

a guide for advocating **FOR RESPECTFUL MATERNITY CARE**



Developed with support from the USAID-funded Health Policy Project, *A Guide for Advocating for Respectful Maternity Care* is a comprehensive resource centered on the Respectful Maternity Care Charter, a groundbreaking consensus document demonstrating the legitimate place of maternal health rights within the broader context of human rights. Written for national-level advocates, this guide presents a variety of ways to build a sense of entitlement among women and communities regarding respectful maternity care (RMC) and advocate for the institutionalization of RMC as a core value of the maternal care system.



The guide provides information and user-friendly tools and techniques for advocates, focused on three main objectives:

- 1 Raising awareness and generating demand from civil society for RMC rights
- 2 Mobilizing communities to hold local leaders and service providers accountable for RMC rights
- 3 Securing commitment at the national level to institutionalize RMC as the standard of care



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White Ribbon Alliance

Whether the aim is to raise awareness among individuals of the universal rights of childbearing women, or to form a parliamentary committee to institute policies on RMC, the guide provides the necessary background information, case examples, and adaptable and flexible tools and techniques needed.

The guide is available in both print and digital form. It includes

- stories and case examples to illustrate the RMC Charter, so each right is understandable and accessible to all
- simple explanations of various social accountability approaches and guidelines on how to conduct an RMC-focused event (including public hearings, Community Score Cards, and citizens' charters)
- tips and tools on how to secure an RMC commitment at the national level (including how to sensitize leaders, and engage parliamentarians and the media)
- information on and templates for developing a comprehensive RMC campaign strategy and ways to monitor, document, and report impact.

For more information, please contact info@whiteribbonalliance.org or visit <http://www.whiteribbonalliance.org/impact/respectful-maternity-care/>