White Ribbon Alliance
A People-Led Movement for Reproductive Health and Rights
Betsy McCallon, CEO
Global convergence of risk of maternal death for women living in poor and rich nations.
Strategies toward ending preventable maternal mortality (EPMM)

All countries reduce MMR by at least 2/3

To reach a global average MMR of <70

No country ends with MMR >140 by 2030

For countries with low MMR at baseline:
• Achieve equity for vulnerable populations at subnational level
Guiding Principles for EPMM

• Empower women, girls, families and communities

• Integrate maternal and newborn care, protect and support the mother-baby relationship

• Prioritize country ownership, leadership and supportive legal, regulatory and financial mechanisms

• Apply a human rights framework to ensure that high quality sexual, reproductive, maternal and newborn health care is available, accessible and acceptable to all who need it
Politics and Universality

#SheDecides #MeToo
Multi-Sectoral Approaches

Maternal Anemia in Pakistan

Teen Pregnancy in Uganda
Quality, Equity and Dignity

I want clean and nutritious food at the health facility.

I want availability of a lady doctor at the health facility.

I want no denial of care at hospital.
Accountability
Women-Centered Care
Join the Movement
So that all girls and women can realize their right to quality health and well-being