

From Victim to Powerhouse

**How Innovative
Communications and
Advocacy Efforts Got
Maternal Health on the
Political Agenda**

**Katja Iversen, CEO
Women Deliver**

➤ If you only remember three...

Key Takeaways:

- 1) Evidence without advocacy won't take us far enough
- 2) Building the investment case has changed the entire narrative around maternal health
- 3) Don't stop now! RMNH will make even more strides by collaborating with other sectors and inviting everyone to the table

#EWECisME #GlobalMNH



Evidence as Foundation

Data
is one
of our most
powerful
tools

Strong data means:

- Awareness
- Credibility
- Clear Strategy

Examples:

- First ranking of nations on MMR
- Guttmacher “Adding it Up”
- World Bank Report
- New McKinsey Study



➤ Flipping the Script

Yes, improving maternal health is the right thing to do, but sometimes governments respond more to the bottom line.



Moral
Issue



Economic
Incentive

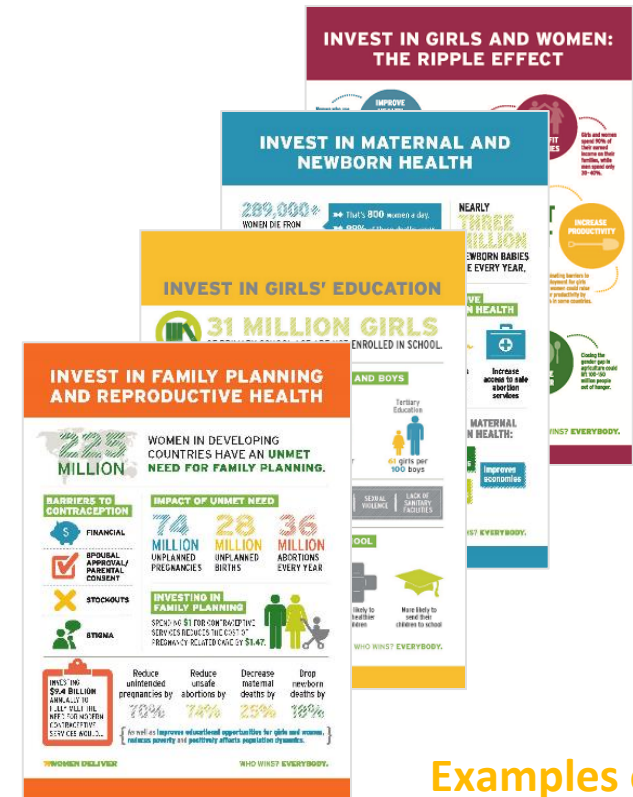
Building the Investment Case

More Ways to Win:

\$1 invested in family planning = \$6 saved by governments that can be spent on improving health, housing, water, sanitation, and other public services

Meeting the need for modern contraception would:

- Decrease maternal deaths by 25%
- Drop newborn deaths by 18%
- Reduce unsafe abortions by 74%



Examples of infographics

Make it Accessible

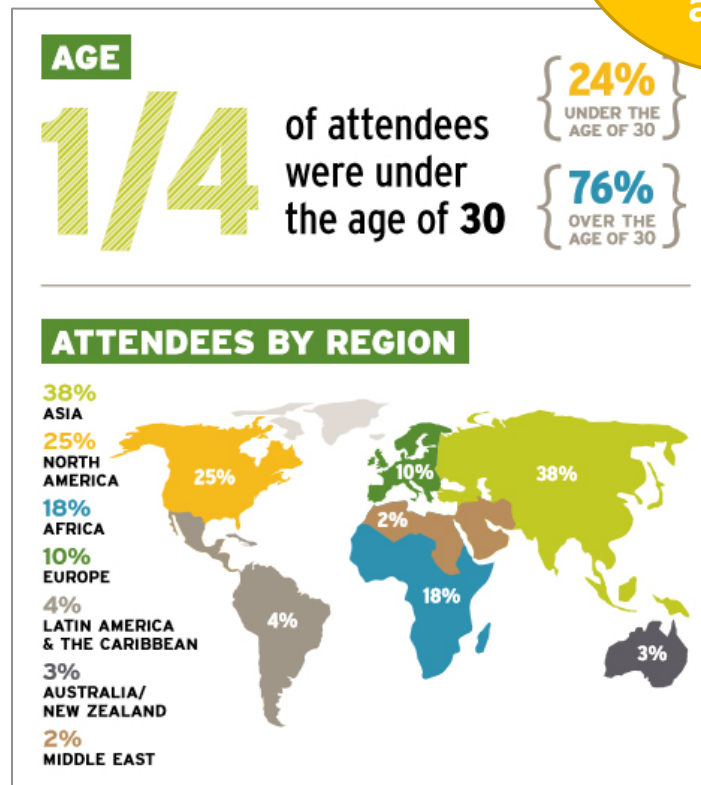
Broad
appeal
translates
into more
action

