

WORLD WE WANT

A MOVEMENT TOWARDS AN EQUAL, HEALTHY, AND JUST WORLD

Second Virtual Meeting of **AskForce Members**

22ND OCTOBER 2024

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- Discussion on Collaborative Grant Pursuits

Annex A- Slide Deck

zoom Workplace Meeting Meeting FWDR's Team's screen

The image shows a Zoom meeting interface with a grid of 15 participants. The participants are arranged in a 3x5 grid. The first row contains Sarah Hinton, Amal Humayun, Aman Ullah, and Michelle Therrien. The second row contains Tammy Tibbetts, Javaria Nisar, Andre Lalonde, and FWDR's Team. The third row contains Elsie Gaisie-Ahiabu, Merette Khalil, FWDR's Team (with a logo), and Rose Mlay. Below the grid, there are three more participants: Christy's AI Notetaker (Otter.ai), Maurine Mofor, and Mary Namulondo. At the bottom, there is a toolbar with icons for Audio, Video, Participants (15), Chat, React, Share, AI Companion, Apps, More, and Leave.

Sarah Hinton Amal Humayun Aman Ullah Michelle Therrien

Tammy Tibbetts Javaria Nisar Andre Lalonde FWDR's Team

Elsie Gaisie-Ahiabu Merette Khalil FWDR's Team Rose Mlay

Christy's AI Note... Maurine Mofor Mary Namulondo

Christy's AI Notetaker (Otter.ai) Maurine Mofor Mary Namulondo

Audio Video Participants 15 Chat React Share AI Companion Apps More Leave

LIST OF ACRONYMS

COMO	Comotion Social Change Agency
FWDR	Forum For Women Development and Research
GMEF	Global Midwife Education Foundation
ICI	International Childbirth Initiative
RFP	Request for Proposals
WRA	White Ribbon Alliance
WRAP	White Ribbon Alliance Pakistan
WWW	World We Want

BACKGROUND

As the White Ribbon Alliance Global Secretariat concludes in 2024, its assets have been transitioned to the World We Want Project to support global health and development. This project is now led by the Global Office Consulting (Comotion Social Change Agency -COMO) and the Forum for Women's Development and Research (FWDR). The WWW project initiative has planned quarterly AskForce meetings from 2024 to 2026 to discuss strategies to promote the WWW mission.

The second Askforce meeting, virtually held on October 24, marked the final meeting for 2024. The purpose of this meeting was to expand on the foundational objectives set during the inaugural gathering. It primarily focused on further introducing the Askforce members, including new participants like Mr. Hafizuddin Faqiree from WRA Afghanistan, to the WWW mission and presenting an updated roadmap made by FWDR.



OBJECTIVES

The objectives for the second Askforce meeting were as follows:

- 1) To learn about FWDR's progress related to the WWW movement.
- 2) To hear about the *International Childbirth Initiative*.
- 3) To understand the significance of community health workers.
- 4) To recognize the demands that girls have for a better future.
- 5) To serve as a platform for Askforce members to voice any questions.
- 5) To strengthen communication among all members as they work towards the movement's shared vision.
- 6) To enhance the collective impact of Askforce members in advancing global health and well-being initiatives.

AGENDA

Time	Activity	Facilitator
9:00 AM - 9:05 AM	Welcome & Introduction of Participants	Dr. Amanullah CEO Forum for Women Development & Research
9:05 AM - 9:10 AM	Updates from COMO on World We Want	Leanne Levers Director of Advocacy & Communications Commotion
9:10 AM - 9:15 AM	Updates from FWDR on World We Want	Javaria Nasir Assistant National Coordinator Forum for Women Development & Research
9:15 AM - 9:25 AM	International Childbirth Initiative- An Overview	Dr. Andre Lalonde Chair International Childbirth Initiative
9:25 AM - 9:35 AM	Impact of Community Health Workers Program in Bolivia	Sarah Hinton Executive Director Global Midwife Education Foundation
9:35 AM - 9:45 AM	What Girls Want Campaign	Tammy Tibbetts Co-Founder & CEO She's the First
9:45 AM - 10:00 AM	Q&A / Wrap-Up	All Participants

