



## ***Mothers Day Every Day 2010 Policy Overview***

### **OUR GOAL**

In 2010, the *Mothers Day Every Day* campaign will focus on two main priorities: to increase funding for maternal and newborn health to bring us closer to a U.S. investment of \$1.3 billion per year as recommended by the global health community, and support policies that position the United States as a leader in the global community's effort to reduce maternal mortality by 75 percent by 2015, as outlined in Millennium Development Goal (MDG) 5.

### **BACKGROUND**

In 2009, the White Ribbon Alliance (WRA) and CARE launched an unprecedented joint campaign for U.S. leadership on global maternal and newborn health called *Mothers Day Every Day*. Together, WRA and CARE developed *Mothers Day Every Day* as a bipartisan campaign to focus lawmakers' attention on what it will take to improve the health and save the lives of women and newborns in extreme poverty.

In its first year, *Mothers Day Every Day* has marshaled some of the country's most dynamic and experienced voices to raise awareness among policymakers and influencers about the remarkable successes and profound need in maternal and newborn health programs. We have solidified political commitments to these programs and advocated for more investments. We also have promoted the integration of maternal and newborn health into broader global efforts --including poverty alleviation, the empowerment of women and girls, and the reduction of HIV/AIDS and malaria-- through strategic partnerships in the global health and development arenas. Going forward, *Mothers Day Every Day* will ramp up Congressional and Administrative outreach to move specific legislation, while continuing to educate more policymakers about progress and needs.

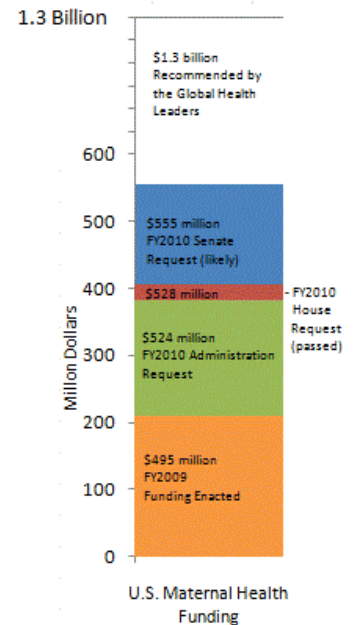
### **CONGRESS**

Democrats and Republicans have come together to support improving maternal and newborn health. Last year, more than 20 House Republicans joined with 100 Democrats in cosponsoring a

resolution (H. Res. 1022), which supported reducing maternal mortality through financial investment and participation in global initiatives. The measure passed unopposed. A bipartisan group of Senators later cosponsored companion legislation, which also passed with a clear majority. On several occasions in the past two years, Members of Congress also have signed letters to the President and other key officials in advance of global summits like the G8 and G20, urging the Administration to place maternal mortality high on the agenda of international talks.

Members of Congress from both sides of the aisle have engaged with the global and maternal health communities to seek advice about policy and legislative strategy. Together we have built momentum on these issues in stakeholder sessions, congressional briefings, and private meetings. Senators Chris Dodd (D-CT) and Dick Durbin (D-IL) are working on legislation for improving maternal, newborn, child and reproductive health, which is expected to be introduced in the coming months. Through CARE and WRA’s leadership, the *Mothers Day Every Day* campaign continues to shape legislation in the House and Senate to ensure a comprehensive approach to maternal health including access to family planning, skilled birth attendants, emergency obstetric care and postpartum care – approaches central to the reduction of maternal deaths.

In addition to this bill, congressional appropriations are a top priority for *Mothers Day Every Day*. In 2009, Congress provided \$495 million for maternal health programs. The 2010 fiscal process is under way. All signs point to increased investments. In July, the House passed a bill that would provide \$528 million for maternal health programs. The Senate’s version would exceed that, providing \$555 million. That total would surpass the Administration’s request by \$31.5 million. *Mothers Day Every Day* is working to secure the highest funding level as Congress forges a final product that is expected to be part of an omnibus spending measure.



## THE ADMINISTRATION

The Obama administration has offered some extremely positive signs about its commitment to maternal health. In May, President Obama announced a six-year Global Health Initiative and identified maternal and child health and family planning among its main focuses. *Mothers Day Every Day* Advisory Committee member Melanne Verveer was named as the first-ever Ambassador-At-Large for Global Women’s Issues at the U.S. Department of State. This unprecedented position ensures that women everywhere have a seat at the table as U.S. global policies are determined.

## REACHING OUR GOAL

Global health leaders the world around have concluded that additional U.S. investment of \$1.3 billion per year would save the lives of an estimated 250,000 women and babies per year. Investing in women and girls as patients and providers is investing in the health, education and economic development of their families, communities and nations. WRA and CARE strongly support robust funding for the U.S. share of these programs, and will continue to gather supporters to help *Mothers Day Every Day* advocate in 2010 for the needed investments in global maternal and newborn health with Congress and the Administration.