



2008

Annual

Report





The White Ribbon Alliance for Safe Motherhood is an international coalition of individuals and organizations formed to promote increased public awareness and action of the need to make pregnancy and childbirth safe for all women — in developing as well as developed countries.

Members of the Alliance take action in their own countries to make this issue a priority for their government and other international organizations. The Global Secretariat has offices in Washington, D.C. and London and serves as a communication and resource hub.

**White Ribbon Alliance
for Safe Motherhood
Global Secretariat**

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Mission

The WRA is a grassroots movement for safe motherhood that builds alliances, strengthens capacity, influences policies, harnesses resources and inspires action to save the lives of women and newborns worldwide.

Vision

The WRA works to create a world where:

- It is a woman's* basic human right to achieve optimal health throughout pregnancy and childbirth for herself and her newborns.
- Women are empowered to demand respectful, quality safe motherhood services and help other women to do the same.
- Women and newborns have access to essential and life saving safe motherhood services and information.
- Women and men are active members in the safe motherhood movement, are knowledgeable, and make decisions together that promote safe motherhood within their own families and their communities.
- Communities work together to address the effects of poverty, HIV/AIDS, armed conflict, violence against women and children, and gender inequities on safe motherhood.
- Governments set policies in collaboration with women, their communities, and other stakeholders and implement programs in support of safe motherhood.

*This includes all women of childbearing age.

Principles

The following principles are our shared beliefs, which provide guidance about structure, processes and overall conduct to all who join the White Ribbon Alliance for Safe Motherhood.

1. Members have a voice and responsibility in developing and maintaining an accountable, effective, transparent and responsive, sustainable alliance and to participate in decision-making.
2. Members may organize activities consistent with the mission, vision and principles of the White Ribbon Alliance for Safe Motherhood.
3. Members are committed to enhancing local understanding of safe motherhood and building local capacity to advance the goals of safe motherhood at all levels.
4. Members are committed to sharing best and promising practices to advance the goals of safe motherhood.
5. The White Ribbon Alliance promotes the open exchange of information, collaboration, learning and ideas in ways that are appropriate in the local, national and international context.
6. The White Ribbon Alliance actively seeks the participation and/or partnership with women, men, their families and communities, professionals and practitioners from diverse fields, members of civil society, the private sector, UN agencies, bilaterals, all sectors of government and donors.
7. The White Ribbon Alliance values, aspires and works to recognize each member's voluntary contribution to the goals of safe motherhood and connects local action with the larger vision.
8. The White Ribbon Alliance respects, protects and encourages individual, gender, cultural and social diversity.
9. The White Ribbon Alliance is open for membership irrespective of caste, color and creed by any individual or group agreeing to its mission, vision and principles and the unifying symbol of the white ribbon.
10. The White Ribbon Alliance advocates for safe motherhood as a basic human right.

Letter to White Ribbon Alliance Members

Dear Alliance Members,

2008 has been an incredible year for our membership, the global campaigns, global champions and National Alliances. The spark, ignited in 1999, that founded the WRA movement has become a beacon that continues to be passed from one individual, organization, and government to the next with the overall growth of our membership now spanning 112 countries.

Judi and I feel that it is a true honor to be able to represent the Global Alliance as Chair of the Board and as President of the WRA. We would like to thank the elected Board members who as exceptionally talented and committed individuals continue to serve as good stewards for the membership at large.

We also acknowledge the WRA Champions that take every opportunity to speak out from global, national, community and household perspectives. Many voices, each with a powerful message, are being heard at high level meetings, Parliamentary Inquiries, public hearings, and individual forums across the globe. Mrs. Sarah Brown, the wife of the Prime Minister of the United Kingdom, has been an untiring Champion for us and her personal commitment is inspiring many others to reach out, join hands and play their part. We also would like to thank the Bill & Melinda Gates Foundation, the Department for International Development (UK), the United States Agency for International Development, and our many individual donors for your support in 2008.

As highlighted in this Annual Report, more people than ever before are aware of the devastation of maternal and newborn mortality and are joining the movement. As we have grown we have witnessed the greater strength and capacity that WRA members have to bring about the changes that will save women's and newborn lives in many countries.

We must be unrelenting now in our individual commitment to continue to ensure MDG 5 is at the center and heart of all the other MDGs. As has been stated by the UN Millennium Campaign: "It's not a disease whose cure eludes us, or a condition which the world lacks the resources to treat. It is pregnancy and childbirth." We must continue to raise the volume and hold ourselves, governments, and leaders around the world accountable until there is absolute zero tolerance for women and newborns dying before, during, and after childbirth.

Thank you for everything that each of you, your organizations, UN bodies, and governments continue to do and whose membership remains the heart beat of the WRA globally.

Sincerely,



Theresa Shaver
President



Judi Brown
Chair



2008 WRA BOARD MEMBERS

Back Row (L-R): Ramona Byrkit, Maria Nagorski, Jérémie Zoungrana, Aparajita Gogoi, Godfrey Mbaruku

Front Row (L-R): Catharine Taylor, Judith Brown, Theresa Shaver, Kathy Herschderfer

Not pictured: Brigid McConville, Ferdousi Begum, Marjorie Koblinsky

2008 Board of Directors:

- | | | |
|--------------------------|---------------------------|------------------------|
| Aparajita Gogoi | Godfrey Mbaruku | Maria Nagorski |
| Brigid McConville | Jérémie Zoungrana | Marge Koblinsky |
| Catharine Taylor | Judi Brown | Ramona Byrkit |
| Ferdousi Begum | Kathy Herschderfer | Theresa Shaver |

In 2008 the WRA welcomed new Board members Ferdousi Begum, Mona Byrkit, Kathy Herschderfer, Marge Koblinsky, Godfrey Mbaruku, and Maria Nagorski and said farewell to outgoing Board members Koki Agarwal, Deborah Armbruster, Harry Cross, and Michelle Prosser. The WRA sincerely thanks Koki, Deb, Harry, and Michelle for all of their work as members of the Board.