PARTICIPANTS

Name	Designation	Organisation
Aman Ullah	Chief Executive Officer	Forum of Women Development & Research
André Lalonde	Executive Director	International Childbirth Initiative
Amal Humayun	Project Trainee	Forum of Women Development & Research
Christina Asala	Executive Director	Cognito Project
Elsie Gaisie	Programme Coordinator	DeSMAS
Ferdinant M. Sonyuy	Community Development Advocate	Reconciliation & Development Association
Hafizuddin Faqiree	Health Program Coordinator	White Ribbon Alliance
Javaria Nisar	Assistant National Coordinator	Forum of Women Development & Research
Mary Namulondo	Chief Executive Officer	WVIVA Women and Girls Foundation
Merette Khalil	Co-Founder	Women in Global Health
Michelle Therrien	Executive Director	International Childbirth Initiative
Maurine Mofor	Regional Coordinator	Reconciliation & Development Association
Rose Mlay	Executive Director	White Ribbon Alliance
Sarah Hinton	Executive Director	Global Midwife Education Foundation
Tammy Tibbetts	Chief Executive Officer	She's the First
Muhammad Shafiq	Finance & Admin Officer	Forum of Women Development & Research

PROCEEDINGS

The meeting began with a warm welcome from Dr. Amanullah, CEO of FWDR/WRAP. He expressed his gratitude to everyone for their participation and outlined the meeting's objectives. Dr. Amanullah extended a special welcome and thanks to the representatives from the International Childbirth Initiative and WRA Afghanistan. He emphasized FWDR/WRAP's commitment to sustaining the legacy of the White Ribbon Alliance movement through the World We Want project.

Following the welcome note, Javaria Nisar provided an update on the World We Want project on behalf of FWDR/WRAP. She introduced the updated Askforce Members Directory, designed to enhance collaboration among members. Javaria shared that efforts are underway to amplify members' contributions through social media, aiming to boost global engagement and visibility. Members were encouraged to share their achievements and stories across all available communication channels.

She also highlighted that they are in the final stages of developing a self-learning module based on the Ask, Listen, and Act methodology, with plans for a complementary video tutorial. Additionally, a new communication strategy focused on advocacy is being developed to keep members informed and expand outreach. FWDR is also making progress toward formal registration in a third country, which will facilitate sub-granting for member initiatives. By the end of the year, FWDR will take on responsibility for managing WRA's global websites.

Dr. André Lalonde, Chair of the International Childbirth Initiative (ICI), presented an overview of the initiative, which advocates a comprehensive framework for promoting safe, respectful, and supportive maternity care worldwide. With the endorsement of over 35 partner organizations, ICI invites all maternity facilities committed to its standards to join the movement.

PROCEEDINGS

The ICI framework emphasizes essential core values that foster a maternity care system prioritizing respect, safety, and effectiveness, addressing the needs of mothers, babies, and families—collectively known as the Mother-Baby-Family triad. Designed to be adaptable across diverse health facilities globally, the initiative includes components such as self-evaluation, goal-setting, and community involvement to drive continuous improvements in care quality. Furthermore, ICI serves as a global knowledge-sharing network, providing resources and support to participating facilities.

Then the discussion, led by Sarah Hinton, Executive Director of the Global Midwife Education Foundation (GMEF), focused on the interconnectedness of health and essential resources, emphasizing the Foundation's efforts to improve community health by addressing root causes such as access to clean water and sanitation, particularly in rural Bolivia, where maternal and infant mortality rates are high.

GMEF identified a community demand for locally based health support, leading to the development of the promotora (community health worker) program. This program trains selected local women to serve as health resources within their communities. Healthcare professionals from local health centers facilitate meetings with promotoras regularly over a three-year period, ensuring that even communities with limited access to health centers receive ongoing health education and support.

The presentation, conducted by Tammy Tibbets, Co-Founder and CEO of She's the First, centered around the initiatives of She's the First, particularly focusing on empowering girls in the Global South through education about sexual health, reproductive rights, and girl-led activism. Tammy highlighted two main programming pillars: a card game designed to facilitate conversations about sexual education among girls and girl-led activism through local chapters.

