

ADVOCACY AGENDA: WHITE RIBBON ALLIANCE INDIA



From 2018-2019, White Ribbon Alliance and partners implemented an audacious campaign that heard from 1.2 million women and girls worldwide – including about 335,000 women and girls from India – about their top request for their own reproductive and maternal health.

The White Ribbon Alliance India *What Women Want* Advocacy Agenda (2020-2022) takes top requests in India and turns them into key actions that will bring about changes in services and programs that women and girls want and will use. It was designed in consultation with local *What Women Want* focal points, partners and women and girls.

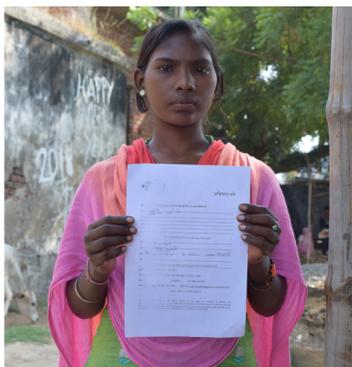
WOMEN AND GIRLS DEMANDS ADVOCACY OBJECTIVES

Access to maternal health entitlements

- Invest in public education campaigns on entitlements and service guarantees including how and where to access free maternal and reproductive health supplies.
- Make the display of free services and entitlements mandatory at facilities to ensure easy access to information.
- Ensure timely allocation, disbursement, monitoring, and tracking of maternal health entitlements and schemes.
- Reduce out of pocket expenditure with zero tolerance for informal payments.

Access to health services, supplies and information

- Ensure that an essential package of reproductive and maternal health services are available at the lowest level facility, closest to where women and girls live.
- Ensure free health services, in private and public facilities, for women from economically weaker sections of society.
- Ensure that feedback and grievance redressal systems, at the community and facility level, are fully operational with a system for filing complaints and corrective action.
- Invest in up-gradation and maintenance of health facilities, including operationalizing of First Referral Units (FRUs), and improve the functionality of surgical and operational theatres in health facilities in underserved areas.



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Equity, respect and dignity

- Commit to zero tolerance for disrespect and abuse during maternity care services.
- Adopt respectful and dignified care standards and corresponding monitoring, reporting, and redressal mechanisms.
- Endorse and display the Respectful Maternity and Newborn Care (RMNC) Charter, in the local language, in all health facilities
- Invest in respectful and dignified care training for health workers and rights education for communities.
- Ensure that all women are allowed a birth companion during labor and delivery.

Facility improvements

- Ensure cleanliness, functional toilet, handwashing facilities, and potable drinking water in healthcare centers in underserved areas.
- Invest in menstruation education, availability of free and/or affordable menstrual products, and menstrual waste management systems within schools and health facilities.
- Involve local elected representatives to monitor and ensure clean and functional health facilities.
- Form Swachh Bharat Abhiyan flying squads to conduct surprise visits to check cleanliness and hygiene in toilets, wards, and labour rooms.

Availability of health professionals

- Increase budget for health, especially for human resources, and fill vacant positions.
- Ensure that at least one General Nurse Midwife/Midwife is present at all PHCs.
- Ensure 24x7 availability of skilled doctors and specialists in underserved areas.
- Invest in improved working conditions for healthcare providers, including frontline workers, that includes training and leadership opportunities, appropriate salaries, housing, and security.