Let's stay inside the Message House.

Alliance for Maternal Health Equality
Target audience(s): Policy Makers

Why it matters:

This message conveys why what you do matters in the larger scheme of things:

Health systems in Europe are failing to deliver on universal access to high quality maternal health care for women regardless of nationality and background.

More than
5 million women
give birth in Europe each year however 1 in 10 do not have access to maternal health services during the first months of pregnancy

There were
an estimated **1900 maternal deaths**
in 2013 in Europe

Out of **8,656 surveyed women 54%** of the 310 pregnant women seen at Doctors of the World clinics in 9 European countries lacked access to antenatal care and a large majority were living in poverty

What we offer:

This message conveys what's useful or beneficial or solves a problem:

The Alliance for Maternal Health Equality brings together key actors at EU and national level to work towards ensuring that policies exist and are implemented to deliver on maternal health equity at all levels.

We work on three objectives: campaigning for universal access to maternal health at EU level (health inequities, migration, resilient health systems agendas) | shadow reporting (European Semester and ECHI indicator agenda) | creating a favorable environment to empower women to make choices (elements outside of the healthcare policy agenda that impacts on choice e.g. Childcare and Workplace policies)

Response to critics:

This message preempts negative or erroneous perceptions:

The evidence is there that there is an unmet need. We contribute across stakeholder groups and political affiliations to make the promise of a resilient health system a reality.

Call to action:

This message tells the audience what to do:

Work together as a united Europe to deliver policies which support equal access to quality maternal health for all women.

Push for measurement of systems according to usability to optimize access to maternal healthcare in Europe.

ALLIANCE FOR
MATERNAL
HEALTH
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