WE'RE CALLING ON EVERYONE TO PLAY THEIR PART to ensure that all women and newborns receive vital life-saving interventions and that their right to dignity and respect during pregnancy and childbirth is upheld.

Women and newborns need quality maternity care services and healthworkers must be supported to provide that care. There are no exceptions in times of crisis, even the current COVID-19 pandemic, which is putting more pressure on already overstrained health systems.

CALL TO ACTION

**Government**
- Classify reproductive health services as essential and prioritize in the response
- Include maternal and neonatal health advocates and experts in response task forces
- Ensure water, sanitation and hygiene services and personal protective equipment is available to all providers
- Promote evidence-based information and facilitate research for reproductive, maternal and newborn health
- Remain accountable and transparent, including in providing access to data in a timely fashion

**NGOs & Media**
- Share evidence-based information with women and families
- Integrate learnings from women’s experiences of pregnancy, childbirth and postpartum to continuously inform decision-makers
- Collect and share examples of best “out-of-the-box” practices that can be implemented in other settings

**Donors**
- Create maximum flexibility to act quickly with donor funds
- Prioritize robust global health funding with emphasis on needed investments in the workforce and systems
- Prioritize the need for more data and research to understand the impact of the virus on maternal and neonatal health

**Healthcare Decision-Makers**
- Issue healthcare guidance based on the latest evidence and keep it updated
- Ensure health workers follow the latest evidence
- Ensure adequate personnel who are well-equipped and protected
- Coordinate with community-based providers
- Facilitate decisions at the household level

**Professional Associations**
- Deliver consistent messages to their constituencies and to the general public
- Produce integrated messages with professional associations at global and national levels

To learn more, visit www.whiteribbonalliance.org/SaferTogether

Download the Safer Together social media toolkit!