



The [Global Strategy for Women's, Children's and Adolescents' Health](#), launched in September 2015 under the umbrella of the [Every Woman Every Child \(EWEC\)](#) movement, envisages a world in which every woman, child, and adolescent in every setting realizes her or his rights to physical and mental health and well-being; benefits from social and economic opportunities; and is fully able to participate in shaping prosperous and sustainable societies. It proposes milestones for updating national plans, investing resources, strengthening implementation, and promoting commitments that have clear accountability. The objectives of the Global Strategy align with the Sustainable Development Goals and are framed by three thematic pillars—Survive: end preventable deaths; Thrive: ensure health and well-being; and Transform: expand enabling environments. The Global Strategy's Operational Framework is an opportunity for partners, and especially youth, to understand how they can advance implementation in their countries—specifically by reframing indicators to the agreed upon monitoring framework.

This 2016 narrative arc articulates topline Every Woman Every Child messaging around key moments throughout the year in order to support greater knowledge and ownership of the Global Strategy and its Operational Framework, as well implementation and commitments toward the Global Strategy. The actions taken by the Every Woman Every Child community during these moments should build upon each other, culminating in a strong crescendo of support for the survival, health and well-being of women, adolescents and children.

## KEY MOMENTS

- [Commission on the Status of Women](#), March 12-24, New York City, USA  
The 60th Session of the Commission on the Status of Women (CSW) has the priority theme of “Women’s Empowerment and Its Link to Sustainable Development” and will also evaluate progress in the implementation of the Agreed Conclusions from the fifty-seventh session (2013) on “the elimination and prevention of all forms of violence against women and girls”. A high-level Every Woman Every Child event will emphasize the social determinants of health, including gender equality. CSW could help raise the visibility of the third pillar of the strategy—“Transform: Enabling Environments” as realizing women’s rights to reproductive, maternal, newborn, child, and adolescent health are key aspects of the Global Strategy and Agenda 2030. This week can also point to the dual impact of health on women’s rights and women’s rights on health, framing health priorities for investment and the gender related priorities for health impact.
- [49th Session of Commission on Population and Development](#), April 11-16, New York City, USA  
Chaired by Dr. Mwaba Patricia Kasese-Bota (Zambia) - African Group, the General Debate will focus on strengthening the demographic evidence base and moving from commitments to results. Engaging Member States on the Operational Framework through targeted engagement based on scheduled national reviews.
- [Women Deliver Conference](#), May 16-19, Copenhagen, Denmark  
The 2016 Women Deliver conference will be the largest gathering on girls’ and women’s health, rights, and well-being in more than a decade, and one of the first major global conferences following the launch of the SDGs. The focus of the conference will be on how to implement the SDGs so they matter most for girls and women, with a specific focus on health. This forum is an opportunity to announce new commitments and for partners, and especially youth, to understand how they can advance implementation in their countries—specifically by using the Operational Framework as a tool and reframing indicators to the agreed upon monitoring framework. This is also a moment to discuss leveraging and advocating for the Global Financing Facility. Every Woman Every Child will be convening side sessions on the implementation of the Global Strategy, taking innovation to scale, and strengthening accountability. The EveryWhere initiative will host a session on fragile and humanitarian settings and a panel discussion will bring together key findings from across The Lancet series to inform and equip advocates from civil society and other stakeholder groups to accelerate their work in support of the Global Strategy and the Every Woman Every Child movement.

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- [World Health Assembly](#), May 23-28, Geneva, Switzerland

The World Health Assembly (WHA) is the supreme decision-making body of WHO. It is attended by delegations from all WHO Member States. This WHA will be an opportunity to take forward the Global Strategy by engaging Member States on the Operational Framework through an Every Woman Every Child-hosted lunchtime technical briefing, partner events, and one-on-one meetings. A resolution may be considered for adoption to further build support for the implementation of the Global Strategy.

