in Malawi, and work to change harmful social norms around early marriage, pregnancy and childbirth by directly engaging chiefs, religious leaders, and community members to identify maternal and newborn health problems in their communities and address them by using existing resources and structures.

2009



WRA Malawi leverages the 2009 general elections to generate political will for safe motherhood by calling on aspiring members of parliament to prioritize maternal and neonatal health issues if elected and to push for adequate funding for the Ministry of

Health's Road Map for Accelerating the Reduction of Maternal and Neonatal Mortality and Morbidity in Malawi. Sixty-six candidates signed onto the pledge and an estimated 75 percent of adult Malawians are reached through television, radio and newspaper messages.

2013



WRA Malawi launches the Happy Midwives for Happy and Healthy Mothers campaign to draw attention to the poor status, inadequate numbers and substandard working conditions of midwives and the impact on high-quality care. This initiative leads to the Best Midwives Recognition Awards in later years.

2015



A Citizens' Hearing in Kasungu District that was part of a series of community dialogues held across Malawi provides an opportunity for individuals to voice their priorities for women's, children's and adolescents' health, resulting in the opening of a previously non-functioning health facility. The recommendations from the hearings are taken to the 2015 World Health Assembly and shared as part of the first Global Citizens' Dialogue on Accountability for Reproductive, Maternal, Newborn and Child Health.

2016



WRA Malawi conducts "The Summary of a Count of Bedside Midwives in Malawi," a nationwide survey that reveals a gap of more than 20,000 midwives needed to meet the WHO-recommended standard, contributing to Malawi's maternal health crisis. WRA Malawi then launches a multi-pronged strategy to rectify the situation. The survey, and the challenges it surfaces, are widely covered in the media, forcing decision-makers to take notice.

2017

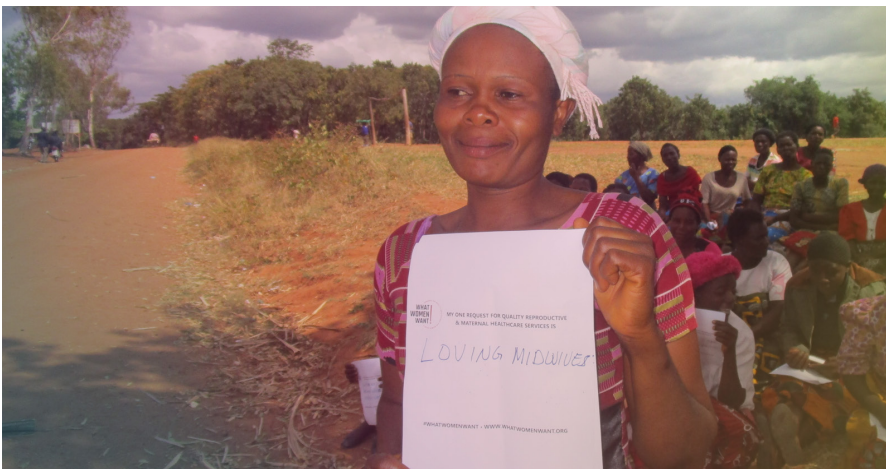


WRA Malawi's ongoing advocacy to the national government results in the hiring of over 900 midwives, a more than 25 percent increase. Efforts include a series of citizen journalist trainings and Citizens' Hearings that raise the profile of and working conditions faced by midwives, garnering national attention from the Minister of Health and First Lady of Malawi. These initiatives, along with "The Summary of a Count of Bedside Midwives in Malawi," lead to WRA Malawi receiving the Certificate of Excellence in Safe Motherhood Advocacy from the Association of Malawian Midwives presented by First Lady Dr. Gertrude Mutharika and being chosen as the CSO Focal Point for FP2020.

2019

**WHAT
WOMEN
WANT!**

As part of the global What Women Want campaign, White Ribbon Alliance Malawi mobilizes 84,058 responses through a series of Citizens' Hearings, finding that the demand for respectful maternity care, increased confidentiality and privacy, and improved maternal, reproductive, or general health services are among the top responses from Malawi's women and girls. The report was launched at the 74th United Nations General Assembly in New York City. White Ribbon Alliance Malawi's future advocacy efforts center around making these demands a reality for the women and girls of Malawi.







JEMI

Nepal

HISTORY & MISSION

WRA Nepal, locally known as the Safe Motherhood Network Federation Nepal (SMNF), has been a leader in reproductive, maternal and newborn health and rights for decades. WRA Nepal was at the forefront of advocacy for safe motherhood when it was a non-issue in Nepal and proved instrumental in ensuring that maternal health and reproductive rights were included in Nepal's Constitution. While Nepal has reduced the maternal mortality ratio by 76 percent over the past 20 years, there is still more work to be done. By providing information on safe abortion services to communities, training health providers on the importance of respectful maternity care, and building and equipping birthing centers, WRA Nepal is making sure that the right to safe motherhood is upheld for all women in Nepal.

AREAS OF FOCUS

RESPECTFUL MATERNITY CARE

SEXUAL AND REPRODUCTIVE HEALTH & RIGHTS

MATERNAL & NEWBORN HEALTH SELF-CARE

NEPAL WINS



1996-1999



Since its inception in 1996, Safe Motherhood Network Federation Nepal (SMNF) has promoted a rights-based approach for maternal and newborn health. In 1999, maternal and newborn health advocates from across the country came together to form WRA Nepal and join the global White Ribbon Alliance movement. Since its founding, membership has grown to an astounding 750 affiliate member organizations from across the country. They are united by one goal: safe motherhood for all of Nepal's women and girls.

2000



SMNF/WRA Nepal organizes the first Safe Motherhood Conference, bringing the issue to national consciousness. National conferences on safe motherhood and reproductive health issues are also organized in 2006, 2011 and 2016. Each of these conferences convenes more than 300 participants from across Nepal to take part in health interventions and advocacy training.



