



Social Media Toolkit:

Every Newborn Action Plan: Launch of New Coverage Targets & Milestones

3 September 2020 | 14:00 - 16:00 CET

A comprehensive, multi-partner initiative, the [Every Newborn Action Plan](#) (ENAP) calls on all stakeholders to take action to improve access to services and the quality of care for all pregnant women and newborns. ENAP was endorsed by 194 countries at the World Health Assembly in 2014 in resolution [WHA67.10](#). A roadmap for action, ENAP charts the path towards ending preventable newborn mortality, reducing disability and ending preventable stillbirths.

ENAP sets out recommendations for countries on how to reduce mortality and morbidity and to close gaps in equity accompanied by specific goals for reducing mortality, coverage targets and milestones by 2030, with reviews in 2020 and 2025. To accelerate progress in reaching global targets for reducing newborn mortality and stillbirths by 2030, the Every Newborn management team, chaired by WHO and UNICEF, reviewed the coverage of interventions up to 2020 for attaining universal health coverage by 2025 in order to determine new coverage targets for the period 2020–2025. The milestones set in the Every Newborn Action Plan to 2020 were reviewed and updated to guide progress between 2020 and 2025.

Key Hashtags

#EveryNewborn, #EveryChildAlive, #EndStillbirths

Websites

- **Every Newborn at WHO:** <https://bit.ly/2QtBdoQ>
- **Healthy Newborn Network:** <https://bit.ly/2QqOLRN>
- **New resources** (brief about new targets and milestones, standards for small and sick newborn care, Every Newborn progress report): <https://bit.ly/31NLMcL>

Twitter Handles:

@WHO @UNICEF @PMNCH @UN_EWEC @USAIDGH @HealthyNewborns @SavetheChildren @gatesfoundation @MARCH_LSHTM @qualitycareNET @PearsonLuwei @ABanerjeeWHO @joylawn @unicefchief @DrTedros @health_malawi @_GHSofficial

Live Event: Watch on Zoom <https://bit.ly/3hwxWAR> or YouTube bit.ly/QoCLive

Suggested Tweets

The 🌐 has made substantial progress in ending preventable stillbirths and newborn deaths— but we still have a long way to go. The #EveryNewborn Action Plan's new 2020-2025 targets provide a roadmap to 2030 goals 🙌

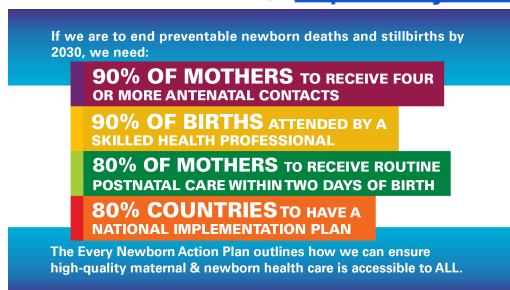
<https://bit.ly/31NLMcL>



* Image ([Download](#)) Gif ([Download](#))

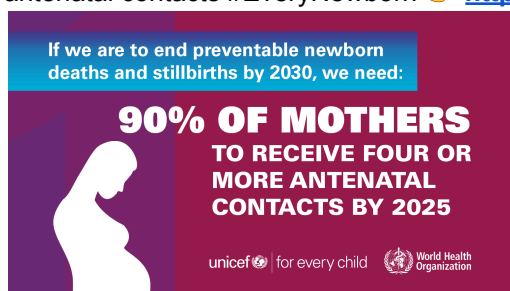
The #EveryNewborn Progress Report outlines the priority actions countries must take to meet the #SDG for newborn health and to #endstillbirths - 👉 <https://bit.ly/31NLMcL>

The new #EveryNewborn Action Plan 2020-2025 targets and milestones are key to ending preventable newborn deaths and to #endstillbirths 👉 <https://bit.ly/31NLMcL>



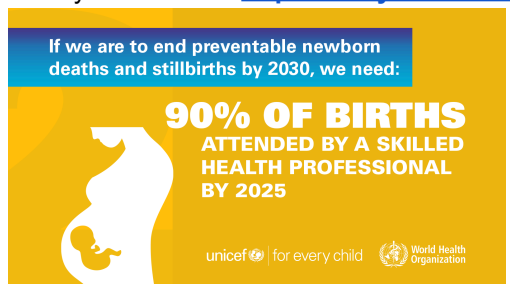
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Ending preventable stillbirths and newborn deaths by 2030 requires 90% of pregnant women to receive 4 or more antenatal contacts #EveryNewborn 👉 <https://bit.ly/31NLMcL>



