

A Campaign

Promoting Woman's Right to Quality and Respectful Maternity Care

Rajasthan ,one of the high focus state of the national health mission ,has made a significant reduction in maternal and child mortality Rates .Despite several efforts , Maternal Mortality Ratio (MMR) continue to be high, estimated at 208 per 100,000live births(Annual Health Survey-2012-13).

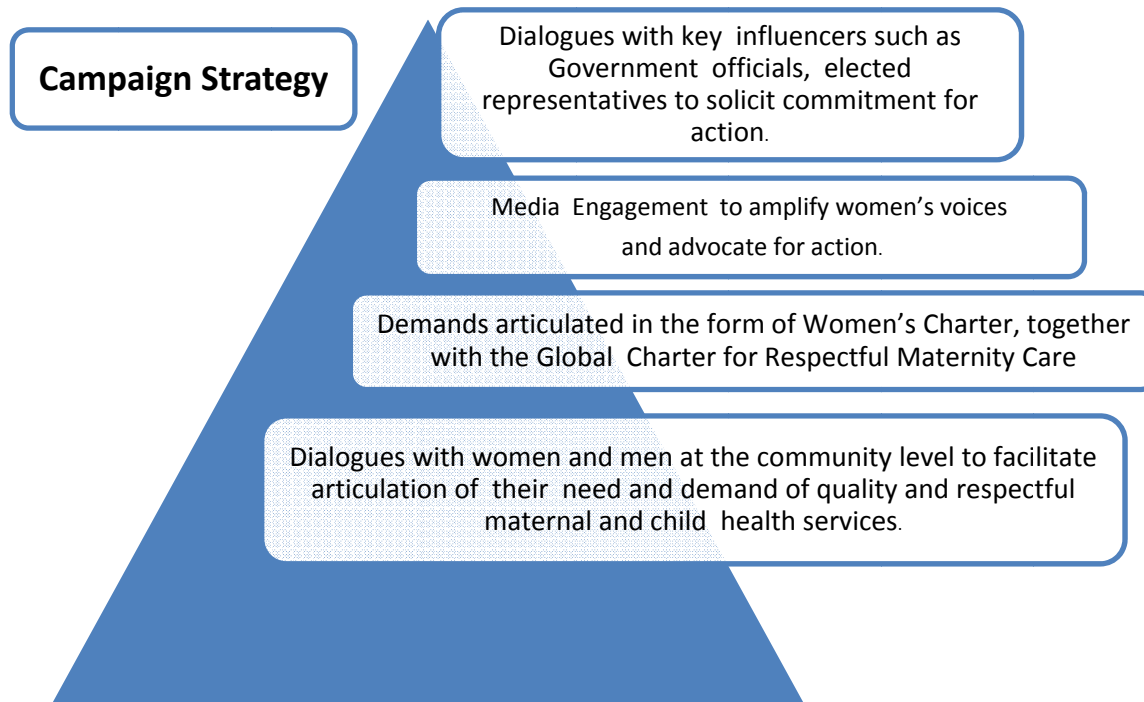
CHETNA is anchoring **SuMa**-Rajasthan White Ribbon since 2002 for awareness, action and advocacy for reduction of high maternal and neonatal mortality in the state. Over the years, SUMA has initiated several state and local level efforts. Currently 17 Civil society organizations are SUMA partners . The alliance is also advocating for women's access to continuum of quality care at local, state, national and regional levels.

11th April, Kasturba Gandhi's Birthday has been declared as the National Safe Motherhood Day by the Government of India, at the behest of the White Ribbon Alliance India. It has also been declared as the International Safe Motherhood Day. After strengthening capacities of partners on evidence based advocacy for quality of care, SUMA has called for a state wide campaign in Rajasthan.

Goal: To promote women's right to quality and respectful maternal health services.

Objectives-

- 1.** To amplify women's (and men's) voices from disadvantaged social sections for quality and respectful maternal care.
- 2.** To ensure commitment of key influencers(such as Programme planners and implementers, elected representatives, media, Civil Society Organisers) for provisioning of quality and respectful maternity care to all women.



Campaign Dates: 7th April 2016 –World Health Day- 11th April 2016
 International/National Safe Motherhood Day- 18th April,2016 World Heritage Day

Coverage: 130 villages from 13 districts of Rajasthan- Dungarpur, Udaipur,



Rajsamand, Chittorgarh, Baran, Karauli, Jhalawad, Tonk, Jhunjhunu, Alwar, Jodhpur, Jalore and Sirohi

Expected Participants:

Approximately

- 1217 women including 200 men from disadvantaged communities.
- 30 Health officials from PHCs/CHCs/District level and quality assurance cells and Service providers
- 87 Elected representatives
- Journalists from print media.

Activities

- Village meetings- Gram Baithaks with women and men from disadvantaged sections to articulate demands for quality and respectful maternity care in all the 13 districts.
- Develop charter on Women's Articulation of quality and respectful maternity care in all the 13 districts.
- Dialogues with communities, local public administrators, elected representatives of Panchayats, Health officials, District Quality Assurance Cell members and media representatives in all the 13 districts
- Submission of Women's Charter of demand and soliciting their commitment in all the 13 districts.
- Rally in Rajsamand and Jodhpur;
- Submission of memorandum to the district collector in Tonk, Rajsamand and Jhunjhunu districts
- Publishing stories in local and state newspapers -Jaipur edition of Rajasthan Patrika, Bhaskar, Rashtrdoot, Punjab Kesari.
- Organize street play in Alwar.