

What is the White Ribbon Alliance for Safe Motherhood?

The White Ribbon Alliance for Safe Motherhood is an international coalition of individuals and organizations formed to promote increased public awareness of the need to make pregnancy and childbirth safe for all women and newborns in the developing, as well as, developed countries. Our diverse membership includes international coalition of governmental and non-governmental organizations, UN organizations, international, national, and community organizations, faith-based groups, civil society, medical practitioners, and individuals who have come together to promote increased public awareness and to develop and implement plans of action to make pregnancy and childbirth safer for all women and newborns – in developing and developed countries. The founders of the WRA recognized that a large, united, and multi-sectoral effort is essential to ensure no woman dies needlessly in pregnancy or childbirth.



What is the significance of the White Ribbon?

In some cultures, white symbolizes mourning and in others it symbolizes hope and life. The white ribbon represents this dual meaning globally. The White Ribbon Alliance not only works to sustain life and hope for all women, but also mourns and honors those women who did not survive pregnancy or childbirth.

Worldwide, a woman dies of pregnancy-related complications every minute of every day - nearly 600,000 women each year. Most of these deaths can be prevented.

The White Ribbon Alliance for Safe Motherhood unites individuals, organizations, and communities working to increase public awareness about this needless loss of life and to promote safe motherhood.

Where is the WRA?

Since the launch of the Alliance in May 1999, many countries have initiated their own WRA activities in collaboration with international and local nongovernmental organizations and government. Currently, there are National Alliances established in 12 countries – Burkina Faso, Bangladesh, India, Indonesia, Malawi, Nepal, Pakistan, South Africa, Tanzania, Uganda, Yemen and Zambia. The Alliance's Global Secretariat is located in Washington, D.C.



What can you do to promote safe motherhood globally?

Join the WRA!

The Global Secretariat of the WRA can connect you with a National Alliance in the country of your interest. We can provide you with tools, resources, and information from other successful Alliance members on how to mobilize communities and organizations to raise awareness of safe motherhood and maternal mortality in your community.

Wear a white ribbon!

You can be a daily advocate for safe motherhood and maternal health by simply wearing the white ribbon and telling others about the WRA and other groups working on making pregnancy and childbirth safe.

For more information about the White Ribbon Alliance, please contact:

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