Maternal Health
We Care, But!
How Do We Get the World to Care?

Deva-Marie Beck, PhD, RN
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as we know...

Maternal & Child Health
MDGs 4 & 5 are failing to reach their ‘Targets.’
How Do We Get the World to Care?
“Health is not only to be well, but to use well every power we have.”

Florence Nightingale

1893
Florence Nightingale

- Humanitarian
- Provider of care for the sick & wounded...

• Loved by the whole world for so many reasons...
Nightingale’s "Diagram of the causes of mortality in the army in the East" was published in *Notes on Matters Affecting the Health, Efficiency, and Hospital Administration of the British Army* and sent to Queen Victoria in 1858.

• Driver of policy & priority...

Photo Source: Wikimedia, Public Domain
AND a Great Communicator!

Photo Attributions: Letter “Image provided courtesy of the Clendening History of Medicine Library, Kansas University Medical Center.” “Notes on Nursing” Panel, Nightingale Stained Glass Window. National Cathedral, Washington, DC, Photographer: Jim Hawkins, from NIGH’s Archives.
“It will take 150 years for the world to see the kind of nursing I envision....”

Florence Nightingale

1870s
Nightingale Declaration for A Healthy World

An opportunity to participate in NIGH’s outreach to individuals worldwide

"We, the nurses and concerned citizens of the global community, hereby dedicate ourselves to the accomplishment of a healthy world by the year 2020.

We declare our willingness to unite in a program of action, sharing information and solutions to resolve problems and improve conditions — locally, nationally and globally — in order to achieve health for all humanity.

We further resolve to adopt personal practices and to implement public policies in our communities and nations, making this goal for the year 2020 achievable and inevitable, beginning today in our own lives, in the life of our nations and in the world at large."
How is our ‘Declaration’ Commitment relevant?

How do we get the world to care?
1st – let’s review the UN MDGs...
each of these impact upon
each of these impact upon child death
each of these impact upon child death & maternal mortality
these also impact
these also impact child death & maternal mortality

UN MDG Logos available for use to promote these, from UNDP. Candle photo from NIGH’s Archives.
We can easily see connecting these dots!
Women & girls are at the core of these connections!
Nurses & Midwives are also INTEGRAL to these!
So! When MDGs 4 & 5 fail their ‘Targets’...

UN MDG Logos available for use to promote these, from UNDP. Candle photo from NIGH’s Archives.
…with 2015 now only nine months away — what next?

Photo: A young mother & child in Razshahie, Bangladesh. Photographer’s Notes: “Early marriage means early pregnancy, which can cause death. Sometimes the baby also suffers with a younger mother.” © 2012 K M Asad, Courtesy of Photoshare # 8834-8.
A Post-2015 Agenda

‘Sustainable Development Goals?’

Photo: A Sri Lankan girl whose home was destroyed during the 2004 Boxing Day tsunami. Photographer’s Notes: “Through aid from British Petroleum & expatriate Sri Lankans living in the UK, many repairs & improvements have since been made to her village, including the renovation & reopening of the local school.” © 2006 Laura Brace, Courtesy of Photoshare # 2006-36.
Collaborating on all Goals will achieve all!
But! Many are putting economics & the environment in the forefront — forgetting to include child & maternal health or even girls & women at all...
Can the committed, collective global voices of nurses make our difference now?

Photo: A maternity nurse teaches young mothers about family planning methods in Kampala, Uganda. © 2012 Kyali Photography, Courtesy of Photoshare # 8521-2. Nightingale’s face & candle photo from NIGH’s Archives.
The health of women & children +

UN MDG Logos available from UNDP. Photo: A US Navy Nurse prepares medicine at a clinic in a remote location of Timor Leste — as locals look in. Health care workers with the US 11th Marine Expeditionary Unit have provided health services at three such locations. Wikimedia Source: US Marine Corps, released to Public Domain.
+ educating girls — are linchpins for worldwide development!
Our future is in their hands!

UN MDG Logo available from UNDP. Photo Attribution: From Hannes Rada on Flickr showing two Makushi girls living in the Northern Rupununi region of Guyana.
Nurses can contribute much insight & wisdom to all of these.
How is our ‘Nightingale Declaration’ commitment relevant?

What can we do NOW — in tangible ways?
“...sharing information & solutions to resolve problems & conditions — locally, nationally & globally — in order to achieve health for all humanity.”
How Do We Get the World to Care?
Our Message =

Empowering women & girls — with their health & education — is a MUST — a linchpin to achieve ‘Sustainable Development’!