The White Ribbon Alliance

For Safe Motherhood



Wunmi at Cato Manor in Cape Town

Membership

(as of December 31, 2008):

Total individual and organizational members:

5,169

Total number of member countries:

112

Membership highlights from 2008:

Membership grew from 3,185 organizational and individual members to 5,169.

In 2008, the Board approved affiliation agreements for National Alliances in India, Yemen, and Uganda bringing the total number of Affiliated Alliances to 12 by the end of 2008.

WRA National Alliances

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Safe Motherhood Rally, Nuapada, Orissa, 29 Nov 2008

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WRA strategic direction

WRA has come a long way since its inception in 1999, and 2008 marked an opportunity to take stock and look to the future. The global alliance undertook a year-long strategic planning process, culminating in the development of a 5-year strategic plan from 2009 through 2013 that articulates a unified direction and strategy for the WRA, its members and National Alliances.

As we continue to strive towards reducing maternal and newborn mortality and morbidity globally, the WRA will focus on the following strategic objectives:

COMMITMENT: Increase government, donor, and other stakeholder commitment to and investment in the reduction of maternal and newborn mortality and morbidity.

ACCOUNTABILITY: Hold governments, donors, and all stakeholders accountable to the fulfillment of their commitments to the reduction of maternal and newborn mortality and morbidity.

MOBILIZATION: Mobilize action and support for community initiatives, health system strengthening, and provision of quality services for improved safe motherhood.

Community mobilization meeting in Tanzania



National Alliance representatives with Sarah Brown and Christy Turlington Burns in New York, NY

Key strategies and examples from 2008

Raise Awareness

WRA members use their individual and collective voices to raise awareness about maternal and newborn mortality and morbidity and about WRA's role in safe motherhood. 2008 presented many opportunities for raising awareness on the global stage as never before, bringing the importance of maternal and newborn health issues to world leaders, youth, and the public at large. A few examples include:

Stories of Mothers Lost

After the *Stories of Mothers Lost* exhibit was on display for the first time in London in October 2007, it became the heart of the 2008 *Promise to Mothers Lost* campaign.

The *Promise to Mothers Lost* campaign amplified the voices of the men and women around the world working to make pregnancy and childbirth safer. These advocates targeted powerful global institutions and governments and held world leaders to account during high-profile meetings of the International Monetary Fund and World Bank in Washington D.C., the World Economic Forum in South Africa, the G8 Summit in Japan, and the UN

Panels on display with WRA members in South Africa



“As the mother of a 31 year-old American daughter who is pregnant, I fear for the childbirth experience of all mothers around the world. It can be the most beautiful experience and should be that way for impoverished women in all cultures around the world.”

—C.B., 5 May 2008, WWSA ARTiculate Gallery, Washington DC

Summit on the Millennium Development Goals in New York. The presence of this exhibit attracted critical attention and featured honored guests and champions of maternal health like Sarah Brown and Christy Turlington-Burns, heads of UN agencies, and Presidents and Prime Ministers. Each time the WRA rallied around these meetings, *Stories of Mothers Lost* was there.

Stories of Mothers Lost on Display in Tokyo



These works of art, lovingly pieced together by the families, groups and communities from around the world who lost one of their own were a visual reminder of why the efforts of the WRA are critical to making pregnancy and childbirth safe. The

voices of the mothers lost were heard everyday by individuals visiting the exhibits.

The tremendous support and enthusiasm of the *Stories of Mothers Lost* exhibit has led to additional projects in Indonesia, Bangladesh and Afghanistan to replicate the project in order to share it with their specific audiences. A beautiful hard-cover *Stories of Mothers Lost* book was published through a generous private donation which features country by county testimonies and images of the fabric panels dedicated to the women who died. A documentary film, including footage collected by WRA members around the world, was produced and screened at numerous events to amplify the voices of mothers lost and to carry them to the ears of world leaders and the general public alike.

White Ribbon Day in Tanzania

Tens of thousands of people across Tanzania celebrated White Ribbon Day on March 27, 2008 to call for the end of needless maternal, newborn and child deaths. President Jakaya Kikwete joined those in Dar es Salaam to affirm his commitment to reducing maternal mortality. He joined WRA members in launching a new advocacy package focused on change at all levels. President Kikwete recognized the gap in

access to health services for women, particularly in rural areas. “The government will succeed in reducing maternal, newborn and youth child deaths only with bigger numbers of qualified health practitioners at clinics and health centres in rural areas. These facilities must also have enough equipment and medicines,” he added. President Kikwete also affirmed his commitment to meeting the Abuja Declaration of investing 15% of the nation’s budget in health.

“The medical services which could have saved those women and babies in the developing countries are available in a developed country like Japan, and we take that medical service and treatment for granted.”

—R.A., 12 July 2008, Tokyo Metropolitan Government Building



President Kikwete at White Ribbon Day 2008



High Tea with First Ladies before the G8

With our partner, the Japanese Organization for International Cooperation in Family Planning (JOICFP), we organized a VIP tea at the British Embassy in Tokyo on the eve of the G8 Summit where Mrs. Brown and Mrs. Fukuda, wives of the Prime Ministers of the UK and Japan, spoke of the need to invest in health care for pregnant women and children.



