

An illustration of a woman with dark skin and hair in a bun, wearing a red long-sleeved shirt and a green and yellow checkered skirt. She is holding a baby in a blue shirt and white diaper. The background is a bright blue sky with white clouds, a large light blue globe showing the continents, and various white icons including a checkmark, a heart, a plus sign, a heart rate line, and a small airplane. The text 'Communications Toolkit' is in white, and 'WORLD HEALTH DAY 2025' is in large, bold, black letters.

Communications Toolkit

WORLD HEALTH DAY 2025

*Healthy beginnings,
hopeful futures.*



World Health
Organization

ABOUT THE CAMPAIGN

Every year, World Health Day on 7th April highlights a critical issue for global health. In 2025, it will kick off a year-long campaign on maternal and newborn health – an issue which underpins lifelong health, stronger communities, and our collective futures. Alongside advocating for actions that improve survival, WHO and partners will work with mums and healthcare professionals to share useful information about healthy pregnancies, births, and postnatal health.

CAMPAIGN GOALS

- ✓ Raising awareness of gaps in maternal and newborn survival and the need to prioritize women's longer-term well-being.
- ✓ Advocating for effective investments that improve the health of women and babies.
- ✓ Encouraging collective action to support parents and recognize health professionals who provide critical care.
- ✓ Providing useful health information relating to pregnancy, childbirth, and the postnatal period.



Get involved to support the campaign

INFORM

Share information about the campaign using #HopefulFutures and #WorldHealthDay

ASSETS

PARTICIPATE

Attend and promote our global events to learn more about what it will take to end maternal and newborn mortality.

SEE WHAT'S ON

DONATE

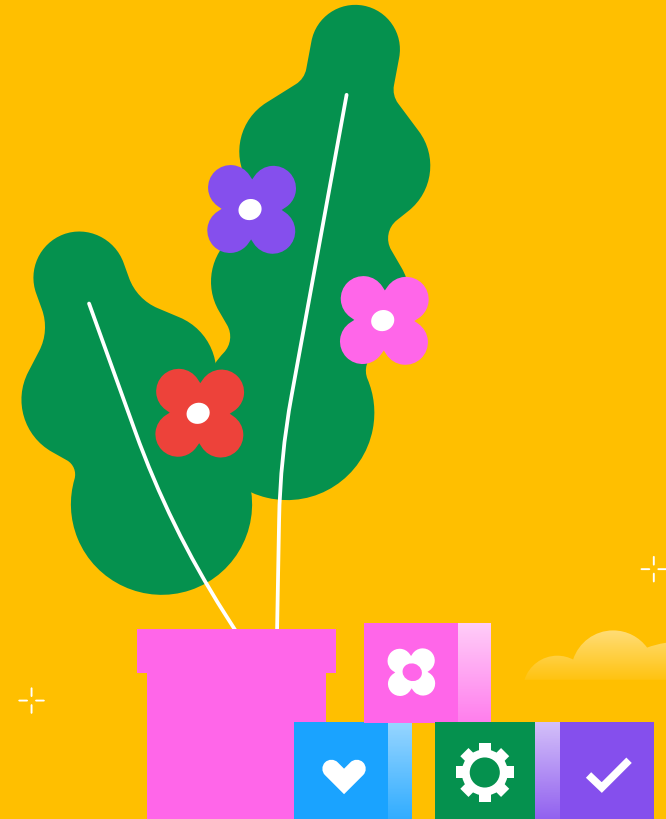
Contribute to the WHO Foundation which supports WHO's work to protect mothers and babies in countries around the world.

DONATE NOW

SHARE PERSONAL EXPERIENCES

Share your own experiences or stories of pregnancy and birth, using #OneMotherToAnother, and/or thank those who provide quality care.

CONNECT



1 key moment

Join our high-level advocacy event:

Healthy beginnings, hopeful futures:
global action for women and newborns

[REGISTER HERE](#)

Families, health workers, civil society
and policymakers share what works for
maternal and newborn health



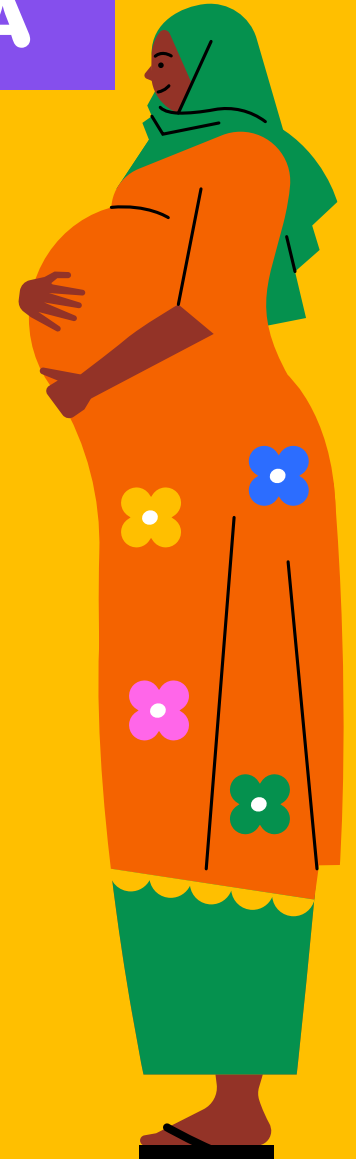
Social media live Q&A

Broadcast across WHO's social media
channels, we'll be discussing pregnancy,
childbirth and respectful care with
midwives from around the world.

- Tune in on



- Follow [@WHO](#) for more info.



Social media posts



Today is World Health Day!



The health of mums and babies affects every single one of us. And yet around the world, millions of lives are lost each year due to causes that could be prevented with timely, high quality care. Health is a right, not a privilege. We must work together and invest in healthy beginnings,

#HopefulFutures for all.



Nearly all maternal deaths are preventable

and yet around the world, millions of women still lack access to lifesaving care before, during and after birth.

⚠️ 9 in 10 maternal deaths happen in the poorest countries

⚠️ 3 in 5 maternal deaths happen in countries affected by conflict or fragility
Access to healthcare is a human right that must always be assured.

#HopefulFutures



Access to essential healthcare is saving lives.

Over the last two decades:

👩 Millions more women have received critical care during pregnancy

👤 A quarter more women are giving birth with a skilled health worker by their side.

And yet, access and quality is uneven. Investment is urgently needed to drive down deaths and close gaps, especially in places where women face the highest risks.

#HopefulFutures

Social media posts



Investing in maternal and newborn health is an investment in the future, not a cost.

It supports

Lifelong health

Healthy societies

#HopefulFutures

Prosperity and stability

Improving the health of women and babies means collaborating and investing in

#HealthForAll



Childbirth can be a dangerous time for women and babies.

Most maternal and newborn deaths occur around the time of birth - making this a critical window for saving lives. All women have the right to high quality care and respectful treatment during labour and birth.

#HopefulFutures



Newborn deaths count for nearly half of deaths among children under the age of 5 globally. All babies need essential care at birth – an especially dangerous time - and in their first month of life. Small and sick babies need extra care and attention while their families need practical and emotional support.

#HopefulFutures

Social media posts



Pregnancy, and life with a new baby, are times of immense transition.

If you know someone who is pregnant, or has a new baby, there are plenty of ways you can lean in and provide help – checking in with them, being there for them if they need it, and offering emotional support and understanding. We can all be part of the village that support mums, dads, babies and #HopefulFutures ahead.

#WorldHealthDay



MORE MESSAGES

**MORE ABOUT
THE CAMPAIGN**

ASSETS

