

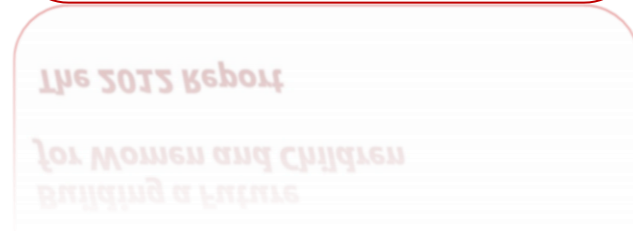
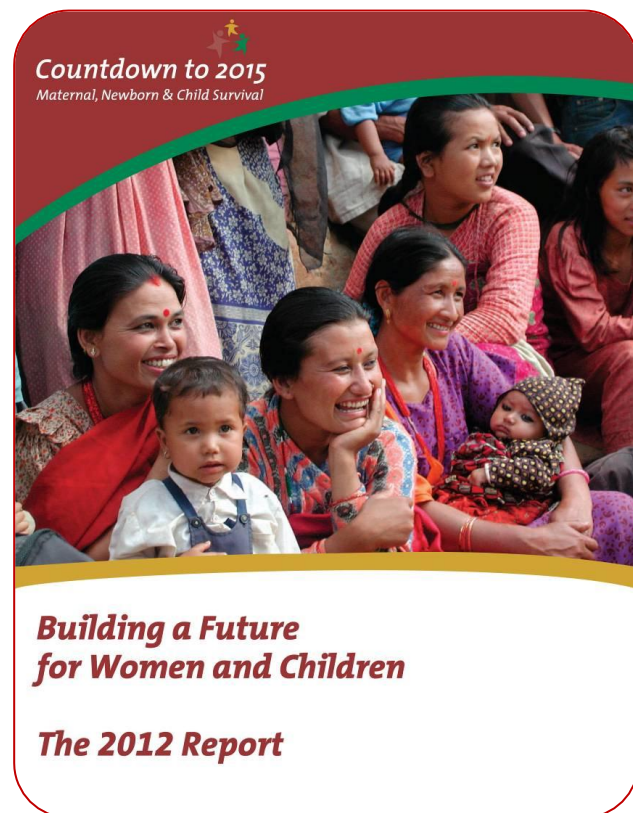
# Country Countdowns: Why? What? How? and welcoming your ideas

Washington, June 13<sup>th</sup> 2012

Dr. Liz Mason, WHO

Dr. Joy Lawn, Save the Children

On behalf of the Countdown Coordinating Committee



**#CD2015**

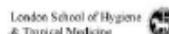
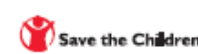
# Who is Countdown?

A global movement since 2005 including:

**1. Individuals:** Scientists & academics, policymakers, public health workers, communications experts, teachers...

**2. Governments:** RMNCH policymakers, Parliamentarians...

**3. Organizations:** NGOs, UN agencies, HCPAs, donors, medical journals...



And from countries

...but real change relies on COUNTRY level use of data for policy and programme action

# Why have a country Countdown?

## Data used for action

- Promote use of evidence and national or subnational data in decision making
- Increase public & politicians awareness of RMNCH needs
- Highlight priorities for strengthening national data systems

