

#SouthAfricaCares

Social Media Toolkit

Digital Media Contact:

Rodney Knotts

Save the Children South Africa

rknotts@savethechildren.org.za

This Social Media Toolkit aligns to all PMNCH Forum activities with a specific focus on South Africa and the events that are taking place locally.

Dates: 22 June – 1 July 2014

www.savethechildren.org.za/SouthAfricaCares



#SouthAfricaCares Social Media Toolkit
A Common Thread: Reaching Every Woman and Newborn

29 June 2014
Johannesburg, South Africa

For any questions regarding this social media toolkit, contact rknotts@savethechildren.org.za,
Digital Communications Lead for #SouthAfricaCares.

www.savethechildren.org.za/SouthAfricaCares

Table of contents

1. Overview	8. Twitter Handles: Partners and Other Key Players
2. Objectives	9. Common Thread Event Messages
3. Measures of Success	10. During Forum Messages
4. Campaign Emotion and Tone	11. Key Messages
5. Target Audiences	
6. Key Events	

Overview

Around the world and in South Africa, real progress has been made in saving women and children's lives but newborn survival has lagged behind.

Globally, nearly 3 million babies fail to survive the first month of life and more than 280,000 women die from preventable causes related to pregnancy and childbirth. We know how to prevent the majority of these deaths - doing so must be a priority.

At the end of June a new international plan – the Every Newborn Action Plan - will be launched in Johannesburg. This is a critical opportunity to galvanize the action needed to end preventable stillbirths and newborn and maternal deaths. On the eve of its launch, South African civil society organisations will be campaigning to end the tragedy of preventable newborn and maternal deaths; the event will feature an exclusive performance from South African musical legend Yvonne Chaka Chaka.

Objectives

- Highlight South African Government's leadership on newborn health, celebrate progress made and profile best practice
- Demonstrate commitment of South Africa civil society to playing their part in tackling maternal and newborn deaths
- Increase visibility of the issue of newborn and maternal survival and awareness of the Every Newborn Action Plan with forum participants and public in order to secure action during and after the forum
- Create a platform for high-level stakeholders to commit to meeting the 2030 target of zero preventable child deaths and to announce/reaffirm action on newborn and maternal health.
- Bring the voice of the public to the event to demonstrate the groundswell of popular support for ending preventable maternal, newborn death and stillbirth.

Measures of Success

Local and international PMNCH Partners have broad audience; harnessing the support Partner's social media channels we will have the capacity to reach million South Africans.

1. Hashtags used
2. Retweets
3. Facebook posts shared
4. Facebook likes

Emotion and Tone

1. **HOPE:** There is a need, a solution and we can make a difference.
2. **PRIDE:** I am a part of a winning team of South Africans who are saving the lives of mothers and their children.
3. **URGENCY:** I am needed now and my voice is a necessary part of the solution.

Target Audience

1. Partner's and constituents:
 - Through Partner's social media channels, increase the collective reach of South Africans
 - PMNCH Forum delegates to participate using their social media channels
2. General South African public:
 - Key influential South African journalists from major publications (dailies) and broadcasters (MetroFM partnership)
 - Bloggers & Social Media Influencers (parenting, women's issues, health, etc)
3. Global Communications Group, Agencies and Global audience:
 - Share with SC's global communications group to increase awareness of what's happening in South Africa and raise awareness of Campaign goals locally
 - Global Health Services & other agencies: bring them on board so we can reach a global audience with key messages

Key Events

Media Week with MetroFM: 22-29 June 2014
South Africa Knit-in: 25 June 2014
#TBT South Africa: 26 June 2014
A Common Thread event: 29 June 2014
Every Newborn Action Plan/Countdown Report Launch: 30 June 2014
PMNCH Partners' Forum: 30 June – 1 July 2014

Hashtags To Use

#SouthAfricaCares
#TBT (or #ThrowbackThursday)
#CommonThread
#EveryNewborn
#PMNCHlive

Twitter Handles: Partners & Other Key Players

@SaveChildrenSA	@YvonneChakaX2	@WHO	@METROFMSA
@G_MachelTrust	@WorldVision	@WorldVision	@Kheth_Impilo
@m2mtweets	@childrnsrights	@UmntwanaSA	@PATHtweets
@WorldVisionSA	@Yezingane		

* If you do not see your organisation, please email rknotts@savethechildren.org.za

Messages: Sample Posts and Tweets

The messages that follow are created for Twitter and can be tailored for Facebook by your organisation. Many are adaptable for pre-, during and post-Forum Social Media Communications. Feel welcome to tailor these messages as you see fit for your respective organization.

