

WHAT WOMEN WANT!

Demands for Quality Reproductive and Maternal Healthcare from Women and Girls

A CALL TO ACTION

The *What Women Want* campaign began with a simple idea: ask those who most use reproductive and maternal health services to tell us what they most need.

Ask the clients, ask women.

Through *What Women Want: Demands for Quality Healthcare from Women and Girls*, more than 350 partners collectively asked over one million women and girls worldwide about their top priority for quality maternal and reproductive healthcare services and brought those demands to health leaders. **The goal: generate political commitment, investment and accountability for what women want for their health, as they define it.**

Around the world, girls and women are speaking out and demanding change. At its deepest level, *What Women Want* is a challenge to the power structures which hinder women's maternal and reproductive health, but most immediately and urgently, it is a resounding call for better quality health services. Let's take this unprecedented and powerful collection of **1.2 million individual voices** and make sure that it becomes the driving force behind sustained local, national and global change.

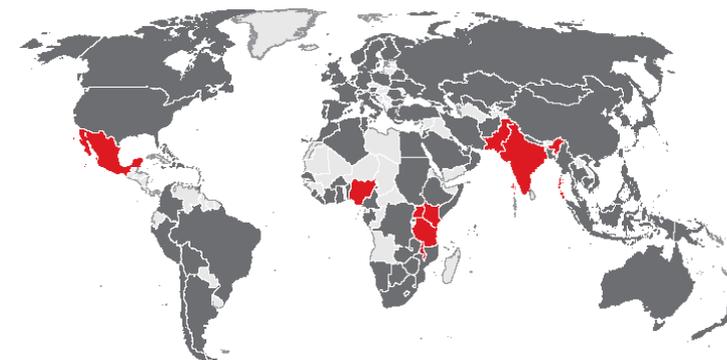
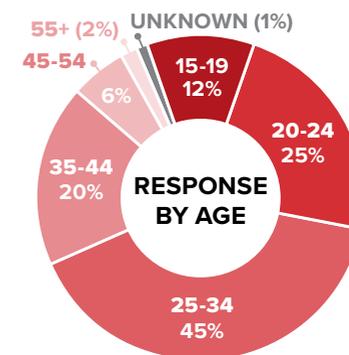


What Women Want BY THE NUMBERS

114
COUNTRIES

359
PARTNERS

1,197,006
DEMANDS



The responses are a revelation; what counts now is action.

What Women Want shows wide demand and the common desire—no matter where a woman or girl lives—to be heard and meaningfully acknowledged, alongside healthcare that includes: respectful and dignified care; water, sanitation and hygiene; medicines and supplies; increase competent and better supported midwives and nurses; and increased, fully functional and closer facilities. Women are no longer waiting patiently for change. They are agitating for it.



TOP FIVE DEMANDS

1. Respectful and dignified care

103,584 RESPONSES

2. Water, sanitation and hygiene

90,625 RESPONSES

3. Medicines and supplies

82,805 RESPONSES

4. Increased, competent and better supported midwives and nurses

65,028 RESPONSES

5. Increased, fully functional and closer health facilities

59,388 RESPONSES

Will you honor their voices,
their needs, their ideas?

Will you listen and act?

What Women Want Action Agenda

The *What Women Want Action Agenda* was designed in consultation with *What Women Want* focal points, partners and women and girls in India, Kenya, Malawi, Mexico, Nigeria, Pakistan, Tanzania and Uganda. The agenda takes the top five asks globally, which correspond to many of the top asks in these countries, and turn them into key action items that will bring about changes in services and programs that women and girls want and will use.

By 2022, health leaders both globally and within *What Women Want* focus countries will commit and act to:

WOMEN'S AND GIRLS' DEMANDS	ACTION ITEMS
Cross-cutting demand	<ul style="list-style-type: none">● Institute transparent, functional mechanisms where women's and girls' self-articulated needs are routinely captured and used to set and monitor policy and program priorities
Respectful and dignified care	<ul style="list-style-type: none">● Adopt respectful and dignified care standards and corresponding monitoring, reporting and redress mechanisms● Invest in respectful and dignified care training for health workers and rights education for communities
Water, sanitation and hygiene	<ul style="list-style-type: none">● Ensure cleanliness, functional toilet and handwashing facilities, and potable drinking water in healthcare centers in underserved areas● Invest in menstruation education, availability of free and/or affordable menstrual products, and menstrual waste management systems within schools and health facilities
Medicines and supplies	<ul style="list-style-type: none">● Invest in blood donation campaigns and expand operational blood banks and screening in underserved areas● Invest in public education campaign on entitlements and service guarantees—including how and where to access free maternal and reproductive health supplies—for vulnerable women and girls
Increased, competent and better supported midwives and nurses	<ul style="list-style-type: none">● Recruit and retain more midwives and nurses in underserved areas● Invest in improved working conditions for midwives and nurses, including training and leadership opportunities, appropriate salaries, housing and security
Increased, fully functional and closer health facilities	<ul style="list-style-type: none">● Ensure functionality of surgical and operational theaters in health facilities in underserved areas● Ensure essential package of reproductive and maternal health services are available at the lowest level facility, closest to where women and girls live

