



**April 7th, 2025**

**World Health Day**

# World Health Day 2025

Engage in **World Health Day on April 7, 2025**.

This year marks the launch of a year-long campaign on maternal and newborn health: Healthy Beginnings, Hopeful Futures. This initiative calls on governments and the health community to strengthen efforts to end preventable maternal and newborn deaths and to prioritize women's long-term health and well-being.



Photo Credits: Unicef

According to WHO, close to 300,000 women strategically lose their lives due to pregnancy or childbirth each year, while over 2 million babies die in their first month of life, and another 2 million are stillborn. That's one preventable death every 7 seconds. Alarming, 4 out of 5 countries are off track to meet global maternal survival targets by 2030, making urgent action essential.

At **CORE Group**, in collaboration with **Project HOPE**, we are committed to ensuring every woman and baby has access to high-quality, compassionate care before, during, and after birth. Health systems must adapt to address the many factors affecting maternal and newborn health, from direct obstetric complications to mental health conditions, noncommunicable diseases, and family planning needs.

Join us in spreading awareness and advocating for stronger health systems. Explore our resources, hear from community health workers, and take action today!

## Join the World Health Day Social Media Campaign

We encourage our network to come together in celebration of World Health Day 2025, to amplify the call for health equity and sustainable health systems for all. This year's theme focuses on the urgent need for accelerated action to improve global health outcomes, particularly as proposed funding cuts and foreign aid freezes threaten essential health programs worldwide.

From maternal health services and gender-based violence prevention to nutrition, education, and leadership opportunities, these programs provide critical support to women, children, and marginalized communities. However, the dissolution of key initiatives puts progress toward universal health coverage and gender equality at serious risk. Now, more than ever is the time to advocate for sustained investments in health policies and programs that protect the most vulnerable and build resilient, thriving communities.

To support this effort, we have developed a social media toolkit with key messages, graphics, and resources to help spread awareness. By using our collective voice, we can drive global leaders to prioritize health and well-being for all, ensuring a healthier, more equitable world for future generations.



# What Does This Toolkit Contain?

This World Health Day toolkit, created by CORE Group in collaboration with Project HOPE, offers ready-to-use social media posts, hashtags, and graphics to amplify our message of health equity and gender equality.

Every share helps us spread awareness and drive meaningful change.



Photo Credits: Project Hope Nigeria

**In collaboration with Project HOPE, CORE Group, together with our members and partners, invites you to join us in observing World Health Day 2025. This is a vital moment to unite in advocating for health equity and gender equality on a global scale.**

Here's how you can make an impact:

- Share our comprehensive social media toolkit with your colleagues, partners, and networks.
- Engage with our posts—like, comment, and tag us to help amplify the message.
- Use the suggested hashtags in your own posts to expand our reach.
- Incorporate our World Health Day graphics and resources to raise awareness and inspire action.

# Social Media Channels

## Engagement Tips:

Use relevant hashtags such as [#WorldHealthDay](#), [#HealthEquityForAll](#), and [#GenderEquality](#) to boost the visibility of your posts.

Tag [CORE Group](#), [Project HOPE](#), and any relevant partners to help broaden the reach of your message.

Encourage your colleagues and followers to share their own posts and messages of support for health equity and gender equality.

## Additional Key Hashtags:

- [#HealthForAll](#)
- [#GlobalHealth](#)
- [#EmpowerHealth](#)
- [#HealthEquity](#)
- [#PublicHealthImpact](#)
- [#HopeInAction](#)
- [#HealthcareforAll](#)
- [#BuildingHealthierFutures](#)

## Follow CORE Group:



CORE Group



Core.groupdc



COREGroupDc



CORE Group

## Follow Project Hope :



@Project Hope



@projecthopeorg



@projecthopeorg



@Project Hope

Feel free to adapt, share, and use the example messages below to raise awareness for World Health Day. Be sure to tag CORE Group and Project HOPE, and use #WHD2025 to help amplify the message!



## Key Messages

### **Social Post #1: Urgency for Action - Preventable Maternal and Newborn Deaths**

**Copy (FB, IG, LinkedIn):**

Every year, nearly 300,000 women lose their lives due to pregnancy or childbirth, and millions of babies die in their first month. Tragically, a preventable death happens every 7 seconds. Current trends show that 4 out of 5 countries are off track to meet targets for improving maternal survival by 2030. We must act now to end these preventable deaths and ensure every woman and baby has a chance to survive and thrive.

#HealthyBeginnings #HopefulFutures #EndMaternalDeaths #SaveNewborns #GlobalHealth #ActNow

**Copy (X/Twitter):**

A preventable death happens every 7 seconds. This World Health Day, We must act now to end preventable maternal and newborn deaths. Let's make a change.

#HealthyBeginnings #HopefulFutures #EndMaternalDeaths #GlobalHealth





## Key Messages

Feel free to adapt, share, and use the example messages below to raise awareness for World Health Day. Be sure to tag CORE Group and Project HOPE, and use #WHD2025 to help amplify the message!