In every election since 2000, SMNF/WRA Nepal's advocacy efforts secure the inclusion of safe motherhood and newborn health as a priority in all political party manifestos.

2005



SMNF/WRA Nepal is recognized as a National Advocacy partner of the Government of Nepal.

2009-2012



After helping shape the government of Nepal's Aama Surakshya Program, which increase facility deliveries by reducing the financial barriers women faced, SMNF/WRA Nepal organizes a series of public hearings across the country to raise awareness about available incentives and obtains commitments from the service sites for the program's effective implementation.

2012



In response to pervasive mistreatment during childbirth, SMNF/WRA Nepal launches a multi-year effort across its national network to mobilize women and communities to demand their rights to respectful care while simultaneously pressing the government to provide and fund respectful maternity care training.

2014



Despite the legalization of abortion in 2002 and increasing rights to abortion that are reinforced over the next several years, Nepal routinely prosecutes and imprisons women and their family members for terminating a pregnancy, and unsafe abortion is the source of more than half of all gynecological and obstetric hospital admissions, contributing to extremely high maternal mortality deaths. As part of the Reproductive Health Rights Working Group, SMNF/WRA Nepal contributes to the Safe Abortion Bill and advocates for its passage.

2015



The 2015 Gorkha earthquake kills nearly 9,000 and injures nearly 22,000 in Nepal. SMNF/WRA Nepal activates its vast network of affiliates to aid in recovery efforts and, for the next six months, ensures that mothers and newborns receive the care they need while advocating for the lasting improvements needed to guarantee safe motherhood during future natural disasters.

2016



With maternal health and abortion bills pending in the Ministry of Health & Population, SMNF/WRA Nepal joins with the Ministry to organize the 4th Safe Motherhood Conference. The conference results in the creation of the “Kathmandu Declaration” and the language for an umbrella act on maternal, newborn and reproductive health that proclaims safe motherhood as a human right.

2018



After more than a decade of dedicated advocacy from SMNF/WRA Nepal and multiple changes in governments – and just two years after the “Kathmandu Declaration” – Nepal’s House of Representatives unanimously passes the Safe Motherhood and Reproductive Health Rights Act, 2018, explicitly protecting the health and rights of women, girls, adolescents and newborns. The legislation declares that all people have the right to access sexual, reproductive, and maternal health-related information, counseling, and services. It represents the first time to WRA’s knowledge that respectful maternity care has been enshrined in national law.





Nigeria

HISTORY & MISSION

Nigeria has one of the highest maternal mortality rates in the world. In many parts of Nigeria, community participation in the design and delivery of maternal, newborn and adolescent health services is virtually nonexistent. Many women encounter challenges accessing healthcare, including lack of affordability and the need to travel long distances to the health facilities, leading to high rates of maternal and infant mortality. WRA Nigeria helps citizens understand their rights and recognize their power to hold elected leaders and government accountable for commitments made to maternal and newborn health.



AREAS OF FOCUS

CITIZEN-LED ACCOUNTABILITY

ADOLESCENT HEALTH

NIGERIA WINS

2009



WRA Nigeria forms to give a voice to the women most at risk of dying in childbirth by inspiring and convening advocates to uphold the right of all women to be safe and healthy before, during and after childbirth.

2011



WRA Nigeria organizes a series of widely attended marches and consultations in Katsina and Zamfara States where citizens call for parliamentary approval of the National Health Bill, which proves vital to its passage.

2012



WRA Nigeria secures two major, life-saving policy changes by advocating to make misoprostol available for the prevention of postpartum hemorrhage, a leading cause of maternal deaths, and to allow trained community health extension workers to provide injectable services to increase access to family planning services at the community level.

2014



WRA Nigeria works to establish a clear national standard of practice for respectful maternity care and embed it into all levels of the health system, making Nigeria the first country to officially institute it as a standard of practice.

2015



WRA Nigeria holds a series of Citizens' Hearings across the country to develop a pathway for citizens and civil society to engage in national priority-setting around the updated Global Strategy for Women's, Children's and Adolescents' Health and the Sustainable Development Goals. The recommendations from the hearings were taken to the 2015 World Health Assembly where citizens, NGOs, health ministers, government delegations and UN agencies met for the first Global Citizens' Dialogue on Accountability for Reproductive, Maternal, Newborn and Child Health.

2017



Town hall meetings receive extensive media coverage and result in the procurement of essential medical equipment and supplies and the restoration of electricity in 14 facilities, benefiting a service population of nearly 500,000 people in Niger State, Nigeria. At the same time, WRA Nigeria embeds citizen-led accountability in Niger State policies and processes, strengthening the overall policy environment to be more responsive to people's needs.

2019



As part of the global What Women Want campaign, WRA Nigeria galvanizes local partners and WRA-trained citizen journalists to mobilize 78,066 responses from women and girls in communities and schools. The top demands: improved water, sanitation and hygiene, respectful maternity care, and more female providers in public health facilities. White Ribbon Alliance Nigeria's future advocacy efforts center around making these demands a reality for the women and girls of Nigeria.



Delivering Accelerated Family Planning in Pakistan

مشاورتی کاؤنسلنگ کارڈز

برائے کمیونٹی ریسورس پرسن (سی۔ آر۔ پی)



Pakistan

HISTORY & MISSION

Since its founding, WRA Pakistan has helped to realize the Karachi Declaration on Scaling Up of Maternal, Newborn and Child Health and Family Planning (MNCH-FP) Best Practices, expanded the use of magnesium sulphate to address eclampsia through policy and practice reforms, and helped establish the Maternal, Newborn and Child Health Program in Pakistan. WRA Pakistan's convening power, evidence-enriched technical capacity, ability to complement advocacy with accountability, and focus on key safe motherhood determinants has created nationwide change.