Asking "**what do women want?**" took perseverance on the part of thousands around the world. Answering it took **courage and honesty** from more than a million more.

Delivering on it takes meaningful commitment from you.

How then does the world respond to all those women (and men) who asked, and who answered? We must act on what they said. Whether one of the more than 350 partners who endorsed the campaign at its inception or new to *What Women Want*—now is the time to act. Now is the time to ask if your work truly reflects the self-articulated needs of the communities in which you work, and fully incorporate women's and girls' asks into action agendas, policies, programs and services.

Realizing the What Women Want Action Agenda requires a concerted effort among advocates, development agencies, community organizations, donors, journalists, policymakers, service providers, women, girls and their families and neighbors, among others.

Tell us how you are answering women's and girls' call.

Please complete the following relevant worksheets that capture your or your organization's commitment to providing *What Women Want* and send your responses to:

info@whatwomenwant.org

We will connect with you to spotlight your commitment as we highlight how women's voices are being heard and acted upon by themselves, their communities, health providers, policymakers and other stakeholders.



Name:	Organization:	Contact:
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DEMAND: Cross-cutting

Which action items will you advance? *Please select from action agenda options below.*

Institute transparent, functional mechanisms where women’s and girls’ self-articulated needs are routinely captured and used to set and monitor policy and program priorities

What level(s) will you pursue the action item? *Please select which levels which you will pursue and list the specific name of the geographies below.*

GLOBAL NATIONAL STATE/PROVINCE DISTRICT COMMUNITY OTHER

How do you aim to contribute to the action item? *Please select all that apply and describe below.*

ADVOCACY POLICY DEVELOPMENT FUNDING PROGRAM IMPLEMENTATION TECHNICAL ASSISTANCE OTHER

How are you adapting or refining the action item for your individual context? *Depending on action item, please provide specific details on target standards, investment amounts, recruitment numbers, and/or health facilities/locations for improvements.*

If you are advocating, which organization, ministry or decision-maker(s) are the main target of your efforts?

Name:	Organization:	Contact:
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DEMAND: Respectful and dignified care

Which action items will you advance? *Please select from action agenda options below.*
Adopt respectful and dignified care standards and corresponding monitoring, reporting and redress mechanisms
Invest in respectful and dignified care training for health workers and rights education for communities

What level(s) will you pursue the action item? *Please select which levels which you will pursue and list the specific name of the geographies below.*
GLOBAL NATIONAL STATE/PROVINCE DISTRICT COMMUNITY OTHER

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Name:	Organization:	Contact:
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DEMAND: Water, sanitation and hygiene

Which action items will you advance? *Please select from action agenda options below.*

Ensure cleanliness, functional toilet and handwashing facilities, and potable drinking water in healthcare centers in underserved areas

Invest in menstruation education, availability of free and/or affordable menstrual products, and menstrual waste management systems within schools and health facilities

What level(s) will you pursue the action item? *Please select which levels which you will pursue and list the specific name of the geographies below.*

GLOBAL NATIONAL STATE/PROVINCE DISTRICT COMMUNITY OTHER

How do you aim to contribute to the action item? *Please select all that apply and describe below.*

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If you are advocating, which organization, ministry or decision-maker(s) are the main target of your efforts?

Name:	Organization:	Contact:
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DEMAND: Medicines and supplies

Which action items will you advance? *Please select from action agenda options below.*

- Invest in blood donation campaigns and expand operational blood banks and screening in underserved areas
- Invest in public education campaign on entitlements and service guarantees—including how and where to access free maternal and reproductive health supplies—for vulnerable women and girls

What level(s) will you pursue the action item? *Please select which levels which you will pursue and list the specific name of the geographies below.*

- GLOBAL
- NATIONAL
- STATE/PROVINCE
- DISTRICT
- COMMUNITY
- OTHER

How do you aim to contribute to the action item? *Please select all that apply and describe below.*

- ADVOCACY
- POLICY DEVELOPMENT
- FUNDING
- PROGRAM IMPLEMENTATION
- TECHNICAL ASSISTANCE
- OTHER

How are you adapting or refining the action item for your individual context? *Depending on action item, please provide specific details on target standards, investment amounts, recruitment numbers, and/or health facilities/locations for improvements.*

If you are advocating, which organization, ministry or decision-maker(s) are the main target of your efforts?

