

July 29, 2015

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Help Us Advocate to Save Moms and Kids Around the World

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UPDATE: *The Reach Every Mother and Child Act of 2015, S.1911, was introduced in the US Senate [6] by Senators Susan Collins and Chris Coons on July 30, 2015.*

Since 1990, nearly 100 million children around the world have been saved due to global efforts to reduce child mortality, and maternal deaths have been cut nearly in half. The US government has played a large role in this great success story.

Yet still, each day, more than 17,000 children's lives and nearly 800 mothers' lives are lost due mostly to preventable causes. If you're like us, you think this is unacceptable. The good news is, history has shown us what we can do when we work together -- and research has backed it up.

We can end preventable maternal, newborn, and child deaths within a generation. But we must all play our role to make it happen!

The opportunity: A more coordinated US strategy

This week, the [Reach Every Mother and Child Act](#) ^[7] (PDF) will be introduced in Congress, calling for the scaling up of simple solutions and requiring a coordinated, streamlined strategy to end preventable maternal, newborn, and child deaths by 2035.

[Learn more about the bill](#) ^[7] (PDF)

A group of over 20 diverse nonprofits are advocating for the US Congress to fulfill its promise to save the lives of moms, kids, and babies around the world -- and you can add your voice to the call.

How you can help #SaveMomsandKids

We are advocating for this bill because we believe that moms, children, and babies are best served when resources and expertise are brought together to achieve maximum impact. The same is true for our voices, and that's why we need your help.

We are starting a virtual "chain" around the world comprised of people who believe we must do all we can to [#SaveMomsandKids](#) ^[8]. Join our global chain to show policymakers that US citizens, along with others around the world, support coordinated efforts for maternal, newborn, and child health. It's easy:

1. Take a photo linking arms with your friends, family, colleagues – anyone you want.
2. Share the photo on Twitter using the hashtag [#SaveMomsandKids](#) ^[8] with a message sharing why you are joining the initiative. Or, use one of these sample messages:
 - Moms &kids deserve a chance to be healthy &happy. Join our chain @MSHActs to [#SaveMomsandKids](#) ^[8] <http://ow.ly/Qepca> ^[9] [ATTACH YOUR PHOTO]
 - Join the virtual chain of people who believe we must do all we can to [#SaveMomsandKids](#) ^[8] [ATTACH YOUR PHOTO] <http://ow.ly/Qepca> ^[9] @MSHActs
 - Let's start a chain reaction to [#SaveMomsandKids](#) ^[8] around the world. [ATTACH YOUR PHOTO] <http://ow.ly/Qepca> ^[9] @MSHActs
 - Don't break the chain! Join us to [#SaveMomsandKids](#) ^[8] everywhere. [ATTACH YOUR PHOTO] <http://ow.ly/Qepca> ^[9] @MSHActs
 - Today we are coming together to [#SaveMomsandKids](#) ^[8] around the world. Will you join us? [ATTACH YOUR PHOTO] <http://ow.ly/Qepca> ^[9] @MSHActs
3. Optional: Tag your representative asking for support of the bill. Find a list of

congressional Twitter handles [here](#) [10]. (Find who your senator or representative is [here](#) [11].)

- Example: .@RepAdamSmith You're a vital link in the chain to [#SaveMomsandKids](#) [8]. Will you join us? [ATTACH YOUR PHOTO] <http://ow.ly/Qepca> [9] @MSHActs
4. Follow [#SaveMomsandKids](#) [12] for other opportunities to share information, graphics, and other content. Be part of the conversation!
[#SaveMomsandKids Tweets](#) [13]

Why we need you

In the coming weeks, advocates will go to Capitol Hill to educate policymakers about the bill and will point them to the [#SaveMomsAndKids](#) [8] Twitter campaign, where they will see your photos as evidence of your support for the issue.

Help us show members of Congress that there's a growing chain of people around the world urging them to [#SaveMomsandKids](#) [8]!

Want to help all mothers and children have a chance to be healthy and happy?
Join our chain to [#SaveMomsandKids](#): <http://ow.ly/QezFi>

Posted by [Management Sciences for Health](#) [14] on [Wednesday, July 29, 2015](#) [15]

Are you a Facebook user, but not on Twitter? Like and share the above [@ManagementSciencesforHealth](#) [16] post with your friends. Or: take your own photo and upload it with a link to this blog post, such as:

- Want to help all mothers and children have a chance to be healthy and happy? Join the virtual global chain to [#SaveMomsandKids](#) [8] around the world. [ATTACH YOUR PHOTO] Will you join us? <http://ow.ly/Qepca> [9] cc [@ManagementSciencesforHealth](#) [16]

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