

## Women Deliver 2017 Annual Report

In 2017 Women Deliver grew in its reach and its stature as a leading global advocate for gender equality and the health, rights, and wellbeing of girls and women, especially maternal, sexual, and reproductive health and rights. New grant funding allowed Women Deliver to invest in staff growth and program expansion. During the year, 12 hires for both new and vacated existing posts positioned the organization to deliver on the ambitious program strategies set for the year and beyond:

### **Strategy 1: Equipped advocates with clear policy asks that were inclusive of investment cases, evidence and data**

Women Deliver provided advocates with new and updated tools to convey and conduct advocacy for girls and women. The tools covered specific policy asks and the evidence for investment. Tens of thousands of infographics were distributed and used by advocates and decision-makers both in their presentations and cited in publications. In addition, Women Deliver produced regular themed newsletters, each including the facts, the asks, and a suggestion for social media. The newsletter audience was 20,000 individuals and growing. Social media was a strong tool in Women Deliver's communication strategy in 2017, used to increase the buzz around an issue and mobilize the voice of advocates.

### **Strategy 2: Advocated with a constant and emphatic voice for SRHR including safe abortion**

Women Deliver released statements on the Mexico City Policy and the Kemp-Kasten designation, which were widely distributed through its network. Women Deliver also joined with partners to sign statements of support and solidarity for the full range of SRHR. It spoke publically about SRHR and access to safe abortion at events and Katja Iversen, President/CEO, had several global media interviews about the implications of these reinstated policies on the lives of girls and women around the world.

Women Deliver engaged in a number of SRHR sector strategies, including SheDecides a funding initiative designed to fill the gaps left by the U.S. decision to reinstate the Mexico City policy. Katja Iversen was asked to serve on the Replenishment Leadership Group for the Global Financing Facility (GFF) for Every Woman Every Child, aimed at securing US\$2 billion to cover country demand and expand to 40 more countries in the period 2018-23.

In late 2017, Women Deliver began working in a new advocacy area, women's and girls' gender equality, and health, rights, and wellbeing, especially SRHR, in humanitarian settings. Three new staff were hired, and Women Deliver is contracting with HRH Princess Sarah of Jordan on this work.

### **Strategy 3: Acted as the ears, eyes, and voice for advocates on gender equality and the health, rights, and wellbeing of girls and women with a special focus on maternal, sexual, reproductive health and rights**

Women Deliver staff and its Young Leaders made more than 100 presentations across the globe. Among the many keynote addresses during the year, Katja Iversen, President/CEO, spoke at the Danish Parliament and the Women Political Leaders Global Summit in Iceland. She also moderated a Clinton Global Initiative with President Bill Clinton and the Prime Minister of St. Kitts and Nevis, the Honorable Dr. Timothy Harris.

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Women Deliver leveraged key events with an accompanying social media campaign to reach new audiences and forge new partnerships to push out its call for investment in girls and women. These include co-hosted and side events at the 70<sup>th</sup> World Health Assembly, the High Level Political Forum, and the International Day of the Girl. During UN General Assembly week Women Deliver hosted several events, and staff and the Women Deliver Young Leaders had dozens of speaking engagements. The highlight of the week was the Women Deliver 2019 Conference reception, *Passing the Baton*, in the UN Delegates dining room. More than 200 people attended the event, which included remarks by Katja Iversen, Ulla Tornaes, Minister of Development Cooperation for Denmark, Sophie Trudeau, Deliver for Good influencer, Marie-Claude Bibeau, Canadian Minister for International Development. The Danish Minister also spoke at a high-level Deliver for Good event together with HRH Crown Princess Mary, the ED of UN Women, and Ministers of Health. In total, Women Deliver received 42 press mentions during UNGA week, totaling a 3,172,000 impressions.

Women Deliver publicly and privately encouraged the new UNFPA Executive Director and the Director General of WHO to leverage their platforms to advance progress on SRHR. In addition, Women Deliver published a commentary in the peer-reviewed journal, *Reproductive Health*, entitled, *Three recommendations to the new Director-General of the WHO on how to deliver for girls and women*.

## **Strategy 4: Advised normative agencies, corporations, and decision makers to influence and guide social policies, programming, strategic directions, and investments on gender equality, youth engagement, comprehensive sexuality education, and SRHR**

Women Deliver served in a formal or informal advisory role to the WHO, EWEC, PMNCH, GFF, and numerous multinational companies, among others, using its position to influence strategies and findings to promote the health, rights, and wellbeing of girls and women. Women Deliver contributed articles or reviewed external publications, reaching new audiences with key messages around gender equality, and the health, rights, and wellbeing of girls and women were addressed.

