

ACTING ON THE CALL

ending preventable child and maternal deaths

2015 Acting on the Call Report - Social Media Toolkit

August 27, 2015

The goal of ending preventable child and maternal deaths is within reach. Last year, USAID unveiled a roadmap outlining how it plans to help 24 high priority countries meet a 2035 target date for this goal. This year, USAID is releasing an update on progress with an additional focus on the interventions needed to save women and mothers. This toolkit outlines different ways you can promote the release of the report via social media.

Fast Facts:

- The 2015 “Acting on the Call: ending preventable child and maternal deaths” report reveals that USAID’s maternal and child survival efforts have resulted in nearly two-and-a-half million more children surviving and 200,000 maternal deaths averted since 2008 in USAID’s 24 priority countries. In addition, the USAID report details how to reach 38 million of the most vulnerable women around the world with increased access to health care during delivery by 2020.
- Around the globe, 17,000 more children will live and 650 more mothers will survive childbirth every day this year than each day in 1990.
- Speeding up adoption of highest impact interventions could save 15 million children and 600,000 mothers through 2020.
- Many low-income countries have already achieved – or are on track to meet – the MDGs for maternal and child health.
- Family planning continues to drive down maternal and child mortality by enabling families to achieve healthy timing and spacing of births. Healthy timing and spacing of pregnancies could prevent nearly a third of maternal deaths and up to a quarter of under-5 deaths.

Resources:

- [Acting on the Call webpage](#)
- [USAID’s Maternal and Child Health page](#)
- [Acting on the Call: Ending Preventable Child & Maternal Deaths Report, 2015](#)
- [Call to Action Summit 2015](#)
- [Call to Action Live Webcast](#) (August 27-28)
- Maternal and Child Health Photo Resources: [USAID for Global Health Facebook Albums](#) & [Extreme Poverty Flickr](#)

HASHTAGS

#MomandBaby
#C2A2015
#SDGs
#Action2015

HANDLES

@USAIDGH
@USAID

WEB

www.usaid.gov/actingonthecall



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Sample #MomandBaby Social Media content:

Now available: 2015 update to Acting on the Call report—progress made & details on roadmap to save #MomandBaby: <http://ow.ly/R9Tld> #C2A2015

Worldwide, 17K more children will live & 650 moms will survive childbirth each day in 2015 vs 1990 <http://ow.ly/R9Tld> #MomandBaby #C2A2015

“No family should lose child in 1st days of life & no child should lose mom during delivery”—@AMPablos <http://ow.ly/R9Tld> #MomandBaby #C2A2015

In @USAIDGH report, #Bangladesh stands out as a best performer 4 #MomandBaby by several measures <http://ow.ly/R9Tld> #C2A2015

.@USAIDGH report demonstrates the power of #data to improve the lives of #MomandBaby <http://ow.ly/R9Tld> #C2A2015

Last year, @USAID helped nutrition priority countries decrease maternal anemia by ~3%. More: <http://ow.ly/R9Tld> #MomandBaby #C2A2015

Check out this report for the latest data & management analyses showing progress on lives saved: <http://ow.ly/R9Tld> #MomandBaby #C2A2015

Strategies employed by #CHWs in #Nepal helped reduce u5 child deaths by over 50% in past 50 yrs: <http://ow.ly/R9Tld> #MomandBaby #C2A2015

.@USAIDGH continues to advance under-resourced issues that remain imp't drivers of mortality. <http://ow.ly/R9Tld> #MomandBaby #C2A2015

.@USAID supports research on respectful maternity care; tools 2 assist in tackling problem <http://ow.ly/R9Tld> #MomandBaby #C2A2015

2 achieve goal of ending prev child deaths, global community must continue 2 focus on neonatal pd <http://ow.ly/R9Tld> #MomandBaby #C2A2015

.@USAID accelerating efforts 2 introduce chlorhexidine, predicted 2 save 160K lives by 2019 <http://ow.ly/R9Tld> #MomandBaby #C2A2015



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Country-specific Content

.@USAIDGH worked in #Afghanistan 2roll out prophylactic misoprostol use 4postpartum hemorrhage:

<http://ow.ly/R9Tld> #MomandBaby #C2A2015

In #Bangladesh, @MAMAGlobal delivered voice/text messages to 1.5M pregnant women 2impr health of #MomandBaby

