### VISION
By 2030, a world in which every woman, child and adolescent in every setting realizes their rights to physical and mental health and well-being, has social and economic opportunities, and is fully able to participate in shaping prosperous and sustainable societies. Implementing the Global Strategy, with increased and sustained financing over the next 15 years, would yield tremendous returns:
- An end to preventable maternal, newborn, child and adolescent deaths, including stillbirths
- At least a 10-fold return on investments from social and economic benefits
- At least $100 billion dollars in demographic dividends from early childhood development and adolescent health and well-being
- A "grand convergence" in health giving all women, children and adolescents an equal chance to survive and thrive

### OBJECTIVES (aligned with the SDGs)
- **Survive:** End preventable deaths
  - Reduce global maternal mortality to less than 70 per 100,000 live births
  - Reduce newborn mortality to at least as low as 12 per 1000 live births in every country
  - Reduce under-5 mortality to at least as low as 25 per 1000 live births in every country
  - End epidemics of HIV, tuberculosis, malaria, neglected tropical diseases and other communicable diseases
  - Reduce by one third premature mortality from non-communicable diseases and promote mental health and well-being
- **Thrive:** Ensure health and well-being
  - End all forms of malnutrition, and address the nutritional needs of adolescent girls, pregnant and lactating women and children
  - Ensure universal access to sexual and reproductive health-care services (including for family planning) and rights
  - Ensure that all girls and boys have access to good quality early childhood development
  - Substantially reduce pollution-related deaths and illnesses
  - Achieve universal health coverage, including financial risk protection, and access to quality essential services, medicines and vaccines
- **Transform:** Expand enabling environments
  - Eradicate extreme poverty
  - Ensure that all girls and boys complete free, equitable and good quality primary and secondary education
  - Eliminate all harmful practices and all discrimination and violence against women and girls
  - Achieve universal and equitable access to safe and affordable drinking water and to adequate and equitable sanitation and hygiene
  - Enhance scientific research, upgrade technological capabilities and encourage innovation
  - Provide legal identity for all, including birth registration
  - Enhance the global partnership for sustainable development

### ACTION AREAS (evidence of key factors required to achieve the objectives)
1. **Country leadership**
   - Reinforce the links between political and administrative leaders; strengthen leadership and management capacities; include all stakeholders in collective action with oversight.
2. **Financing for health**
   - Mobilize sufficient and sustainable resources; ensure value for money while increasing protection for the poor; adopt integrated and innovative approaches to financing for women’s, children’s and adolescents’ health.
3. **Health systems resilience**
   - Equip and enable the health workforce everywhere to provide good-quality care; prepare all part of the health system to code with emergencies; ensure universal coverage of essential health interventions.
4. **Individuals’ potential**
   - Invest in early childhood development and adolescence; support women, children and adolescents as agents for change; strengthen legal frameworks to remove barriers that prevent people realizing their potential and human rights.
5. **Community engagement**
   - Promote enabling laws, policies and social norms; strengthen inclusive community action; ensure women and girls can fully participate; engage men and boys in health programming.
6. **Multisector action**
   - Adopt a multisector approach to improving health and well-being; build governance and capacity to facilitate multisector action and cross-sector collaboration; monitor the impact of multisector action and cross-sector collaboration on health and sustainable development.
7. **Humanitarian and fragile settings**
   - Support use of health risk assessments, human rights and gender responsive programming; promote mainstreaming of emergency response with essential health interventions; address gaps, including financing, in transition from humanitarian settings to sustainable development.
8. **Research and innovation**
   - Invest in a wide range of research, prioritizing local needs and capacities; link evidence to policy and practice; test and take innovations to scale.
9. **Accountability**
   - Harmonize monitoring; build country capacity for civil registration and vital statistics; promote multistakeholder engagement to Monitor, Act and Review.

### IMPLEMENTATION
*Every Woman Every Child* architecture to support country-led implementation with sequential five-year operational frameworks; the power of partnerships harnessed through stakeholder commitments, collective action and advocacy coalitions. We all have a role to play.
All women, children and adolescents have the human right to the highest attainable standard of health—the Global Strategy is a roadmap for achieving that right. To build on the success of the 2010 Global Strategy and the Every Woman Every Child movement, which acted as a platform to accelerate the health-related Millennium Development Goals, women, children and adolescents must be at the heart of the Sustainable Development Goals.

The Global Strategy strives for a world in which every mother can enjoy a wanted and healthy pregnancy and childbirth, every child can survive beyond their fifth birthday, and every woman, child and adolescent can thrive to realize their full potential, resulting in enormous social, demographic and economic benefits.

WHO IS IT FOR?
The Global Strategy is intended to inspire political leaders and policy-makers to further accelerate their work to improve the health and well-being of women, children and adolescents. It is also intended as a guide to enable people and communities to drive change, claim their rights and hold leaders to account.

The Global Strategy has been developed through an extensive consultation process involving governments, civil society, the private sector, UN agencies, and other constituencies. More than 7,000 individuals, organizations, and government representatives participated in the consultations during the World Health Assembly, through face-to-face and online consultations, as well as through the development of technical background papers.

FINANCING AND IMPLEMENTING THE GLOBAL STRATEGY
A key financing platform for the Global Strategy is the Global Financing Facility in Support of Every Woman Every Child, launched in July 2015. Together with Gavi, the Vaccine Alliance; the Global Fund to Fight AIDS, Tuberculosis and Malaria; the World Bank’s IBRD and IDA instruments; the multilateral institutions, regional banks and private sector and others, they form a country-driven partnership that aims to strengthen smart, scaled and sustainable domestic financing for health.

The Global Strategy will be accompanied by a five-year Operational Framework, a living document to be updated continually through 2030, which will provide more detail on how to achieve the Global Strategy objectives.

A harmonized, multistakeholder Accountability Framework based on existing mechanisms and an Independent Accountability Panel will ensure unified reporting and independent review. An annual Accountability Report on the state of Reproductive, Maternal, Newborn, Child and Adolescent Health will analyse commitments, expenditures, outcomes, processes and emerging issues related to the implementation and impact of the Global Strategy. The Accountability Framework requires follow up action at all levels for resources, results and rights—with ultimate accountability to women, children and adolescents.

ENGAGING WITH THE GLOBAL STRATEGY
The Global Strategy will be launched by the United Nations Secretary-General at the United Nations General Assembly in September 2015 alongside the Sustainable Development Goals. This event will celebrate the successes of the past five years and invite the next generation of commitments towards the goals of ending preventable maternal and child deaths and improving the health and well-being of women, children and adolescents everywhere.

To find out more about the Global Strategy and the Operational Framework, visit: www.everywomaneverychild.org, and get involved by contacting everywomaneverychild@unfoundation.org.

August 2015