PROCEEDINGS

Tammy informed us that the card game was introduced as a tool for girls to discuss sexual health and reproductive rights in a supportive environment. Mentors facilitate discussions that help identify misunderstandings or myths about bodies, relationships, and consent among girls, allowing for targeted follow-up sessions.

She also underscored that nearly 200 girl-led chapters globally teach girls about their rights and activism. An 18-month fellowship program connects diverse girls, helping them understand the systemic issues they face. She informed us that a Malaysian fellow's group created a children's book addressing consent and safe touch, which was shared in their communities and translated into multiple languages.

The Questions & Answers session emphasized the importance of having males as allies. Dr. Andre Lalonde talked about involving fathers in childbirth, noting that when fathers participate, they are more likely to engage in raising and protecting their children. This involvement is seen as crucial for making positive changes for girls and women globally.

Then, Sarah Hinton highlighted the role of promotoras in rural communities, who actively engaged the entire community, including male leaders, by presenting health topics and ideas at town hall meetings. This strategy was effective in fostering male involvement in community health initiatives.

Askforce members particularly expressed interest in collaborating with 'She is the First,' especially in Uganda. The meeting concluded with gratitude towards the presenters and participants, reinforcing the value of the discussions.

PROCEEDINGS

The optional session, facilitated by Ferdinent M. Sonyuy, Community Development Advocate at the Reconciliation & Development Association, focused on preparing a collaborative application for a significant global grant opportunity from Melinda French through *Lever for Change*. This grant aims to support organizations dedicated to women's mental and physical health, as well as gender equality.

Key points from the Request for Proposals (RFP) were discussed:

- The total grant amount is approximately \$250 million, with a submission deadline set for January 2025.
- Participants agreed to consider submitting a joint proposal under the "AskForce" umbrella to enhance the application's strength.
- Organizations were encouraged to research their country's legal frameworks regarding sub-granting and to collaborate accordingly.
- Ferdinent was assigned the task of identifying interested organizations for the consortium and coordinating the effort.
- FWDR/WRAP expressed their inability to participate in the bid; however, they ensured their support in reviewing the proposal and any other assistance required.



Annex 1

Slide Deck

**SECOND ASKFORCE MEMBERS MEETING
KNOWLEDGE SHARING SESSION**

October 24, 2024 | Virtual Event

World We Want Movement- Striving for an Equal, Healthy, and Just World

Agenda

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10:00 AM- 10:15 AM	Discussion on Collaborative Grant Pursuits (Optional)	Mbydzenyuy Ferdinand Sonyuy President/CEO Reconciliation & Development Association

World We Want Movement- Striving for an Equal, Healthy, and Just World

WELCOME NOTE
Dr Amanullah
Chief Executive Officer
FORUM FOR WOMEN DEVELOPMENT &
RESEARCH



World We Want Movement- Striving for an Equal, Healthy, and Just World

INTRODUCTION OF PARTICIPANTS

World We Want Movement- Striving for an Equal, Healthy, and Just World

WORLD WE WANT – UPDATES FROM COMO

Dr. Leanne Levers
Director of Advocacy & Communications
COMOTION



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WORLD WE WANT – UPDATES FROM FWDR

Javaria Nisar
Assistant National Coordinator,
FORUM FOR WOMEN DEVELOPMENT AND RESEARCH



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World We Want Movement- Striving for an Equal, Healthy, and Just World

INTERNATIONAL CHILDBIRTH INITIATIVE- AN OVERVIEW

Dr Andre Lalonde
Chair,

INTERNATIONAL CHILDBIRTH INITIATIVE



World We Want Movement- Striving for an Equal, Healthy, and Just World

The International Childbirth Initiative

ICI provides a framework for implementation of safe and respectful care practices and policies, the 12 Steps for Safe and Respectful MotherBaby-Family Maternity Care. It is implemented through individual health facilities, through self-evaluation, goal-setting, and community participation.

ICI provides a global resource network striving to share learning and improve the provision of care.

