

[www.countdown2015mnch.org/](http://www.countdown2015mnch.org/)



**#CD2015 #MDGs**

# Countdown and opportunities for countries

Workshop May 31<sup>st</sup> 2013

Prof. Joy Lawn MB BS MRCP (Paeds) MPH PhD  
MARCH, LSHTM

Saving Newborn Lives/Save the Children  
DFID SRF for Newborn Health

On behalf of the Countdown Coordinating Committee

# OUTLINE

A photograph of a woman wearing a colorful, patterned headscarf and a red top, looking down at a baby lying on a bed. A young girl with dark hair, wearing a pink top, is also looking at the baby. The baby is lying on its back, looking up. The bed is covered with a patterned blanket. The background is slightly blurred, showing a room with a blue metal frame.

## **1. Countdown to 2015**

## **2. Countdown in countries**

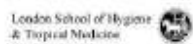
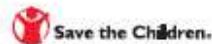
- **Country Countdowns**
- **Country case studies (in depth analyses)**

## **3. Country Countdown Toolkit**

# Who is Countdown?

## A global movement of:

- 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...

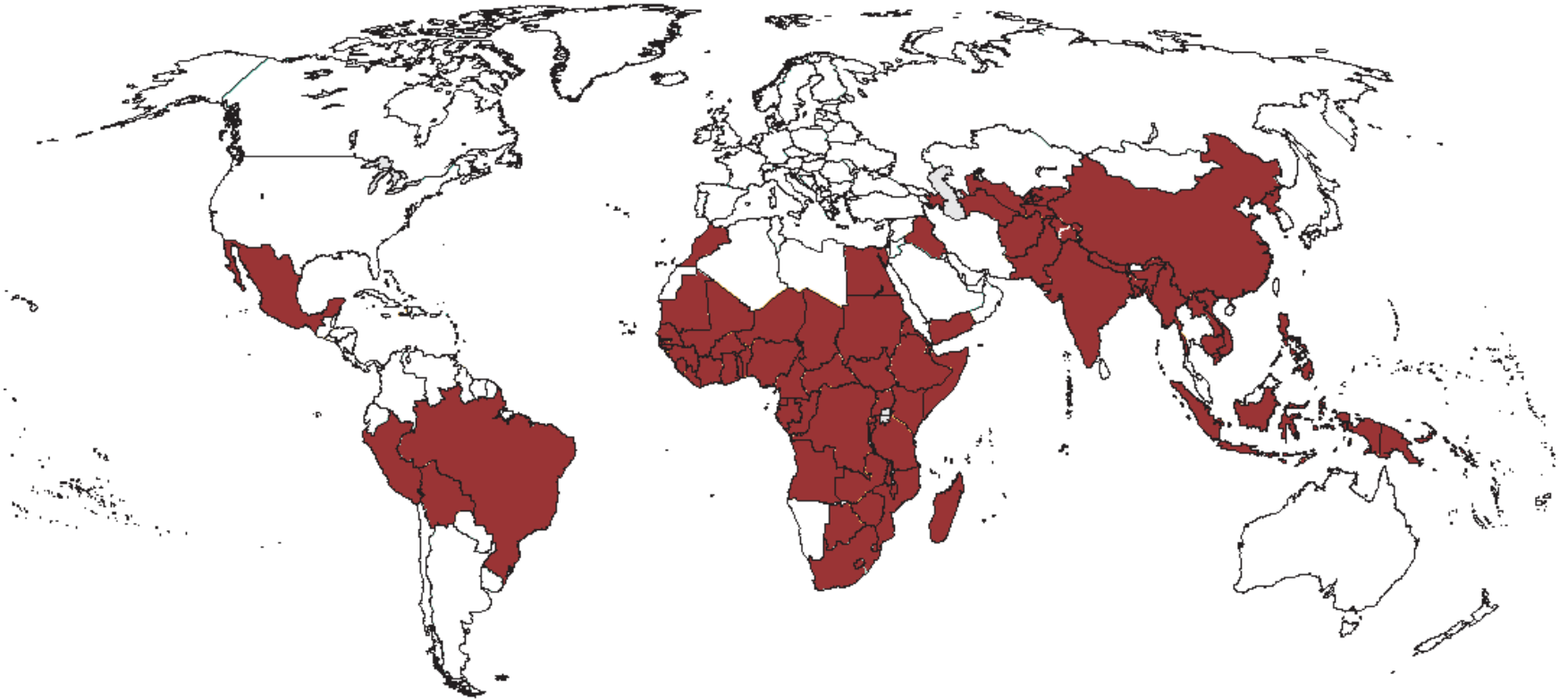


**Linked to Global strategy for Women and Children and Commission on Information and Accountability (COIA) EVERYONE!**

# Where is Countdown?

75 countries with >95% of the world's maternal & child deaths

---

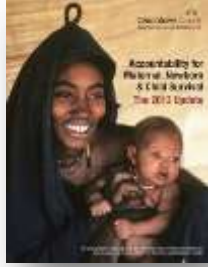


---

[www.countdown2015mnch.org/](http://www.countdown2015mnch.org/)



