Companies can help save lives by 2015
Women's and children's health is an urgent global challenge: 6.6 million children under the age of five and an estimated 287,000 women die every year. We all need to do what we can do best to meet the health related Millennium Development Goals.

The private sector has a unique ability to innovate to create financially sustainable solutions to challenges in women's and children's health. Active engagement by companies, both through their core business and philanthropically, is critical to the success of global efforts.

In September 2010, the United Nations (UN) Secretary-General Ban Ki-moon launched the Global Strategy for Women's and Children's Health (Global Strategy), which presents a roadmap on how to enhance financing, strengthen policy, and improve service on the ground for the most vulnerable women and children. Every Woman Every Child movement was established at the same time to mobilize and intensify the international and national action needed to advance the Global Strategy and reduce child mortality (MDG 4) and to improve maternal health (MDG 5). The Global Strategy has leveraged financial commitments of about $45 billion, of which up to $22 billion is “new and additional” money never before pledged to women's and children's health. Disbursements have doubled in pace from 2012 to 2013, now reaching $25 billion.

Different industries are well placed to address a range of unmet health needs
Between 2010 and mid-2013, nearly 300 organizations, including more than 50 private sector organizations, have made commitments to advance the Global Strategy for Women's and Children's Health. Private sector contributions have come from companies operating in Africa, Asia, Europe and the US, including many Fortune 500 companies.

Private Sector Commitments to Every Woman Every Child, 2010 – August 2013

<table>
<thead>
<tr>
<th>Industries</th>
<th>Companies, Associations, and Corporate Foundations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmaceutical Distributors</td>
<td>International Federation of Pharmaceutical Wholesalers (IFPW), John Snow (JSI), Population Services International (PSI)</td>
</tr>
<tr>
<td>Medical Devices</td>
<td>Medtronic, Becton Dickinson, GE &amp; GE Healthcare, Vestergaard Frandsen, Female Health Company</td>
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<tr>
<td>Financial</td>
<td>JP Morgan</td>
</tr>
<tr>
<td>Digital Technology</td>
<td>Intel, Safaricom, Hewlett Packard, Infosys, TeleConsult Group, LG Electronics</td>
</tr>
<tr>
<td>Media &amp; Communications</td>
<td>McCann Health, Hyde Park-Image Nation, MediaReach OMD, SingleHop</td>
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<tr>
<td>Consumer Goods</td>
<td>Unilever, Abdul Monem Limited, Body Shop</td>
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<tr>
<td>Food &amp; Beverage</td>
<td>DSM, Nestle, Micronutrient Initiative</td>
</tr>
<tr>
<td>Chemicals</td>
<td>Teck Resources Limited, Dow Corning</td>
</tr>
<tr>
<td>Apparel</td>
<td>Viyellatex Group, Fendi, Mercado Global</td>
</tr>
<tr>
<td>Other</td>
<td>Nigerian Private Sector, Strengthening Health Outcomes through the Private Sector (SHOPS), Business Leadership Council for a Generation Born HIV FREE, TMA, LifeSpring Hospitals, IKEA Foundation</td>
</tr>
</tbody>
</table>

Through partnerships, companies can create “shared value” around health needs
Companies have addressed many gaps across the health system to improve health of children and women. While initiatives rooted in the core business are likely to be the most sustainable and scalable, strategic corporate responsibility and philanthropy also have a role to play in creating shared value, as well as in areas of market failure where shared value opportunities cannot be found.
Case study: private-public collaboration in health

**Example: 1Mx2015 Initiative**

**Issue:** Shortage of health workers and lack of training and education globally

**Commitment:** Intel’s Commitment to train 1 million health workers by 2015 ("1Mx2015 Initiative")

**Partners:** Intel, UNFPA, WHO, Jhpiego, Governments (Ghana, Bangladesh, India, Nigeria), International Confederation of Midwives, FIGO, ICN

**Progress:** Partnership launched and developing in Ghana and Bangladesh

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**Next steps: opportunities for engagement**

- Developing innovative products and service delivery solutions
- Increasing engagement of private sector in family planning, adolescent and newborn health
- Untapped opportunities for private sector in advocacy, communication at global, country and community level to meet MDG targets, and post-2015 development agenda
- Measuring results and accountability

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**For more information**

- The Partnership for Maternal, Newborn and Child Health (PMNCH) [www.pmnch.org](http://www.pmnch.org)
- United Nations Foundation (UNF) [www.unfoundation.org](http://www.unfoundation.org)
- MDG Health Alliance [www.mdghealthalliance.org](http://www.mdghealthalliance.org)

**Resources**

- The PMNCH 2013 Report: Analyzing Progress on Commitments to the Global Strategy
- Private Enterprise for Public Health: Opportunities for Business to Improve Women’s and Children’s Health
- The Global Strategy for Women’s and Children’s Health
- The UN Secretary General’s Innovation Working Group

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The full list of organizations which have made commitments to Every Woman Every Child can be found at [www.everywomaneverychild.org/commitments](http://www.everywomaneverychild.org/commitments)