<http://ow.ly/R9Tld> #C2A2015

In #Bangladesh we worked 2upgrade 54 public health facilities for 24/7 emergency maternity care <http://ow.ly/R9Tld>

#MomandBaby #C2A2015

In #DRC, vaccination coverage w pentavalent 3 has incr from 62% to 90% w @USAID support: <http://ow.ly/R9Tld>

#MomandBaby #C2A2015

In #Ethiopia, @USAIDGH worked w/ govt to train >20K people in #ChildHealth & nutrition <http://ow.ly/R9Tld>

#MomandBaby #C2A2015

.@USAIDGH worked w/ govt in #Ethiopia to reach >1M children w/ nutrition services in the past yr <http://ow.ly/R9Tld>

#MomandBaby #C2A2015

In #Ghana low modern #FamilyPlanning use=bottleneck 2saving #MomandBaby. Long term FP methods now included in

Natl insurance scheme #C2A2015

In #Haiti, we're working 2xpand access to emergency obstetric & newborn care for 389K people <http://ow.ly/R9Tld>

#MomandBaby #C2A2015

We're working w/ govt @WHO & @UNICEF 2introduce chlorhexidine in #Haiti 2prevent newborn sepsis:

<http://ow.ly/R9Tld> #MomandBaby #C2A2015

In #India, scaling up quality intrapartum care could save 30,000 women by 2020. <http://ow.ly/R9Tld> #MomandBaby

#C2A2015

.@USAIDGH worked w govt in #Indonesia to connect 39 island groups to the existing health system: <http://ow.ly/R9Tld>

#MomandBaby #C2A2015

In #Kenya @USAIDGH worked w gov to scale up basic emergency obstetric care to 35 new facilities: <http://ow.ly/R9Tld>

#MomandBaby #C2A2015

In #Liberia, we're working 2rebuild the health system after devastating #Ebola crisis. More: <http://ow.ly/R9Tld>

#MomandBaby #C2A2015

In #Madagascar, @USAIDGH worked 2scale up misoprostol use by community health volunteers: <http://ow.ly/R9Tld>

#MomandBaby #C2A2015



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Nearly 90% of facilities in #Malawi have the bag&mask necessary 2perform neonatal resuscitation <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

We worked w govt in #Mali 2reach 6.5M children w/ 3 immunization & vit A supp campaigns last yr <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

In #Mali, 84 communities have been certified as open-defecation free! <http://ow.ly/R9Tld> #MomandBaby #C2A2015

In #Mozambique, the govt made 1st ever commitment to secure #FamilyPlanning commodities: <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

We're working in #Mozambique 2introduce rotavirus vaccine 2 fight 1 cause of diarrhea: <http://ow.ly/R9Tld>
#MomandBaby #C2A2015 #DefeatDD

62 new Village Development Communities in #Nepal have been declared open-defecation free: <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

In #Pakistan, we trained 431 health care providers 2implement #HelpingBabiesBreathe activities <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

6554 women in #Pakistan reached by chlorhexidine scaleup initiative to prevent neonatal sepsis <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

In #Rwanda, kangaroo mother care is present in 95% of facilities <http://ow.ly/R9Tld> #MomandBaby #C2A2015

In #Senegal, we've worked w/ gov't to roll out misoprostol for PPH to over 500 health huts <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

We've worked w govt in #Senegal to roll out chlorhexidine for newborn sepsis to 1000 health huts <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

In #SouthSudan, we trained 3800 home health promoters 2serve 63K ppl w/ community based svcs <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

In #Uganda, we've doubled # of districts working 2support reaching every child w/vaccine svcs <http://ow.ly/R9Tld>
#MomandBaby #C2A2015

In #Yemen, we've strengthened pre-service education in 10 midwifery schools: <http://ow.ly/R9Tld> #MomandBaby
#C2A2015

In #Zambia, we've scaled up Saving Mothers, Giving Life to 10 additional districts: <http://ow.ly/R9Tld> #MomandBaby



