



## IMPLEMENTATION GUIDANCE

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### ABOUT WHAT WOMEN WANT

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Approximately 300,000 women die during pregnancy and childbirth every year and greater numbers still lack access to effective family planning and quality reproductive care. For adolescent girls ages 15 to 19 years old, complications from pregnancy and childbirth are the leading cause of death. 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. In fact, recent gains in progress have started to plateau in some countries and slide backward in others.

Transforming this picture begins with women and girls. When women and girls are involved in identifying the barriers and solutions to quality health care, progress accelerates. That's why, through the *What Women Want* campaign, health and social organizations are setting out to query 1 million women and girls worldwide—from capital cities to rural villages—about their top priority for quality maternal and reproductive healthcare.

Launching on April 11, 2018 – International Maternal Health and Rights Day – the *What Women Want* campaign aims to 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 to 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.

Women's and girls' voices must be heard. Together, we can ensure quality, equitable and dignified care for every woman and every girl, everywhere.

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### HOW YOU CAN HELP

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*What Women Want* will support women of all ages, and adolescent girls age 15 to 19, to demand change, bring their demands to decision-makers and generate political support, investment and accountability for quality, equity and dignity in healthcare, but we need your help! There are two key ways you can support the mobilization and capturing of women and girls' voices as part of the campaign: You can circulate an electronic survey to your various networks and/or you can distribute and collect paper surveys as part of your in-person citizen/community engagement events and activities.

**About the survey:** Designed to be simple, the electronic and paper versions each feature only one question--***What is your one "ask" (request or demand) when it comes to receiving quality reproductive and maternal health services?*** It is an open-ended question meant to elicit a wide range of responses, as quality means different things to different people. The survey also asks respondents to provide optional background information. This will provide a picture of how priorities differ according to factors such as age or where a woman or girl lives. Both the electronic and paper surveys will be administered beginning April 11, 2018 – International Maternal Health and Rights Day—and continue through December 2018.

**How the survey will be used:** Data collected as part of both electronic and paper surveys will be rolled up to provide a global picture of women's and girls' demands for quality healthcare. Data will also be disaggregated for countries whose submissions reach 10,000 or more. The campaign is exploring its' ability to provide disaggregated data at the sub-national and even community level. Responses will be distilled to reflect the top asks globally, regionally and across countries. Data will be provided to all participants for sharing and use within countries. The White Ribbon Alliance Global Secretariat will collate and analyze responses on behalf of campaign partners. Personal information collected via this survey will be processed in accordance with applicable laws and WRA's

Privacy Policy <https://www.whiteribbonalliance.org/privacy-policy/>. Personal information will not be shared. Participants may request access, correction, deletion, or rectification of information, or ask any questions, by contacting WRA at [info@whatwomenwant.org](mailto:info@whatwomenwant.org). They may also file a complaint with a data protection authority as appropriate.

A *What Women Want* report will summarize the global findings and compile them into an agenda for global and multi-country/regional action. In-country focal points will work with local partners to prepare country-specific agendas. A simplified version of the report will also be created and shared back with participating women and girls who choose to submit contact information.

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## NATIONAL LEVEL IMPLEMENTATION GUIDANCE - THE CONTEXT AND THE PROCESS

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### THE CONTEXT:

As you reach out to women and girls, it's important to share the broader context of the *What Women Want* campaign and the need for greater quality, equity and dignity in maternal and reproductive healthcare around the world.

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. 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 not experience forms of discrimination. 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 a woman's or girl's perspective.

It is also important that every woman and girl who takes the survey, understands how the information will be used and makes an informed decision about whether to participate and consent to any photographs or video taken or quotes to be shared.

### A STEP-BY-STEP GUIDE FOR PARTNERS:

More information is available at [www.whatwomenwant.org](http://www.whatwomenwant.org) launching March 26th, 2018.

### GETTING STARTED

- 1. Contact campaign focal points** at [info@whatwomenwant.org](mailto:info@whatwomenwant.org) with the subject line "What Women Want" to express your interest in helping to mobilize women of all ages, and adolescent girls age 15 to 19, to articulate their one "ask" for quality reproductive and maternal health services. You will be listed as a partner on all global campaign communications and receive campaign updates. You can join at any time throughout 2018.
- 2. Determine the method you will use to collect responses:** electronic survey, paper survey or both! You may also want to integrate the survey into mobile data apps you are already using as part of citizen/community mobilization or engagement activities. If that is the case, please let campaign focal points know to ensure compatibility at [info@whatwomenwant.org](mailto:info@whatwomenwant.org). Starting Monday, March 26<sup>th</sup>, you can download surveys at [www.whatwomenwant.org/surveys](http://www.whatwomenwant.org/surveys). Surveys are available in multiple languages.
- 3. Spread the word to other organizations and partners that may want to be involved.** You are likely part of many health networks. Seek out other partners and volunteers to help reach out to women and girls

either through the electronic or paper survey. Equip them with this guidance and encourage them to reach out to campaign focal points at [info@whatwomenwant.org](mailto:info@whatwomenwant.org).

