Countdown to 2015: An Introduction
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
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

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

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
Countdown products

Reports & media materials  Country Profiles  Publications

From Technical Working Groups

And from countries
Countdown Global Events

2005 in London

Tracking Progress in Child Survival
Countdown to 2015


2008 in Cape Town

Parliamentarians Lead the Change
for Women and Children

Achieving the Millennium Development Goals for child and maternal health requires leadership of the international community.

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

- **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

- More coming as part of accountability agenda!
Where is Countdown?

75 countries that together account for > 95% of maternal and child deaths worldwide.
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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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 focusing on subnational data and response
Upcoming Countdown Events

- Participation in the Child Survival Call to Action
  - Spotlight, afternoon of 14 June
  - 2012 Results, afternoon of 15 June

- Global Countdown event in conjunction with the UN General Assembly, September 2012

- Participation in Inter-Parliamentary Union Assembly, Quebec City, October 2012

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

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Thank you

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