For several months, Women Deliver worked with the Canadian Audit and Accountability Foundation (CAAF) on a practice guide for auditing SDG5 (gender equality). CAAF is charged by Canada with auditing all the SDGs for select countries. It is a highly technical process and one that has a great deal of influence on the environment for policy change. Women Deliver advised and reviewed the guide, which was launched in 2017 for auditor audiences. Women Deliver plans to help expand the guide's influence with policymakers and audiences.

## **Strategy 5: Helped shape a common advocacy agenda as well as broadened it to be more inclusive of different stakeholders and issues which, ultimately, need to work as a complete system to facilitate sustainable progress**

Women Deliver continued to promote a common advocacy agenda, which positions SRHR as the bedrock to gender equality. This was largely driven by its work on the multi-issue and multi-sector Deliver for Good Campaign, which had more than 300 campaign supporters across the globe from 50 countries by the end of 2017. A group of high-level influencers was officially launched in spring and included: 1) Phumzile Mlambo-Ngcuka – the UN Under-Secretary-General and Executive Director of UN Women; 2) José Alberto "Pepe" Mujica Cordano – the former President of Uruguay with a legacy of championing gender equality and women's health issues; 3) Dr. Alaa Murabit – the UN High-Level

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Commissioner on Health Employment & Economic Growth and a UN SDG Advocate; 4) Madame Sophie Grégoire Trudeau – a gender equality advocate and the wife of Canadian Prime Minister Justin Trudeau; and 5) Her Royal Highness The Crown Princess of Denmark – an advocate for health, gender equality, and the empowerment of women and girls.

The Deliver for Good partner group identified three focus countries – India, Kenya, and Senegal – to roll out dedicated advocacy and communication activities related to Deliver for Good investment areas. After a trip to Kenya in July, where Women Deliver staff met with 47 organizations from civil society, UN organizations, and donors – a request for proposal was issued to identify a local non-profit organization to lead the local campaign work. Staff also traveled to Senegal in October to start country-level dialogues with prospective partners and stakeholders for the country-level campaign work.

To measure its impact on knowledge, attitudes, and behavior in the selected countries, Women Deliver contracted with an international research firm to conduct a study to gather baseline data. This will be repeated in 2019. As a way to coordinate advocacy effort during the High-Level Political Forum in July while also bringing new organizations into the Deliver for Good campaign, Women Deliver crafted an Open Letter, co-signed by Partners, Allies, and Organizational Signatories, calling on world leaders to take the following actions:

- Ensure girls and women are prioritized in global development
- Ensure funding matches the scope of needs
- Ensure strategies are driven by participatory processes
- Ensure national policies and strategies are implemented as promised

As a result of this campaign, [deliverforgood.org](http://deliverforgood.org) received 1,694 unique visits (making it Women Deliver's most trafficked webpage for that timeframe), the #DeliverForGood hashtag was used 188 times, and 50 new organizations signed onto the campaign.

## **Strategy 6: Strongly supported initiatives that are potentially transformative in international development**

Women Deliver elevated the issue of Comprehensive Sexuality Education and included it in advocacy efforts, trained young leaders on the issues, and is a lead partner in the development of an advocacy roadmap for the implementation of the joint Guidelines on Women Deliver attended in Oslo, Norway in December at a high-level preparatory meeting on Comprehensive Sexuality Education, co-hosted by UNFPA and Norad.

Women Deliver continued to play a key role in getting adolescent health on the global agenda. As a main player in the addition of adolescent's health in the Global Strategy for Women's Children's and Adolescent's health in 2015, and in the inclusion of SRHR for adolescent in the same, in 2017 Women Deliver was a lead partner in the development of an adolescents health advocacy toolkit with PMNCH. Women Deliver spoke at the Adolescent Health and Wellbeing Conference in Ottawa in May, where the Advocating for Change for Adolescents! toolkit was launched. Women Deliver is currently acting as an implementing partner to support five grants to youth-led organizations to implement country-level campaigns using the adolescent toolkit. Women Deliver and PMNCH co-hosted an event on this adolescent toolkit project during UNGA; speakers included representatives from 5 grantee partners and representatives from the government ministries of Kenya, India, Malawi, Kenya, and Cameroon.

In 2017, Women Deliver served as the chair of the board of Equal Measures 2030 Initiative, an independent civil society and private sector-led partnership. Its goal is to put

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easy-to-use evidence in the hands of girls' and women's movements, rights advocates, and decision makers to guide efforts to reach the Sustainable Development Goals. Equal Measures 2030 complements the more formal tracking mechanisms already in place.