Mrs. Fukuda and Mrs. Brown

Pulse youth concert in India

At an annual weeklong festival for students organized by the All India Institute of Medical Sciences (AIIMS), the White Ribbon Alliance for Safe Motherhood India (WRAI) hosted a music night dedicated to lives of mothers lost. Headlined by popular Indian trio Shankar Ehsan Loy, Pulse attracted 10,000 medical students from all over South Asia. Lead singer Shankar Mahadevan, called for action and commended the work of the WRA by dedicating the very popular song “Ma” from the Hindi movie “Tare Zameen Par” to the memories of mothers lost. The concert attracted a wide range of media publicity with extensive coverage on Radio Fever 104, articles in the Hindustan Times and Metro Now and Internet publicity. Additionally, while at the festival, the WRA set up an information booth attracting thousands of students over the three day period who made pledges to “play their part” to reduce maternal and newborn deaths.



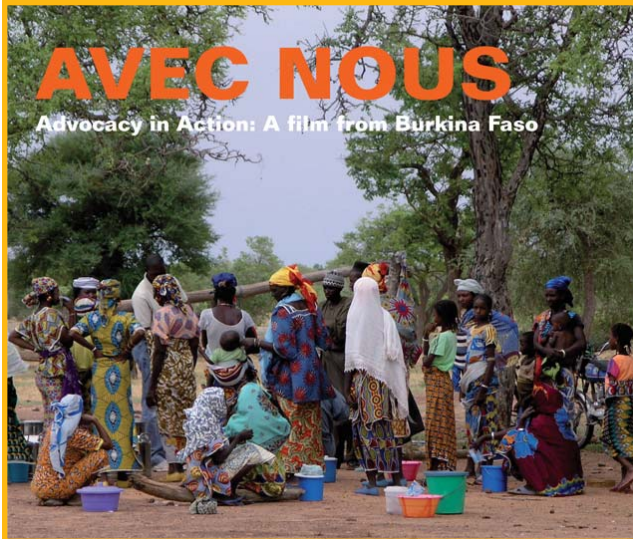
Influential women gather in New York City

On September 24th, a special *Women Leaders Dinner* co-hosted by Queen Rania of Jordan, Wendi Murdoch and Sarah Brown took place at Tao Restaurant in New York City. The aim of the event was to raise awareness of maternal mortality around the world. The audience included a wide range of powerful and influential women from many countries including our National Alliance and Global Secretariat leaders from India, Indonesia, Bangladesh, Nepal, US, UK and Tanzania, as well as celebrities, political leaders and TV pundits such as Aerin Lauder, Sarah



Hosts — Sarah Brown, Queen Rania, Wendi Murdoch

Ferguson, Vera Wang, Christy Turlington Burns, Gursharan Kauer, Helena Christensen, Martha Stewart, Georgina Chapman and Mary Robinson. Sarah Brown’s moving speech encouraged audience members to play their part in support of the White Ribbon Alliance’s global mission. Many committed public pledges to help raise awareness through the media and organize community events on issues of maternal health.



WRA Burkina Faso launches *Avec Nous* film — it screens to millions

WRA Burkina Faso launched their participatory film, *Avec Nous*, in June 2008 attracting wide-spread media attention. WRA was able to secure air-time for screenings of the film on national and regional television stations. In addition, WRA held 26 screenings in communities throughout Burkina Faso as an entry point for community dialogue about safe motherhood issues. Multiple versions of the film in local languages, French and English were produced.

Working with the media around the world

Maternal mortality issues have received unprecedented media attention this year, including more than 115 features, articles, radio segments and TV programs directly related to the work of the WRA.

Examples of media outlets featuring WRA

- *National Public Radio – Chicago*: 500,000 weekly listeners
- *UK’s Newspaper The Telegraph*: 2,227,000 readers
- *BBC Radio, Woman’s Hour*: 8,000,000 weekly listeners
- *CNN Television*: 1,142,000 viewers
- *South Africa’s Metro FM Radio*: 3,100,000 listeners
- *UK’s Newspaper The Guardian*: 1,217,000 readers & 19,519,923 online readers
- *Time Magazine*: 4,038,508 paid subscribers
- *The Washington Post*: 945,300 paid Sunday subscribers

Advocacy for Policy Change

The WRA targets advocacy efforts at those with decision-making authority in the access, utilization, and quality of maternal and neonatal health care services such as national governments of developed and developing countries as well as district health care facilities, communities, and households. Working in mutually-supportive ways, the Global Secretariat and National Alliances make it simple for supporters to engage with us by providing ‘easy access’ and timely opportunities to act. For example, on-line endorsement letters brandishing supporters’ signatures were delivered at opportune moments to key decision makers. The WRA acts both as a leader in setting advocacy agendas and as a coordinating body, drawing on our members’ specific and varied expertise to affect policy change. 2008 was an unprecedented year to accelerate the global policy agenda for maternal health, specifically for health systems and health workers, and to amplify the voices and demands from the countries most affected by maternal and newborn mortality. Country-specific advocacy was equally strengthened during 2008.

Highlights include:

Global outreach to world leaders before IMF, G8 and UN Meetings

The Maternal Mortality Campaign, which has been convened by the White Ribbon Alliance, aims to bring together a wide range of organizations around a set of common objectives with the opportunity to support each others' efforts and work together where appropriate.