Messages: Media Week

During Media Week we will highlight the local Knit-in, exhibition & pre-forum event, announce #TBT, schedule interviews with high-level forum attendees, etc.

(NOTE: Retweet any live tweets coming from [@SaveChildrenSA](#) during Media Week)

#SouthAfricaCares: we are weaving the common thread of hope for #EveryNewborn: [SCSA shortened link to common thread site]

Missed yesterday's @METROFMSA interview? Listen here to hear how [name of org OR twitter handle] is rising to the challenge of improving accountability. [link] #SouthAfricaCares

We are in the final push to end preventable deaths within generation, writes [author's name or twitter handle] #SouthAfricaCares

Do you remember your first moments? Watch @theJennGarner share hers: <http://goo.gl/LiOKsh> #EveryNewborn

Want to show your support for moms & babies around the world? Show that #SouthAfricaCares. this #TBT <http://goo.gl/up7t4z>

#SouthAfrica, it's time to raise your voice for moms & babies. Join us in showing that #SouthAfricaCares <http://goo.gl/up7t4z>

Do you believe every woman & child should have access to health care? Join the campaign <http://goo.gl/up7t4z> #SouthAfricaCares

Show moms around the world that you care. Show your support for the campaign: <http://goo.gl/up7t4z>

Specific to #TBT

Join me in sharing a pic of you or your child as a newborn to support #SouthAfricaCares #TBT [pic.twitter]

Nearly 3m newborns die each year, mainly from preventable causes. Show that #SouthAfricaCares & this #TBT [pic.twitter]

Show your support for #EveryNewborn; join me in sharing a pic of you or your child as a newborn this #TBT! @[twitter handle of celebrity] [pic.twitter]

This #TBT we're celebrating newborns; All babies have the right to a healthy start no matter where they are born #EveryNewborn

Join us in highlighting the importance of having a skilled health worker @ birth by sharing your newborn [pic.twitter] #TBT

Pre-Forum Event

(NOTE: Retweet any live tweets coming from [@SaveChildrenSA](#) during the Pre-Forum Event)

Today, help us weave the #CommonThread of Hope. Show that #SouthAfricaCares <http://goo.gl/up7t4z>

Looking for something meaningful to do today? Show you care. Join us: <http://goo.gl/up7t4z> #SouthAfricaCares

This generation can be the one to end preventable maternal, newborn & child death #SouthAfricaCares [image]

We know what works. By investing in effective measures like trained health workers, we can save lives of women & children. #SouthAfricaCares

By working together, we've seen maternal death rates drop sharply in the last 5 years. Let's maintain this momentum. #SouthAfricaCares

We can't slow down now! Let's maintain momentum for moms, newborns & children around the world. #SouthAfricaCares

Tomorrow, world leaders & experts meet in Johannesburg for Saving Every Woman Every Child. #EveryNewborn #SouthAfricaCares

South Africans believe every mom & child should have access to healthcare – no matter where they live or how much money they have. #SouthAfricaCares

Tomorrow, South Africa is rallying global leaders in Johannesburg to improve lives of most vulnerable mothers & children. #SouthAfricaCares #SavingLives

Messages: During Forum

The 2014 PMNCH Partners' Forum brings together leading global health professionals, policy makers, business leaders and advocates in Johannesburg, South Africa to define a way forward and accelerate progress.