Women Deliver completed its second year of a three-year advocacy and communications grant with the World Diabetes Foundation on integrating diabetes in pregnancy in the maternal health narrative and continuum of care. For World Diabetes Day 2017, Women Deliver put the patient story at the forefront its media strategy. *Allure* picked up this story and a photo essay was published on their site on World Diabetes Day. The post received 3.9k views from 3.6k visitors, as well as a total of 3.1k minutes of engagement. This article in *Allure* was also used to launch a photo contest to elevate similar stories in India, Nigeria, and China.

## **Strategy 7: Elevated and amplified the youth voice through capacity building, convenings, direct financial support, and providing the opportunities for advocacy moments**

Women Deliver nearly doubled its number of Young Leaders in late December by selecting a new cohort of 300 young people from 116 countries in December 2017. Women Deliver also reached out to its 400 alumni to re-engage them in a new program of supporting alumni in continued advocacy for girls and women.

The Young Leaders Program held its first multi-country meeting in Vietnam. Fifteen Young leaders from 100 countries and multiple issue areas were represented, including political participation; research; community-based activism; disability rights; humanitarian settings including migrants and refugees; and more. The purpose of the meetings is to promote cross-country collaboration and sharing of lessons learned.

Women Deliver awarded 20 small grants that had diverse advocacy objectives that varied by the needs of each community and context. All seed grants, however, were unified in their objectives to directly serve the needs of young people and to create advocacy outcomes that influenced change for girls, women, and young people. As a collective group, with programs funded by these small grants - most of which are US\$5000, Young Leaders reached thousands of young people across the world: direct beneficiaries totaled 41,0753 and indirect, 214,658. They also forwarded SRHR and gender equality through a number of innovative advocacy and communication methods. A first-ever round of 17 continuation grants allowed Young Leaders to strengthen the successful grassroots advocacy work that they had started through their initial seed grants in 2016. Results from these grants will be available by mid-year 2018.

Women Deliver completed its 3-year World Ambassador Program with Bayer. 12 Ambassadors each used creative storytelling techniques to uncover the realities that young people in their communities face when trying to access their sexual and reproductive health and rights, particularly contraceptive information and services. In addition to training, each Ambassador received a small grant to do communications and advocacy projects in their home country.

Since Women Deliver began tracking the results of the Speakers' Bureau in November 2016, Young Leaders have been appointed to numerous influential and high-level commissions and boards, with over 150 Young Leaders involved directly in policy and organizational strategy consultations. At the end of 2017, there have been nearly 350 Young Leader meetings with influencers and policymakers, and 150 Young Leaders had had speaking engagements including in high-level forums. Women Deliver efforts to track

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and quantify advocacy efforts showed that after securing face-to-face meetings with policymakers and community/faith leaders; participating in community advocacy activities; and conducting educational and advocacy trainings, they achieve real change, with dozens of local legislators placing gender equality issues on their agenda and over 100 influencers expressing support for key bills/movements.

Women Deliver expanded its Youth Engagement Working Group to 25 members in order to include more youth-led and youth serving organizations from across the globe. The group will be active in Women Deliver's efforts to ensure Youth Engagement is a continuing key message in all Women Deliver's outreach and events. In May 2017 the Women Deliver Board approved a series of Youth "Walking the Talk" principles. These guidelines are being shared with other organizations for inspiration and adoption.

## **Strategy 8: Positioned the Women Deliver 2019 Conference in a trajectory of advocacy**

Women Deliver began to plan on how to build on the success of the Women Deliver 2016 Conference. A post one-year evaluation of conference attendees found that 97% had taken at least one advocacy action. Nearly 300 of the respondents took additional time to write a paragraph how the conference had inspired them to action. They developed campaigns, training sessions, radio programs, gave speeches, and met with government officials. This has led Women Deliver to explore how to encourage and support more local action and moving the conference to ongoing engagement. It also showed the need for better tracking of results.

At the end of May Women Deliver gathered 20 thought leaders in Bellagio, Italy to discuss the goals and themes of the conference. A key outcome of the Bellagio meeting was for Women Deliver to undertake a listening tour from October 2017 to February 2018 to gather thoughts from a diverse audience that broadly represents conference attendees. The results of the listening tour will be announced in spring 2018 and used to plan the conference program.

In June, after an extensive selection process, Canada Prime Minister Justin Trudeau announced that the 2019 conference would be held in Vancouver, Canada. The official passing of the baton (noted earlier) took place during UNGA with Ulla Tornaes, Minister of Development Cooperation for Denmark, Sophie Trudeau, Deliver for Good influencer, Marie-Claude Bibeau, Canadian Minister for International Development.

A large part of the logistics was completed in 2017, including contracting with consultants for planning the plenaries and concurrent sessions. Women Deliver began to identify organizations to serve on its advisory group. Plans for scholarships, communications, registration, sponsorships, and registration were well underway.