In 2008, the campaign focused on three objectives:

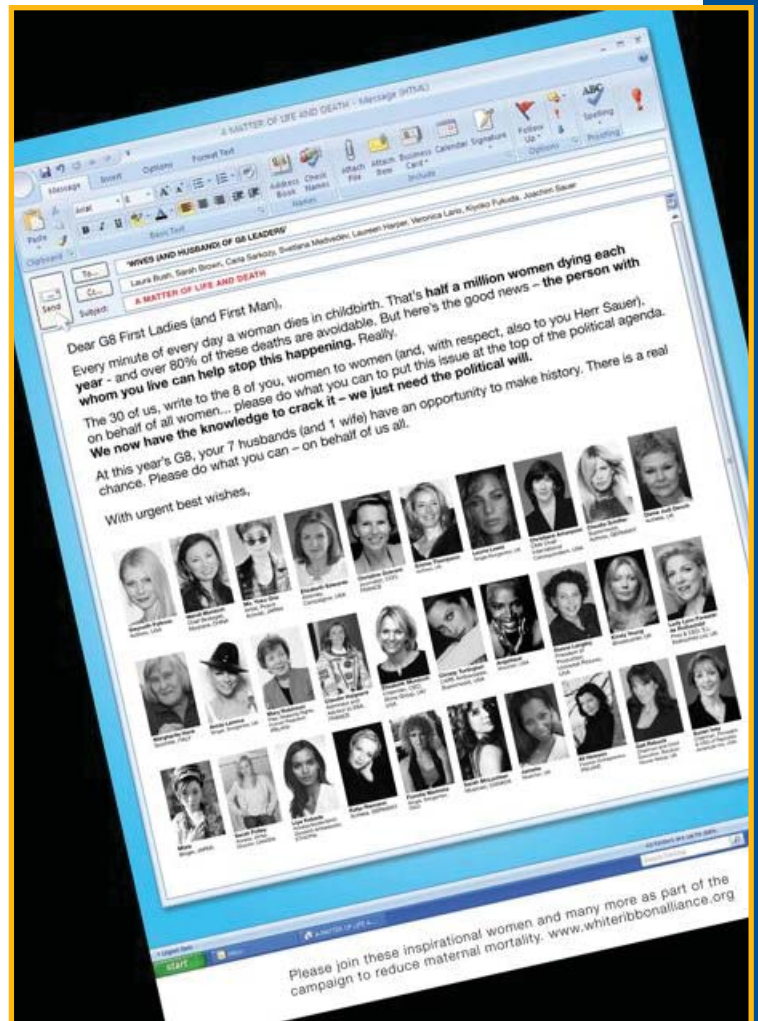
- To promise an additional **\$10 billion annually for health services**
- To promise to **increase the number of trained health workers by 4 million** so there are 2.3 health workers per thousand people. A quarter of these health workers should be skilled birth attendants who work in close proximity to women's homes.
- To acknowledge that maternal mortality is one of the **best indicators** for judging the success of a health system for everyone and thus make it the tracker for measuring progress in improving health care.

The WRA organized clinicians, grassroots campaigners and high profile supporters from all walks of life to write global leaders and speak directly to EU and G8 heads of state. Advocates collaborated with NGOs and composed personalized letters, a formal Congressional letter signed by over 100 members of Congress, open letters in newspapers, online petitions, and much more.

We solicited the support of high profile women from G8 countries and published an open letter advert with their signatures in key G8 national newspapers, such as the Wall Street Journal. Their message called on First Ladies to do everything in their power to ensure maternal mortality receives the priority attention it requires.

White Ribbon Alliance members in 25 countries wrote letters to their heads of state urging them to take "urgent and concerted action" to get on track to achieve the Millennium Development Goal of reducing maternal mortality by 75% by 2015. Advocates called for an increase in the number of health workers in order to meet the goal of 2.3 workers per thousand with emphasis on skilled birth attendants and an additional \$5 billion annual investment in maternal and newborn health, citing maternal mortality as an indicator of how well a health system is functioning.

The Maternal Mortality Campaign is attracting wide support from a variety of familiar and unique sources. WRA has identified new objectives for 2009 such as a focus on financing and delivery, as well as a focus on ensuring that commitments from 2008 are met. More information can be found on WRA's website.



United States Congress passes resolutions to increase US commitment to maternal health

Lois Capps, Co-Chair of the Congressional Women's Caucus joined the White Ribbon Alliance, CARE USA, PATH and Women's Policy Inc. in hosting a luncheon briefing on *Maternal Mortality: How Can We Save Women's Lives?* held on Capitol Hill. Subsequently, Nancy Pelosi, Speaker of the U.S. House of Representatives, hosted a private reception for Sarah Brown and Members of Congress in support of Congressional efforts to pass a resolution recognizing maternal health as a human right and affirming U.S. commitment to global initiatives to reduce maternal mortality. WRA members engaged in significant outreach to increase support among members of Congress. The United States House of Representatives passed this resolution in May, and the Senate followed their lead in September under the leadership of Senators Snowe and Lincoln.

WINET Keeps Government Accountable to Provide Free Healthcare for Pregnant Women

The Women Information Network (WINET) of Nigeria, an organizational member of WRA, continues their dedicated advocacy efforts to ensure safer pregnancy and childbirth for women of Enugu State. WINET created a fabric panel for the WRA's *Stories of Mothers Lost* in August 2007 honoring Ukamaka Adonu — a young woman from Uroshi who was unable to access healthcare and died during her first pregnancy. Turning to the State House of Assembly, WINET called upon the government to provide free ante and post-natal services to women like Ukamaka so they would not die tragically preventable deaths. WINET's efforts succeeded in having their demands met; Enugu State launched free medical services for pregnant women and children under five years of age in December 2007.