(NOTE: Retweet any live tweets coming from [@SaveChildrenSA](#) during the Forum)

What do South Africa's @desmond_tutu_ & @YvonneChakaX2 have in common? Both are raising their voices for #EveryNewborn! #SouthAfricaCares

#PMNCHlive kicks off today! Let there be rich discussion that puts Mothers & Children @ the heart of the dvpt agenda. #SouthAfricaCares

#SouthAfrica let's support safe pregnancies & deliveries for moms & newborns everywhere.
#SouthAfricaCares #EveryNewborn

By improving nutrition, we can make a momentous difference to the lives of moms & babies around the world. #SouthAfricaCares *[image]*

Investing in reproductive health is a holistic way to invest in moms, babies/children & communities.
#SouthAfricaCares #EveryNewborn

#DYK the biggest causes of mortality in kids globally are PREVENTABLE? By preventing & treating diseases we are #EveryNewborn #SouthAfricaCares <http://goo.gl/up7t4z>

#DYK that improving maternal, newborn and child #health is critical to ensuring that families and communities survive and thrive. #SouthAfricaCares <http://goo.gl/up7t4z>

#DYK: In #SouthAfrica newborn deaths account for at least a third of under-5 deaths
<http://goo.gl/up7t4z>

#DYK: In #SouthAfrica, each day, around 20 newborns die on the day they are born.
<http://goo.gl/up7t4z>

#DYK: Child mortality rates have been cut significantly in #SouthAfrica but we must do more to ensure every child survives and thrives. <http://goo.gl/up7t4z>

We urge delegates at the #PMNCHlive to invest in emergency obstetric care for most vulnerable women around the world. #SouthAfricaCares

What we are doing is working: over 700,000 more children lived to see their fifth birthday in 2011, than in 2010. #SouthAfricaCares #EveryNewborn *[image where applicable]*

Our job isn't finished. Every year, 6 million children still die of preventable causes. We are within reach – let's end this. #SouthAfricaCares

It's still too many: 289,000 mothers die from pregnancy-related complications every year. Let's change that. #SouthAfricaCares #EveryNewborn

We need to bring most vulnerable within arm's reach. By focusing on marginalized women & children, we CAN end preventable deaths. #SouthAfricaCares #EveryNewborn

A powerful way to save lives: support innovations that deliver better health outcomes for Mothers & Children. #SouthAfricaCares #EveryNewborn

We urgently need to focus on mothers & children who need help most: the poor, hard to reach & those facing discrimination. #SouthAfricaCares

This infographic shows the cause of maternal mortality – and how we can stop it. #SouthAfricaCares *[image or link]*

Saving lives of moms & children seems like a big job, but SUCCESS IS POSSIBLE. Watch to see how: *[link to video]*. #SouthAfricaCares

See how *@[twitter handle of CSO]* is targeting greatest risks to mothers' health, so they can keep their families healthy. *[link]* #SouthAfricaCares

Meet Eunice: mother of 7 living in South Africa. See proper care can help save lives
<http://goo.gl/up7t4z> #SouthAfricaCares

We believe every mother & every child should have access to quality care no matter where they live #SouthAfricaCares #EveryNewborn *[image]*

We have an opportunity to end preventable maternal and child deaths in this generation. #SouthAfricaCares #EveryNewborn *[image]*

Saving lives of #EveryNewborn depends on good quality of care at the time of birth.
#SouthAfricaCares

A well-trained #health worker can prevent neonatal sepsis, which kills 521,000 newborns a year
#SouthAfricaCares

More than 200,000 mothers are still dying from pregnancy related causes #SouthAfricaCares & we want world leaders to act. #PMNCHlive.