* Image ([Download branded](#), [Download without logos](#)) Gif ([Download](#))

Ending preventable stillbirths and newborn deaths by 2030 requires 90% of births attended by skilled health professionals #EveryNewborn 👉 <https://bit.ly/31NLMcL>



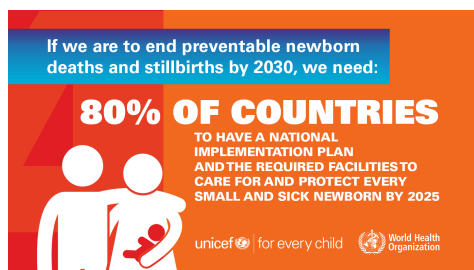
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Ending preventable stillbirths and newborn deaths by 2030 requires 80% of mothers & newborns to receive routine postnatal care within 2 days of birth #EveryNewborn 👉 <https://bit.ly/31NLMcL>



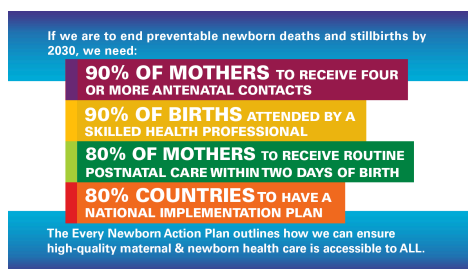
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Ending preventable stillbirths and newborn deaths by 2030 requires 80% of countries to have national plan and facilities to care for every small & sick newborn #EveryNewborn 👉 <https://bit.ly/31NLMcL>



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We must take action to improve the quality of care all pregnant women and newborns receive. New targets for the #EveryNewborn Action Plan will help lead the way - 👉 <https://bit.ly/31NLMcL>



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With more investment and targeted action, we can create a 🌍 where every mother and child receives the care they deserve #EveryNewborn 👉 <https://bit.ly/31NLMcL>



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80% of newborn deaths are preventable with proven, cost-effective interventions. We must take action to ensure high-quality maternal & newborn health care is accessible to ALL #EveryNewborn



* Image ([Download](#)) Gif ([Download](#))

We are still far from our goal of ending preventable newborn deaths and stillbirths, while #COVID-19 threatens to turn back the hard-won progress the 🌍 has made.



* Image ([Download](#))

26 million newborns will die between 2019 and 2030 unless we take action now. Learn more about the new #EveryNewborn Action Plan 2020-2025 targets 👉 <https://bit.ly/31NLMcL>



*Image ([Download](#))

2.9 million babies and women could be saved each year through investing in quality care around the time of birth and in special care for small and sick newborns



* Image ([Download](#))

Over the last decade more pregnant women and newborns are surviving and thriving globally thanks to improved access to effective and respectful care before, during and after pregnancy 👉 <https://bit.ly/31NLMcL>



*Image ([Download](#))

Ending preventable stillbirths and newborn deaths requires:

- ✓ every pregnant woman receiving antenatal care
- ✓ every birth attended by a skill health personnel
- ✓ postnatal care within 2 days
- ✓ care for all small and sick newborns

👉 <https://bit.ly/31NLMcL>



*Image ([Download](#))

#EveryNewborn chance to thrive is the direct result of quality maternal and newborn health care, including nurturing care from the time of birth. Limiting the time a newborn is separated from their mother helps the baby grow and develop.

*Image ([Download](#))



Every year 30 million babies are born too soon, are too small, or become sick and are at the greatest risk of death or disability. We can change this!



* Image ([Download](#))

The quality of care babies receive affects their brain development and has lasting impacts on their health. Let's ensure nurturing care for every small and sick baby.



* Image ([Download](#))

Webinar Promotion Social Content

On Sep 3, join @DrTedros, @unicefchief & more for the launch of new #EveryNewborn coverage targets and milestones for newborn health and ending preventable stillbirths—register here 📌: <https://bit.ly/3hwxWAR>



* Image ([Download](#))

What will it take to create a 🌍 where every mother and baby survives & thrives? Join @DrTedros, @unicefchief & other global health experts on September 3 as they discuss the new #EveryNewborn coverage targets for newborn health—register here: <https://bit.ly/3hwxWAR> * Image ([Download](#))

Join us on September 3 to launch the new #EveryNewborn coverage targets for newborn health and ending preventable stillbirths by 2030—featuring @DrTedros, @unicefchief and other global health experts. Register here 📌: <https://bit.ly/3hwxWAR> * Image ([Download](#))