Stemming from this success, WINET continued to advocate for Ukamaka's community in the WRA's 2008 *Promise to Mothers Lost* campaign. WINET held a series of community mobilization and advocacy meetings in Uroshi which were attended by government officials, traditional rulers, health workers, men, women and youth.

WINET's meetings identified the most pressing issue facing the community was the fact that Uroshi does not have a health center. The nearest health center is more than a two hour journey and is not easily accessed, the ultimate factor contributing to Ukamaka's death. WINET championed this issue for Uroshi and led an advocacy campaign closely followed by the media. Consequently, they awarded a contract for the construction of the Uroshi Health Center. WINET continues to stay involved by monitoring the health center's construction and establishment so that pregnant women and children under five will be able to utilize and benefit from the statewide free healthcare program.



Build Champions for Safe Motherhood

WRA recruits First Ladies, Presidents, Prime Ministers, Members of Parliament, and Speakers of the House, movie stars, models, socialites, pop stars, and actors to serve as WRA champions for safe motherhood. The WRA also builds champions internal to our organization such as National Alliance leaders who hold the respect and admiration of their fellow citizens. WRA also makes special effort to build champions among youth, the next generation of leaders of the movement.

WRA Announces Ambassadors

Following a concert held in conjunction with the World Economic Forum on Africa, the White Ribbon Alliance named pop stars Stara Thomas of Tanzania and Djata Ilebou of Burkina Faso official WRA Ambassadors, honoring these remarkable women for their commitment to safe motherhood and for raising their powerful voices in support of women dying needlessly in pregnancy and childbirth.

The familiar voices of Stara and Djata have been broadcast time after time as part of the soundtracks to *Play Your Part* and *Avec Nous*. Their messages have reached audiences around the world and now, the WRA has charged these women with a mission: “to use any capability, any willingness and any opportunity, through your music and with your song, to be Ambassadors for the White Ribbon Alliance for Safe Motherhood.” We thank Stara and Djata for their efforts and commitment to strengthening and amplifying the voice of the WRA!



Photo: Gareth Drake

Stara Thomas and Djata Ilebou

Convoy to Cape Town

As part of the White Ribbon Alliance’s 2008 campaign and its commitment to youth engagement, a group of young musicians from the UK united with South African artists in a musical convoy that travelled from Johannesburg to Cape Town in the run up to the World Economic Forum (WEF) on Africa at the beginning of June. The artists included Get Cape Wear Cape Fly, Wunmi, Micachu, Sam Isaac, and Tawiah who all performed at the Fuel Café in Johannesburg, the Willovalle Hotel in Durban and The Assembly in Cape Town.



Photo: Gareth Drake

Convoy Artists and White Ribbon Alliance leaders in Cape Town, South Africa

This talented convoy was fortunate to be joined by White Ribbon Alliance ambassadors, Stara Thomas of Tanzania and Djata Ilebou of Burkina Faso for the final show.

The convoy team participated in three daytime musical performances and banner making workshops. The banner making workshops were set up to explore issues surrounding safe motherhood and reproductive health and to explore how young people in South Africa and the UK can work together. The banners were brought back to the UK to be displayed at The Glastonbury Festival of Performing Arts 2008 where numerous convoy artists also performed.

The Convoy did not end in South Africa and the artists are continuing their commitment to safe motherhood and support for the White Ribbon Alliance. Many have donated tracks to the WRA's latest CD project, *Advocacy in Audio*, and the Convoy continues to be used as a model to inspire and mobilize students, midwives, doctors, dance and theatre groups, and other artists to unite around safe motherhood.

Fashion for Relief

Fashion for Relief (FFR) is the most popular of all the shows during London's famous Fashion Week. In 2008, after visiting our Patron Sarah Brown at No. 10 Downing Street and reading our book 'Stories of Mothers Lost', legendary supermodel Naomi Campbell, who organizes the show, decided that the White Ribbon Alliance should be the beneficiary.

The FFR event took place in London's Science Museum. Sarah Brown was interviewed by Sky TV and a UK breakfast news channel before the show, while Trudi Styler (wife of rock star Sting) presented the show against a backdrop threaded with white ribbons. Popular celebrities in music, TV, art, fashion and sport strode down the catwalk in one stunning outfit after another. Crowd favorites were the footballer's wife and pop singer Cheryl Cole, double Olympic gold medal winning swimmer Rebecca Adlington, and of course Naomi herself.

The White Ribbon Alliance UK team pinned VIP guests with white ribbons and handed out information packs about WRA. Naomi Campbell spoke to the crowd about her commitment to ending the scandal of needless maternal death. Every newspaper and TV channel in Britain the next day had pictures and stories about Fashion For Relief—raising awareness of the White Ribbon Alliance and the issue of maternal mortality to an unprecedented new audience.

The Sugababes support WRA

In 2008 the White Ribbon Alliance in the UK welcomed another innovative fundraising initiative with the support of Britain's biggest selling girl band, the Sugababes, in partnership with Boots Pharmacy.

The Sugababes' latest hit single "Here Come the Girls" has sold tens of thousands of copies, reaching No. 3 in the UK music charts and the top 40 in Croatia, Estonia, Ireland, Turkey, Slovakia and Ukraine. For every copy of the new single sold the band has donated ten pence to the White Ribbon Alliance, while Boots Pharmacy has matched that donation for every single sold in its stores.

Singers Heidi, Keisha and Amelle are proud to be supporting the White Ribbon Alliance and have taken advantage of numerous appearances on UK television, including the Sunday morning teen show T4 and prime time morning television GMTV, to promote the work of the WRA. The singles continue to sell and we look forward

to working with the band on other projects in the future.