Invest in what we know works & support innovations that help deliver better health outcomes
#EveryNewborn #SouthAfricaCares

Focus on women & children who need help the most – the poor, the remote, those that suffer from inequality. #EveryNewborn #SouthAfricaCares

Key to #SavingLives of #EveryNewborn: ensure essential care is provided before, during & after birth #SouthAfricaCares

Success story: Over 700,000 more children lived to their fifth birthday in 2011 than in 2010. Let's maintain this momentum. #SouthAfricaCares

We need to focus on 5 areas to save lives. ONE: improve maternal & child nutrition.
#SouthAfricaCares <http://goo.gl/up7t4z>

We need to focus on 5 areas to save lives. TWO: prevent & treat neonatal mortality.
#SouthAfricaCares <http://goo.gl/up7t4z>

We need to focus on 5 areas to save lives. THREE: prevent & treat childhood infectious diseases.
#SouthAfricaCares <http://goo.gl/up7t4z>

We need to focus on 5 areas to save lives. FOUR: invest in sexual & reproductive health interventions. #SouthAfricaCares <http://goo.gl/up7t4z>

We need to focus on 5 areas to save lives. FIVE: provide moms w/access to emergency obstetric care. #SouthAfricaCares <http://goo.gl/up7t4z>

We have everything we need: here are five ways we can save lives of mothers, newborns & children.
#SouthAfricaCares <http://goo.gl/up7t4z>

Key Messages

Improving maternal, newborn and child health is critical to ensuring that families and communities survive and thrive.

- All individuals have a fundamental right to access quality and affordable health services to help fulfil their social and economic potential.
- Investing in healthy women, adolescents and children is the foundation for sustainable development.
 - Increasing health expenditure by just US\$ 5 per person per year in 74 countries with the highest maternal and child mortality burden could return up to nine times that value in economic and social benefits.

Thanks to immense global commitment, there has been significant progress in saving the lives of women and children.

- Globally, more women survive pregnancy and childbirth, and more children survive their early years, than ever before.
 - Annual under-five deaths have fallen from an estimated 12.6 million in 1990 to approximately 6.6 million in 2012.
 - The annual number of deaths of women in pregnancy and childbirth declined from 543,000 in 1990 to 289,000 in just twenty years.
- Progress at the country level proves that success is possible anywhere.
 - Nepal and Vietnam have already achieved MDG5 to cut maternal mortality by two thirds and increase access to reproductive health care.
 - Bangladesh and Liberia, which had high rates of child mortality, have reduced deaths by at least two-thirds since 1990.
 - China has achieved MDG4 on reducing child mortality and is on-track to meet MDG5.

But not enough has been achieved.

- Thousands of women and children still die every day from preventable causes.
 - Each year, 289,000 mothers die in childbirth and 6.6 million children do not live to see their fifth birthday.
- Progress has been uneven, particularly amongst marginalized populations.
 - Nearly 3 million babies die within the first month of life – accounting for 44% of under-five mortality – and an additional 2.6 million babies are stillborn.

More can and must be done to accelerate progress and improve women and children's lives.

- We must work across all sectors – including education, nutrition, water and sanitation, gender equality, and infrastructure – to address the underlying determinants of health.
 - 4.1 million children under-five were saved between 1970-2009 because women of reproductive age were better educated.
 - Inadequate nutrition is an underlying cause of 45% of cases of under-five mortality.
 - 2 million people die every year from diarrheal diseases, most of them children under five years of age.
- We must focus on marginalized groups to maximize progress toward health for all.
 - Interventions delivered around the time of birth save mothers and their newborns, and prevent stillbirths and disability – averting up to 41% of maternal and child deaths in some instances.
 - With 18% of the world's population between 15-24 years of age, investing in young people and empowering them to make healthy and informed decisions is essential to shaping future social and economic development.
- We must continue to make new investments in innovation and expand access to relatively simple and well-known interventions.
 - Tried and true basic interventions have tremendous impact:
 - ✓ Midwifery, basic neonatal resuscitation and care immediately after birth are estimated to reduce full-term infant deaths by up to 30%.
 - ✓ Antenatal screening and treatment of syphilis are estimated to prevent nearly 500,000 adverse pregnancy outcomes per year.
 - New innovations, such as the Odon Device (delivers the fetus when complications occur during labor) are low-cost, simple solutions to major problems.

Women and children must be at the heart of the post-2015 development agenda.

- With the deadline on the Millennium Development Goals drawing close, we are at a critical juncture in determining the future of our women and children.
- Ensuring equitable access to health care, including reproductive health care, is key to ending preventable deaths among women and children.
- Governments must be held accountable for driving progress forward.