AREAS OF FOCUS

CITIZEN-LED ACCOUNTABILITY

MATERNAL ANEMIA

RESPECTFUL MATERNITY CARE

FAMILY PLANNING

NUTRITION

PAKISTAN WINS

2006



WRA Pakistan forms to influence government and advance improvements in maternal and newborn health, resulting in the landmark Islamabad Declaration and a \$350 million national Mother and Neonatal Child Health program that has survived significant shifts in political power and remains solidly in place.

2009



WRA Pakistan conducts in-depth analysis of the Pakistan Demographic and Health Survey data, building a strong case for family planning to save mothers and newborns. A national meeting to expand best practices results in the landmark “Karachi Declaration,” identifying seven research-based, high-impact best practices for improving maternal, newborn and child health status in Pakistan and calling upon the Ministries of Health & Population Welfare to adequately resource MNCH services.

2011-2014



WRA Pakistan helps change the law in terms of expanding the use of magnesium sulphate as the first-line treatment for pre-eclampsia/eclampsia, a major cause of maternal deaths. WRA Pakistan also develops consensus-based guidelines, protocols and training manuals, endorsed by the Government of Pakistan and disseminated across the country, saving countless lives.

2014-2015



WRA Pakistan conducts and disseminates national formative research on respectful maternity care. This laid the foundation for advocacy which, due to the focused efforts of WRA Pakistan, materialized in the adoption of the **Respectful Maternity Care Charter** by the Health Care Commission of Government of Sindh and Khyber Pakhtunkhwa in 2015, as well as its inclusion into patients' rights charters, service delivery standards, and training curriculums for health workers.

2015-2018



WRA Pakistan launches the Maternal Anemia Signified in Sindh (MASS) campaign, which mobilizes 100,000 signed petitions that call for and result in anemia curricula for health providers, nutrition messages in high schools and a \$62 million, government-sponsored comprehensive nutrition project. This is accomplished through Citizens' Hearings, roundtable discussions with parliamentarians, journalist education workshops, and partnerships with academia and non-conventional partners such as the Girl Guides Association of Pakistan.

2017



WRA Pakistan secures a 26 percent increase in the Sindh Province health sector budget, which leads to a 20 percent increase in the overall number of Lady Health Workers and community midwives. These key frontline providers offer counseling on maternal anemia and distribute iron and folic acid, saving countless women's lives every year.

2019



As part of the global What Women Want campaign, working with the Rural Support Programs Network, WRA Pakistan mobilizes 244,752 responses from girls and women across Pakistan, giving them a voice in their healthcare. The top demands: more health facilities, increased access to antenatal care, and improved water, sanitation and hygiene in public health facilities. WRA Pakistan's future advocacy efforts center around making these demands a reality for the women and girls of Pakistan.



Tanzania

HISTORY & MISSION

Women and newborns in Tanzania continue to die at high rates from preventable causes due to labor complications and lack of quality care stemming from the lack of critical infrastructure, equipment, lifesaving supplies and adequate health workforce.

By ensuring that health facilities are equipped to deliver comprehensive emergency obstetric and newborn care services, WRA Tanzania is working to ensure that Tanzania can effectively address potentially fatal complications of childbirth, including severe bleeding, infection, prolonged or obstructed labor, eclampsia and newborn asphyxia.



AREAS OF FOCUS

COMPREHENSIVE EMERGENCY OBSTETRIC
AND NEONATAL CARE

RESPECTFUL MATERNITY CARE

CITIZEN-LED ACCOUNTABILITY

ENDING VIOLENCE AGAINST WOMEN AND GIRLS

TANZANIA WINS



2004



WRA Tanzania is established as a collaborative advocacy movement, bringing government and community together to inspire action and sustain improvements to save women's and newborns' lives.

2005



The groundbreaking "Play Your Part" film — produced by five WRA-trained midwives and one doctor — is released and viewed across the globe, galvanizing individuals, policy-makers and powerbrokers to act to end preventable maternal mortality.

2006



WRA Tanzania advocacy efforts launch White Ribbon Day as an official day by the Ministry of Health, Community Development, Gender, Elderly and Children to recognize women who have died in childbirth from preventable causes.



WRA Tanzania presents survey findings to government officials identifying major coverage gaps in the number of skilled health providers available at facilities in Monduli and Sumbawanga districts, ending the Employment Ban of 1994 and a 12-year hiring freeze on health workers and clearing the way for midwives to provide the services and care for which they are trained.

2006-2019



Maternal health rallies organized by WRA Tanzania members in the regions of Arusha, Coast, Dar es Salaam, Kagera, Kilimanjaro, Lindi, Manyara, Morogoro, Mtwara, Mwanza, Rukwa, Ruvuma, Tanga and Zanzibar build a movement of advocates committed to decreasing the rate of maternal and newborn deaths in those areas.

2009



WRA Tanzania activates the Parliamentarians Group for Safe Motherhood, a coalition of policy-makers that directly advocates with various ministries to prioritize and deliver on safe motherhood actions across the country.

2010



On White Ribbon Day in Arusha, Tanzania, 20 female circumcisers disavow the practice and publicly give up their tools after learning that female genital mutilation is one of the main causes of childbirth complications in the region. WRA Tanzania members then help them secure alternative sources of income.

2011



WRA Tanzania helps secure a maternal and newborn health budget line in every district budget. Budgets that do not include a specific allocation for maternal and newborn health will be rejected, forever solidifying the role the safe motherhood movement will play within Tanzania.

2013



WRA Tanzania's midwifery advocacy efforts succeed as the degree program in nursing and midwifery starts to accept students for midwifery only.

2013-2015



Through the Be Accountable So That Mothers Can Survive Childbirth advocacy campaign, WRA Tanzania secures a 50 percent budget increase for health centers in Rukwa region so they can be provisioned with staff, medicines, equipment and supplies, and are able to provide life-saving services to women and babies.