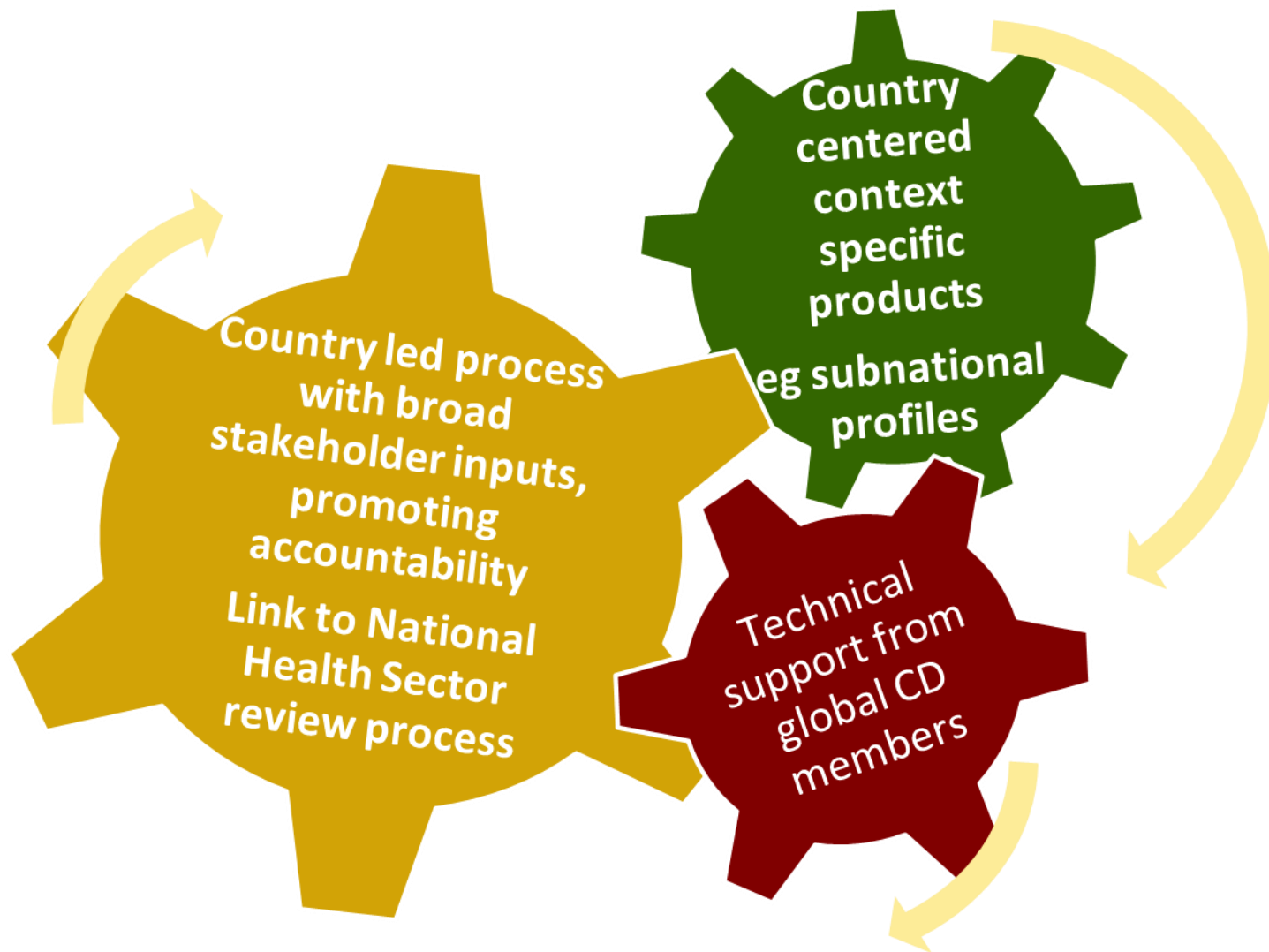
## Resources maximised

- Assess current domestic & external resources for RMNCH
- Links resources used with outcomes obtained
- Promote more efficient and equitable use of resources

## Health outcomes improved

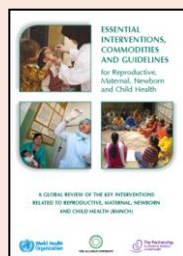
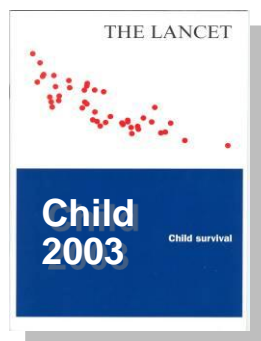
- Increase advocacy for accelerated improvements for the health of women, newborns & children,
- Accountability mechanism, especially to reach the poorest