### **Social Post #2: Women's Health is Health - Long-Term Well-Being**

**Copy (FB, IG, LinkedIn):**

Maternal health is not just about childbirth; it's about supporting women's health throughout life. Let's ensure that women's long-term well-being is prioritized, before, during, and after pregnancy. The health of mothers impacts the health of families, communities, and nations.

#WomensHealth #HealthyMothers #MaternalWellBeing #HopefulFutures #LongTermCare

**Copy (X/Twitter):**

Every woman deserves high-quality, compassionate care throughout her pregnancy and during childbirth. Healthy pregnancies lead to healthier futures for both mothers and babies. Let's ensure every woman has access to the care she deserves!

#WomensHealth #MaternalWellBeing #HopefulFutures



Feel free to adapt, share, and use the example messages below to raise awareness for World Health Day. Be sure to tag CORE Group and Project HOPE, and use #WHD2025 to help amplify the message!

## Key Messages

### Social Post #3: Support Healthy Pregnancies and Births

Copy (FB, IG, LinkedIn):


Every woman deserves access to high-quality, compassionate care before, during, and after birth. Supporting healthy pregnancies and ensuring safe births are critical to ensuring that every woman and baby can thrive. Let's give mothers and newborns the care they deserve!

#HealthyPregnancy #SafeBirth #QualityCare #SupportMothers #HopefulFutures #GlobalHealth

Copy (X/Twitter):

Every woman deserves high-quality, compassionate care throughout her pregnancy and during childbirth. Healthy pregnancies lead to healthier futures for both mothers and babies. Let's ensure every woman has access to the care she deserves!

#HealthyPregnancy #SafeBirth #HopefulFutures







## Key Messages

Feel free to adapt, share, and use the example messages below to raise awareness for World Health Day. Be sure to tag CORE Group and Project HOPE, and use #WHD2025 to help amplify the message!

### Post 4: Listening to Women's Needs

Copy (FB, IG, LinkedIn):

Women's voices matter. Health systems must evolve to listen to women's needs and provide comprehensive care that supports both physical and emotional health, including mental health services, family planning, and more. Let's ensure that every woman's health is a priority.

#QualityCare #SupportMothers #HopefulFutures #WorldHealthDay

Copy (X/Twitter):

Every woman deserves high-quality, compassionate care throughout her pregnancy and during childbirth. Healthy pregnancies lead to healthier futures for both mothers and babies. Let's ensure every woman has access to the care she deserves!

#QualityCare #SupportMothers #HopefulFutures #WorldHealthDay



Feel free to adapt, share, and use the example messages below to raise awareness for World Health Day. Be sure to tag CORE Group and Project HOPE, and use #WHD2025 to help amplify the message!



## Key Messages

### **Social Post #5: Partnering for a Healthier Future**

**Copy (FB, IG, LinkedIn):**

Achieving better health outcomes for all—newborns, children, adolescents, parents, and caregivers—requires collaboration across sectors. WHO and partners are working together to improve policies, strengthen health systems, and expand access to essential care. No one should be left behind when it comes to quality healthcare and support. Strong partnerships are key to making this a reality.

#PartnershipForHealth #GlobalHealth #HealthForAll #HopefulFutures #CollaborationMatters

**Copy (X/Twitter):**

Health is a shared responsibility. By working together, we can strengthen health systems, expand access to care, and improve health outcomes for newborns, children, adolescents, caregivers, and families. Let's unite for a healthier future for all!

#PartnershipForHealth #GlobalHealth #HopefulFutures #HealthForAll #CollaborationMatters





## Key Messages

Feel free to adapt, share, and use the example messages below to raise awareness for World Health Day. Be sure to tag CORE Group and Project HOPE, and use #WHD2025 to help amplify the message!

### Social Post #6: Every Second Counts - Preventable Deaths

Copy (FB, IG, LinkedIn):

A preventable death happens every 7 seconds. This is a call to action. Millions of lives—including newborns, children, adolescents, and caregivers—are lost each year due to gaps in healthcare access. We must unite to stop these tragic losses and ensure everyone has the opportunity for a healthy future. Every life matters. Every second counts.

#EverySecondCounts #SaveLives #HealthForAll #EndPreventableDeaths #HopefulFutures

Copy (X/Twitter):

Every 7 seconds, a preventable death occurs. Newborns, children, adolescents, and caregivers deserve better access to life-saving care. We must act now to stop these unnecessary losses. Every life matters. Every second counts.

#EverySecondCounts #SaveLives #HealthForAll #EndPreventableDeaths #HopefulFutures



# Thank You for Supporting World Health Day 2025!

We appreciate your efforts in sharing vital messages about health equity and well-being. Your participation is essential in driving positive change for communities worldwide.

Let's continue working together to build a healthier, more equitable future for all!

Join us again in 2026!

For more information, please contact Kate Kabore -Communication and Advocacy Consultant:



[kkabore@coregroup.org](mailto:kkabore@coregroup.org)



[www.coregroup.org](http://www.coregroup.org)



+1 (202)-779-6040