2015



As part of a series of community dialogues WRA Tanzania convenes, a National Citizens' Hearing is broadcast on television and radio, bringing national attention to women's, children's and adolescents' health. Findings from the district hearings are shared with the Minister of Health, the Prime Minister's Office and the Ministry of Foreign Affairs. Recommendations from the hearings are taken to the 2015 World Health Assembly and shared as part of the first Global Citizens' Dialogue on Accountability for Reproductive, Maternal, Newborn and Child Health.

2017



Building on the success of their regional campaign in Rukwa focused on providing life-saving services to women and babies, WRA Tanzania, together with its partners and champions, launches a nationwide campaign that ultimately secures a 52.6 percent increase in the country's maternal health budget.

2018-2019



As a strategy to prevent maternal deaths in Kagera region, WRA Tanzania enhances the capacity of communities to recognize, respond, prevent and report violence against women and girls. As a result, 176 women who experienced violence come to the health facility for treatment and report to law enforcement, leading to the imprisonment of three abusers.

WRA Tanzania supports district authorities in Kigoma, Mwanza, Shinyanga and Simiyu to ensure respectful care, youth-friendly services, and an increase in male engagement. As a result of these advocacy and capacity building efforts, 80 health facilities adopt

the government's Client-Provider Service Charter as a billboard for public information on their rights and responsibilities, and more than 1,500 women are accompanied by their spouses while attending maternity services.

2019

**WHAT
WOMEN
WANT**

As part of the global What Women Want campaign, WRA Tanzania and more than 200 partners mobilize 111,901 responses from women and girls in over 10 districts across Tanzania. The top demands: quality medicines and supplies, respectful and dignified care, and improved maternal and reproductive health services. WRA Tanzania's future advocacy efforts center around making these demands a reality for the women and girls of Tanzania.





NEWS
FOR OUR
CHILDREN

Participate and contribute, help us children understand a part of
our world through the use of the internet and the...
complete all the information to enter a...
The National and State...

Uganda

HISTORY & MISSION

WRA Uganda was formed in 2009 to give a voice to the women most at risk of dying in childbirth. Our vision is a Ugandan society free of preventable maternal and newborn deaths. Our mission is to contribute to the reduction of maternal and newborn deaths through partnerships and advocacy at all levels. We help citizens recognize their rights and hold the government accountable for commitments made to maternal and newborn health.



AREAS OF FOCUS

ADOLESCENT HEALTH

MIDWIVES & MIDWIFERY

CITIZEN-LED ACCOUNTABILITY

CITIZEN JOURNALISM

UGANDA WINS

2009



Founded to prioritize preventable maternal deaths and strengthen the policy and programming environment to address maternal mortality in Uganda.

2010



Using the African Union Summit in Kampala as the backdrop, WRA Uganda mobilizes thousands of people through the East African Caravan and the Convoy to Kampala, a series of concerts and events that journey from Kenya, Tanzania and across Uganda to call on East African leaders to ratify the Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa, commonly known as the Maputo Protocol, which Uganda ratifies.

2011



WRA Uganda works with UNFPA on the A Midwife at Every Birth: Investing in Midwifery Training, Recruitment and Retention campaign in Karamoja Region, which inspires girls to pursue midwifery careers. The project increases midwifery enrollment as a career of choice, and the recruitment and retention of midwives.

2013



WRA Uganda galvanizes multiple maternal and newborn health community awareness campaigns in the five implementation districts of the Saving Lives at Birth project, which aims to provide electricity to maternity wards in the western part of Uganda. The project leads to an increase in health facility-based deliveries and in the overall utilization of maternal and newborn services.

2014



WRA Uganda's multi-year Act Now to Save Mothers campaign mobilizes citizens to demand their rights, supports them to influence the planning and budgeting process for maternal health services through petitions, and trains citizen reporters to monitor progress and budget allocations. WRA Uganda also works with policy-makers to ensure that citizen demands are acted on, resulting in 50 percent of health centers equipped to offer comprehensive maternal and newborn care, up from 17 percent.



WRA Uganda implements the citizen's voice initiative Give Her a Camera and She Can Tell the World which empowers women from Kabale, Lira and Mityana districts to demand an increase in emergency obstetric and newborn care services through audio-visual documentation. The volunteers' films and public dialogues lead directly to service delivery improvements.

2015



WRA Uganda holds a series of community dialogues, including one during a national television program called "The People's Parliament," providing opportunities for citizens to help set national priorities for women's, children's and adolescents' health. Recommendations are taken to the 2015 World Health Assembly and shared as part of the first Global Citizens' Dialogue on Accountability for Reproductive, Maternal, Newborn and Child Health.

2016



To reduce newborn mortality and morbidity in Uganda, WRA Uganda embarks on policy advocacy to strengthen the demand and supply chain system for newborn resuscitation devices at all health centers that conduct deliveries. In partnership with the Ministry of Health, WRA Uganda develops specifications, quantifications and costing for newborn resuscitation devices for all public and not-for-profit health facilities in the country. The Ministry of Health directs National Medical Stores to include newborn resuscitation devices on the procurement list.

2017



As part of the multi-year, youth-driven Act Now to End Teenage Pregnancy campaign, WRA Uganda and partners embark on a petition drive to fund and implement the multisectoral National Strategy to End Child Marriage and Teenage Pregnancy. Following the petition, the Ministries of Health and Education and Sports allocate funds to interventions aimed at ending teenage pregnancy in their budgets. The Ministry of Education and Sports also launches the National Sexuality Education Framework as part of its commitment to the Strategy. These, among other milestones, aim to reduce teenage pregnancy, which impacts 25 percent of girls aged 15–19 in Uganda and contributes to thousands of deaths and disabilities every year.

2018-2019



As part of the global What Women Want campaign, WRA Uganda and partners mobilize 90,771 responses from over 30 districts. The top demands: improved labor and delivery services, quality medicines and supplies, and menstrual health services. WRA Uganda's future advocacy efforts center around making these demands a reality for the women and girls of Uganda.