# Country-level Engagement: Guiding Principles

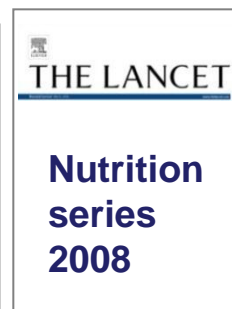
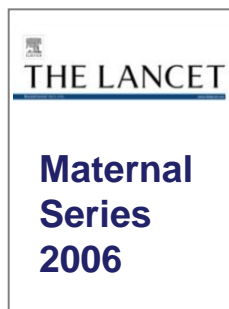
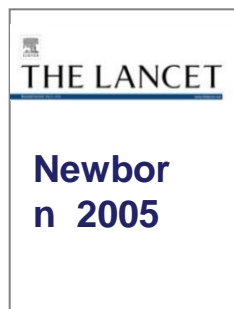


# Opportunity to understand and use the global evidence

Proliferating interventions and proliferating Lancet series...



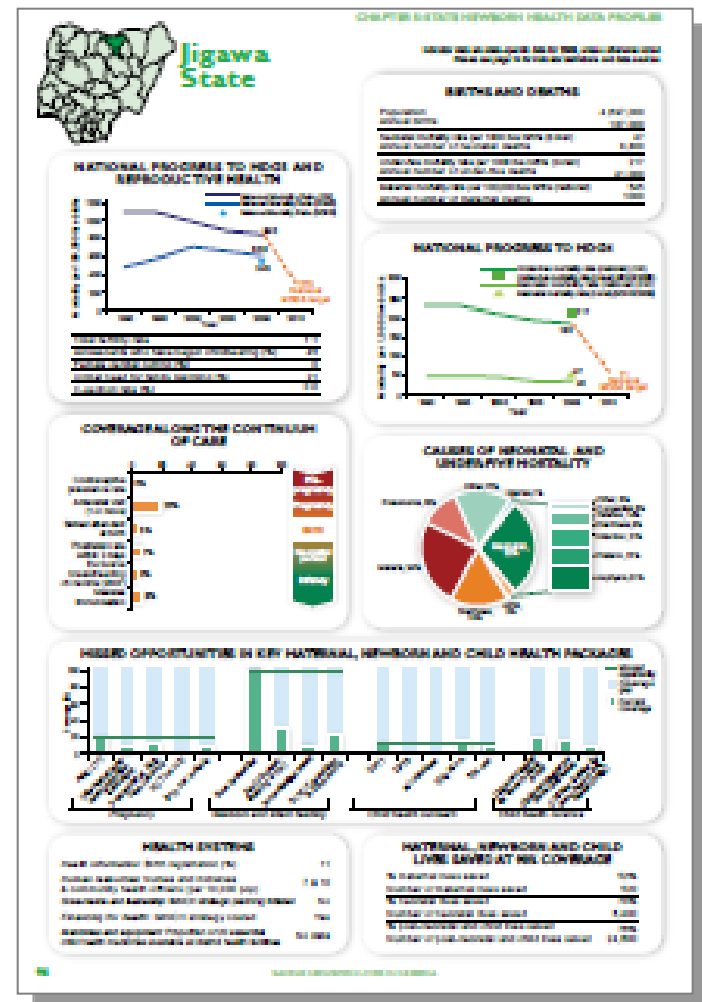
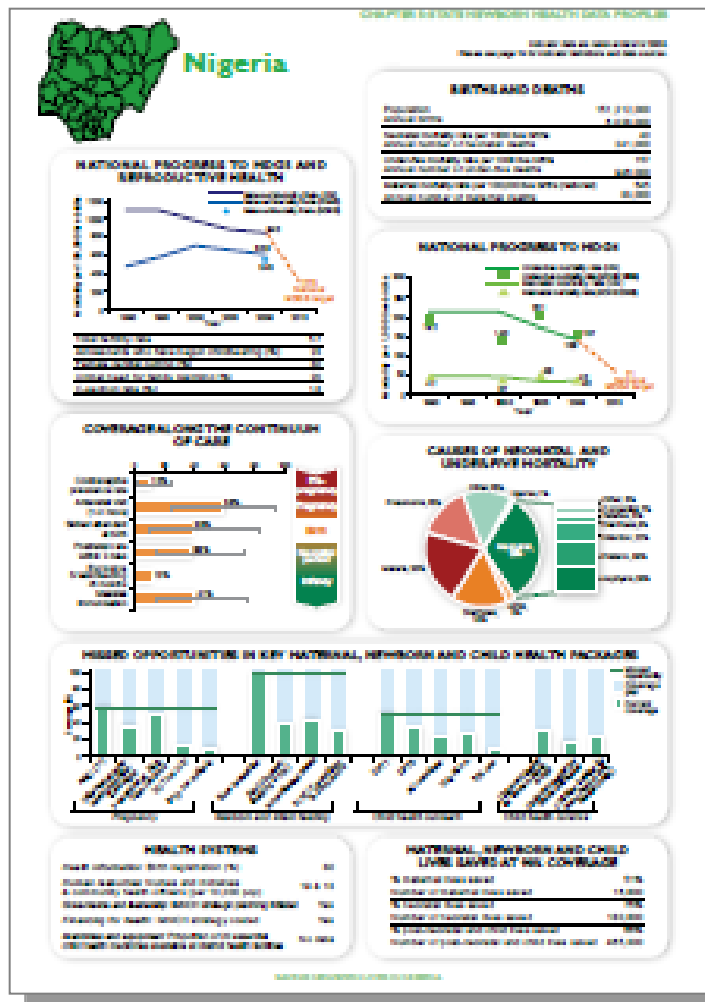
**PMNCH essential interventions agreed Sept 2011**



