History of Countdown to 2015

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Countdown Origins

2003 Lancet Child Survival Series
2005 Lancet Neonatal Series

A refrain from the United Nations, NGOs, and civil society:

⇒ Effective interventions are available
⇒ Coverage is unacceptably low and inequitable
⇒ We need to MAKE NOISE
An evolution from child survival to the continuum of care
Who is Countdown?

1. **Individuals:**
   scientists/academics, policymakers, public health workers, communications experts, teachers…

2. **Governments:**
   RMNCH policymakers, members of Parliament…

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

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Where is Countdown?

75 countries that together account for > 95% of maternal and child deaths worldwide.
Islamic Countries in Countdown: 39 countries with ~ a third of all maternal and child deaths worldwide & > 80% of the burden of the Islamic world.
Countdown Aims

- To disseminate the best and most recent information on country-level progress
- To take stock of progress and propose new actions
- To hold governments, partners and donors accountable wherever progress is lacking
The Countdown Impact Model

Supportive policies
For example, maternal protection, community health workers and midwives authorized to provide essential services, vital registration, adoption of new interventions

Health systems and financing
For example, human resources, functioning emergency obstetric care, referral and supply chain systems, quality of health services, financial resources for reproductive, maternal, newborn and child health, user fees

Increased and equitable intervention coverage

<table>
<thead>
<tr>
<th>Pre-pregnancy</th>
<th>Pregnancy</th>
<th>Birth</th>
<th>Postnatal</th>
<th>Childhood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family planning</td>
<td>Antenatal care</td>
<td>Skilled attendant at birth</td>
<td>Postnatal care for mother and baby</td>
<td>Case management of childhood illness</td>
</tr>
<tr>
<td>Women’s nutrition</td>
<td>Intermittent preventive treatment for malaria</td>
<td>Caesarean section and emergency obstetric care</td>
<td>Infant and young child feeding</td>
<td>Vaccines</td>
</tr>
<tr>
<td></td>
<td>Prevention of mother-to-child transmission of HIV</td>
<td></td>
<td></td>
<td>Malaria prevention</td>
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<tr>
<td></td>
<td>Tetanus vaccines</td>
<td></td>
<td></td>
<td>(insecticide-treated nets and indoor residual spraying)</td>
</tr>
</tbody>
</table>

Increased survival and improved health and nutrition for women and children

Political, economic, social, technological and environmental factors
Countdown Activities

- Analyze country-level coverage and trends for interventions proven to reduce maternal, newborn and child mortality
- Track indicators for determinants of coverage (policies and health system strength; financial flows; equity)
- Identify knowledge and data gaps across the RMNCH continuum of care
- Conduct research and analysis
- Support country-level Countdowns
- Produce materials, organize global conferences and develop web site to share findings

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Four Technical Working Groups, each responsible for conducting R&A
Countdown products

Reports & media materials

Country Profiles

Publications

From Technical Working Groups

And from countries
Countdown profiles present latest data for each country

First page of country profile highlights all COIA indicators; 1-page profiles will be published annually
Countdown profiles present latest data for each country

**Causes of death**

- **Water/sanitation**
  - Improved drinking water coverage
  - Improved sanitation coverage

**Policies, systems, finance**

- Full two-page profiles include additional indicators; full report published bi-annually
Countdown Global Events

2005 in London

Tracking Progress in Child Survival
Countdown to 2015


2008 in Cape Town

2010 in DC

Joint with Women Deliver

Plenary and 4 sessions:
Most highly rated by conference participants

61 country delegations!

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Country Countdown Events & Products

- **Senegal, 2006**
  - High level engagement of key partners (Ministries of health and finance, initiated by UNICEF)
  - Strategic planning for scale-up of effective MNCH interventions

- **Zambia, 2008**
  - MoH initiated and convened
  - National prioritization of MNC mortality reduction

- **Nigeria, January 2011**
  - FMOH convened in partnership with Save the Children; launched by First Lady
  - Country report and 36 state profiles

- **Niger, September 2012**
  - Case study (Lancet)
  - Presentation at joint session with iERG (September 2012 in NY)

- **More coming as part of accountability agenda!**
Countdown Moving Forward

Four streams of work to promote accountability, 2011 to 2015 and beyond

1. Produce country profiles/report every year
2. Conduct analyses and generate new knowledge, including special reports on the priority indicators for the accountability agenda
3. Share findings through products and events
4. Support country-level Countdowns and in-depth case studies focusing on subnational data and response
Upcoming Countdown Events

- Presentation(s) at Women Deliver Conference, Kuala Lumpur, May 2013
Thank you

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