2019



Building on a long tradition of health worker advocacy, WRA Uganda works with the Ministry of Health to produce the first draft of the Health Workers Migration Policy, which will help regulate movement of health workers in and out of the country and minimize the impact on health service delivery.



WE HAVE FAR MORE IN
COMMON THAN THAT
WHICH DIVIDES US
#LOVELIKEJO 
#MOREINCOMMON

#BRKTHEORKE

LE

WE ARE THE DAUGHTERS
OF
TO E

NOT ABOUT WITH
#SHED



United Kingdom

HISTORY & MISSION

In the United Kingdom, government policies are not being realized for all women; thus, women's rights are being systematically violated, putting refugee and migrant mothers and their newborns at risk. Midwives and other health workers are in effect being asked to act as border guards by being required to ask for identification and means of payment from women who come to them for maternity care. The voices of women must be heard, so that decision-makers have the evidence they need to change damaging policies, so that there is equity and dignity in maternity care, and so that we can hold our governments to account for their promises.

AREAS OF FOCUS

MATERNAL RIGHTS FOR REFUGEE & MIGRANT WOMEN

MIDWIVES & MIDWIFERY

RESPECTFUL MATERNITY CARE

UNITED KINGDOM WINS

2007



United Kingdom joins global White Ribbon Alliance as European Hub of the Global Secretariat.



As part of the Global Secretariat, following a year of collection from a callout to communities to share their stories of maternal death, WRA United Kingdom helps publish **Stories of Mothers Lost** and stage a quilt exhibition, including at the Royal College of Obstetricians and Gynecologists in London and at No. 10 Downing Street, as part of White Ribbon Alliance's advocacy efforts to gain global commitments to improve maternal health.

2008



As part of the Global Secretariat, White Ribbon Alliance Global Patron Sarah Brown helps launch the Maternal Mortality Campaign, providing a global advocacy platform for maternal, newborn and child health advocacy. Through the campaign, grassroots activists, celebrity champions, universities, health professional associations, international and national nongovernmental organizations, international and national institutions, global networks, think tanks and advocacy firms mobilize to create a stronger collective voice to drive improvements in maternal, newborn and child health. The coordination of policy asks, targets, and approaches across these partners plays a critical role in accelerating progress in the maternal, newborn and child health agenda.

2009



White Ribbon Alliance UK takes TV star Davina McCall to Malawi to film for Comic Relief. The spike in donations reportedly influences Prime Minister David Cameron to invest in maternal healthcare via the Department for International Development (DFID). WRA UK brings Naomi Campbell to Tanzania for Fashion for Relief show. Invited guests include the wife of Tanzania's President and leading media figures.

2010



White Ribbon Alliance UK takes "Mum Café" and **Daily Mum** newspaper to the Labour and Conservative party conferences, reaching media and politicians and securing maternal health commitments.



As part of the Global Secretariat, in collaboration with the University of Southampton, WRA United Kingdom helps publish **The Atlas of Birth**. This clear, accessible guide to the global picture of maternal health, told with maps, graphics and stories from many countries, influences the Government of Norway's subsequent commitment to funding maternal health.



WRA United Kingdom is instrumental in bringing International Women's Day to the UK, with a media women's "takeover" day and new festival launched at London's Southbank called WOW (Women of the World). Inaugural appearance at Glastonbury Festival attracts thousands of visitors to a "heart mum" tattoo parlor to learn about maternal health, and hosts Sarah Brown and Naomi Campbell reach national and international media.



As part of the Global Secretariat, WRA United Kingdom helps convene the Maternal Mortality Campaign, calling on the government of Canada to focus on maternal, newborn and child health during the 36th meeting of the G8, bringing together more than 50 nongovernmental organizations to demand specific financial and policy asks that contributed to the Muskoka Initiative, a \$5 billion commitment to mobilize global action to reduce maternal and infant mortality and improve the health of mothers and children in the world's poorest countries.



As part of the Global Secretariat through its Maternal Mortality Campaign, White Ribbon Alliance co-organizes a caravan across East Africa to collect messages from citizens to their leaders demanding action on maternal, newborn and child health. The effort spurred African leaders to recommit to the Abuja pledge of allocating 15 percent of national budgets to health at the African Union Summit.

2015



Since 2015, White Ribbon Alliance UK has been working with migrant women to ensure they are able to receive the quality healthcare they deserve by documenting evidence and making sure hidden voices are heard at key events, debates and conferences, holding the UK government to account for international commitments it has already made.

2017



White Ribbon Alliance UK leads #Resist Rally at Glastonbury Festival to honor murdered Member of Parliament and former White Ribbon Alliance staff member Jo Cox.

2019

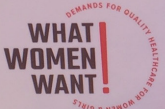


Organized a number of Women's Voices events in Leeds to campaign for rights for asylum-seeking women, producing and disseminating films including "Spaces of Sanctuary" and "Women from the Shadows."

**WHAT
WOMEN
WANT!**

WRA United Kingdom hosts Parlay Parlour at Glastonbury Festival, featuring a conversation with Member of Parliament Jess Phillips, which was widely covered in the media, as part of the What Women Want campaign.

Water Point



MY ONE REQUEST FOR QUALITY REPRODUCTIVE & MATERNAL HEALTHCARE SERVICES IS

* UNDERSTAND

MENOPAUSE *

AMANDA
Name

58
Age

CORNWALL
Location

#WHATWOMENWANT • WWW.WHATWOMENWANT.ORG



Yemen

HISTORY & MISSION

Yemen is among the most challenging places in the world to raise a family. It also has one of the highest maternal death rates in the world with 1 in 90 women dying from complications of childbirth. The National Safe Motherhood Alliance (NSMA), an affiliate of White Ribbon Alliance, plays a key role in advancing the national dialogue to support the adoption of a safe motherhood law and to amplify issues of free healthcare, child marriage, girls' education and violence against women.