Facilitate Local Level Solutions

The WRA convenes stakeholders in communities and shares success stories of change that have saved the lives of women and newborns. WRA National Alliances and members initiate innovative approaches to empower communities to actively play their part in saving women's lives and supporting local solutions. A few examples from 2008:

WRA Tanzania works with Maasai community to stop FGM

As part of White Ribbon Day in Tanzania, WRA in Monduli marked the occasion by supporting 20 women who laid down their tools for female genital mutilation. “We have discovered that practicing female genital mutilation not only risked our daughters' lives through excessive bleeding, but also exposed them to other infectious diseases such as HIV/AIDS because a single razor is normally used to operate up to ten girls at a time,” said the women. Outreach to Masaai youth (Morans) was also conducted to support the initiative.

Speaking at the function, Mackrine Shao-Rumanyika the HIMS director and Regional contact person for the National White Ribbon Alliance in Tanzania explained that female genital mutilation practices, HIV/AIDS, malaria and the lack of nearby health centers in rural areas were major contributors to both maternal and child mortality in Tanzania, a burden most heavily affecting poor families. WRATZ must address these issues holistically with communities in order to reduce maternal deaths and disabilities.



White Ribbon Day in Monduli, Tanzania

WRA Zambia's bicycle ambulance program

Transport to the nearest health center is an issue of life and death for pregnant women in Zambia, but ZWRASM — the Zambia White Ribbon for Safe Motherhood — is taking action to address this. While a full-fledged ambulance service is costly and difficult to manage and maintain, ZWRASM is working on a low-tech solution that can make a difference for Zambian mothers. ZWRASM's bicycle ambulance program is distributing standard bicycles that have been converted into make-shift ambulances, capable of transporting a woman in labor to the nearest health center. While these bicycle ambulances will provide a free service to women in labor, they will also be available for hire for a minimal fee in other medical situations. The small fees will be used towards the maintenance and upkeep of the bicycle ambulances, ensuring a self-sustaining program.

WRA Indonesia continues scaling up of alert village model

In some cultures, they say “it takes a village to raise a child”. In Indonesia, one could say it takes a village to save a woman's life. This is thanks to the Alert Village Initiative conducted by APPI — the WRA-Affiliated National Alliance in Indonesia. This innovative initiative combines a number of holistic approaches which assist communities in



understanding and preparing for childbirth and its potential complications. From the village leaders and health center administrators to the village youth — all have a role to play: Midwives and care providers are given the opportunity of professional development and continual training on referrals of necessary cases. Community members are trained on preparedness and how to implement emergency transportation for complications. Families are taught about healthy birth practices and how to identify and respond to a birth complication, and women of reproductive age are educated about family planning. By engaging entire communities to prevent maternal and newborn mortalities, APPI is working to ensure safe motherhood in Indonesia.



Entrusting Communities with Community Health in Orissa, India

Under the people-centered advocacy approach, WRA-Orissa has organized public hearings, rallies, and community mobilization activities involving local elected representatives and media. WRA members have collected evidence examples for advocacy like conducting verbal autopsies on maternal death and using checklists to track service delivery and uptake.

The Government of India launched the National Rural Health Mission (NRHM) countrywide to bring articulated changes and provide affordable, quality health services to the rural populace. The decentralized approach of the NRHM promotes people's participation in managing their own community health. It empowers community members to develop village health plans that will reorganize resources at the local level and address health issues particular to the community. The Village Health and Sanitation Committees are an example of such local level committees mandated to be formed under NRHM.



Participatory state level residential training on Gaon Kalyan Samiti

the state government form a pool of trainers at the state and district level. With support from UNFPA, WRA-Orissa collaborated with the State NRHM office and organized capacity building trainings for Gaon Kalyan Samiti members in two districts on pilot basis. These efforts have covered a total of 200 Gaon Kalyan Samities in the two districts of Puri and Keonjhar and have trained 600 community leaders like Anganwadi Workers (local elected representatives), ASHAs (accredited social health activists), and Self Help Group members. These Gaon Kalyan Samities will play a determining role at the village level in monitoring and managing community health. WRA-Orissa has also provided training for developing village health plans, identifying local resources and opportunities, identifying issues, conducting social audits of maternal and child death, providing support to the disadvantaged poor villagers, and promoting a village level referral transport system.

Disseminate Lessons Learned/Best Practices

The WRA gets the word out about the myriad of programmatic interventions and approaches known to be effective at reducing maternal mortality, especially those involving community and participatory action. The WRA's dissemination practices adhere to the principle of information equity — information and knowledge are both powerful and empowering components of social equity. Through very active email listservs, interactive web-based resources, conferences and workshops (both virtual and in-person), a quarterly newsletter, and international mailings of WRA printed materials, the WRA ensures maximum sharing of safe motherhood lessons from the field and recognized best practices. A few examples from 2008 include:

Promoting Best Practices in Asia and the Middle East

As a follow-up to the “Scaling Up High-impact family planning, maternal, newborn and child health best practices in Asia/Near East Region” meeting held in Bangkok in September 2007, WRA National Alliances in the region have carried out various activities in support of the implementation of country- and state-specific action plans.

WRA National Alliance Affiliated- The National Safe Motherhood Alliance (NSMA) in **Yemen** — organized an intensive three-day training for members of the Executive Board as well as members of the Health Committee in Parliament. The training focused on the five best practices selected by the Yemeni country team at the Scaling-Up Best Practices meeting in Bangkok. These include:

- Kangaroo Mother Care
- Post-partum family planning
- Early and immediate breastfeeding
- Neonatal infection prevention
- Distribution of Vitamin A

The training supported protocols of best practices for the Population Sector in the Ministry of Health. Currently, these five best practices are being piloted in one hospital in Sana'a. NSMA developed plans to promote these best practices in future plans by the government and NGOs and to identify and remove barriers to their implementation.

