



Countdown to 2015: An Introduction

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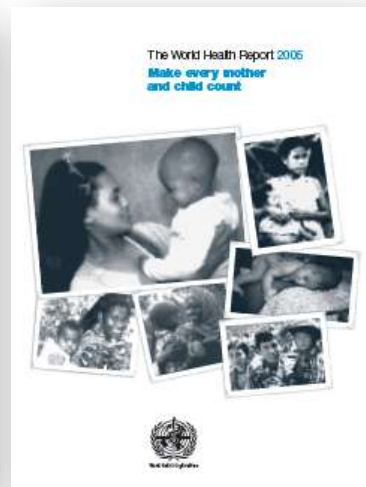
Countdown Origins

2003 Lancet Child Survival Series

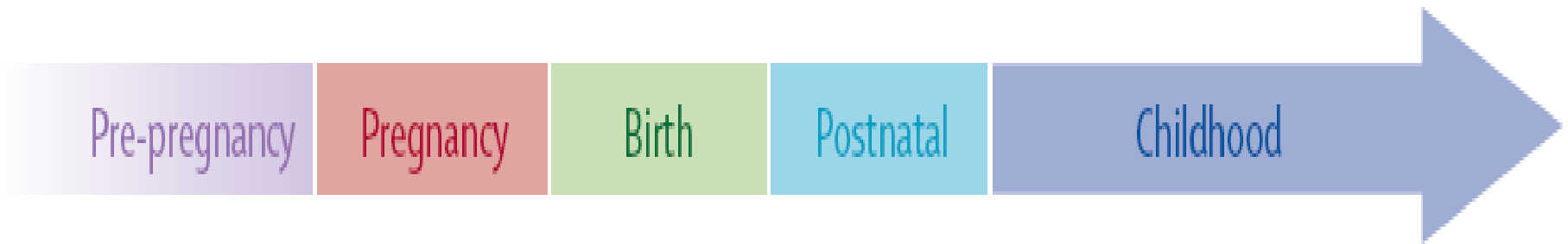
2005 Lancet Neonatal Series

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

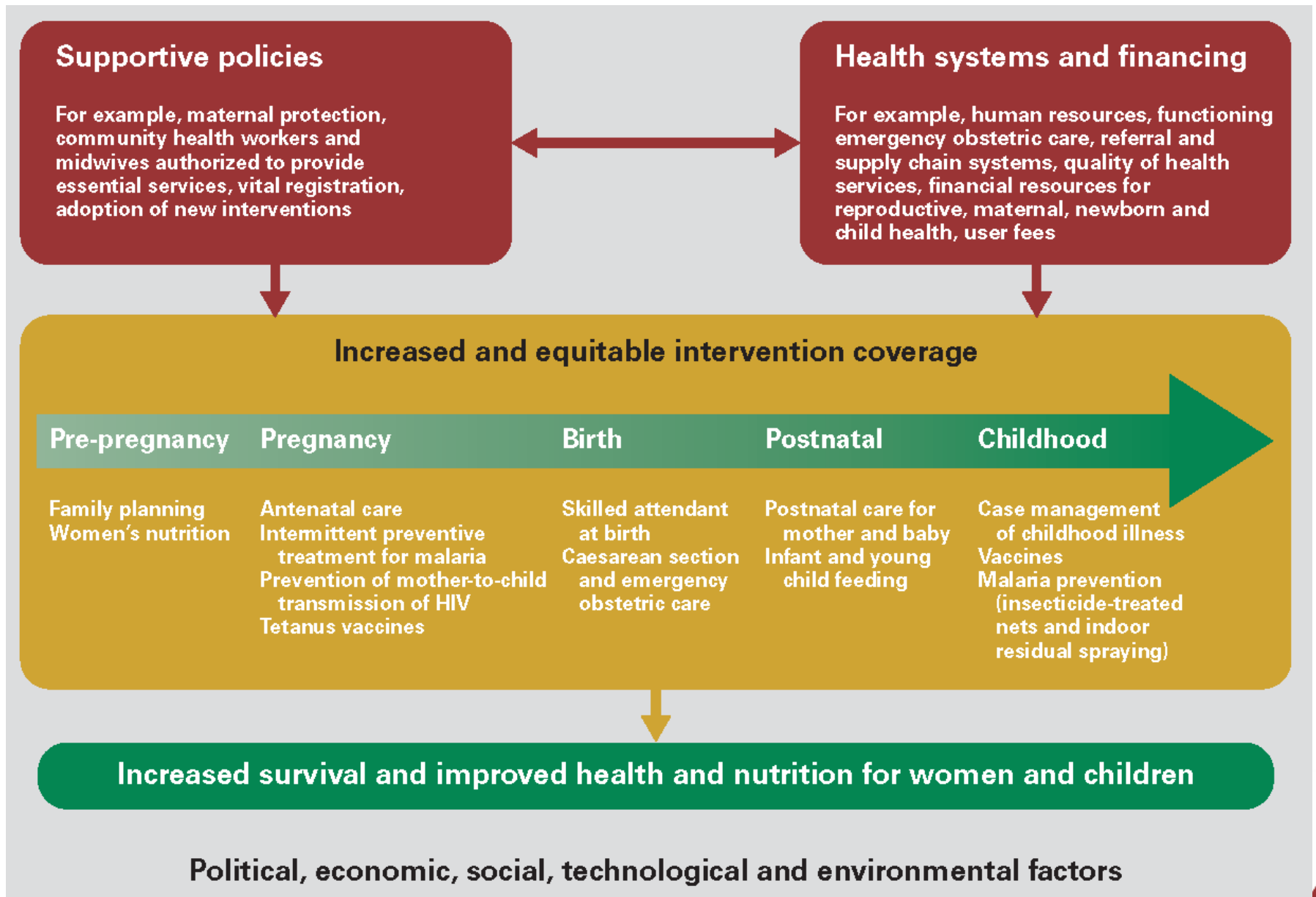


Countdown Aims

- 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



