**Improve Maternal and Newborn Health and Nutrition**

### The World Today

- Every two minutes, a woman dies from complications in pregnancy or childbirth—the majority of these deaths are preventable.

- 2.6 million: The number of stillbirths that occur annually—98% of them in developing countries.

- Globally, maternal mortality is one of the leading causes of death among adolescent girls ages 15 to 19.

- The odds of maternal death are doubled in mothers with iron deficiency.

### The Investment Case

- If we meet the need for modern contraception and provide all pregnant women and newborns with quality care:
  - ↓73% maternal deaths
  - ↓80% newborn deaths

- Every dollar spent on scaling up nutrition interventions for pregnant women and children yields US$16 in returns.

### Solutions

- Access to affordable care before, during, and after pregnancy.

- Quality midwifery and obstetric care, including safe abortion and postabortion care.

- Access to modern contraception.

- Maternal and newborn nutrition education, counseling, and support, including exclusive breastfeeding in the first six months of life.

To join the campaign and for data sources, please visit deliverforgood.org.
Providing quality healthcare and nutritional support for all women and babies is a small price to pay for a healthy generation.

**Guarantee access to quality, affordable care** before, during, and after pregnancy — inclusive of midwifery and obstetric care, modern contraception, safe abortion, and postabortion care.

Support the prevention, screening, and treatment of common challenges during pregnancy, such as obesity, gestational diabetes, and high blood pressure.

Address barriers to healthcare, such as user fees; poor infrastructure; inadequate access to clean water, sanitation, hygiene; and a lack of essential supplies, medicines, and micronutrients.

Ensure that maternal and newborn health and nutrition interventions are included in humanitarian settings.

Promote widespread training and education for health workers, women, and community members focused on maternal and child nutrition, counseling, and support.

Include girls, young people, and women in the design and implementation of maternal and newborn health and nutrition programs as context experts.

Promote and provide adolescents and women access to nutritious food and counseling on proper nutritional practices, such as breastfeeding and critical micronutrients.

**ASKS**

**RIPPLE EFFECT**

More lives saved

More efficient health systems

Stronger economies

Healthier populations