

EWENE FACT SHEET

EVERY WOMAN EVERY NEWBORN EVERYWHERE (EWENE)

Okoa Mama, Okoa Mtoto

Overview

EWENE is a global initiative led by WHO, UNICEF, and UNFPA. In Kenya, the Ministry of Health spearheads this campaign to end preventable maternal and newborn deaths by strengthening health systems, improving quality of care, and addressing inequities.

DAILY DEATHS

15

WOMEN

92

NEWBORNS

93

STILLBIRTHS

Key Health Indicators: 2025 Status vs 2030 Goals

INDICATOR	CURRENT STATUS (2025)	SDG TARGET (2030)
Maternal Mortality Ratio	355 / 100,000 live births	≤ 70 / 1000
Neonatal Mortality Rate	21 / 1,000 live births	≤ 12 / 1000
Stillbirth Rate	19 / 1,000 births	≤ 12 / 1000
ANC Contacts (4+)	66%	90%
Skilled Birth Attendance	89%	90%

Maternal Mortality Causes

Post-partum Hemorrhage	37%
Eclampsia / Hypertension	22%
Sepsis	12%
Antepartum Hemorrhage	9%

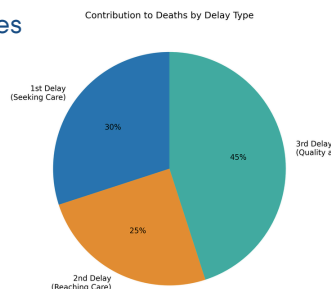
Neonatal Mortality Causes

Prematurity: Birth	34%
Asphyxia:	32%
Sepsis:	8%
Others:	26%

Systemic Challenges & "The Three Delays"

Facility Readiness: Only 5% of facilities have all required equipment for comprehensive care.

Commodities: Frequent stockouts of oxytocin, Tranexamic acid, and Magnesium Sulphate.



CONTRIBUTION TO DEATHS

1st Delay (Seeking care)	30%
2nd Delay (Reaching care)	25%
3rd Delay (Quality at Facility)	45%

EWENE Acceleration Plan: The 10 Pillars

01

Policy & Planning

Strengthening leadership, governance, and strategic direction.

02

Quality of Care

Safe, respectful, and high-quality care for every woman and newborn.

03

Gender & Equity

Addressing inequalities and protecting vulnerable populations.

04

Data & Monitoring

Data-driven decision making and real-time accountability.

05

Financing & Investment

Mobilizing sustainable funding through SHA and domestic sources.

06

Health Workforce

Skilled, distributed, and supported healthcare professionals.

07

Response & Resilience

Emergency preparedness and systems for crisis response.

08

Commodities & Tech

Improving access to life-saving medicines and equipment.

09

Advocacy & Community Engagement

Driving awareness and community-led accountability.

10

Research & Innovation

Sharing best practices and scaling innovative health models.

The Case for Investment

Scaling maternal and newborn care in Kenya across 47 counties and 80% of sub-county facilities requires an estimated US\$138 Million investment.

47,000

NEWBORN LIVES SAVED
PER YEAR

4,600

MATERNAL LIVES SAVED
PER YEAR

\$8–12

RETURN PER \$1 INVESTED
PER YEAR

Kenya's Strategic Commitment

1. Sustainable Financing

Strengthening SHA and domestic resource allocation.

3. High-Priority Scaling

Expanding CEMONC, KMC, and sick newborn care units.

2. Primary Health Care

Scaling PCNs and supporting 107,000 Community Health Promoters.

4. Strengthen Coordination

Monitoring and evaluating mortalities through MPDRS Dashboard

CALL TO ACTION

National and County governments, Parliament, partners, and civil society must align efforts behind the EWENE campaign. Ensure every mother and newborn survives and thrives.