

MATERNAL HEALTH
IS A HUMAN RIGHT

AMNESTY
INTERNATIONAL



EVERY 60 SECONDS



Adama Kamara, aged 16, holds one of her three-day-old twins in the recovery ward of Princess Christian Maternity Hospital in Freetown, Sierra Leone, February 2009. Women face a higher risk of dying in childbirth in Sierra Leone than almost anywhere in the world.

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EVERY 60 SECONDS A WOMAN DIES OF COMPLICATIONS RELATED TO PREGNANCY AND CHILDBIRTH

Almost all of these deaths are preventable and 95 per cent of them occur in developing countries. Every woman has the right to maternal health.

ACTION

Organize a street stunt to raise awareness about the number of women who die in childbirth or from complications in pregnancy.

IDEAS

- Get a group of activists (both women and men) to line up in a public space. Every minute someone will lie on the floor to symbolize a dying woman. You could wear plain white face masks to show that you are representing other people.
- Make sure there is a banner showing the campaign symbol and the reasons for your street action. Get everyone who is taking part to wear T-shirts with the

campaign symbol on them. You could also add campaign messages – for example, “maternal health is a human right” to the T-shirts or on banners and placards.

- You could organize the event near a prominent clock such as a clock tower or use a prop of a large clock branded with the campaign symbol. This can help to reinforce the message that every minute another woman dies. You could reinforce this link with banners, posters and placards that carry messages such as:
 - “Stop the clock on needless deaths in childbirth. Demand the right to maternal health now.”
 - “It’s time to stop women dying. Demand the right to maternal health now.”
- Organize a “flash mob” where a larger group of people are mobilized by the internet, text message or email to go to a particular central, prominent or symbolic location – for example,

outside the ministry of health or a hospital – at a set time on a set day. Get them to lie down and “die” for one minute as a demonstration.

PRACTICAL ISSUES

- Make sure that the event is safe and doesn’t inconvenience members of the public too much.
- You might need to get permission to carry out street stunts in a public place.
- Set up a stall or have activists on hand who can sign people up to Demand Dignity and Amnesty International.
- Make sure the media know about it – see Action card 4.

SHARE IT

Remember to take photos or film your street stunt. See Action card 5 for how you can share your campaign action with other activists and supporters.