CARE USA is launching a new “I Am Powerful” campaign on global women and poverty issues. The goal is to empower women and address health inequities that affect us all. Empowering women is not about helping women vs. helping men. Instead women are seen as a point of entry. Women channel their resources into the well-being of the household, so investing in them is the best way to guarantee the future of the family and the community. We know, for example, the longer a girl stays in school, the higher her family income as an adult, and the fewer and healthier children she’ll have.

Women and girls make up 75 percent of the poorest people in the world today. Any lasting solution to poverty means improving women’s conditions and rights – including the right to education, the right to consensual marriage, and the right to inherit property. Women produce half the world’s food, but own only one percent of its farmland. Each year, more than 500,000 women – at least one every minute – die from pregnancy-related causes. Of 876 million illiterate adults in the developing world, two-thirds are women. 150 million children are not in primary school and 60 percent of these are girls.

Female-Controlled AIDS Prevention Strategies is central concern of CARE USA. Women are more vulnerable to HIV/AIDS – biologically, economically, and socioculturally (especially in Africa) – so there is an urgent need for female-controlled prevention methods. Young women, who carry the double burden of dire poverty and gender discrimination, now account for 76 percent of African youth living with HIV/AIDS. A variety of viable methods for preventing sexual transmission of HIV/AIDS and treating it’s symptoms are now being studied.