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Facebook post: We have made significant progress in saving the lives of women and children. USAID today released a new report showing that its maternal and child survival efforts have resulted in nearly two-and-a-half million more children surviving and 200,000 maternal deaths averted since 2008 in USAID's 24 priority countries. Read this report chronicling the progress made since [@USAID for Global Health](#) launched the roadmap for ending preventable child and maternal death last year: <http://ow.ly/R9Tld> #MomandBaby



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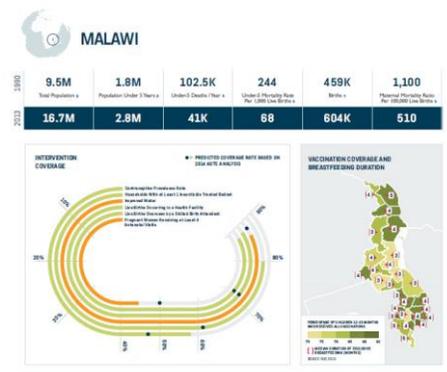
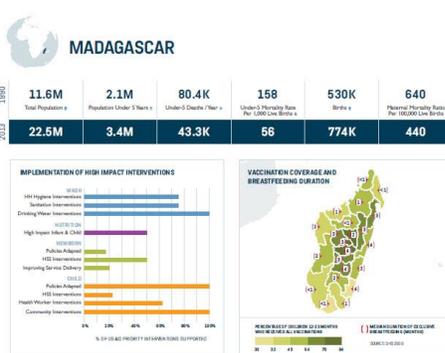
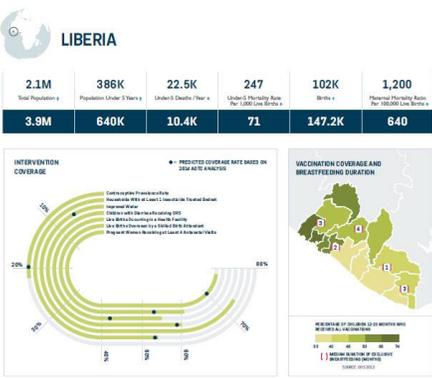
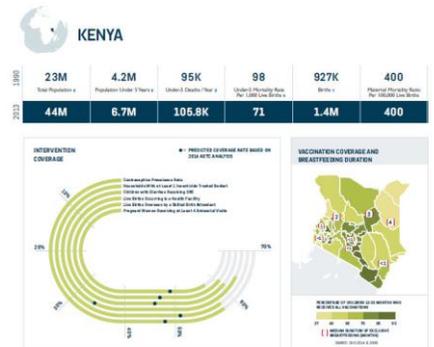
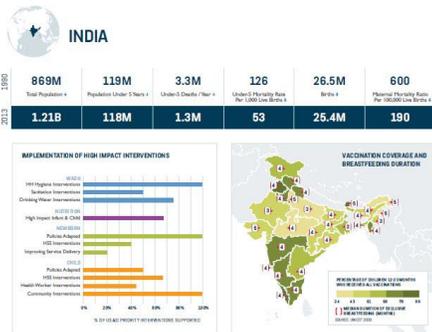
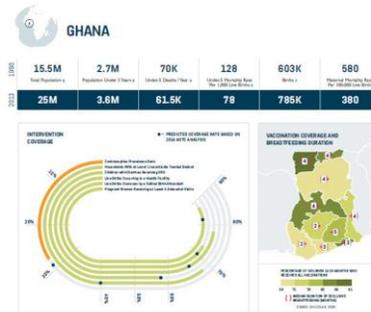
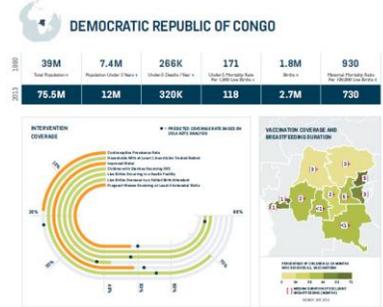
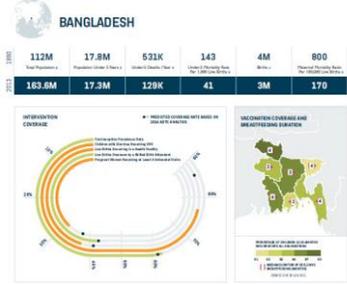
Photo Factoids:

Hi-res versions of photo factoids and other infographics from the report, optimized for Facebook and Twitter, can be downloaded [here](#).



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