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

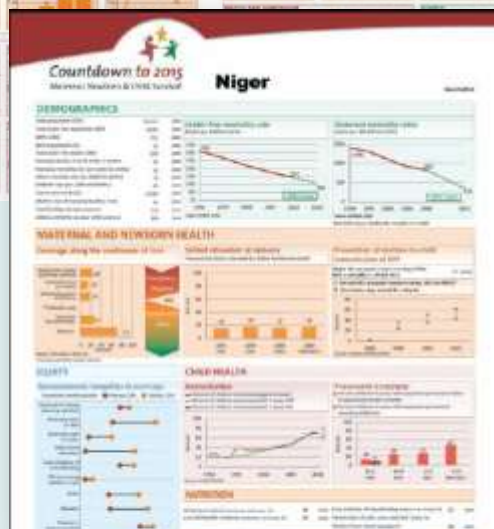
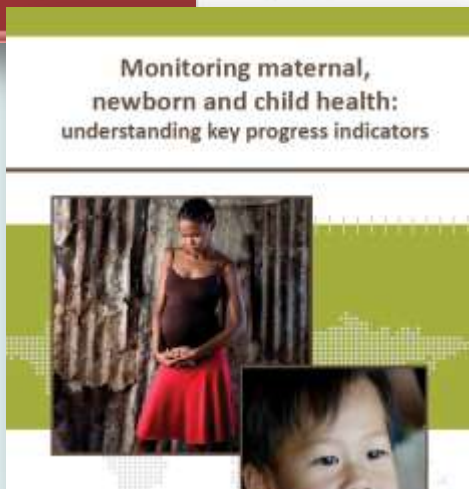


Countdown products

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

The first in a series of two-yearly rolling reviews of progress in child survival as called for in the Bellagio/Lancet Child Survival series 2003.



2008 in Cape Town



61 country delegations!

