Make a commitment to the Global Strategy for Women’s, Children’s and Adolescents’ Health: Social Media Toolkit

Global Strategy for Women’s, Children’s and Adolescents’ Health

What’s in the Commitment Pack?

Commitment Guidelines & Application Form: overview of the commitment making process, application, approval and tracking.

Global Strategy overview: This two-page brief describes the content, background, audience and development plan of the Global Strategy for Women’s, Children’s and Adolescents’ Health (2016-2030), to be launched in September 2015 alongside the new Sustainable Development Goals. It introduces the guiding principles, targets and thematic areas and proposes action to realize the Strategy’s objectives of Survive, Thrive and Transform.

Frequently Asked Questions: Answers general questions on the Global Strategy, including the development, rationale and main pillars of the Strategy, as well as how it will be implemented.

Timeline & consultation calendar: Presents Every Woman Every Child milestones from the conception of the Millennium Development Goals to the updated Global Strategy. The second calendar, features key moments in the development of the updated Global Strategy with relevant regional events.

Sample talking points: Selected talking points about the Global Strategy and the commitment process to support your own outreach.

Other languages: The pack is currently available in Arabic. Spanish and French versions are coming soon.

Templates

Short web texts/Facebook posts

Make a commitment to action for the health and well-being of women, children and adolescents everywhere

The Global Strategy for Women’s, Children’s and Adolescents’ Health will be launched by the UN Secretary-General at a high-level Every Woman Every Child event during the United Nations Summit for the adoption of the post-2015 development agenda, in September. In the lead up to the launch, the UN Secretary-General’s Office is welcoming commitments to the Global Strategy from new partners, as well as updated and refreshed commitments by existing Every Woman Every Child partners.

Commitments to the Global Strategy are vital, especially commitments that are sustainable, innovative and have a long term focus. To make a commitment to the Global Strategy and contribute to putting the
Making a commitment to the Global Strategy for Women’s, Children’s and Adolescents’ Health:

SDGs into action, visit everywomaneverychild.org.

The deadline for submission is midnight (EST) on **Tuesday 8 September** in order to be assessed and, if accepted, included in a special “commitment compendium” to be launched alongside the *Global Strategy*. Commitments submitted after this deadline cannot be guaranteed for inclusion in the commitment compendium. No submissions will be accepted after **18 September** for inclusion at the launch. Going forward, commitments will be accepted on a rolling basis.

**Please send your complete commitments adhering to the checklist in the guidelines to:**
everywoman.everychild@un.org

**Tweets**

- The #UNSG is calling for commitments to the Global Strategy for women children youth. Learn what you can do [http://bit.ly/1IzSfDV #EWECisMe](http://bit.ly/1IzSfDV #EWECisMe)
- Make a commitment to deliver a world in which women, children & adolescents can Survive, Thrive & Transform. Learn how [http://bit.ly/1IzSfDV #EWECisMe](http://bit.ly/1IzSfDV #EWECisMe)
- 400+ commitments pledged to advance the Global Strategy 2010-2015. We can do better we can do more! Learn how [http://bit.ly/1IzSfDV #EWECisMe](http://bit.ly/1IzSfDV #EWECisMe)
- Help drive change: #UNSG invites commitments to the Global Strategy that are sustainable, innovative & long term. #EWECisMe
- RT @UnfEWEC : TO reach the most vulnerable traditional forms of aid are not enough commitments must be sought from every source #EWECisMe
- Help shape a better world for women, children & adolescents. Include their voices in your commitments [http://bit.ly/1IzSfDV #EWECisMe](http://bit.ly/1IzSfDV #EWECisMe)
- Stand up for women, children & adolescents everywhere! Commit for progress, action & saving lives [http://bit.ly/1IzSfDV #EWECisMe](http://bit.ly/1IzSfDV #EWECisMe)
- To save lives we need smart, scaled up and sustainable commitments to the Global Strategy [http://bit.ly/1IzSfDV #EWECisMe](http://bit.ly/1IzSfDV #EWECisMe)
- Commit to women, children & adolescents now for thriving societies tomorrow. Learn how [http://bit.ly/1IzSfDV #EWECisMe](http://bit.ly/1IzSfDV #EWECisMe)

**Link to Commitment pack** [http://bit.ly/1IzSfDV](http://bit.ly/1IzSfDV)

**Photo Tiles**

A series of photos and messages for social media highlighting some of the themes from the updated Global Strategy to help reinforce the need for a diverse range of commitments – financial or non-financial.

**Download all tiles here:** [http://bit.ly/1N6XZMs](http://bit.ly/1N6XZMs)

**Thumbnails below for reference:**
Commit to Survive.

Commit to Transform

Commit to Thrive

Commit to a Sustainable World.