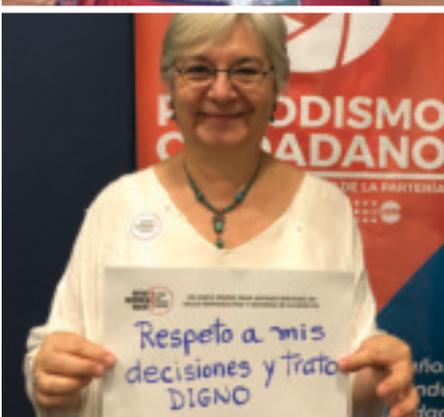


WHAT WOMEN WANT!

*Demands for Quality
Reproductive and Maternal
Healthcare from Women and Girls*



**LISTEN AND ACT ON THE DEMANDS OF
MEXICO'S WOMEN AND GIRLS!**



What Women Want

Demands for Quality Healthcare from Mexico's Women & Girls

Approximately 300,000 women and girls die during pregnancy and childbirth every year. In Mexico, where the maternal mortality rate stands at 33 per 100,000 live births (WHO 2017), changing this picture begins with women and girls. When women and girls are involved in identifying the barriers and solutions to healthcare, progress accelerates. As quality has a huge impact on whether a woman or girl will seek care, the heart of the *What Women Want* campaign is about understanding quality from women's and girls' perspectives.

Beginning on 11 April 2018, International Maternal Health and Rights Day, and continuing for one year, 359 partners asked nearly 1.2 million women and adolescent girls in 114 countries: **what is your top request for your maternal and reproductive healthcare?** Led by El Comité Promotor por una Maternidad Segura en México (CPMS), a White Ribbon Alliance affiliate, over 100,000 responses were gathered in Mexico alone.

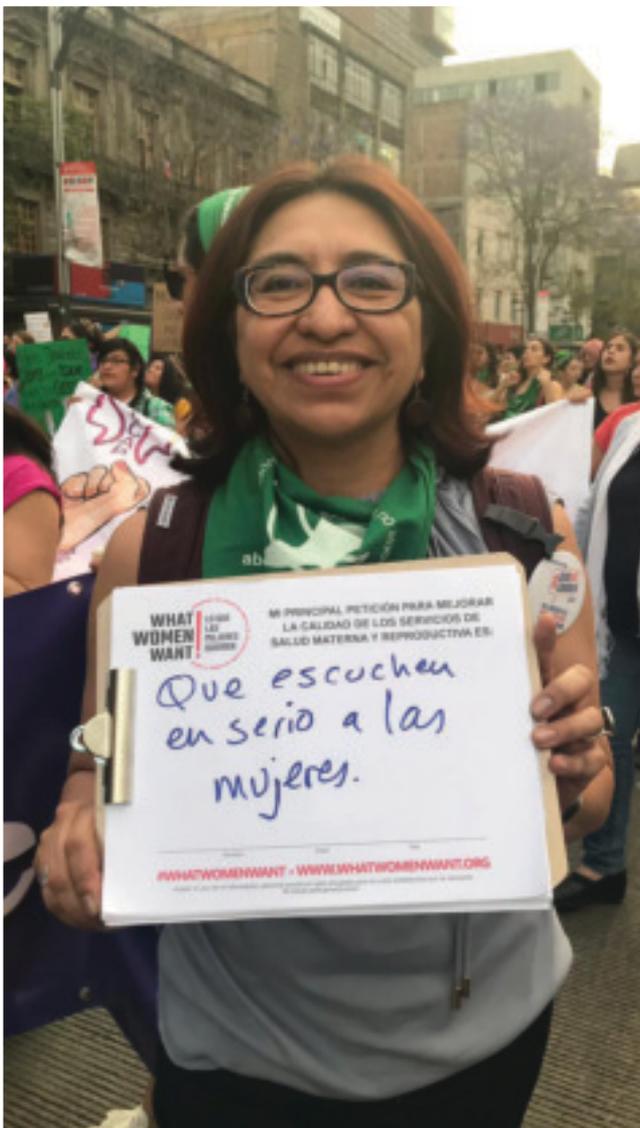
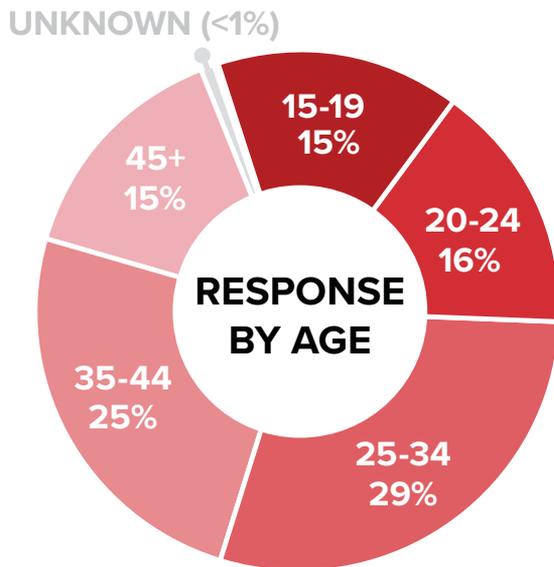
Responses were collected by volunteer mobilizers in the states of Oaxaca, Veracruz, Chiapas, Jalisco, Guerrero, Morelos, and Ciudad de México at community events, maternal health facilities, colleges and universities, female detention facilities, public marches and rallies, as well as online via a mobile app, giving women across Mexico the opportunity to open up and share their healthcare demands.

The *What Women Want* campaign is unique in that it asked women and girls to set the agenda, as opposed to beginning with a premise of what is important or asking them to decide among a set of options. A resounding call for better quality health services as defined by women and girls, this brief provides the top ten demands of those who participated in the *What Women Want* campaign from Mexico.

If the hope and expectation is for women and girls to visit health centres, adhere to recommended advice, and collectively pursue better health outcomes, it follows their agenda must become everyone's agenda.

**Women and girls
have spoken,
now it's time to listen.**

102,445 DEMANDS



TOP TEN DEMANDS

1. Medicines and supplies: **13.17%**
 - Availability of quality drugs*
 - Increased medical equipment and tools
2. Antenatal information, personnel, services and supplies: **9.88%**
 - Availability of ultrasound services
3. Increased competent and better supported midwives and nurses: **9.88%**
4. Respectful and dignified care: **8.69%**
5. Timely and attentive care: **8.51%**
6. Increased, fully functional and closer health facilities: **5.91%**
7. Abortion information, personnel, services and supplies: **5.39%**
8. Increased, competent and better-supported doctors: **4.93%**
9. Adolescent and youth-focused information, personnel, services and supplies: **4.06%**
 - Youth-oriented health talks in health centers
 - Comprehensive sexual education
10. Family planning information, personnel, services and supplies: **3.69%**
 - Availability of free and affordable family planning methods

To learn more about the methodology and analysis of these results, visit: whiteribbonalliance.org/whatwomenwant to download the complete summary report.

* Represent top sub-categories of demands.

LISTENACT

Listening to women is a radical act.

But acting on what we hear is revolutionary.



Tell us how you are listening and acting on women's and girls' demands:

whiteribbonalliance.org/whatwomenwant



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