

### **27.06.16 - This year has seen the relaunch of the Save Birth Even Here campaign, aiming to protect childbirth in vulnerable regions.**

Every day, some 500 women and girls die from childbirth and pregnancy in areas affected by, or prone to, conflict or natural disaster. In these settings, women and girls are often cut off from health care and exposed to trauma, malnutrition and disease. But their lives can be saved with access to quality sexual and reproductive health services.



*Save Birth Even Here promotional poster. Photo: UNFPA*

The Safe Birth Even Here campaign aims to raise awareness of the high rate of maternal deaths in emergency situations and increase support for services to protect the rights of the women and girls living in humanitarian and fragile settings. It was created in 2012 by UNFPA, the United Nations Population Fund and refreshed in 2016 with the creative talents of Benetton.

The campaign was launched at the World Humanitarian Summit in Istanbul (23-24 May) by Dr Osotimehin, Ashley Judd – UNFPA goodwill ambassador, Professor Chiara Mio and Gianluca Pastore – Benetton Group Worldwide Communication Director.

