



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

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

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

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

→ **\$1**
→ **+\$16**



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.

ASKS

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.

RIPPLE EFFECT