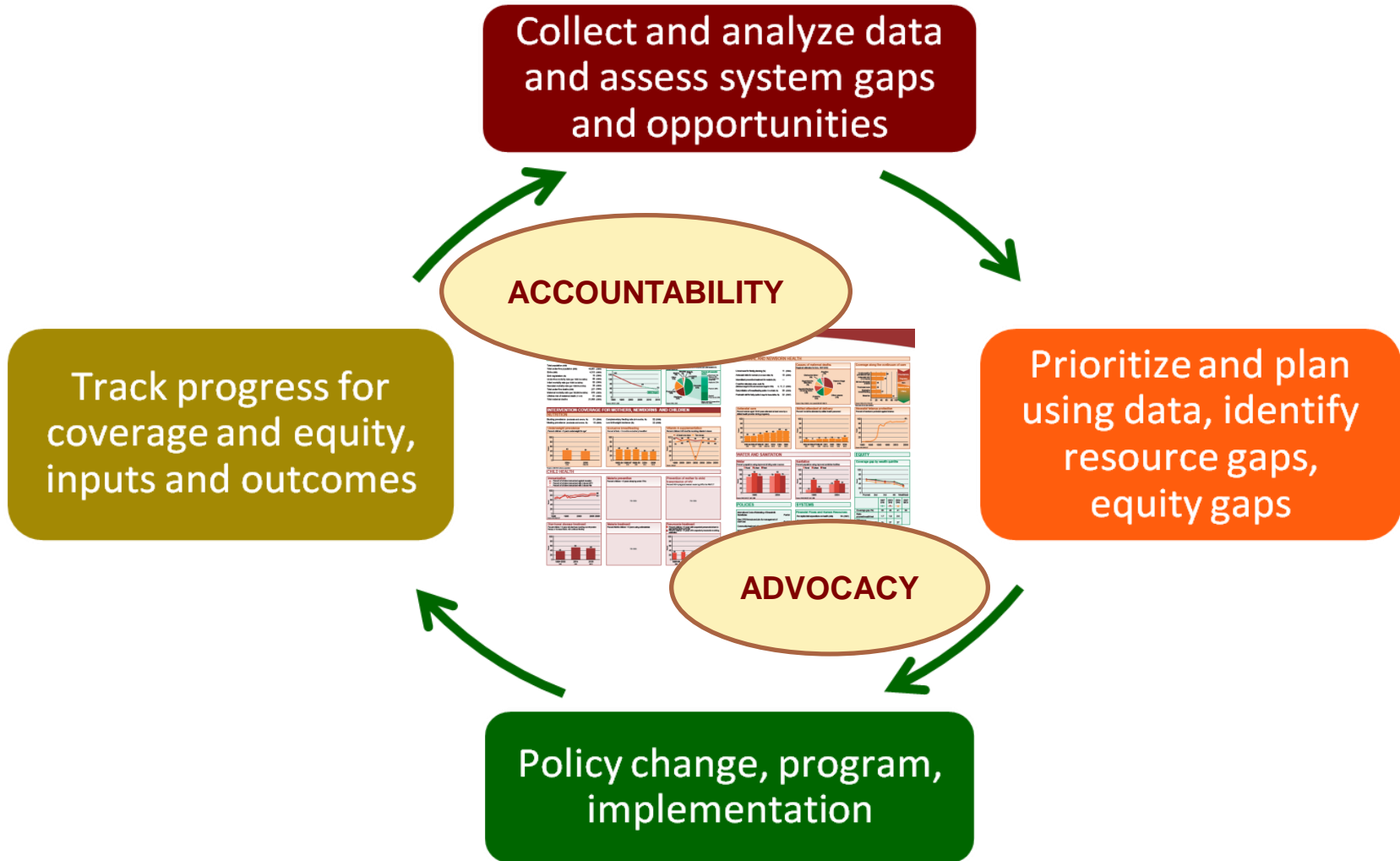
**Keep focus on results through high, equitable coverage of high impact interventions for women, babies and children**  
**CONTEXT SPECIFIC SYSTEMS EMPHASIS**



