



**Saving the Lives  
of Mothers & Children**  
Rising to the Challenge



**unicef**  
unite for children



## High-level meeting on saving the lives of mothers and children:

accelerating progress towards achieving MDGs 4 and 5 in the Eastern Mediterranean Region  
29–30 January 2013, Dubai, United Arab Emirates

### Media Advisory

The World Health Organization (WHO), in collaboration with UNICEF and UNFPA, is pleased to inform you about the following event:

**What:** **High-level Meeting on Saving the Lives of Mothers and Children: Accelerating Progress towards Achieving MDGs 4 and 5 in the Eastern Mediterranean Region**, to be convened under the patronage of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the United Arab Emirates and Ruler of Dubai.

**When:** 29–30 January 2013. Opening session: Tuesday 29 January at 8:30 a.m.

**Where:** Atlantis Hotel, Crescent Road, The Palm, Dubai, United Arab Emirates- conference room A

**Who:** **High-level delegates from all Member States for the Eastern Mediterranean**, including ten priority countries identified by the Every Woman Every Child Commission on Information and Accountability and WHO's Eastern Mediterranean Regional Office: Afghanistan, Djibouti, Egypt, Iraq, Morocco, Pakistan, Somalia, South Sudan, Sudan and Yemen.

**Stakeholders** –international and regional health experts; representatives of the donor community; non-governmental organizations; media and senior officials from UNFPA, UNICEF, and WHO

**Why:** The meeting aims to agree strategies to reduce preventable maternal and child deaths throughout the region. Current average annual reduction rates for maternal and child mortality are among the lowest in the world, making it unlikely that the region will achieve the targets of MDGs 4 and 5 by 2015. There is thus an urgent need to accelerate progress, especially in those countries where most under-5 and maternal deaths occur.

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\*A leaflet is attached to this media advisory for more information on mother and child health in the Eastern Mediterranean Region and more information on the HLM meeting.

## **ABOUT Organizing Agencies**

**WHO** is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries and monitoring and assessing health trends. WHO's engagement brings with it the leadership edge needed in matters critical to reducing preventable maternal and child deaths.

**UNFPA** has the technical capacities and comparative advantage to work with governments and partners to support the development of social policies that include maternal and child health issues, population structure and poverty dynamics; data collection and analysis of changing demographic and age structures including youth migration trends; empowerment of adolescents and youth with critical thinking skills and freedom of expression to grow up healthy and safe; and provision to young people especially girls and in particular excluded and marginalized youth with access to health, including sexual and reproductive health information and education.

**UNICEF** is the driving force that helps build a world where the rights of every child are realized. UNICEF works by influencing decision-makers, and the variety of partners at grassroots level to advocate for measures to give children the best start in life, because proper care at the youngest age forms the strongest foundation for a person's future.

**ABOUT Dubai:** Dubai is the second largest of the seven Emirates that make up the United Arab Emirates, Dubai is located on the southern shore of the Arabian Gulf. Dubai city is a bustling metropolis, while outside the city itself the Emirate is sparsely inhabited and characterized by desert vegetation.

As the host of the 2013 High Level Meeting on Saving the Lives of Mothers and Children, HRH Princess Haya sees reducing preventable mother and child death as a strategic component in the World's development agenda.