ONE SURVEY – TWO METHODS

What Women Want: Demands for Quality Healthcare for Women and Girls is a global advocacy campaign to improve quality maternal and reproductive healthcare for women and girls and strengthen health systems. To help advance programs and policies that matter to women, the campaign will query one million women and girls worldwide—from capital cities to rural villages—about their top priority for quality maternal and reproductive health services.

More than 300 partners around the world are mobilizing women and girls in their communities to demand their healthcare needs, but we still need your help disseminating the survey. There are two simple ways.

DISSEMINATE THE ELECTRONIC SURVEY

Send the link to the electronic survey out over your various communication channels. Currently, the survey is available in 13 languages with more being added all the time. Visit www.WhatWomenWant.org for other resources, including key messages to support your communications outreach.

DISSEMINATE THE PAPER SURVEY – updated 8/23/18

Thanks to partner feedback, we have taken steps to simplify the paper survey. The paper survey now asks women to complete the statement “My one request for quality reproductive and maternal healthcare services is ______.”

It also includes space for a woman’s or girl’s first name, age and where she lives. You can download the updated paper survey here. We will also continue to accept the previous form.

SUBMIT THE NEW PAPER SURVEY – THREE OPTIONS

1. Take a photo of the participant holding her filled out survey and post to social media using #WhatWomenWant and tag one of the below What Women Want social media profiles.
   - Facebook: @whatwomenwant2018
   - Twitter: @whatwomenwantHC
   - Instagram: @whatwomenwant2018

   - OR -

2. Email photo or scan the survey and send to info@whatwomenwant.org.
   - OR -

3. Send copies of the paper survey by mail. If you would like to send hard copies of the paper survey, contact info@whatwomenwant.org. We will connect you with an organization in your country who can help collect the surveys from you and send on to campaign organizers.

IMPORTANT: When sharing on social media, you will always receive a thank you message confirming that your photo submission has been received. If you do not, please email info@whatwomenwant.org with your photos to make sure they are officially counted.

Survey respondents should be at least 15 years of age according to the What Women Want Privacy Policy.
TALKING TO WOMEN & GIRLS:

Whether it is online or in person, it is 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. Below are guidelines on how to talk with women and girls (15 to 19) about the What Women Want campaign’s goals and survey collection process.

Every woman and girl who takes the survey must understand how the information will be used so that they can make an informed decision about their participation, as well as provide consent to the use of their quotes, photographs and videos.

A few key messages to communicate are:

- When sharing the survey, provide context to the What Women Want campaign’s goals by including global and local health statistics for women and girls.
- Inform participating women and girls what will happen with their “asks” and demands. Tell them that it is part of a countrywide and global effort to involve women and girls in improving the quality of health services. Remember that girls must be older than 15 to participate.
- The “asks” they articulate will be communicated to policymakers and health providers to mobilize commitments and actions related to women’s and girl’s aspirations for health services.
- Additionally, if they choose to take a photo with their sign, let them know that the photo could be posted on social media and the What Women Want website. This public sharing connects their demand – and image – with the many women and girls around the world who have also posted their photos.
- Notify survey participants that their identifying information will not be shared as part of your communications with the What Women Want campaign.
- Be sure to always thank women and girls for participating and sharing their “ask” with you.

Consent is a critical component of the campaign. Women and girls are at the heart of this movement and it is important that they give informed consent and fully understanding how their responses will be used. This is especially important when submitting the survey by posting a photo.

Please make sure to obtain consent before sharing or posting photos. Download the photo consent form here and retain for your records. The consent forms should also be scanned and sent to info@whatwomenwant.org. The consent form also allows What Women Want to publicly use the photos.

When completing the What Women Want survey, women and girls are encouraged to fill out the survey themselves. In cases of low literacy or limited language ability, surveys may be completed on their behalf with their express permission. 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.

HELPFUL HINTS:
1. Get more resources, such as the FAQs, resource packet and paper survey, by visiting www.whatwomenwant.org.
2. Stay up to date on next steps. Campaign updates, results and advocacy opportunities will be shared with participating organizations and the women and girls who opt to provide contact information.
3. 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!
4. Contact focal points at info@whatwomenwant.org for questions, concerns or to share learnings.

Thank you for your participation!

Personal information collected via this survey will be processed in accordance with applicable laws and White Ribbon Alliance (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. They may also file a complaint with a data protection authority as appropriate.