# Subnational profiles eg Nigeria



# Program action cycle



**Country Countdown process can help strengthen your national program action cycle**

# Country Countdown Experiences

## ■ Senegal, 2006



- High level engagement of key partners (MoH/MoF, supported by UNICEF)
- Strategic planning meeting for scale-up of effective MNCH interventions

## ■ Zambia, 2008



- MoH initiated and convened/supported by WHO & UN partners
- National prioritization meeting for MNC mortality reduction

## ■ Nigeria, 2011



- FMOH convened with Save the Children and many partners;
- Country report and 36 state profiles,
- Launched by First Lady and health care professionals especially Paediatricians



# Country CDs: Key Steps

## 1. Preparation/planning

- Form core group to coordinate technical analysis and planning, develop workplan/budget, Ensure wide stakeholder inputs

## 2. Process with data content and analysis

- Sub-national data – disaggregated to district/ provincial levels
- Focus on equity – geographic, ethnic, economic, and social factors
- Recommendations for solutions – policy and programme

## 3. Products/materials: National and sub-national profiles, link to existing tracking and meetings

## 4. Country Countdown event and media outreach

## 5. Follow-up: MOH, key donors/stakeholders

- Use evidence and data in national planning processes
- Involve civil society in monitoring

# Role of MoH and in-country partners

- Coordination of national and global partners
- Identification of national/subnational data sources
- Provision of technical and financial support
- Analysis of data, production of messages
- Convening of broad group of local stakeholders
- Publication of results
- Promotion of accountability for national action

# Role of Global Countdown

- Technical support to help countries to:
  - Assess data quality and availability
  - As needed with
    - Data analysis, eg expertise in equity analyses
    - Data interpretation and programmatic implications
    - Design of sub-national profiles and other products
    - Communications and media outreach
- Regional linkages and occasional workshops
  - Mobilize south-south and global learning through sharing experiences and lessons learned





**We all have a role to play –  
if a Country Countdown  
could help you in your country,  
or if you would like to offer ideas or help,  
come to our discussion group**

For more information and for detailed case studies of Country Countdowns,  
**[www.countdown2015mnch.org](http://www.countdown2015mnch.org)**