Advocacy can be:

- Non-Technical
- Open Source
- Actionable
- Hopeful

We bridge:

- Cultures
- Education levels
- Ages
- Industries



Get People Together

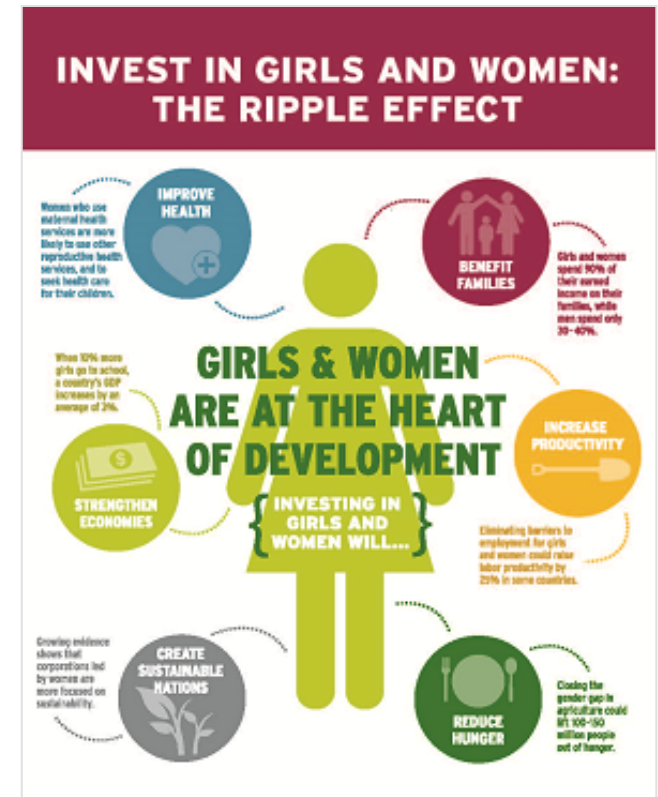
Melinda
Gates
pledged US
\$1.5 billion

“It wasn’t until the first Women Deliver Conference that MDG5 had such high visibility. There was visible increased commitment from the world’s leaders, the UN and the WB after these conferences. Women Deliver put the MDG5 on the map!” – Conference Attendee



Broaden the Movement

When you invest in the health, rights, and wellbeing of girls and women, there is a ripple effect and everybody wins.



What we've achieved so far:

See Results

Stronger
evidence
and proven
solutions

A transformed
narrative
around
women's
health and
maternal death

A cross-
sectorial
movement
working
towards a
common goal

Huge
increase in
media
coverage –
more than
400%



➤ Next up?

5,000+
world
influencers
including
YOU

**➤ WOMEN
DELIVER**

4th Global Conference

16-19 MAY 2016 • COPENHAGEN, DENMARK

The world's largest global
conference on the health,
rights, and wellbeing of girls
and women in the last decade.

LEARN MORE ➤

➤ WOMEN DELIVER



Let's Keep Going

 **WOMEN DELIVER**