What Women Want is a global advocacy campaign to improve quality maternal and reproductive healthcare for women and girls and strengthen health systems. Launching on April 11, 2018—International Maternal Health and Rights Day—What Women Want sets out to query one million women and girls worldwide—from capital cities to rural villages—about their top priority for quality maternal and reproductive health services by the end of 2018.

Based on Hamara Swasthya, Hamari Awaz (Our Health, Our Voices), a grassroots campaign organized by 100+ members of White Ribbon Alliance India that mobilized over 150,000 women in 2017, What Women Want aims to: 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 and 3) place women’s and girls’ self-articulated needs at the center of health policies, programs and accountability.

What Women Want will grow the global movement for quality healthcare for women and girls. At the same time, it will help governments, health professionals, private providers and civil society organizations better understand what is most important to women and girls when it comes to their healthcare and to push for change within countries and communities. The findings will be aggregated for a global picture of what women and girls’ want and disaggregated by country. Findings will be distilled into global and national advocacy agendas that reflect the top healthcare “asks”, including recommendations for improving quality, equity and dignity for health. The campaign is exploring its’ ability to provide disaggregated results at the sub-national level to inform localized action as possible.

Why is the What Women Want Campaign Needed?

Approximately 300,000 women die during pregnancy and childbirth every year. Greater numbers still lack access to effective family planning and quality reproductive care. And for girls age 15 to 19 years old, complications during pregnancy and childbirth are the leading cause of death. Even more concerning, gains in progress have started to plateau in some countries and even slide backward in others. Maintaining the current momentum is not enough to meet the global Sustainable Development Goal (SDG) for maternal mortality reduction, let alone bring an end to all preventable maternal deaths and ensure universal access to sexual and reproductive health for women and girls.

Transforming this picture begins with women and girls. When women and girls are involved in identifying the barriers and solutions to healthcare, progress accelerates. As quality has a huge impact on whether a woman or girl will seek care, the heart of the What Women Want campaign is about understanding quality from women’s and girls’ perspectives.

Quality is generally understood as the degree to which health services increase the likelihood of timely and appropriate care consistent with current professional knowledge and basic rights. However, in practice, quality means different things to different people. To some, quality care means having access to a skilled health provider, giving birth in a clean and friendly environment or the ability to space and plan pregnancies – or avoid pregnancy altogether – without judgment. To others it may mean not having to pay for services that are meant to be free, having access to sexual and reproductive health information, the availability of ramps for those in wheelchairs or to be free from discrimination. Women’s and girls’ voices must be heard. Together, we can ensure quality, equitable and dignified care for every woman and every girl, everywhere.
WHO IS INVOLVED IN THE WHAT WOMEN WANT CAMPAIGN?

*What Women Want* is guided by a steering committee comprised of White Ribbon Alliance India, White Ribbon Alliance Global Secretariat, the Partnership for Maternal, Newborn and Child Health (PMNCH), Every Mother Counts (EMC), International Confederation of Midwives (ICM) and Evidence for Action (E4A)—with many more partners participating in other ways. The steering committee is also consulting with representatives of *Every Woman, Every Child* (EWEC), the World Health Organization's Quality of Care Network (WHO QoC Network), and the global Quality, Equity and Dignity Advocacy Working Group (QED AWG) to align efforts and ensure the voices of women and girls are incorporated into current quality-related initiatives.

Quality, equity and dignity in healthcare is important to women and girls—no matter where they live. Therefore, partners big and small, from all countries, supportive of evidence-based, maternal, reproductive and sexual health services are welcome to participate. New partners are joining all the time and are encouraged to join throughout 2018. The partner list will be routinely updated at [www.whatwomenwant.org/partners](http://www.whatwomenwant.org/partners), launching March 26, 2018.

HOW CAN PARTNERS CONTRIBUTE TO WHAT WOMEN WANT?

There are many ways to contribute to the *What Women Want* campaign. One of the most important is helping to reach one million women of all ages, and girls age 15 to 19, to inquire about their priorities for healthcare by the end of 2018. This can be done by disseminating an electronic survey, paper survey or both! Please visit [www.whatwomenwant.org/resources](http://www.whatwomenwant.org/resources) for step by step instructions on administering the survey. White Ribbon Alliance's Global Secretariat will code and analyze the survey results for partners. Throughout 2018 and 2019, partners can also engage in global and national consultations with women and girls to help develop advocacy agendas and policy, program and service recommendations based on survey responses. Partners can also organize or participate in advocacy convenings that bring women and girls together with governments, health professionals, private providers, and civil society organizations to call for change and accountability in healthcare. Finally, partners can contribute their stories, videos and photographs related to quality maternal, reproductive and sexual healthcare for inclusion on [www.whatwomenwant.org](http://www.whatwomenwant.org) and at campaign events.

There are no financial costs or incentives for participating in *What Women Want*. However, all partners will have unfettered access to the results to be used in their own organizational advocacy efforts. All partners will be recognized as part of this neutrally branded campaign and invited to participate in global *What Women Want*-related events throughout 2018 and 2019. Partners may also be invited to national events organized by country focal points. Participating women and girls—willing to share their demands in person—will be prioritized for potential funding to attend key global and national events.

There are many resources housed at [www.whatwomenwant.org](http://www.whatwomenwant.org) to support participation, including survey materials, messaging, press releases, social media content, and an evolving calendar of important *What Women Want* dates and events. Initial materials will be translated into English, French, Spanish, Hindi and Swahili. As more partners come on board that work in different regions, the campaign will explore translating materials in other languages.

To join the campaign and be listed as a partner for the campaign launch on April 11th, please contact info@whatwomenwant.org with subject line, “sign me up” by April 6th. Partners may join throughout 2018.

WHAT ABOUT OTHER HEALTH TOPICS, CHILDREN, NEWBORNS AND MEN?

*What Women Want* is focused on the self-identified priorities of women and girls relative to quality maternal and reproductive healthcare. In asking the open-ended question of “what is your one request for quality reproductive and maternal health services?”, we are hoping to hear from women and girls in many different settings, including marginalized populations, on a full range of health issues, including sexual health. Perspectives of women and girls will vary and aspirations about quality healthcare will likely extend to their families, partners, children and newborns. These answers will be analyzed and shared as part of the complete results package.

Contact info@whatwomenwant.org to join the movement!