Expansion & Outreach – lessons learned and opportunities
Working Together for better women's health

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*International Seminar on Breast Cancer – Mexico City, 18 November 2008*

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**Presentation Outline**

- Similarities and differences in the issues:
  - Breast cancer vs Maternal, Newborn & Child Health

- Expansion of Outreach: lessons learned in MNCH and from the developing world
  - Similar challenges, some differences
  - Partnerships for health communication – India example
  - Innovation for health communication: Art 4 Health
  - Partnerships beyond health – Developing regional initiative
  - Positioning the issue in existing global frameworks

- Upcoming opportunities for outreach

- Conclusions
Expansion of Outreach – Similar challenges to face

The need for:

- Awareness-raising and high-level advocacy
- Harmonization of messages – visual identity
- Community mobilization

- Not just one issue, but links to:
  - Gender issues: empowerment
  - Cultural, social factors
  - Economic development & inequities
  - Health systems
  - Prevention vs cure

However: MNCH high-burden countries concentrated in Africa and Asia – Breast cancer: more awareness on the developed world

Where do MNC deaths occur?

Of all the MDG targets, countries have made the least progress in reducing maternal mortality

Expansion of Outreach – Partnerships for health communication

- Work in India – Partnerships for innovative communication for health. Pilot: Orissa
  - Awareness-raising through community mobilization & media – public hearings and social watch
  - Listener radio groups, Kalyani health TV magazine –
  - Production and airtime in exchange for technical input –
  - Partnership between NGOs, Health Ministry, Media Corporations and Broadcaster
  - Kalyani Clubs – face to face discussions groups developed in collaboration with youth groups

Expansion of Outreach – Partnerships for health communication

- Work in India – Orissa state, some results achieved
  - Creation and use of checklists for the collection of data at the district levels
  - Higher accountability: claims for irregularities in entitlement benefits
  - Setting up of a grievance cell and complaint box
Expansion of Outreach – Examples Innovation in Communication

Using art to:
- Reach new audiences
- Increase awareness about reproductive health issues
- Promote action towards the improvement of women’s sexual and reproductive health conditions around the world

Outcomes:
- Higher visibility women's issues
- Attracted other audiences (art, media)
- Engaged new champions

New developing initiative – Partnerships beyond health

- Work in Latin American & the Caribbean: President Bachelet recently launched a regional initiative towards MDGs 4 & 5.
  - Linkages to social policies
  - Involvement of non-priority countries
  - Concept of South-South collaboration
  - Working with Ministries of Women, External Relations, Cooperation Agencies
  - Links to women's empowerment
  - Developing cooperation for public-private financing models
Lessons learned: Jeremy Shiffman’s framework analysis for the safe motherhood initiative

<table>
<thead>
<tr>
<th>Category</th>
<th>Factor</th>
<th>Status of safe motherhood initiative</th>
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<tbody>
<tr>
<td>Actor power</td>
<td>1. Policy community cohesion</td>
<td>Has been weak; now growing</td>
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<td></td>
<td>2. Leadership</td>
<td>Talented advocates, but leadership gap</td>
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<td>3. Guiding institutions</td>
<td>No strong coordinating mechanism</td>
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<td>4. Civil society mobilization</td>
<td>Only in a few localities; gender inequities</td>
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<td>Ideas</td>
<td>5. Internal frame</td>
<td>Difficulty generating; may be emerging</td>
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<td></td>
<td>6. External frame</td>
<td>Still being developed and tested</td>
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<td>Political contexts</td>
<td>7. Policy windows</td>
<td>Several significant ones, including MDGs</td>
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<td>8. Global governance structure</td>
<td>Not ideal for collective action in health</td>
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<td>Issue characteristics</td>
<td>9. Credible indicators</td>
<td>Maternal mortality hard to measure</td>
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<td>10. Severity</td>
<td>Fewer deaths than other conditions</td>
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<td>11. Effective interventions</td>
<td>Exist but have not been clearly explained</td>
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Positioning within global existing frameworks and commitments

Positioning the issue within the MDGs
- Opening the door to broader audiences – and different partners
- Making the link to social issues, poverty, development and economic progress
- Using existing resources, deadlines, targets and indicators – Aid effectiveness

22-26 Sept 2008: UN MDGs week
Special sessions on MNCH
Linking Health MDGs with Education & Development
Worked with all constituencies
Engaged top political leaders and brought forward specific commitments
Positioning the issue – tracking progress for accountability

- Countdown to 2015 for Maternal, Newborn & Child Survival
- Collaborative effort among partners

*Countdown [evolved] “into a scientific and social movement to prevent the needless deaths of millions of mothers and children.” He says: “At the half-way stage towards the Millennium Development Goals, Countdown symbolises a model for collaboration, evaluation, and action that has valuable lessons for many other domains in public health.”


Positioning the issue – raising awareness among policy makers

- Launch of the Countdown report parallel to the 118th Inter-Parliamentarian Union (IPU)
- Engaging Parliamentarians commitment – Statement of commitment signed
- On-going discussions in the Philippines, Cambodia and Ethiopia.
- Countries to report on progress at the 2009 IPU (Addis-Ababa)
Upcoming opportunities for outreach

- G8 WG – working together for Health
- Positioning the issue within the MDGs and in particular the Health MDGs – High-level events
- ECOSOC resolutions for tracking progress and monitoring accountability of commitments
- Digital Health Initiative 2008-2010 – UN Office for Partnerships
  - High-Level meeting on Africa's development needs – collaboration with the H8 partners
  - Strategies & Solutions for Global Health, Technology & Development –Partnerships in practice (Windsor 8-9 December)

MNCH & Breast Cancer: Programmatic linkages

- Antenatal Care: opportunity for information

![Graph showing coverage estimates for interventions across the continuum of care in the 6th priority essentics (2005-06)](image)
Conclusions

- Innovation in communication and outreach is key
- Synergies in awareness-raising efforts with other health issues can be explored
- Need for cooperation and linkages to other issues, including to MNCH programs
- Opportunities for action next year