2010 in DC

Joint with Women Deliver

Plenary and 4 sessions:
Most highly rated by conference participants



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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

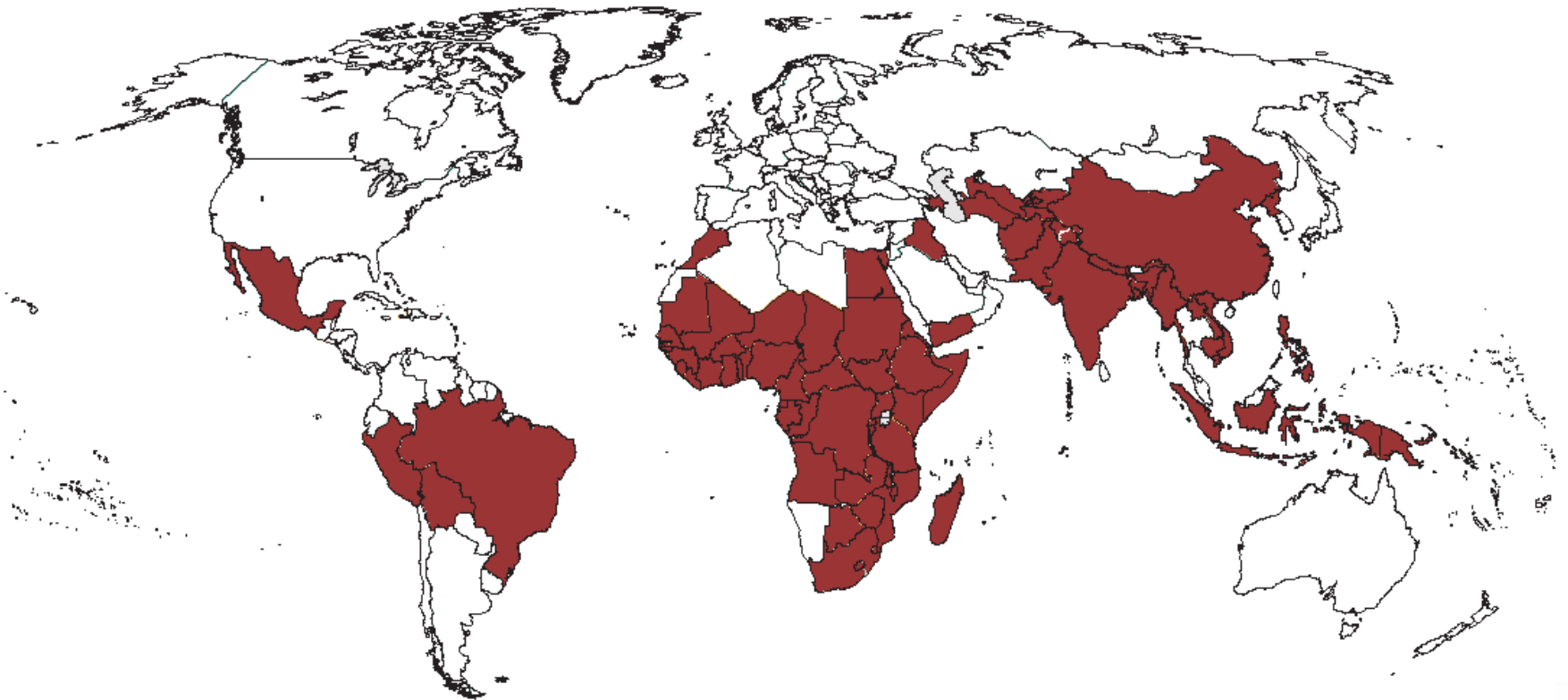
■ Nigeria, January 2011

- ⇒ 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:

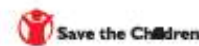
scientists/academics,
policymakers, public health
workers, communications
experts, teachers...

2. Governments:

RMNCH policymakers,
members of Parliament...

3. Organizations:

NGOs, UN agencies,
HCPAs, donors,
medical journals...



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www.countdown2015mnch.org

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



Thank you



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