



## who

Diane Sawyer, Emma Thompson, Judi Dench, Gwyneth Paltrow

## where

ABC News Broadcasts, The White Ribbon Alliance for Safe Motherhood Website, Million Moms Challenge Website

## when

Initiative launched on September 19, 2011

## As stated on the Million Moms Challenge Website:

### Why Moms?

It should be the happiest moment in a mother's life: the moment when she holds her new baby in her arms for the first time. A new life -- full of hope, of love and wonder.

But in some parts of the world, pregnancy and childbirth is a time fraught with worry, and with good reason. The statistics are stunning:

- Every 90 seconds, a woman dies during pregnancy or childbirth. Most of those deaths are in the developing world.
- 1 in 5 women in Africa loses a baby in her lifetime. In richer countries, that number is around 1 in 125.
- Almost 8 million children die each year before their 5th birthdays—that's almost 21,000 children each day—from largely preventable causes.

...Whether you are a mom or you just love your mom, you can help. It's easy.

## approach

Truth be told, the idea for the design has been swimming around in my head for a few years now; for lack of necessity, I never had the occasion to bring it to fruition until now. The epiphany occurred when many of my friends were pregnant with their first child. I wanted an image that would show their love for a person who was yet to be born. So many photographs of mothers-to-be showed them cradling their stomachs, like a weight or bowling ball, which couldn't be right. For better or worse, the new fad was to create hearts through hands. Combine the two and, as they say in My Big Fat Greek Wedding, "There you go."

Using the Look to the Stars website, I found the White Ribbon Alliance, a perfect match for promoting prenatal care. Their latest partnership, along side such groups as United Nations Foundation, UNICEF, Save the Children, and Shot @ Life, is the "call to action" known as the Million Moms Challenge, begun September 19, 2011.

## challenges/need for advice

- Finding a model who was pregnant enough, to be the model
- Making sure the design would be something I'd wear, as a t-shirt collector/elitist
- Trying to find the right color, when every color in the rainbow of a ribbon represents a different cause
- Trying to keep the woman ethnically neutral
- Trying to not use the same colors as the City of Hope's WALK FOR HOPE in the fight against Women's Cancer.
- Incorporate ABC News and UN Foundation into design...???
- Use the woman's upper body as the top of the ribbon, or use the belly bump as the top of the ribbon (it's a figure 8).



→  
This is a friend of mine, who was kind enough to be the model for this assignment.

You Can Help: Raise Your Hands for Moms and Babies in the Developing World



Ida Mae Astute/ABC News

**PHOTOS: ABC News Anchors Raise Hands for the Million Moms Challenge**



MILLION  
**MOMS**  
CHALLENGE

abc NEWS UNITED NATIONS  
FOUNDATION

THE  
**WHITE RIBBON**  
ALLIANCE  
FOR SAFE MOTHERHOOD



#### Colors:

- Bordeaux (stock tshirt color, provides feminine color and dark background)
- White ink (single color to conserve money, tie to White Ribbon Alliance)

#### Initial sketch

#### Intend to:

- Make her look MORE PREGNANT
- trace in Illustrator during week 4
- shrink the head to be slightly more proportionate
- Test other colors
- Test 1,000,000 vs MILLION
- Test coloring in the ribbon/legs
- Add corporate/organization logos
- play with layout...it lacks, for lack of a better word, more "umph"!





REVISION:



SPONSORED BY

 **abc NEWS**

 **UNITED NATIONS FOUNDATION**

IN PARTERNSHIP WITH  **The White Ribbon Alliance**  
For Safe Motherhood





## OTHER COLORS

