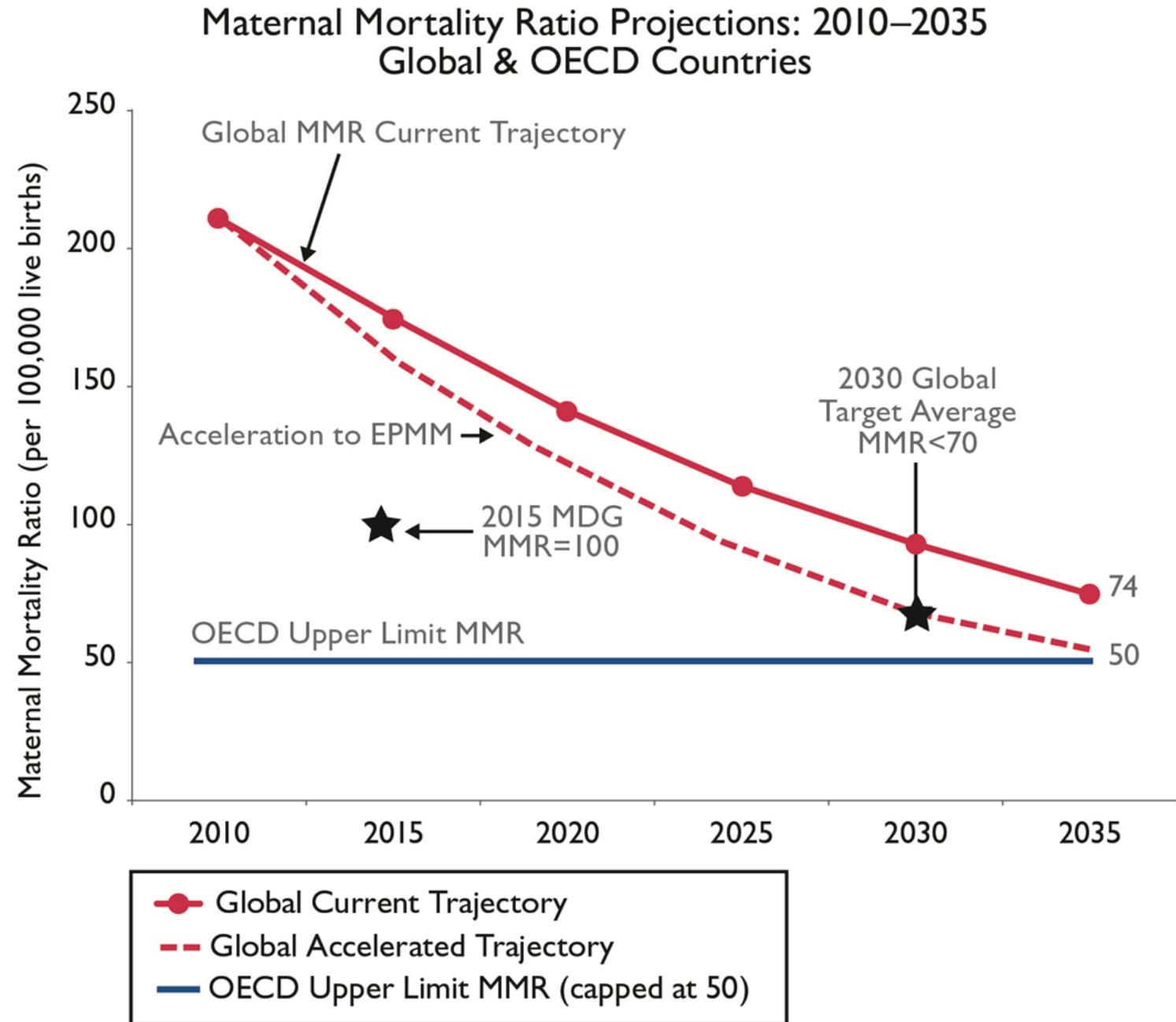


## White Ribbon Alliance

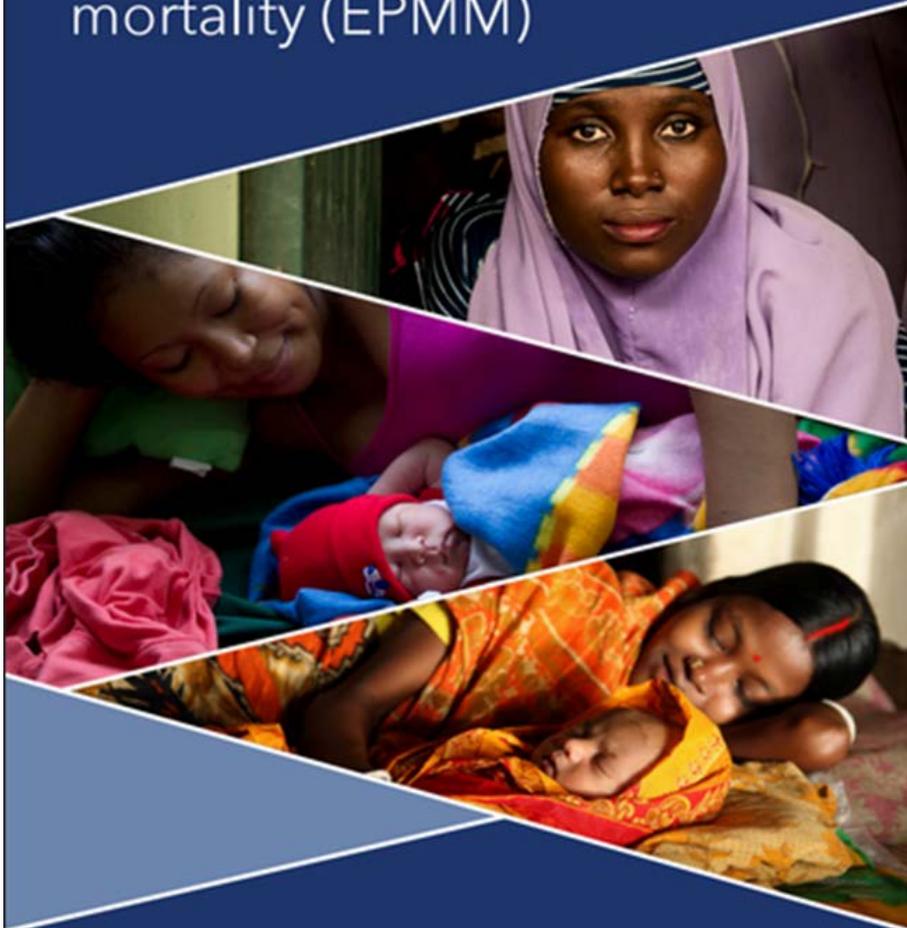
*A People-Led Movement for Reproductive Health  
and Rights*

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**



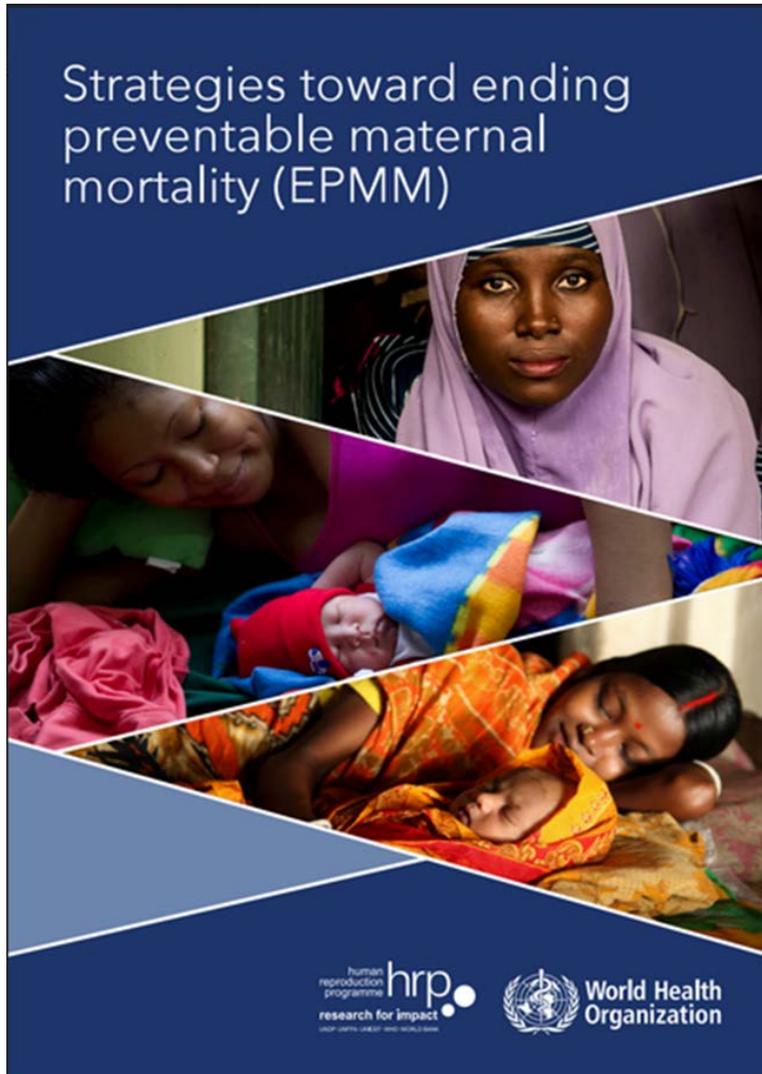
**No country ends with  
MMR >140 by 2030**

**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



# White Ribbon Alliance: 1999-Today



HEALTHY WOMEN. HEALTHY WORLD.



# 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**

**THE WHITE RIBBON ALLIANCE India**  
HEALTHY MOTHERS HEALTHY WORLD

The infographic features three circular portraits of women, each with a corresponding text box. The top-left portrait is a woman in a blue and yellow sari, with a text box above her stating 'I want clean and nutritious food at the health facility'. The top-right portrait is a woman in a red sari, with a text box to her right stating 'I want no denial of care at hospital'. The bottom-center portrait is a woman in a pink sari, with a text box to her left stating 'I want availability of a lady doctor at the health facility'. The background is light blue with decorative lines connecting the portraits and text boxes.



# Accountability





# Women-Centered Care





## Join the Movement

*So that all girls and women can realize their right to quality health and well-being*