- ICI was created by International Federation of Gynecology and Obstetrics, the International MotherBaby Childbirth Organization, ICM, IPA, and White Ribbon Alliance
- ICI is endorsed by >35 partner organizations and growing.
- Open to all birthing facilities who are willing to commit to delivering safe and respectful MotherBaby-Family Maternity Care.

World We Want Movement- Striving for an Equal, Healthy, and Just World

Foundational Principles

- Ensure respectful maternity care
- Protect the MotherBaby-Family triad
- Promote wellness, prevent illness and complications, and ensure timely emergency care
- Support women's autonomy and choices to facilitate a positive birthing experience
- Provide a healthy and positive birthing environment as a responsibility of caregivers
- Use an evidence-value-and competency based approach to service provision incorporated into the MotherBaby-Family model of care



World We Want Movement- Striving for an Equal, Healthy, and Just World

- Step 1** **Treat every woman and newborn with compassion, respect and dignity**, without physical, verbal or emotional abuse, providing culturally safe and culturally sensitive care that respects the individual's customs, values, and rights to self-expression. **Provide informed choice** and privacy.
- Step 2** **Respect every woman's right to access and receive non-discriminatory and free or at least affordable care** throughout the continuum of childbearing, with the understanding that under no circumstances can a woman or baby be refused care or detained after birth for lack of payment.
- Step 3** **Routinely provide MotherBaby-Family maternity care**. Incorporate value- and partnership-based care grounded in evidence-based practice and driven by health needs and expectations as well as by health outcomes and cost effectiveness. Base care provision on what women want for their newborns and families. Optimize the normal bio-psycho-social processes of childbirth by promoting the midwifery philosophy and scope of practice for most women.
- Step 4** **Acknowledge the mother's right to continuous support during labour and birth** and inform her of its benefits, and ensure that she receives such support from providers and companions of her choice.
- Step 5** **Offer non-pharmacological comfort and pain relief measures during labour** as safe first options. If pharmacological pain relief options are available and requested, explain their benefits and risks.
- Step 6** **Provide evidence-based practices beneficial for the MotherBaby-Family** throughout the entire childbearing continuum.

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- Step 7** **Avoid potentially harmful procedures and practices that have insufficient evidence of benefit outweighing risk for routine or frequent use** in normal pregnancy, labour, birth, and the post-partum and neonatal period.
- Step 8** **Implement measures that enhance wellness and prevent illness** for the MotherBaby-Family, including good nutrition, clean water, sanitation, hygiene, family planning, disease and complications prevention and pre-and-post natal education.
- Step 9** **Provide appropriate emergency obstetric and neonatal treatment** when needed. Ensure that staff are trained in recognizing (potentially) dangerous conditions and complications and in providing effective treatment or stabilization, and have established links for consultation and a safe and effective referral system.
- Step 10** **Have a supportive human resource policy** in place for recruitment and retention of dedicated staff, and ensure that staff are safe, secure, respected and enabled to provide good quality, collaborative, personalized care to women and newborns in a positive working environment.
- Step 11** **Provide a continuum of collaborative care** with all relevant health care providers, institutions, and organizations with established plans and logistics for communication, consultation and referral between all levels of care.
- Step 12** **Promote breastfeeding and skin-to-skin contact**, refer to the 10 Steps of the Baby-Friendly Hospital Initiative and integrate into practice, training, and policies.

World We Want Movement- Striving for an Equal, Healthy, and Just World

- Argentina
- Armenia
- Bangladesh
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Ecuador
- Egypt
- Ethiopia
- Fiji
- France
- Germany
- Haiti
- Honduras
- India
- Indonesia
- Japan
- Kenya
- Madagascar
- Mongolia
- Nigeria
- Papua New Guinea
- Philippines
- Rwanda
- Solomon Islands
- Trinidad and Tobago
- Tunisia
- Turkey
- Uganda
- United States

ICI Facilities

Level 1: 18%,
Level 2: 9%,
Level 3: 73%

Working in multidisciplinary committees that include: pediatricians, doulas, psychologists, administrators, community representatives