## ELECTRONIC SURVEY

- 4. Decide on the dates you will leverage to promote the electronic survey.** It is recommended that participants share the survey multiple times between April and December to help gather one million responses. Reference the *What Women Want Resource Pack* (accessed at [www.whatwomenwant.org/resources](http://www.whatwomenwant.org/resources)) for a calendar of global and national touchpoints and events that can drive attention to the survey, such as International Maternal Health and Rights Day on April 11<sup>th</sup> or World Population Day on July 11<sup>th</sup>.
- 5. Decide on communication channels you will leverage to promote the electronic survey.** The survey (accessed at [www.whatwomenwant.org/survey](http://www.whatwomenwant.org/survey)) is available in multiple languages and can be shared over various social media platforms, such as Facebook, Twitter, WhatsApp and many more! If you want to embed the survey on your organizational website, please contact [info@whatwomenwant.org](mailto:info@whatwomenwant.org) to receive the survey widget. You can also include the survey link ([www.whatwomenwant.org/survey](http://www.whatwomenwant.org/survey)) in your organizational newsletters, action alerts and communication updates.
- 6. Prepare your communications about the survey.** When sending the survey, it's important to share background on the *What Women Want* campaign, including it being an effort to understand the experiences of care of women of all ages, and adolescent girls' age 15 to 19, and to help them demand and receive quality as they understand it. You may want to share about the health scenario for women and girls globally or within your target country and how the "asks" will be used for advocacy to improve the situation. The "asks" will be collected, summarized and presented to global, country and community health leaders and influencers. They will serve to mobilize commitments and action related to women's and girls' aspirations for health services. The *What Women Want Resource Pack* includes messages that can be adapted for your communications.
- 7. Send the survey.** Campaign focal points will update you monthly about the numbers being reached and highlights from participating women and girls to integrate into your on-going communications about *What Women Want*. Electronic responses will automatically feedback to campaign focal points. Make sure to notify survey participants that identifying information will not be shared as part of your communications.

## PAPER SURVEY

The paper survey requires more steps but is vital for reaching women and girls without access to technology. Also note that it is very important to fully explain the campaign, our intended results, and to obtain consent from all participants – specific guidance is detailed below.

- 8. Decide on the dates and events you will leverage to collect in-person responses from women and girls.** There are many forums that can be leveraged to mobilize women and girls from the community to global level, such as citizen hearings, community dialogues and large events at the World Health Assembly or UN General Assembly. Any interaction or event where you will be directly working with women and girls is a key opportunity to share the paper survey.
- 9. Modify the paper survey as needed.** Download the paper survey at [www.whatwomenwant.org/survey](http://www.whatwomenwant.org/survey). Organizations are encouraged to include their logo on the paper survey, alongside the *What Women Want* logo. You may want to translate the short survey into local language as appropriate. Please contact campaign focal points at [info@whatwomenwant.org](mailto:info@whatwomenwant.org) to discuss translation options. Make sure you print enough surveys for women and girls to fill out.
- 10. Explain about the campaign to participating women and girls.** See step 6 above on communicating about campaign aspirations.

