



**International Museum of Women  
Maternal Health Ambassador  
Talking Points**

Thank you for volunteering to become a Maternal Health Ambassador for the International Museum of Women! Your help in gathering signatures for the maternal health pledge will grow the movement to value the lives of mothers globally and send a message to world leaders that the health and well-being of mothers matters.

Below are a few basic talking points that might help you start a conversation when asking for people to sign the maternal health pledge. Feel free to use these as you see fit!

- The pledge was created by the International Museum of Women, an online museum that creates online exhibitions about global women's issues, and Every Mother Counts, a maternal health advocacy organization led by Christy Turlington Burns
- The goal is to get 10,000 signatures on the pledge by September 2012
- Every 90 seconds, somewhere in the world a woman dies in childbirth. Most of these deaths are from preventable causes.
- Most of these deaths are in the poorest countries or cities—for example, in Afghanistan one in seven women die in childbirth. But Developed countries also need improvement in maternal health; for example the US has one of the highest rates of maternal mortality in the industrialized world
- In 2000, all 193 countries in the UN agreed to achieve eight international development goals by the year 2015. Unfortunately, Millennium Development Goal number 5, to improve maternal health, is the goal on which the world has made the least progress.
- By presenting the signatures to the UN General Assembly in September 2012, we will signal that the world is holding UN leaders accountable to their promise to improve maternal health

Once again, thank you for your help! If you have any questions, please email [team@imow.org](mailto:team@imow.org).