# What does Countdown do?



Track national progress for reproductive, maternal, newborn & child health:

- **Analyze data** based on 4 Working Groups
  - Coverage and quality of care
  - Equity (SES, urban/rural, gender etc)
  - Financial tracking for RMNCH (donor funding)
  - Policies and health systems inputs
- **Advocate, disseminate** at national, international level
- **Accountability for action** with country focus

# Countdown products

## Reports



## Country Profiles



## Subnational profiles



## Publications

### From Technical Working Groups



### And from countries



# OUTLINE

A photograph of a woman wearing a colorful, patterned headscarf and a red top, looking down at a baby lying on a bed. A young girl with dark hair, wearing a pink top, is also looking at the baby. The baby is lying on its back, looking up. The bed is covered with a patterned blanket. The background is slightly blurred, showing a room with a chair and a table.

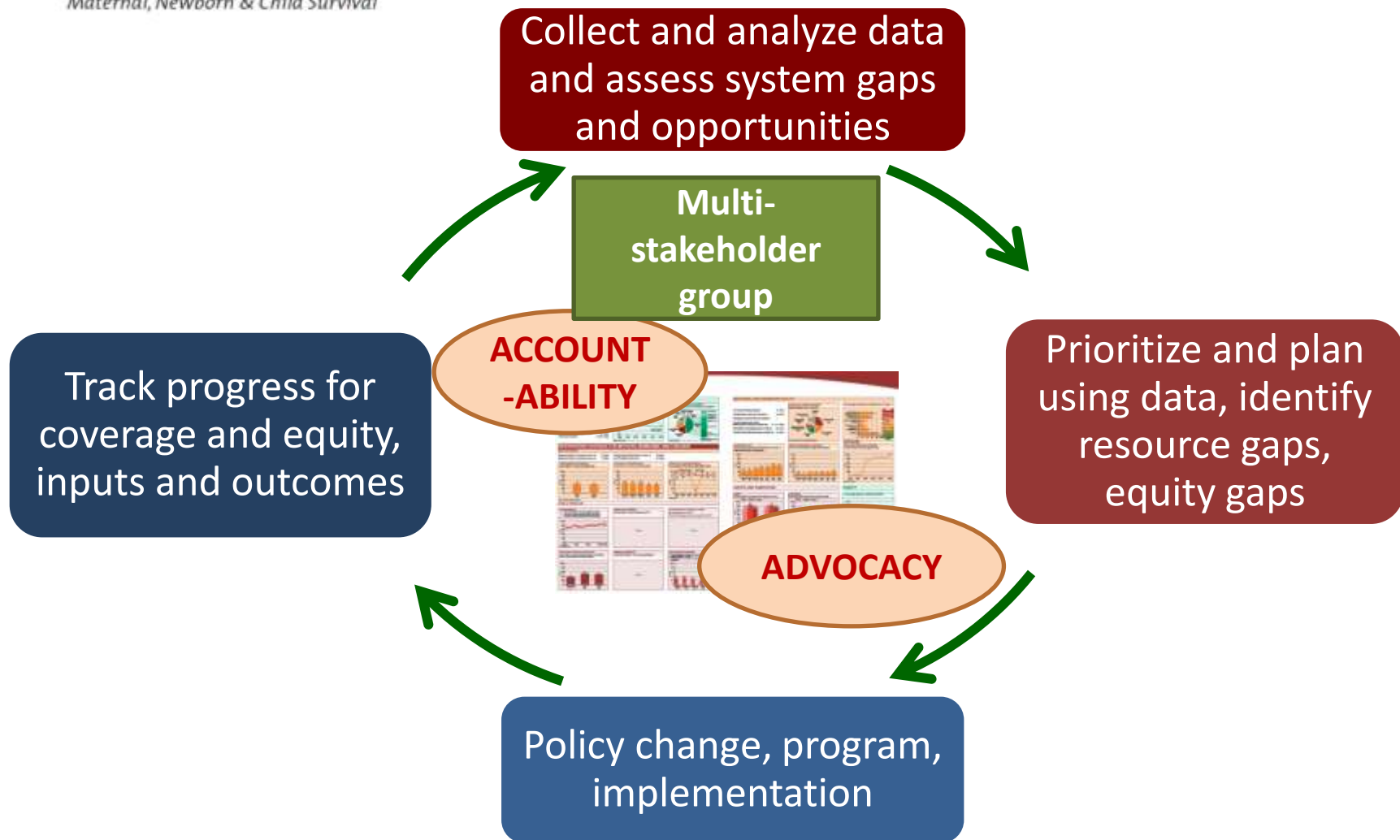
## **1. Countdown to 2015**

## **2. Countdown in countries**

- **Country Countdowns**
- **Country case studies (in depth analyses)**

## **3. Country Countdown Toolkit**

# Country action cycle



**Country Countdowns can help achieve MORE ...  
attention, accelerated action, focused finances, new data**



# Guiding principles for Country Countdowns

1. Align with country processes and strengthen national capacity for data review and use.
2. Involve all stakeholders to maximise accountability.
3. Include the continuum of care (RMNCH, nutrition).
4. Focus on data, linking data to action:
  - national and sub-national level
  - data on impact, coverage, equity, policies, finances
  - review data quality and aim to improve