Name:	Organization:	Contact:
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DEMAND: Increased, competent and better supported midwives and nurses

Which action items will you advance? *Please select from action agenda options below.*
Recruit and retain more midwives and nurses in underserved areas
Invest in improved working conditions for midwives and nurses, including training and leadership opportunities, appropriate salaries, housing and

What level(s) will you pursue the action item? *Please select which levels which you will pursue and list the specific name of the geographies below.*
GLOBAL NATIONAL STATE/PROVINCE DISTRICT COMMUNITY OTHER

How do you aim to contribute to the action item? *Please select all that apply and describe below.*
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If you are advocating, which organization, ministry or decision-maker(s) are the main target of your efforts?

Name:	Organization:	Contact:
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DEMAND: Increased, fully functional and closer health facilities

Which action items will you advance? *Please select from action agenda options below.*
Ensure functionality of surgical and operational theaters in health facilities in underserved areas
Ensure essential package of reproductive and maternal health services are available at the lowest level facility, closest to where women and girls live

What level(s) will you pursue the action item? *Please select which levels which you will pursue and list the specific name of the geographies below.*
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How are you adapting or refining the action item for your individual context? *Depending on action item, please provide specific details on target standards, investment amounts, recruitment numbers, and/or health facilities/locations for improvements.*

If you are advocating, which organization, ministry or decision-maker(s) are the main target of your efforts?

The Woman Are Talking

Titilope Sonuga

They say,
when the moon is full
pulling the tide into itself,
the ocean bulges, swells a woman's belly,
and breaks her water.

This story begins,
like all myths, with a woman's body.
Inside her body is the earth, a birth
that changes everything.

There's a storm brewing,
a wayward wind kicking up the dust
of what was buried.

It sounds like a million moving tongues.

The women are talking,
voices raised in unison to one radical question:
"What do you want?"

The answer, a righteous thunder that cracks
the shell of secrets, of shame.

We call in the truth from the shadows,
give it a name.

There's a tide turning, and in its wake,
the debris of a culture of silence.
A movement is born and it changes everything.

Every voice, counted.
Every story, sacred.
The truth is a balm and we speak our own healing.

Kesiime is talking,
about a baby born on a forest floor
under the cover of night,
with a pack of hyena's circling.

Catherine knows,
how a child mothers her own child.
What it means to start over at 19,
and reclaim her story for her daughter.

Ask Rehnaz and Zeenat,
about girls with no childhood

Ask Matilda,
how to chase 10,000
how knowledge returns the girls
to their rightful bodies

Ask Halima,
about loss.

Or Habiba about the knotted rope of grief;
one end tethered to the living,
the other held firmly in the curled hand
of the ones we have lost.

Or my own mother,
born between the pew and the pulpit,
her mother's water breaking on hallowed ground.
One hand raised in worship,
the other catching the baby and the blood.

Praise the women,
the glory and grace of our survival.

Praise the warriors who keep watch.
Who have always known
to guard our bodies.
Who learnt the currency of "no"
before our first words.

Praise the chorus of women talking,
of women taking, after generations of giving,
our stories back
our bodies back
ours and ours alone.

We say yes, and we are heard
We say no and everything screeches
to a halt.

Hear us now,
in the ivory towers,
in the boardrooms and the courtrooms.

Who holds the power?
Whose hands write the laws
that make a prison of our bodies?

We undo the chains
by the power of our truth-telling.

The women are talking,
and we are not afraid of
wanting rest,
to be kept whole,
for kindness in our care,
and help within our reach,
choice without judgment.

We have already done the unthinkable
have already dug deep into something
as primal as survival.

In India, Kenya
In Bulgaria, America
In Nigeria, Uganda

Across the globe the women are talking.
How radical it is to listen.
How revolutionary it is to answer.

LISTENACT

Listening to women is a radical act.

But acting on what we hear is revolutionary.

Please send your responses and questions to:

info@whatwomenwant.org



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To learn more about this campaign, visit

WHATWOMENWANT.ORG

