PARTNERS’ TOOLKIT

EVERY WOMAN
EVERY CHILD
is me
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Introduction

The UN Secretary-General is hosting a senior leaders retreat 14-15 May, 2015 to call on global, regional and country leaders to champion women’s, children’s and adolescent’s health, and the updated Global Strategy for Women’s, Children’s and Adolescents’ Health leading up to the Sustainable Development Goals Summit in September. This event will also be a critical moment at the highest-level to call for new commitments to the updated Global Strategy for announcement in September 2015.

This event is an important opportunity to create the highest-level political support needed in 2015 and beyond, especially as Members States are negotiating new development goals, targets, indicators and means of implementation, including financing for development.

Every Woman Every Child will be launching a new digital push to unite partners and a common narrative to build political will for the updated Global Strategy.

The following digital toolkit is intended to help our partners participate in this important global event and to coalesce around a drumbeat of activities from May through September 2015.
Background Information

HASHTAGS

#EWECisME

AGENDA

MAY 14

12:30–2pm

Every Woman Every Child Luncheon Event
FIFTY7 at the Four Seasons Hotel, New York
57 East 57th Street, NY 10022
+1 (212) 758-5700

MAY 15

All day

Senior Leaders Retreat
Greentree Estate
About #EWECisME

We are all partners working toward the same goal: to end all preventable deaths of women, children and adolescents and improve their health & well-being within a generation.

“Every Woman Every Child is ME” is the belief that we are all united as individuals around our cause and that the health of women, children and adolescents affects us all. From health workers to CEOs, how we champion Every Woman Every Child commitments may be different; but our actions contribute to the same vision.

We stand at a unique moment in time to take unprecedented action. The world is reducing the deaths of women and children faster than at any time in history. In particular, deaths of women during pregnancy and childbirth have been cut by almost half since 1990. Every Woman Every Child has been the fastest growing public health partnership in history with $34 billion disbursed on women and children’s health since 2010.

Now, we have the opportunity to end all preventable deaths by 2030.
How to Participate

JOIN #EWECisME IN 3 EASY WAYS:

1. Starting May 14, follow the hashtag #EWECisME. There you’ll see an ongoing conversation from events in NYC, including live tweets from @UnfEWEC.

2. We need your help raising the profile of these online conversations and to capture the attention of global leaders. Contribute your own voice through original tweets using #EWECisME or the ones we suggest in this toolkit.

3. Take your photo using the sign on the next page of this toolkit. Share through Facebook, Instagram and Twitter using #EWECisME. Add “I am ...” and include who you are and why you are involved in the Every Woman Every Child movement.
EVERY WOMAN
EVERY CHILD
is me
#EWCisME
CHACQUE FEMME
CHACQUE ENFANT
C'EST MOI
#EWECESTMOI
TODAS LAS MUJERES
TODO LOS NIÑOS
soy yo
#EWECsoyYo
Template Tweets

• Ending preventable deaths for women, children, adolescents by 2030 is possible. I believe b/c Every Woman Every Child is you & #EWECisME #Action2015

• The era of the #MDGs has witnessed unprecedented progress in reducing maternal & child deaths. #EWECisME

• Maternal & child death rates down in all 49 Global Strategy target countries in the last 4yrs. Every Woman Every Child is you & #EWECisME

• By investing in women, children and adolescents today, and over the next 15 years, we can save a generation, within a generation. #EWECisME

• Convo conts next wk at #WHA66. Survive, Thrive & Transform: Updated Global Strategy for Women’s, Children’s & Adolescents’ Health #EWECisME

• Every Woman Every Child is the health worker going the extra mile to save a life. It is a politician; a business leader. And #EWECisME

• Investing in women, children, & youth today, means thriving societies tomorrow. That’s why Every Woman Every Child is you & #EWECisME

• I want to see a world where urban or rural, rich or poor; all women, children & adolescents can thrive. As a mother/father #EWECisME

• We all have a role to play & must support #UNSG’s call for innovative & ambitious new commitments to the updated Global Strategy #EWECisME
Template Facebook Posts

- The UN Secretary-General is hosting a senior leaders retreat 14–15 May, 2015 to call on global, regional and country leaders to champion women’s, children’s and adolescent’s health and the updated Global Strategy leading-up to the SDG Summit in September. Follow #EWECisME.

- Over 400 commitments by more than 300 partners around the world have pledged to advance the Global Strategy for Women’s and Children’s Health, our partnerships are driving concrete action and change every day. #EWECisME

- From CEOs to health workers, we are all united to end all preventable deaths of women, children and adolescents and improve their health & well-being within a generation. #EWECisME

- The world is currently reducing under-five & maternal deaths faster than at anytime in history. We know progress is possible; join the Every Woman Every Child (italics) moment today. #EWECisME
Shareable Graphics

ANIMATED GIF

Click the image to download the animated GIF.

SHAREABLE SLOGAN IN ENGLISH, FRENCH AND SPANISH

Click the images to download the PDF.
Tips on Using Shareable Graphics

Shareable graphics are an important part of all social conversations. They add context to the discussion and allow users to see the work that is sparking the chat. We encourage all participants to use these graphics and to share their own images.

Here are some tips for good photo-sharing on Facebook and Twitter:

- **CHOOSE YOUR WORDS WISELY.** Images take up 23 characters of a tweet. That leaves 117 characters for the caption. Overly long Facebook posts can also lose a reader.

- **USE HIGH-RESOLUTION PHOTOS.** Higher quality images add more to the conversation and are more likely to be shared.

- **COMBINE TEXT AND IMAGES IN PHOTO TILES.** Have a great quote or interesting stat that goes with your image? Overlay the text on the image to create a photo tile.

- **PLAY TAG.** Tag your partners and other important online users for maximum visibility of your images. This will increase the likelihood of your image being shared, thereby expanding its reach.
Questions?

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