# Some Country Countdowns - all different so far!

## Senegal, 2006



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

## Zambia, 2008



- MoH initiated and with 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 profiles and score cards may take a variety of approaches



National profiles



Subnational profiles



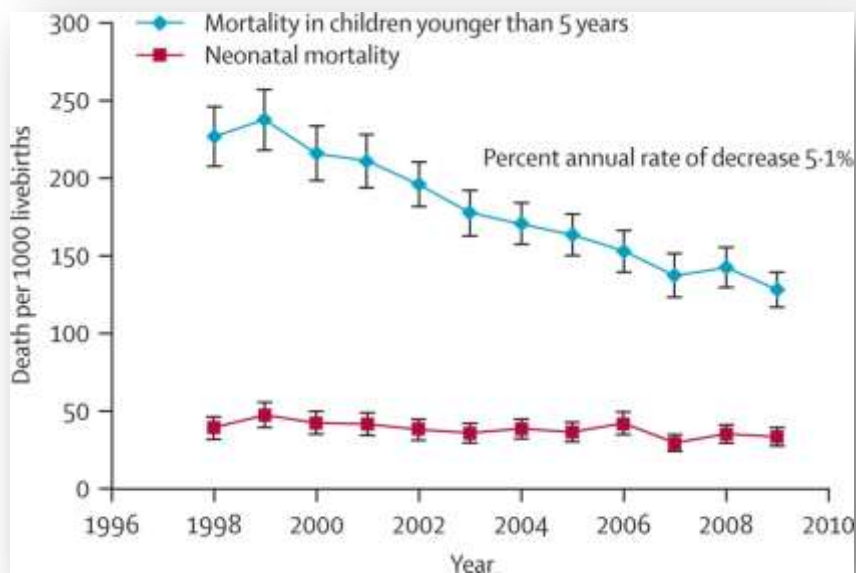
Country score cards with Ipad app  
(used by African Leaders Malaria Initiative (ALMA))

# Country case studies

## Reduction in child mortality in Niger: a Countdown to 2015 country case study



Agbessi Amouzou, Oumarou Habi, Khaled Bensaïd, and the Niger Countdown Case Study Working Group\*



**U5MR reducing at 5.1% per year, Wasting reduced by 50%  
Stunting reduced by ~10%  
Coverage of some child health care increased (ITNs, pneumonia and diarrhoea case mx)**

**Access to care, more sites, free care**

**New focus on neonatal and maternal ...and FP  
Demand for more country case studies**

# OUTLINE

A photograph of a woman wearing a colorful, patterned headscarf and a red top, looking down at a baby lying on a bed. A young girl with dark hair, wearing a pink top, is also looking at the baby. The baby is lying on its back, looking up. The bed is covered with a patterned blanket. The background is slightly blurred, showing a room with a blue metal frame.

## **1. Countdown to 2015**

## **2. Countdown in countries**

- **Country Countdowns**
- **Country case studies (in depth analyses)**

## **3. Country Countdown Toolkit**

# Countdown country toolkit



## Tools for use

1. National profiles
2. Additional analyses (eg equity)
3. PowerPoints for 75 countries!
4. Country case studies

**Manual and checklist (aussi en français!)**

**Country Countdown Implementation Checklist (14 steps)**

# Opportunities



#CD2015

## Consider having a Country Countdown

- Systematic multi-stakeholder process and event
- Subnational score cards
- Possibly also consider an in depth case study on one specific aspect

## Contribute to improving data and understanding of change

- Quality of care as well as coverage!
- Equity and use of equity data for action
- Policy benchmarking and tracking
- Funding – national as well as donor

## Capacity-building for data review & use

- Critical, review, analyses and context-specific application
- Communicating data for change

**<1000 days to MDG target date**

**Data & evidence more critical than ever for 2015... And beyond**

# Country CD Implementation Checklist

1. Link to national planning process
2. Identify or create an organising group
3. Plan timeline, tasks etc
4. Review data available
5. Analyse data and identify key themes
6. Create national +/- subnational profiles /scorecards
7. Agree on findings, messages and dissemination plan
8. Plan event(s)
9. Prepare products, hold an event and implement media strategy
10. Promote wide participation and uptake of recommendations
11. Act on recommendations and maximise accountability