

Join What Women Want for Health and Well-Being as a Mobilizing Partner

Call for Expressions of Interest

The World Health Organization (WHO) and White Ribbon Alliance (WRA), with the generous support of Organon, is pleased to invite eligible organizations and consortiums to submit an Expression of Interest (EOI) to become mobilizing partners for What Women Want: Health and Well-Being. Mobilizing partners will ask at least 75,000-100,000 women in each focus country what they want for their health and well-being in key moments across the life cycle, with a specific focus on populations of women who often go unheard, including adolescent girls and senior women, as well as women with disabilities, racial/ethnic minorities, LGBTQIA women, and Indigenous and displaced women.

Background

What Women Want: Demands for quality healthcare from women and girls

Between 2019 and 2022, WRA organized the first iteration of [What Women Want](#) (WWW) *Demands for Quality Healthcare from Women and Girls* to improve quality of care and challenge the power structures that help silence women's voices and ambitions. The initiative explored women's top requests for quality reproductive and maternal healthcare services. Partners and community mobilizers amassed 1.3+ million responses from women and girls in India, Kenya, Malawi, Mexico, Pakistan, Uganda, and Tanzania. Local advocates then harnessed women's demands, backed by evidence and the latest good practice, to propel sweeping policy and funding improvements that women and girls can see and feel. Read more about the impact of the original What Women Want campaign [here](#).

Opportunity

What Women Want: Health and well-being across the lifecycle

In early 2023, WHO and WRA will launch an updated version of the campaign. As part of this next iteration, we will take a wider view of health and well-being, exploring what women want at different times in their lives. We will also focus on equity and ensure a wide-ranging sample of women are engaged. With the generous support of Organon, this round of mobilization funds will include the following countries: Egypt, India, Japan, Mexico, Poland, and South Africa.

WRA will award grants of up to 50,000 USD in each focus country over a four-month period (March 2023-June 2023) to mass canvass 75,000 to 100,000 responses from women across different age categories, as well as sub-populations on their top demand for their health and well-being. Drawing on the canvassed results, the grantee will also conduct a series of in-depth listening sessions with a sub-set of participants to gather more nuanced information and generate solutions focused on key life stages and/or changes (e.g., beginning with menstruation and continuing through menopause and healthy aging).

For qualified grantees, we aim to issue follow-on grants to support the development and implementation of policy advocacy agendas strategies and associated activities needed to achieve tangible policy, resource, or accountability changes—in accordance with target population demands and the latest evidence and good practice.

Mobilizing partner scope

Under this funding opportunity, mobilizing partners will be responsible for:

- **Identifying/selecting target populations to mobilize.** Developing an outreach and mobilization plan to ensure a representative sample of women across the life cycle are reached, as well as ensuring groups that are regularly excluded from power and decision-making, are stigmatized, and discriminated against, and/or are underserved by the health system, are also heard from in a meaningful and equitable way.
- **Finalizing survey and listening session questions and guides.** Mobilization partners will canvass women on at least one global, unifying question: *What do you want most for your health and well-being?* drawing from and adapting *What Women Want* campaign tools. Demographic and contact information will also be collected, with respondents' permission. Partners are also encouraged to ask respondents other country or topic-specific questions to better enable their own advocacy goals, including by focusing on women's health needs during important periods within their entire life cycle. Additionally, grantees will organize 'listening sessions' (again adapting existing tools) to dive deeper on topics with specific groups of women in different phases of life (e.g., getting a period; starting/having sexual relationships; trying for pregnancy or experiencing pregnancy loss; experiencing pregnancy; post-pregnancy; done with childbearing by choice/not choice; pre-menopause; menopause; post-menopause).
- **Collecting campaign responses.** Campaign partners are required to collect 75,000 to 100,000 demands from the selected target sub-populations. Responses can be collected nationwide, sub-nationally (target states/provinces/districts), or within target communities. All responses must be collected within a four-month period between March and June 2023. These demands will be launched publicly in Q3/Q4 during key global events (e.g., Women Deliver, the UN General Assembly, World Health Summit), as well as national events. To aid in the rapid collection and analysis of demands, campaign partners and mobilizers will receive training on and will use the [What Women Want Chatbot](#), a next generation mobile platform. Other platforms will also be available. Developed by WRA in partnership with MSD for Mothers and Praekelt.org, the Chatbot captures demands, analyzes results, and connects to [dashboards](#) in real time, using WhatsApp and Artificial Intelligence.

Eligibility

To be considered for this funding opportunity, those submitting an Expression of Interest must be a registered entity in good standing in **Egypt, India, Japan, Mexico, Poland, South Africa**. This funding opportunity is designed for local or community-based organizations and/or consortiums comprised of such and will be given preference.

Submission Guidelines

All Expressions of Interest must be submitted via email to info@whatwomenwant.org by Monday, February 6, at 11:59pm EST.

The submitted EOI must contain the following:

- A brief concept note, not to exceed two (2) pages, which describes:
 - Proposed mobilization and outreach plan to canvass a representative sample of 75,000 to 100,000 women across the life cycle, as well as target sub-population(s) of marginalized women and girls.
 - Proposed plan to conduct listening sessions with a sub-set of participants to further explore needs and wants during key stages of life.
 - List of key stakeholders and partners to engage and their role.
- Past performance review (PPR) references or case studies demonstrating the applicant's competencies and qualifications for this funding opportunity.

Expressions of interest must be submitted in English. All selected grantee organizations must have the ability to conduct business in English, for both oral and written communication.

If an applicant's EOI is selected to advance within the proposal process, partner(s) will then be asked to submit a formal proposal by early March. The formal proposal will build upon the EOI and include an expanded proposal narrative, project work plan and timeline, a project risk matrix and mitigation plan, information on the organization's staffing capacity, as well as a detailed cost proposal.

About White Ribbon Alliance

WRA will manage the grantees for this initiative. We are a locally led, globally connected grassroots movement for the health, rights, and gender equality of women, girls, and gender diverse people. Our network includes more than 100 autonomous, local organizations and thousands of individual mobilizers spread across 40+ countries. WRA partners with coalitions, organizations, small groups, and individual mobilizers to carry out advocacy campaigns and initiatives based on what women want. Our campaigns and partnerships are underpinned by a simple yet effective approach: **ASK** women, girls, and gender diverse people what they want; **LISTEN** to their concerns and ideas for change; and **ACT** on what they say and galvanize others to do the same. For more information, visit: www.whiteribbonalliance.org