



KEY MESSAGES

TOP MESSAGES

1. There is growing consensus among global and national health leaders that we must be more deliberate in providing *quality, equitable and dignified* healthcare to women and girls if we are going to achieve related Sustainable Development Goals and achieve universal health coverage.
2. To provide quality healthcare we must first understand what quality means to women and girls.
3. Quality means different things to different people, and often women's and girls' voices aren't counted when making policies or designing programs that are meant for them.
4. Women's and girls' opinions about their health matter and they must be valued so they can best direct their own healthcare.
5. *What Women Want* is an important advocacy initiative meant to discover what quality healthcare means to women and girls around the world and create a detailed advocacy agenda to realize their demands.

OTHER KEY MESSAGES

MATERNAL, REPRODUCTIVE AND SEXUAL HEALTH STATISTICS

- * Approximately 300,000 women die during pregnancy and childbirth every year. 2.7 million babies die within their first month of life and an equal number are stillborn. Source: World Health Organization
- * More than 30 million women deliver without the care of a skilled birth attendant contributing to maternal mortality and morbidity. Source: UNFPA
- * Approximately 214 million women wish to delay or avoid pregnancy but are not using contraception, either due to lack of access to or information about services, or a lack of support from partners, families or communities Source: UNFPA.
- * Transforming this picture begins with women and girls.

ABOUT THE CAMPAIGN

- * Launching on April 11, 2018 – International Day of Maternal Health and Rights – *What Women Want* is a global advocacy campaign to improve quality maternal, reproductive and sexual healthcare for women and girls and strengthen health systems.
- * Through the *What Women Want* campaign, health and social organizations are setting out to ask at least 1 million women and girls worldwide about their top priority for quality maternal, reproductive and sexual healthcare.
- * A two-year campaign, *What Women Want* will collect responses throughout 2018 and key findings will be analyzed, aggregated and shared throughout 2019, using key global and national moments to involve and galvanize as many people as possible in making change for women and girls.

- * The findings will be aggregated for a global picture of what women and girls' want and disaggregated by country to help national and district level governments focus their limited human and financial resources in a way that will have the most impact.
- * *What Women Want* is owned by the women and girls who respond and all the organizations who participate.
- * *What Women Want* has been designed specifically as a neutrally-branded effort to bring together all those working on behalf of women's and girls' health and well-being under one umbrella.
- * *What Women Want* is based on a similar campaign from White Ribbon Alliance India that amplified the voices of more than 150,000 women and distilled their responses into a ten-point advocacy agenda.

WHAT WOMEN WANT AS A CONTRIBUTOR TO QUALITY CARE

- * There is growing consensus that improving the quality of care for women and girls is a vital component to achieving related global and national health goals.
- * If women and girls can count on receiving quality healthcare services, they will seek them out. Conversely, if healthcare is not consistently of high quality or standardized care isn't received, women and girls will forgo care or choose options outside of a facility.
- * When women and girls are involved in identifying barriers and solutions to healthcare needs, progress accelerates. That is why *What Women Want* is designed to hear directly from women and girls about their most pressing healthcare needs.
- * When women and girls receive quality care, they tell their mothers, daughters, sisters and neighbors, driving more women to trusted health services, having an exponentially positive impact.
- * Quality healthcare means different things to different people, so it is important to hear directly from women and girls about their priority for their own healthcare.
- * The *What Women Want* campaign aims to help women and girls receive the best, most effective care that can be provided so that they have the greatest possible health outcomes.