



Mothers Day Every Day: The Campaign for Healthy Moms and Newborns

Progress is being made to save the lives of hundreds of thousands of women and newborns around the world at risk during pregnancy and childbirth. To accelerate progress toward safe pregnancy and healthy childbirth for all, the *Mothers Day Every Day* campaign is raising awareness and advocating for greater U.S. leadership to improve prenatal health and reduce maternal mortality. In doing so, the United States recognizes and celebrates the profound importance of every mother, every day. This effort contributes to America's long-term security, not only building a brighter and more stable future of every mother, every day, but also creating deep and lasting friendships around the world and renewing respect for our leadership and values.

The Goal

The bold but achievable aim of *Mothers Day Every Day* is to generate the political will and action toward the key Millennium Development Goal of reducing maternal mortality by 75 percent by 2015. Hundreds of thousands of lives can be saved each year through basic, low-cost interventions. Political will is needed. Now is the time.

The Challenge

Every minute somewhere in the world, a woman dies in pregnancy or childbirth. For every woman who dies, 30 more are living with debilitating injuries sustained during pregnancy or childbirth. Childbirth remains the leading killer of young women worldwide. Each year more than 500,000 women die of pregnancy-related causes, more than 99 percent of them in the world's poorest countries. In many areas, a woman gives birth alone with no medical assistance, and in the poorest regions, a woman's lifetime chances of dying in pregnancy are one in seven. Even more jarring is the fact that when a mother dies, her child is up to ten times more likely to die. Evidence is conclusive that the vast majority of these deaths and injuries are preventable by simple, affordable measures; and when mothers get vital care, babies are more likely to be born healthy. *Mothers Day Every Day* believes that every woman should be able to plan for a safe pregnancy and delivery so that she and her child can survive.

The Solution

Mothers Day Every Day advocates for greater resources toward common-sense interventions that already have been proven to reduce maternal mortality in the developing world. Low-cost interventions can have an immediate and meaningful impact. A broad consensus has emerged within the maternal health community around essential technical strategies, including skilled care at birth for all pregnant women by a qualified midwife, nurse or doctor and emergency obstetric care for women in life-threatening conditions. To ensure sustained results, *Mothers Day Every Day* also champions new accountability measures and collaboration between global leaders and grassroots advocates.

The role of the United States in helping mothers and newborns live healthy lives is deeply appreciated; so many lives touched, connections forged and communities strengthened. Yet much more is needed. By promoting healthy moms and newborns, *Mothers Day Every Day* recognizes the opportunity to also strengthen families and societies who benefit from their love, guidance, care and productive potential. The campaign believes that empowering women—beginning with a healthy pregnancy and safe childbirth—is the key to greater overall global health, self-sufficiency, economic growth and peaceful sustainability. Mothers make it happen. By expanding proven strategies, hundreds of thousands of women and newborns can lead healthy, empowering, inspiring lives. It begins with the United States leading the way in making *Mothers Day Every Day*.



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www.MothersDayEveryDay.org