Photo: Schoolgirls at a street market in Jamaica. © 2005 Kathy Strauss, Courtesy of Photoshare # 2007-411. UN MDG Logo available from UNDP.
4 suggested approaches for getting this message out to the world...
1— Consider & prepare to collaborate more closely with traditional mass-media sources...

Photo: A production crew & actors playing health workers in Ghana on the set of "Together We Care," a film aimed at regaining client trust in family planning clinics. © 1991 Win Morgan, Courtesy of Photoshare # 513-7. UN MDG Logo available for use from UNDP.
Key Points For Doing So

• Identify M&CH stories — from your nations & regions — of both problems & solutions

• Shape these stories into ‘News’ formats — to tell the ‘who, what, when, where & how’

• Identify top journalists & broadcasters who have focused on these issues

• Share this ‘News’ with them

• Submit your own ‘Op-Eds’ & ‘Letters-to-the-Editor’ to your local & national newspapers
2 — Join NIGH’s planned ‘Circles’ of ‘field reporters’ to become ‘nurse/citizen journalists & broadcasters’
@ NIGHtingaleDeclaration.net
more than 3 million hits in recent months...

from 146 nations & territories participating online in NIGH’s outreach

NIGH
@www.NIGHtingaleDeclaration.net

Map Source: Vector World Map ‘working towards a free, accurate world map, available in vector, AI, EPS and CDR formats’ — modified to illustrate the 146 nations & territories participating online with NIGH in our example month, March of 2013. Map URL: http://www.vectorworldmap.com/
Key Points For Doing So

• E-mail us * to register your interest to post on NIGH’s updated ‘global-online-platform’

• Identify your ‘Circle’ group — suggest at least 3 — up to 5-6

• Review & agree to NIGH’s guidelines to sign-up for password access

• Prepare & post your ‘News’ stories, photos & even videos

• Share your ‘News’ postings with your Social Media networks

* info@NIGHWorld.net

Photo: Inekela (meaning "trust") peaks into her grandmother’s weaving hut in the rural village of Tsandi, Northern Namibia. © 1999 Anja Lendvay, Courtesy of Photoshare # 2005-10.
Key Points For Doing So

- **Apply** for the Commonwealth Nurses’ Federation to join as a NGO Member of UN-DPI-NGOs
- **Organize** a CNF-related group to attend this UN NGO Conference
- **Collect** key national & regional input from all 54 CNF Members
- **Choose** a CNF team to collaborate with NIGH’s NYC team to bring your global input to this Conference
4 — Consider creating a nurses’ ‘task force’ to advocate for a global

‘Women’s Health = Sustainable Development Summit’

via the Commonwealth &/or the United Nations

UN Logo available from UNDP. Photo: A woman gathers water from a community bore hole in Bobete, a mountainous area of central Lesotho. Community boreholes, built by both government & NGOs, have dramatically improved health in this remote region, serviced by one small clinic. © 2007 David Snyder, Courtesy of Photoshare # 2007-165.
Key Points For Doing So

• Build a global team of nurses & midwives & their organizations to call for this ‘Summit’ together
  • Identify other groups & NGOS of like-mind to partner with us
  • Appreciate nations who have already made their significant differences in Child & Maternal Health outcomes
  • Ask their Health Ministers & UN Ambassadors to participate in this plan....
Bring the collective power of 16 million+ nurses worldwide to broadcast this message =

Photo: Mary Philomena Okello, a nursing officer at Lira Regional Referral Hospital in Lira, Uganda. She not only cares for patients in hospital, but also rides her motorcycle out to ‘the field’ to make home visits. © 2009 Carol Bales/IntraHealth International, Courtesy of Photoshare # 8896-1.
The empowerment of women & girls — including their health & education — is a **MUST** to achieve global sustainable development.
"It will take 150 years for the world to see the kind of nursing I envision...."

Florence Nightingale

1870 + 150 = 2020!
We are the ones we’ve been waiting for!
THANKS!

“Health is not only to be well, but to use well every power we have!”

Florence Nightingale

Photo: At the UN Ukwimi Refugee Camp in Zambia • Photo © 2004 Ian Oliver, Courtesy of Photoshare # 241-92.
Questions?  
Ideas?  
Comments?  
Possibilities?  

Please contact us @

info@NIGHWorld.net