In **Bangladesh**, WRA members organized and participated in eight regional workshops which were convened to ensure broad dissemination of the identified evidence-based practices for maternal health, neonatal and child health, family planning and nutrition. The ambitious objectives of each regional workshop were: to reach consensus on a list of MNCH/FP/Nutrition interventions which can be implemented at the primary, secondary and tertiary level and to develop recommendations on the feasibility of scaling-up the identified evidence-based practices. These recommendations will be presented at the national level for endorsement.

“When a maternal death occurs, our family is ruined. You, the collector, never feel the sorrow and the pain that our families feel. You are meant to provide us with a quality service but we are not getting it. So whom do we hold accountable for maternal deaths?”

Voices from the Women

“Answer us before you give any speeches.

Can you identify one woman in this huge gathering who has given birth safely in a hospital without bribing?”

Parliamentary Inquiry on maternal morbidity in UK

In 2008, members and coordinators of White Ribbon Alliances in five different countries submitted written evidence on maternal morbidity to the UK's Parliamentary Inquiry into maternal morbidity. Binjwala Shrestha from Nepal even gave a verbal testimony to the Inquiry in the Houses of Parliament in London. The Alliance members' common message was that maternal morbidity is still very much a hidden problem and little or no research has been conducted on this issue even though many of our members are working in these areas at the grassroots.

“The government doesn't measure it; they are only concerned about maternal mortality,” said Aparajita Gogoi of WRA India. The lack of information on maternal morbidity is compounded by the stigma and shame surrounding such issues as unsafe abortion, fistula, uterine prolapse and sexually transmitted infection. “Women simply can't and don't talk openly about these things – if at all” said Dr Arzu Deuba of Nepal. In many places there is a common denial of even the existence of post-natal depression. WRA members agreed that the low status of women and lack of skilled care contribute to morbidity just as they do to mortality and the solutions (i.e. women's empowerment, skilled birth attendants), therefore, are the same for both.

The White Ribbon Alliance evidence is expected to be featured prominently in the forthcoming report of the Parliamentary Inquiry and is privileged to be co-hosting its launch at Westminster in London with All Party Parliamentary Group leader Christine McCafferty MP and partner organizations IPPF and Marie Stopes International in May 2009.



Compel Public Sector Accountability

The WRA monitors and reports on the implementation of specific public sector policies, programs and levels of financial investment to reduce maternal and newborn mortality and morbidity. Some very exciting innovative initiatives have emerged in 2008:

Public Hearings in India

As part of the “Deliver Now for Women and Children” campaign, funded by the Partnership for Maternal, Newborn and Child Health (PMNCH), the White Ribbon Alliance India has organized a series of public hearings to hold community leaders and government officials to account for political and financial commitments for safe motherhood. WRA-Orissa organized the first public hearing at Balangir district of Orissa on June 25, 2008.

About 1,300 women — including community members, elected representatives, government officials, the media and civil society representatives participated in the event and committed to take action to improve women's health. Top administrative officials chaired the hearing in Balangir district, an occasion which provided a dynamic public forum for women to question local officials about the state of maternal and child health services. Issues raised by the women during the public hearing included: the lack of adequate health providers, the need for improving the quality of care, irregularities in government-issued benefits to women and their families, the prevalence of bribery and corruption in the health



system, and the need for improving attitudes of maternal and child health service providers at all levels. The public hearing outcome was an agreement to establish a grievance redressal unit, including a complaint box at the district hospital and an agreement by the chief district medical officer to present data on MNCH service delivery at monthly meetings of the local government council. Additional hearings rolled out over the next 6 months, gaining more momentum and attention with each one. Plans to replicate this model in other parts of Orissa and other states in India are under development.

Know Your Entitlements

Know Your Entitlements is a campaign launched in Orissa by WRA-Orissa aimed at generating community demand for quality maternal health services. It served as a follow-up and scaling-up of the theme from India's National Safe Motherhood Day in 2008. The campaign held public hearings on safe motherhood and submitted memoranda to government officials demanding regular availability of specialist doctors and training of auxiliary nurse midwives. The WRA developed checklists to track implementation of maternal health programs and policies. The checklists focus on the benefits that a woman is entitled to for safe motherhood and are aimed at the accessibility of quality health services. They help identify gaps and barriers to program implementation, increase accountability of the government, and identify tangible indicators for advocacy. The focus on entitlements continues in 2009, with a campaign theme of quality of care, addressing both the supply and demand sides.

Voices from the Women

“Because of the provider’s bad behavior, rural woman do not want to come to the hospital. When a woman is pregnant and delivering in pain and fear, she should be treated well. It’s not me I’m talking about; I’m speaking on behalf of all women.”

Strengthen Organizational Capacity

WRA global strategic planning process

The WRA's year-long strategic planning process is one example of the WRA's unique commitment to ensuring the participation and engagement of all our members world-wide. Through a process of web-based surveys, meetings and workshops hundreds of WRA members contributed to the WRA Global Strategic Plan. This strategic planning process began by looking at the strengths and challenges the alliance has encountered to date and then identified the role of and opportunities for the alliance moving forward as a global leader for safe motherhood. The outcome of this work — the Global Strategic Plan — is a document truly crafted by the WRA members and is representative of the membership's vision for the WRA and what we can achieve together over the next five years. The strategic plan is available in English, French, and Spanish on WRA's website.