AREAS
OF
FOCUS

WOMEN'S HEALTH & RIGHTS

YEMEN WINS



2007



National Safe Motherhood Alliance (NSMA), is founded in 2003 as a coalition of governmental ministries, organizations and individuals dedicated to strengthening safe motherhood. In 2007, NSMA joins the global White Ribbon Alliance movement as an official affiliate.

2008



Ali Mohammed Mujawar, Yemen's Prime Minister, publicly donates 2 million rials to support NSMA/WRA Yemen at an International Women's Day celebration coordinated by WRA and Yemen's National Woman's Committee.

2013-2015



NSMA/WRA Yemen begins a multi-year series of workshops with religious and community leaders throughout Yemen on ending child marriage, preventing sexually transmitted diseases and increasing family planning to educate people about women's health and rights.



Yemen is suffering through one of the largest humanitarian crises in the world, and the cholera epidemic has left pregnant and breastfeeding women, especially those who are malnourished, vulnerable. NSMA/WRA Yemen is working with other organizations to write a new constitution, prepare for elections and unify and stabilize the country. NSMA/WRA Yemen's promotion of safe motherhood continues as they bravely work to bring peace to the country.





Zimbabwe

HISTORY & MISSION

Since 2012, WRA Zimbabwe has grown through mobilizing and equipping citizens and healthcare providers with the tools and knowledge to improve reproductive, maternal, newborn and adolescent health outcomes. WRA Zimbabwe has trained hundreds of healthcare providers — including nurses, midwives, fourth-year medical students, senior-level managers and health center committee members — in respectful maternity care, and has fully integrated respectful maternity care content into midwifery training and medical education through partnerships with the University of Zimbabwe College of Health Sciences and the Zimbabwe Society of Obstetricians and Gynecologists.



AREAS OF FOCUS

RESPECTFUL MATERNITY CARE

SELF-CARE

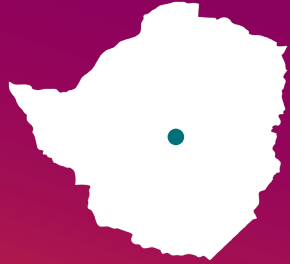
CITIZEN-LED ACCOUNTABILITY

SEXUAL & REPRODUCTIVE HEALTH & RIGHTS

MIDWIVES & MIDWIFERY

ZIMBABWE WINS

2012



WRA Zimbabwe is launched with the support of the Ministry of Health and Child Care with the mission to build a grassroots movement that creates partnerships, strengthens capacity, influences policies, harnesses resources, demands accountability and inspires action to realize a Zimbabwe where every woman, newborn and child achieves their constitutional right to health.

2014



To encourage women to deliver in health facilities and reduce the risk of prevalent home births, WRA Zimbabwe launches a campaign around respectful maternity care that empowers women with knowledge and confidence to lead their own care, train health workers and change policies to integrate respectful maternity care principles into the national midwifery training curriculum.

2016



WRA Zimbabwe films a citizens' dialogue with women who described their maternity care experiences in public-sector health facilities, then turn it into an educational video, which is used for health worker training and as an advocacy tool to end the discrimination and abuse in health facilities that it highlights.

2017



WRA Zimbabwe develops a self-care curriculum that is adopted by Kwekwe district health officials and integrated into the spectrum of policies that impact maternal and newborn health. The results are astounding: a 20 percent increase in women seeking early prenatal care and a doubling of facility-based deliveries.

2018



In partnership with Abertawe Bro Morgannwg University in Wales, WRA Zimbabwe creates a cadre of respectful maternity care champion midwives and obstetricians to advocate for and implement respectful maternity care practices in Greater Harare private and public health facilities.

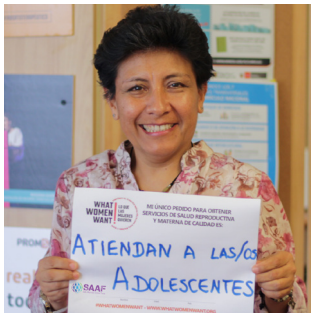
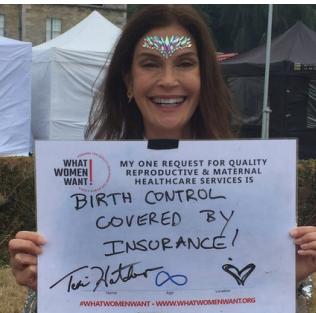
2019



In partnership with Women's University in Africa, WRA Zimbabwe establishes a core group of trainers to integrate respectful maternity care principles and practices into the undergraduate midwifery curriculum offered to students who come from, and practice in, all 10 provinces in Zimbabwe.

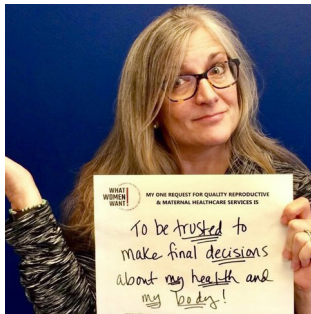
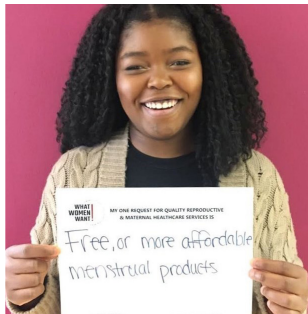
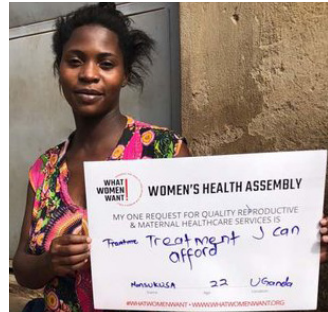
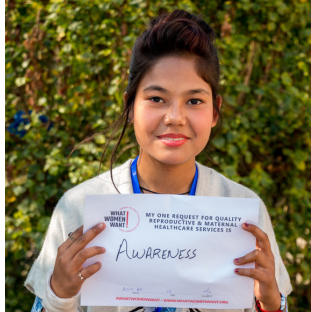


A Global Campaign



#WhatWomenWant

WHAT WOMEN WANT!