Join ICI

- The first step for a facility to join ICI is to create a committee that brings together the professions: midwives, nurses, OB/GYNs, pediatricians.
- Psychologists, social workers, administrators, doulas, community health workers should also be considered for inclusion.
- At least one women's representative from a local, regional, or national women's organization should be included.
- Members of this committee then complete an application, available here: ICIchildbirth.org/application

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- Each hospital administers Women's and Companion's questionnaires as a tool to give insight into a facilities' strengths and areas for potential improvement.
- Questionnaires are administered throughout the year, to sample a representative number based on delivery volume
- Questionnaires are available in 17 languages



World We Want Movement- Striving for an Equal, Healthy, and Just World

- Disrespectful care is an issue around the world; ICI provides a framework for healthcare providers to come together and address sources of disrespect.
- Women should be at the center of decisions regarding their labour and delivery
- Until you survey women, you cannot evaluate or understand if you are maintaining a respectful environment for maternity care
- Promotion of physiological birth does not pose a barrier to providing safe births.
- ICI is a holistic program for safe respectful birth

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IMPACT OF COMMUNITY HEALTH WORKERS PROGRAM IN BOLIVIA

Sarah Hinton
Executive Director,
GLOBAL MIDWIFE EDUCATION FOUNDATION



World We Want Movement- Striving for an Equal, Healthy, and Just World

The Global
Midwife
Education
Foundation



CLEAN WATER & SANITATION





We Work Collaboratively



We Work Collaboratively



REPRODUCTIVE
HEALTH CARE
ACCESS



Family Planning

Provision of long-acting, reversible birth control options to rural health clinics



Access to Facilities

Equipping birth rooms in rural health centers



Obstetric Emergency Training for Midwives, Nurses, and Doctors



Cervical Cancer
Prevention and
Detection

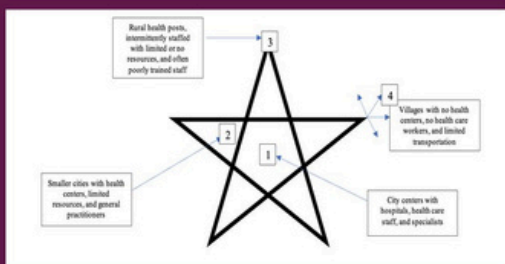
We Asked What Was Missing

Ask

Listen

Act

When Medical Help Isn't Available



PROMOTORAS

Community Health Workers



What Do They Learn?

Preventing illness,
promoting health

When to get help

What to do while
waiting for medical help



Topics

- The importance of clean water and prevention and treatment of diarrhea and dehydration in children – one of the most significant causes of preventable illness and death in infants and children.
- Good nutrition, the foundation of a healthy pregnancy and healthy childhood.
- Respiratory infections in children.
- Family planning and reproductive health.
- Safe motherhood during pregnancy, birth, and postpartum.
- The importance of exclusive breastfeeding for infant survival in difficult environments.
- Newborn and infant care.
- Supporting child development for lifelong health and wellbeing.
- Domestic and gender-based violence.
- Mental health and substance abuse disorders.
- Dental health.
- First aid and the use of basic medicines.
- Prevention and management of chronic illness.

Hands-on Lessons



There's a Hole in my Bowl!

¡Hay un Hueco en mi Cuenco!