WRA Pakistan representatives present at global meeting in South Africa

Annual members meeting and workshop

In June 2008, leaders from all of the WRA's National Alliances gathered with the WRA Global Secretariat staff and representatives from the Global Board of Directors in Cape Town, South Africa. This meeting combined workshops and capacity building sessions along with strategic planning meetings. Furthermore, the *2008 Annual Membership*



Voices from the Women

“In normal delivery cases too, doctors are encouraging women to have Caesareans in order to get more money.”

National Alliance representatives hard at work



Meeting and Strategic Planning Workshop provided a critical opportunity for WRA members from the various National Alliances to share their experiences and challenges with one another. As the meeting occurred immediately following the World Economic Forum for Africa — also held in Cape Town — and preceded the UN High Level Summit for the MDGs, all of the meeting participants collaborated in drafting a letter to UN Secretary General Ban Ki-moon.

During this productive gathering, WRA members held sessions with technical updates on how to use research and evidence for advocacy, highlighting topics such as postpartum hemorrhage, postpartum family planning, neonatal survival, HIV and Safe Motherhood, government accountability, successful social mobilization approaches, and youth involvement in safe motherhood. All participants engaged in interactive, multi-day trainings on both advocacy and monitoring and evaluation approaches. The five-day meeting concluded with a strategic planning session which fed directly into the development of the Global Strategic Plan.

National Alliance annual general meetings

The White Ribbon Alliance for Safe Motherhood in Indonesia conducted a three-day national meeting for members from 22 provinces. The meeting focused on the promotion of best practices in family planning, maternal, and newborn health including Kangaroo Mother Care, prevention of post-partum hemorrhage, and contraceptive technologies. WRA Global Secretariat Senior Program Advisor, Betsy McCallon, led sessions on strategic planning and the development of action plans as well as monitoring and evaluation. Each provincial chapter of the WRA prepared a draft action plan outlining its role in scaling up best practices with a particular emphasis on the community “alert villages” for birth preparedness and complication readiness. The National Alliance in Indonesia is currently formulating its national strategic plan which will be disseminated to and incorporated in the provincial plans.

Annual general membership meetings were also held in India, Nepal, Malawi, Tanzania, Zambia in 2008.

WRA Financial Statements

January 1-December 31, 2008

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$726,400
Grants and contracts receivable	\$533,810
Other receivables	\$489,328
Prepaid expenses	\$2,832
Program and travel advances	\$38,697
TOTAL ASSETS	\$1,791,067

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

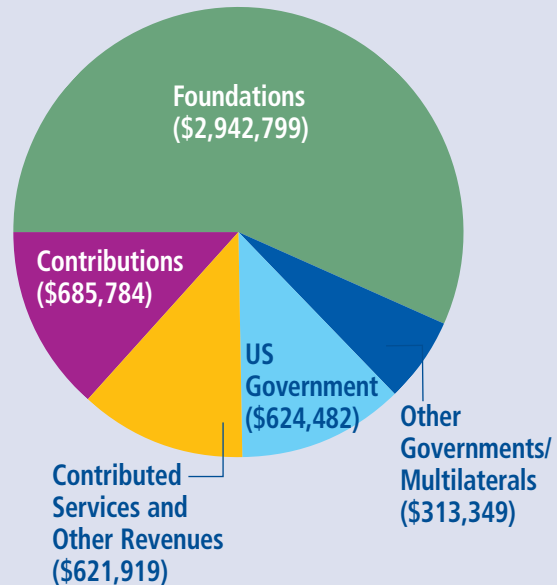
Accounts payable	\$23,064
Accrued employee benefits	\$22,357
Funds held in trust	\$1,047
TOTAL LIABILITIES	\$46,468

NET ASSETS

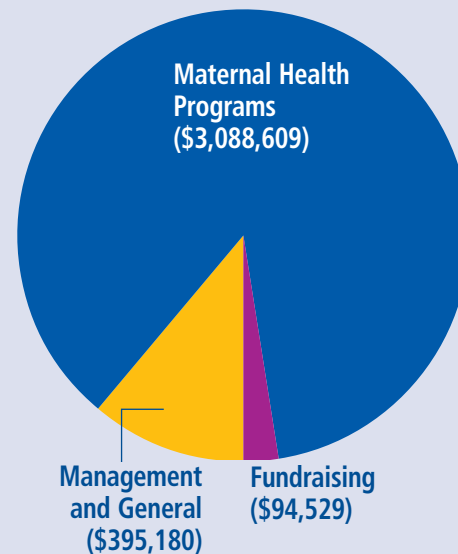
Unrestricted	\$732,094
Temporarily restricted	\$1,012,505
TOTAL NET ASSETS	\$1,744,599

TOTAL LIABILITIES AND NET ASSETS \$1,791,067

2008 Sources of Revenue



2008 Expenses by Category



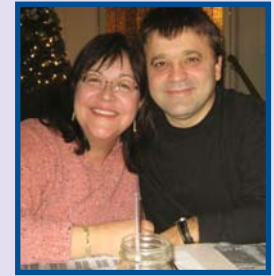
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In Memory of Donna Tzvetanov



Donna Lee DeKavis Tzvetanov died unexpectedly on July 29, 2008 of amniotic fluid embolism, shortly after giving birth to twins Alexander and Lilliana. She was a devoted mother to her older daughters, Kristiana (age 8) and Juliana (age 4), and wife to her husband Tzvetan. She is deeply missed by her family and friends.

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- **Wills and planned gifts:** Add value to your estate and legacy by making a gift to WRA. Designate WRA as a beneficiary in your will, set up a trust, transfer real estate or other appreciated assets.

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