About the Campaign



The What Women Want campaign began with a simple idea that is the bedrock of the White Ribbon Alliance movement: ask those who most use reproductive and maternal health services to tell us what they most need. Ask the clients, ask women.

Through What Women Want: Demands for Quality Healthcare from Women and Girls, more than 350 partners collectively asked 1.2 million women and girls worldwide about their priorities for quality maternal and reproductive healthcare services and brought those demands to health leaders. The goal: generate political commitment, investment and accountability for what women want for their health, as they define it.

Our Goals

WHAT
WOMEN
WANT!

1. Educate and empower individuals about the importance of quality, equity and dignity in women's and girls' healthcare.
2. Support women and girls to demand access to high-quality and dignified care.
3. Place women's and girls' self-articulated needs at the center of health policies, programs and accountability.

At its deepest level, What Women Want is a challenge to the power structures that hinder women's maternal and reproductive health. But most immediately and urgently, it is a resounding call for better quality health services.

The What Women Want campaign represents the culmination of 20 years of amplifying the voices of women, girls, and communities to ensure they are valued and heard. As the campaign moves from the mobilization phase to the fulfillment of advocacy agendas created in conjunction with the women and girls who took part in the survey, this unprecedented and powerful collection of 1.2 million individual voices will become the driving force behind sustained local, national and global change.



Disaster Response

During disasters, women experience greater rates of health complications associated with pregnancy, including premature births, low-birthweight infants and infant deaths. White Ribbon Alliance national alliances have been vital to galvanizing immediate support in the communities we reach during a crisis while advocating for longer term improvements in the quality of care mothers and newborns receive at all points in their lives.

INDONESIA: TSUNAMI

During the devastating 2004 Indian Ocean earthquake and tsunami, midwives trained by PPI/WRA Indonesia provided on-the-ground responsive and direct advocacy, later sharing their learning at a “Safe Motherhood in a State of Tsunami Crisis” conference convened by White Ribbon Alliance.

US: HURRICANE KATRINA

After Hurricane Katrina decimated communities in Louisiana in 2005, White Ribbon Alliance’s U.S. Working Group bridged international and national advocacy efforts by working with partners to create the Women & Infants Service Package, or WISP, a standard of required actions for responding to reproductive health needs at the onset of a humanitarian crisis. Based on the Minimum Initial Service Package standards long used internationally, WISP further influenced U.S. health policy when it was codified into state laws and incorporated into Centers for Disease Control and Prevention guidelines.

and Preparedness



HAITI: EARTHQUAKE

White Ribbon Alliance Ambassador Naomi Campbell raised money through Fashion for Relief to support WRA member organizations during recovery efforts in Haiti after the catastrophic 2005 earthquake.

NEPAL: EARTHQUAKE

The 2015 Gorkha earthquake killed nearly 9,000 people and injured nearly 22,000 in Nepal. WRA Nepal, known locally as the Safe Motherhood Network Federation, activated its vast network of affiliates to aid in recovery efforts and, for six months, ensured mothers and newborns received the care they needed while advocating for the lasting improvements needed to guarantee safe motherhood during natural disasters.





Disaster Response



GLOBAL

In 2018, White Ribbon Alliance convened members for a first-of-its-kind group of unique and distinct actors across the traditional and nontraditional universe of global health to begin to formulate a new direction for the childbirth experience in humanitarian settings. This Consultation for Change was organized to define an action agenda to respond to mistreatment while fostering respectful care in childbirth in humanitarian settings.

In 2020, the Respectful Maternity Care Council, a multi-sector group comprised of more than 150 organizations across 45 countries convened by White Ribbon Alliance, launched Safer Together: Respectful Maternity Care and COVID-19, an advocacy and communications campaign that calls on everyone to play their part to ensure that all women and newborns receive vital, life-saving interventions and that their right to dignity and respect during pregnancy and childbirth is upheld, even during a global pandemic.

and Preparedness





Storytelling for Advocacy:



White Ribbon Alliance has always combined technical expertise, political advocacy and creativity to create change by amplifying key stories with the support of champions, spokespeople and media. The ability of National Alliances to use the authentic voice of community members has been essential to our advocacy effectiveness and was able to put safe motherhood on national agendas with more authority and urgency than any external agency.

The injustice of maternal deaths is often invisible because women who die in childbirth are not able to tell their stories. Stories of Mothers Lost began as a storytelling initiative in 2006 that asked communities around the world to create quilts, each dedicated to the story of one woman who died during pregnancy or childbirth. Submissions were shared from around the world — from urban centers to rural villages — giving families and communities an important opportunity to keep the memory of their loved ones alive and to be a part of a movement to drive change.

Voice & Authenticity



The quilts and the powerful stories they told launched the Promise to Mothers advocacy campaign and were used to raise awareness of safe motherhood issues through a traveling exhibition, in which the quilt panels, memorializing women who have died in childbirth, were suspended in a labyrinth and accompanied by testimonials of maternal deaths in writing, video and audio. The exhibitions were tied to key political moments and targeted leaders at meetings of the G8, the International Monetary Fund, World Bank, and the World Economic Forum, influencing decision-makers to prioritize maternal healthcare in their budgets and policies.





Storytelling for Advocacy:



Voice & Authenticity



The Stories of Mothers Saved and the Stories of Midwives campaigns followed on the footsteps of Stories of Mothers Lost and focused on the solutions health professionals and everyday people have taken to ending preventable maternal mortality, and showed what happens when everyone plays their part to prioritize mothers' health within the household, community and health facility.