11. **Explain the collection process.** Inform participating women and girls (15 to 19) what will happen with these “asks”. Tell them that it is part of a countrywide and global effort to involve women and girls in improvements for health service quality. The asks they articulate will be communicated to policymakers and health providers. Many women and girls from around the world are part of the process.
12. **Present the *What Women Want* paper survey** and explain what participants must do to fill it in. As possible, ask the question directly - **what is your one “ask” (request or demand) when it comes to receiving quality reproductive and maternal health services?** Use one *What Woman Want* survey per woman or girl. If a group of women or girls are putting forward the same ask from a community, use one card and collect everyone’s name and details.
13. **Make sure to obtain consent.** Women and girls are at the heart of this campaign and it is important that they give informed consent. That means they must fully understand how their responses will be used and give their permission to do so. Collect asks of ONLY those women and girls who are willing to share their request or demand for quality healthcare services. We have included a link to our privacy policy on the survey and encourage you to share it with them.
14. **Complete the *What Women Want* paper survey.** Women and girls are encouraged to fill out the survey themselves. In cases of low literacy or limited language ability, you may complete the survey on their behalf with their express permission. Campaign focal points will do their best to translate responses from major languages. However, the ability to translate local dialects may be difficult. To ensure all women’s and girls’ responses are included, as possible, please capture their answers in English or the major language of your country. In addition to their one “ask”, name, age, race/ethnicity, country and state/province or district should be captured in the survey. Women and girls may provide optional contact information (e.g. phone or email) if they would like to be updated on the campaign and/or receive campaign results. Remember to thank women and girls for participating and make clear their identifying information will not be shared or used beyond the collecting partner and the WRA Global Secretariat who will analyze findings, but it is needed for data quality assurance.
15. **Take photos, audio files and short videos of women and girls** (with their consent) filling out the *What Women Want* survey and voicing their demands for quality healthcare. Verbal consent is required but we also encourage you to download the photo and video consent form (accessed at [www.whatwomenwant.org/resources](http://www.whatwomenwant.org/resources)). Reference the *What Women Want Resource Pack* for guidance on how to upload photos and videos and on their intended use. We know this extra step may require more time, but it is a vital component of the *What Women Want* partnership being able to articulate findings and achieve results on behalf of women and girls, so we thank you in advance for this effort!
16. **Submit collected surveys.** There are three ways you can submit paper surveys to campaign focal points who will input, code and analyze responses.
  - a. **If you have a scanner**
    - ✓ Scan the paper surveys using your scanner.
    - ✓ Save each image as a PNG (name file according to this format: NameofOrganization\_Country\_Woman’sName). Example: wra\_usa\_janejones. (If the name is repeated, please add a new number after each entry 1,2,3....)
    - ✓ Upload images to Dropbox by either 1) clicking [HERE](#) or 2) navigating to an internet browser and typing in <http://bit.ly/WWWFiles>. **Note:** You will be asked to share your name and email address before uploading the files.
    - ✓ **PRO TIP 1:** Make sure you keep the survey documents clean and wrinkle-free – it will make scanning the surveys and reading them easier!
    - ✓ **PRO TIP 2:** Scan the surveys as soon as you return from an event. Please save paper copies until January 2019, one month after the formal collection period ends.

## b. If you have a smart phone or tablet

- ✓ Using your smart phone or tablet, download the Dropbox app from the [App Store](#) or [Google Play Store](#).
- ✓ Sign into your personal or professional Dropbox account using your smart phone or tablet. If you do not already have a Dropbox account, you can create one for free inside the app.
- ✓ Open the Dropbox app on your smart device.
- ✓ Tap "+" ("Create").
- ✓ Choose "Scan Document" (if prompted, select "Allow" to let Dropbox access your phone's camera)
- ✓ Take a picture of the survey using the "Scan Document" feature in the Dropbox app.
- ✓ If you have already taken a picture of the survey, you can select the saved image on your device by tapping the Photos icon on the bottom-left corner.
- ✓ **PRO TIP 1:** When taking the picture, hold your device directly above the document. Check that there is no glare on what you're photographing and that the words are in focus. You will know that you are in focus if the Dropbox app can draw a complete, unbroken line around your document.
- ✓ **PRO TIP 2:** Scan the surveys as soon as you return from an event. Please save paper copies until January 2019, one month after the formal collection period ends.
- ✓ If needed, you can scan more pages. Or, you can move on to the editing feature to ensure image clarity.
- ✓ Save your scan(s) to your personal Dropbox as a PNG file. From the Scan Preview screen, tap the arrow on the upper right corner to enter the Save As view. Name your file type using the following standardized format NameofOrganization\_Country\_Woman'sName). Example: wra\_usa\_janejones. (If the name is repeated, please add a new number after each entry 1,2,3....).
- ✓ Upload photo to Dropbox by either 1) clicking [HERE](#), or 2) navigating to an internet browser and typing in <http://bit.ly/WWWFiles>. **Note:** You will be asked to share your name and email address before uploading the files.
- ✓ For a very detailed list of directions, please visit: <https://www.dropbox.com/help/mobile/document-scanning> or watch a YouTube video at: <https://youtu.be/barQTGMH9eY>.

## c. If you don't have a scanner or smart phone

- ✓ Contact campaign focal points at [info@whatwomenwant.org](mailto:info@whatwomenwant.org). They will work with you to collect your paper surveys through non-technology solutions.

## MOVING FORWARD

- 17. Contact campaign focal points** at [info@whatwomenwant.org](mailto:info@whatwomenwant.org) for any questions or concerns throughout the process.
- 18. Stay up to date on next steps.** Campaign focal points will share the results with all participating organizations and women and girls who opt to provide contact information. They will also share opportunities to engage in advocacy at multiple levels using the results of the campaign.
- 19. Connect with other partners in your country.** The *What Women Want* campaign aims to unite partners on a common agenda for improvements in quality healthcare for women and girls. Campaign focal points can connect you with other partners in your country to develop a shared advocacy agenda reflecting the voices of women and girls!

***Thank you for your participation!***