- [World Humanitarian Summit](#), May 23-24, Istanbul, Turkey

The World Humanitarian Summit will bring together governments, humanitarian organizations, people affected by humanitarian crises and new partners—including the private sector—to propose solutions to the world’s most pressing challenges and set an agenda to keep humanitarian action fit for the future. This Summit is an opportunity to advance the Global Strategy by improving understanding, needs, and tools for EveryWhere “settings” in order to move from strategy to implementation. This could include new partnerships, or new ways, of working through a continuum approach: tackling relief, recovery and development simultaneously and collaboratively; and mainstreaming emergency preparedness at all levels of the health system. Further, the Global Financing Facility’s (GFF) Business Plan and GFF process are seen as core to implementation of the Global Strategy and aligned with existing global and national initiatives rather than becoming a parallel exercise.

- [High-Level Political Forum on Sustainable Development](#), July 11-20, New York City, USA

The HLPF is the central UN platform for the follow-up and review of the [2030 Agenda for Sustainable Development](#). The forum, which adopts a Ministerial Declaration, is expected to start effectively delivering on its mandates to provide political leadership, guidance and recommendations on the Agenda’s implementation and follow-up; keep track of progress; spur coherent policies informed by evidence, science and country experiences; as well as address new and emerging issues. This forum is an opportunity to engage with Member States to advance implementation in their countries, specifically by using the Operational Framework as a tool and reframing indicators to the agreed upon monitoring framework.

- [United Nations General Assembly](#), General Debate Begins September 20, New York City, USA

The General Assembly (GA) is the main deliberative, policymaking and representative organ of the UN. Last year, in 2015, the SDGs were adopted and the Global Strategy was launched. This session is an important moment to demonstrate results and progress since the launch of the Global Strategy, and to place a renewed emphasis on showcasing champions outside the health sector.

- [HABITAT III](#), October 17-20, Quito, Ecuador

The objectives of this Conference are to secure renewed political commitment for sustainable urban development, assess accomplishments to date, address poverty and identify and address new and emerging challenges. This is an important opportunity to reach outside the health sector to make links between the Global Strategy and sustainable urban development.

## ENGAGEMENTS

Every Woman Every Child partners are encouraged to consider the following three elements when planning their advocacy and communications activities. Visit [www.EWECHUB.org](http://www.EWECHUB.org) for a social media toolkit and more information including proof points that will be tailored to each event.

1. **PARTNERSHIP:** Integrate Every Woman Every Child messaging and “in support of” branding to illustrate cohesiveness among the women’s, children’s and adolescents’ health community, and allies across other sectors.
2. **DATA:** Use proof points and results aligned with the themes of the Global Strategy (Survive, Thrive, Transform) to demonstrate progress on ending preventable deaths of women, children, and adolescents by 2030.
3. **ACTION:** Mobilize new commitments or facilitate reporting on existing commitments. Learn more about Every Woman Every Child, the Global Strategy and commitments at [www.everywomaneverychild.org](http://www.everywomaneverychild.org).



## MESSAGE FRAME

### CORE MESSAGE

Ensuring the survival, health and well-being of women, children and adolescents is essential to ending extreme poverty, promoting development and resilience, and achieving all the Sustainable Development Goals (SDGs).

The Global Strategy for Women's, Children's and Adolescents' Health (2016–2030) provides a roadmap for ending preventable deaths of women, children and adolescents by 2030 and helping them achieve their potential for health and well-being in all settings. Its three objectives—Survive (end preventable deaths), Thrive (ensure health and well-being) and Transform (expand enabling environments)—are fully aligned with the Sustainable Development Goals (SDGs), with 17 targets spanning nine SDG goals.