White Ribbon Alliance has long excelled at involving media and champions in our work, allowing their reach to amplify the efforts of maternal health advocates. The global alliance has sponsored international Safe Motherhood writing contests for journalists. White Ribbon Alliance members have engaged artists, actors, models, designers, dancers, and musicians to share safe motherhood messaging through television, radio, traveling theatrical productions, engagement convoys, caravans, and festivals to raise awareness and pressure political leaders to reduce maternal deaths nationally and globally.

Often seen as “translators” of technical data, White Ribbon Alliance makes reproductive and maternal health information accessible to local policy-makers and activists, translates global technical knowledge into grassroots action and, above all, ensures women and girls are given a seat at the decision-making tables, leading to progressive policy changes and significant increases in funding for maternal healthcare all over the world.



Women's Rights

Since its founding, the bedrock of the White Ribbon Alliance movement has been the understanding that how women are treated during childbirth, one of the most vulnerable times in their lives, is a clear reflection of how they are viewed and treated in society. If we want to improve maternal health outcomes, we must ensure that human rights do not stop at the door of the health facility. Evidence suggests that in countries with high maternal mortality, the fear of disrespect and abuse that women may encounter in facility-based maternity care is a more powerful deterrent to use of skilled care than commonly recognized barriers such as cost or distance. Thus, women's rights must be prioritized if we are to improve maternal and reproductive health outcomes.

With its partners, White Ribbon Alliance has been instrumental in advocating for respectful maternity care, a universal human right that is due to every childbearing woman in every health system. Women's experiences with maternity caregivers can empower and comfort them, or they can inflict lasting damage and emotional trauma.

White Ribbon Alliance National Alliances have been critical to expanding the understanding of a rights-based approach to healthcare, from WRA India's 2004 Safe Motherhood is the Right of All Women – Know Your Birth Rights social mobilization campaign that ignited the movement for human rights in childbirth in India, to the ending of female genital mutilation in communities across Tanzania, to the 2011 launch of the global Respectful Maternity Care campaign and creation of the groundbreaking consensus document, ***Respectful Maternity Care Charter: the Universal Rights of Childbearing Women***, to more widely promote a clear standard for respectful maternity care rooted in international human rights.

In Childbirth



The Respectful Maternity Care campaign has been essential to changing the landscape around women's treatment during childbirth and, after years of advocacy from SMNF/WRA Nepal and partners, the Nepal House of Representatives passed the Safe Motherhood and Reproductive Health Rights Act, 2018, explicitly protecting the health and rights of women, girls, adolescents and newborns. The legislation represents the first time to WRA's knowledge that respectful maternity care had been enshrined in national law anywhere in the world and survived through multiple changes in government.

Updated in 2019 to include newborn rights, the **Respectful Maternity Care Charter** and the wider respectful maternity care movement is critical to ongoing efforts to embed respectful and dignified care at all levels of maternal health systems the world over.





Locally Led.

Unifying campaigns across the global alliance highlight how White Ribbon Alliance has continued to evolve while mobilizing around common themes to keep the alliance united over the last 20 years. Through our network of supporters and National Alliances, global campaigns like the groundbreaking Maternal Mortality Campaign have started at the global level and then connected to local advocates, where ideas can be tested and replicated throughout the Global Alliance, increasing their reach and influencing policies on a global scale.

GLOBAL MOVEMENT

Through its vast network of National Alliances, White Ribbon Alliance is activating the global movement for reproductive, maternal and newborn health and rights. White Ribbon Alliance mobilizers are represented in 146 countries across the world, and the movement is always growing and adapting.

In the name of White Ribbon Alliance, advocates have increased awareness of reproductive and maternal health and rights, changed healthcare policies and inspired community members to play their part to improve maternal and reproductive healthcare.

White Ribbon Alliance has inspired change across the world, including in Burkina Faso where, following the production of a successful Male Involvement Traveling Theater production in 2005 and larger Safe Motherhood awareness-raising activities by WRA advocates, the government of Burkina Faso increased its health budget by 6 percent. And, in Japan, the White Ribbon Alliance Coalition, headed by Japanese Organization for International Cooperation in Family Planning (JOICFP), were fundamental to bringing safe motherhood and the Stories of Mothers Lost storytelling campaign to 2008's G8

Globally United



meetings in Tokyo, and has continued to raise awareness through champion-led advocacy events and an annual White Ribbon Run where advocates from around the world run to promote safe motherhood.

White Ribbon Alliance welcomes advocates to form alliances for a certain purpose and for a length of time, allowing for a fluid model that serves as a powerful tool during a moment in time. Affiliates in the following countries made significant contributions to the movement: Australia, Bolivia, Burkina Faso, Canada, the Dominican Republic, Ethiopia, Ghana, Liberia, the Netherlands, Rwanda, South Africa, Sweden, Vietnam and Zambia.





MAKE A DIFFERENCE



DONATE

An investment in our work brings about sustainable change lasting for generations. Support women and girls in their demand for health rights and quality care.



FUNDRAISE

One of the most important ways you can contribute is to help raise unrestricted funds. Download our peer-to-peer handbook and find the activity that will work best for you.



PARTNER

Become part of our growing movement which brings together innovative partners at the local, national and global level on behalf of women and children everywhere.



CONNECT

We would love to hear from you and there are several ways to do so. Call, write, sign up for our monthly newsletter or connect with us on social media.



THE WHITE
RIBBON
ALLIANCE

Join the Movement

SO THAT ALL GIRLS AND WOMEN
CAN REALIZE THEIR RIGHT TO
QUALITY HEALTH AND WELL-BEING

FOR MORE INFORMATION
EMAIL US AT INFO@WHITERIBBONALLIANCE.ORG
OR VISIT WHITERIBBONALLIANCE.ORG