Practicing Key Skills



Generating Knowledge Together

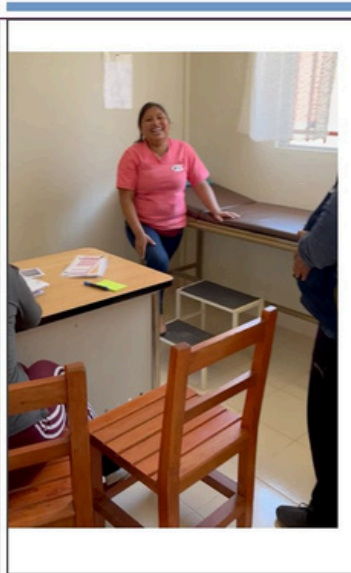


Generating Knowledge Together





Skits and Role Play



Laughter
&
Community
Buy-in



Problem
Solving
Together



Sharing What They Learn

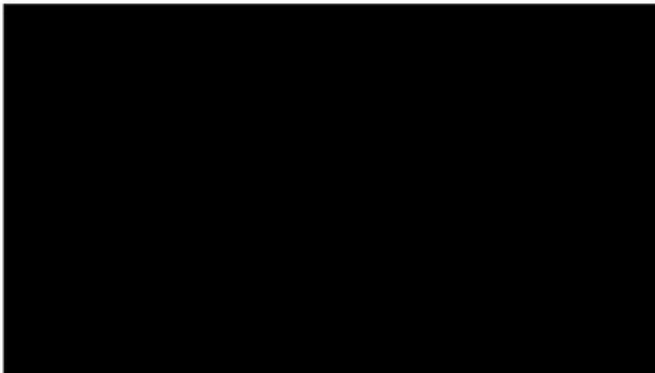
Outcomes

- Anchored supplies and knowledge in the rural communities
- Promotoras became eyes and ears for the communities
- Built connections and trust between communities and health system
- Women are empowered to take leadership roles in their community
- Girls have a trusted source for information about topics that may be difficult to discuss with a man or health care professional they don't know (birth control, sexual health, puberty)





AN
UNEXPECTED
OUTCOME
A SENSE OF
PURPOSE



FEEDBACK

When asked if they would recommend this program for other communities 100% of participants said yes.



“Yes, because with this program we learn how to save ourselves.”



“Yes, the program it is a great strength for the community and health personnel.”



“Yes, we would recommend it to all departments.”

WHAT THE HEALTHCARE WORKERS ARE SAYING

- "We've seen big changes, most of all in more women getting prenatal care."
- "There is more knowledge about health issues in the community because the promotoras share their knowledge with the community."
- "This program has been a great support and good for the communities. It helps us provide care in time."
- "This has supported very much in our area of Totorá and thanks to that, we have reduced maternal mortalities and deaths from respiratory infections and diarrhea."
- "We've seen an increased interest in the communities around the importance of promoting health."

What the Promotoras Are Saying

- "The community is happy to have a Promotora!"
- "Now I can teach women about birth control."
- "The community was happy that I was becoming a Promotora and started asking me about their children's illnesses."
- "Our communities supported this program. My family and my whole town supported me in becoming a Promotora."



What the Communities are Saying

"Now we have a trusted person of the community to guide us on health issues."

"Now we have a resource within our own community"

"Now we have someone to consult about health problems when there aren't any medical providers available."

"I was pregnant, I was afraid to go to the health post for checkups. I told the Promotora and she explained to me the importance of prenatal check-ups and even went with to my visits!"

By the Numbers

Double the number of prenatal appointments attended by women

More than 75% reduction in unwanted pregnancies

More than 30% increase in birth control use

Dramatic decrease in the number of severely ill babies

More than 400% increase in women getting cervical cancer screening



WHAT'S NEXT? Scaling the Program

Numerous communities have expressed interest in participating in this program.

In September 2024 we launched the next two cohorts in the Sacaca and Tinguipaya regions and have several more lined up to begin in 2025.



THANK YOU!



To stay informed:

- Follow us on Instagram @midwifeeducation
- Get in touch by email at executivedirector@midwifeeducation.org
- We are happy to share resources or show you the materials we utilized for this program



There's a Hole in my Bowl!

¡Hay un Hueco en mi Cuenco!

The Foundation

- Tackling maternal and infant mortality in the remotest regions of Bolivia since 2010
 - Founded by physician Genevieve Reid
 - Directed by midwife Sarah Hinton



OUR MISSION

We believe that every woman, child, and family should have the chance to thrive. We tackle the root causes of maternal and infant mortality using a multifaceted approach to community and health systems empowerment.



WHAT GIRLS WANT CAMPAIGN

Tammy Tibbetts
Co-Founder & CEO,
SHES THE FIRST



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Q&A / WRAP-UP

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Discussion on Collaborative Grant Pursuits (Optional)

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