- This roadmap seeks to bring about the change needed to create a more sustainable and peaceful future, where every person not only survives, but thrives and can transform the world.
- Governments, businesses, academia, civil society double down on Every Woman Every Child by pledging ambitious commitments towards achieving the Global Strategy, and setting the foundation for healthier, equal and more prosperous lives for generations to come.
- An Operational Framework accompanies the Global Strategy and serves as a resource for national governments and the wide diversity of stakeholders within countries whose contributions are vital to improving the health and well-being of women, children and adolescents—including civil society, the private sector and development partners.
- It presents objectives to implement the Global Strategy at country level around the nine action areas, including examples of country experiences. For each action area there is a corresponding “ingredient” for action:
  - ▷ Country leadership—Country leadership
  - ▷ Financing for health—Aligning and mobilizing financing
  - ▷ Health system resilience—Strengthening health systems
  - ▷ Individual potential—Establishing priorities for realizing individual potential
  - ▷ Community engagement—Supporting community engagement, participation and advocacy
  - ▷ Multisectoral action—Enhancing mechanisms for multisectoral action
  - ▷ Humanitarian and fragile settings—Strengthening capacity for action in humanitarian and fragile settings
  - ▷ Research and innovation—Fostering research and innovation
  - ▷ Accountability—Reinforcing global and national accountability mechanisms
- These strategies can—and should—build on existing country-level processes and plans already underway.
- Fully realizing these strategies require an increase in domestic and international funding, an increased efficiency of existing investments, and a strengthened national health financing strategies.
- By working together, Every Woman Every Child partners have already saved the lives of millions of women and children and supported them to achieve their full potential.
- Every partner has a role to play to advance a higher standard of implementation and accountability.

Learn more: [www.everywomaneverychild.org](http://www.everywomaneverychild.org)



## HIGH RETURNS ON INVESTMENTS IN WOMEN'S, CHILDREN'S AND ADOLESCENTS' HEALTH

Implementing the Global Strategy, with increased and sustained financing over the next 15 years, would yield tremendous returns:

- ▷ An end to preventable maternal, newborn, child and adolescent deaths, including stillbirths.
- ▷ At least a 10-fold return on investments from social and economic benefits.
- ▷ At least 100 billion dollars in demographic dividends from early childhood development and adolescent health and well-being.
- ▷ A "grand convergence" in health giving all women, children and adolescents an equal chance to survive and thrive.

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In addition, implementing the Global Strategy has benefits across other development sectors and societal issues. The examples below should be read in the context of the need to ensure access to all essential interventions and supplies across the life course, to strengthen health systems and to address all major determinants of health.

### ADOLESCENTS AND YOUNG PEOPLE:

If countries in demographic transition make the right human capital investments and adopt policies that expand opportunities for young people, their combined demographic dividends could be enormous. In sub-Saharan Africa, for example, they would be at least US\$500 billion a year, equal to about one third of the region's current GDP, for as many as 30 years.

### HEALTH SYSTEM AND WORKFORCE INVESTMENTS:

For women's and children's health, health system investments alongside investments in high-impact health interventions for reproductive, maternal, newborn and child health, at a cost of US\$5 per person per year up to 2035 in 74 high-burden countries, could yield up to nine times that value in economic and social benefits. These returns include greater GDP growth through improved productivity and preventing 32 million stillbirths and the deaths of 147 million children and 5 million women by 2035.

### EDUCATION:

Investments to ensure girls complete secondary school yield a high average rate of return (around 10%) in low- and middle-income countries. The health and social benefits include, among others: delayed pregnancies and reduced fertility rates; improved nutrition for pregnant and lactating mothers and their infants; improved infant mortality rates; and greater participation in the political process. School curricula should include elements to strengthen the self-esteem of girls and increase respect for girls among boys.

### GENDER EQUALITY:

Closing the gender gap in workforce participation by guaranteeing and protecting women's equal rights to decent, productive work and equal pay for equal work would reduce poverty and increase global GDP by nearly 12% by 2030.

### PREVENTING CHILD MARRIAGE:

A 10% reduction in child marriage could contribute to a 70% reduction in a country's maternal mortality rates and a 3% decrease in infant mortality rates. High rates of child marriage are linked to lower use of family planning, higher fertility, unwanted pregnancies, higher risk for complications during childbirth, limited educational advancement, and reduced economic earnings potential.

### MODERN CONTRACEPTION AND GOOD QUALITY OF CARE FOR PREGNANT WOMEN AND NEWBORNS:

If all women who want to avoid a pregnancy used modern contraceptives and all pregnant women and newborns received care at the standards recommended by the WHO, the benefits would be dramatic. Compared with 2014, there would be a reduction in: unintended pregnancies by 70%; abortions by 67%; maternal deaths by 67%; newborn deaths by 77%; and transmission of HIV from mothers to newborns would be nearly eliminated. Population stability would enhance economic sustainability and reduce the risks of climate change.