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Briefing Note

Deliver Now India: Overview, Timeline & Next Steps

Overview

The Deliver Now India campaign combines advocacy, communications and community mobilization strategies¹ to accelerate progress in achieving Millennium Development Goals 4 and 5. The campaign is facilitated by The Partnership for Maternal, Newborn and Child Health (PMNCH), and is implemented through the combined efforts of the White Ribbon Alliance for Safe Motherhood, India (WRAI)², and Development Media International (DMI)³.

Using the Deliver Now platform, WRAI will support community mobilization efforts to enhance demand for the delivery of maternal, newborn and child health (MNCH) services via public rallies, public hearings, and local media sensitization on MNCH issues. As part of this process, WRAI will work with local civil society organizations to enhance their advocacy and communications capacity on maternal and child health issues by developing a "checklist of entitlements" of government benefits relating to MNCH that are to be shared with communities to support local advocacy efforts for the realization of these benefits. This is a 9-month pilot project, funded by DFID.

In coordination with White Ribbon's advocacy and social mobilization efforts, DMI will build on a long-standing relationship with India's national broadcaster, Prasar Bharati Corp., to develop greater institutional capacity to deliver effective entertainment-education TV and radio programming on MNCH, promoting measurable public changes

¹ Terms used as follows: *Advocacy* is a broad set of coordinated interventions designed to place an issue high on the political agenda, foster political will and increase/sustain financial and other resources. *Strategic communications* seeks to create and improve awareness among the general public of an issue and the services associated with it (standards, availability, etc.), with the goal of contributing to positive behaviour change. *Social mobilization* attempts to convert knowledge into demonstrable action, ie, the process of generating public will by actively securing broad consensus and commitment among communities to address an issue for themselves.

² White Ribbon Alliance for Safe Motherhood, India, is a voluntary advocacy alliance formed in 1999. It is served by a secretariat hosted by the Delhi-based office of the Center for Development and Population Activities (CEDPA), a leading US-based international NGO. At the national level, WRAI consists of more than 80 member-organizations across India and five state-based chapters, representing NGOs, donor agencies, multilaterals, and individuals. It is part of the global White Ribbon Alliance, whose secretariat is based in Washington, DC. WRAI is coordinated nationally by Dr. Aparajita Gogoi.

³ Development Media International is a London-based health media consultancy directed by Roy Head, formerly head of health at the BBC World Service Trust. Under Mr. Head's tenure, the BBC implemented several highly successful mass-media campaigns, including leprosy and HIV/AIDS in India (1999-2005) and maternal and child health in Cambodia (2003-2005). The Deliver Now India broadcast campaign is headed by Pia Marquard, an international TV producer/trainer who has worked extensively for the Canadian Broadcasting Corp.

in knowledge, attitudes and behaviours/practices (KAP/B) and promoting positive social norms. Messages will be in line with Government of India public policy on maternal, newborn and child health, enhancing the strategic communication ability of the health system and encouraging the political will of the state to deliver on MNCH issues. This is a 12-month pilot project, co-funded by DFID and NORAD, ending in July 2008.

An endline KAP/B study will be carried out in May 2009 to capture pre/post changes against a baseline study implemented in September 2008. The endline study (N=1280) will be supervised by Dr. Valerie Curtis of the London School of Hygiene and Tropical Medicine. It is expected to result in the dissemination of rich data and analysis about the impact of advocacy and strategic communications on MNCH. This quantitative study will be accompanied by 30 in-depth interviews and focus group discussions.

Timeline: Inception to Present

Apr 2007: As part of the process of planning for the launch of the Global Business Plan for MDGs 4 and 5, The Partnership commissions a report from Options Consultancy of the UK about enhancing advocacy for MDGs 4 and 5, including a case study on Orissa, India. The report is co-funded by DFID and NORAD. Recommendations include the urgent implementation of a global advocacy and communications campaign on MNCH (launched in Sept. 2007 as Deliver Now for Women + Children in association with the Global Campaign for the Health MDGs), including the facilitation of country-level alliances to enhance social mobilization and behavioural change at political and community levels. The Partnership identifies Orissa as a suitable pilot location for this work given the rich findings of the Options report and the coordinating capacity of the White Ribbon Alliance for Safe Motherhood, India.

June-Oct. 2007: The Partnership and the White Ribbon Alliance design a multi-faceted political advocacy-strategic communication-social mobilization campaign for Orissa, India. The Partnership mobilizes resources from DFID for a 9-month pilot project to be led by the White Ribbon Alliance as well as co-financing from NORAD for a 12-month state-wide behavioural-change media campaign.

Nov 2007-Mar 2008: The Partnership issues an international tender for a TV/radio campaign and media capacity building project, and selects Development Media International for the contract, to begin in July 2008 with Doordarshan TV and All India Radio under Prasar Bharti Corp.

Apr 2008: White Ribbon Alliance launches Deliver Now India on National Safe Motherhood Day with simultaneous events and press conferences in Delhi and Orissa.

Apr-July 2008: The Orissa chapter of the White Ribbon Alliance begins implementation of the Deliver Now India campaign in 12 districts of Orissa, based on the theme of "Know Your Entitlements". Outputs include the design and training of WRAI Orissa members on an "entitlement checklist" of government benefits on MNCH to enhance community demand. The first Deliver Now India public rally and hearing is held in Bolangir, Orissa, in July 2008, attended by more than 1,300 people and chaired by the district's top official. Outcomes include the establishment of a district-level grievance office for MNCH issues, including the introduction of a

complaint box at the district hospital; a plan for the district chief medical officer to present monthly data on MNCH services and outcomes at district council meetings; and extensive media coverage of the rally and hearing. (See "Voices from the Public: Speaking Out on MNCH Deaths" below.) Similar rallies and hearings will be held in 11 other districts in Orissa, re: White Ribbon progress report (June 2008):

<http://www.who.int/pmnch/activities/delivernow/en/index6.html>

July 2008: More than 60 stakeholders (donors, government, NGOs, health professionals) attend a national consensus-building meeting co-hosted by WRAI and The Partnership in Delhi. The meeting establishes broad consensus on priority MNCH messages and audiences at the national level, with guidance for implementation of the media campaign in Orissa. The Partnership facilitates a country visit by the DMI media team to Delhi and Orissa ahead of media campaign implementation in Sept. 2008, including a presentation to 50 district-level health officials.

Next Steps: Aug. 2008-July 2009

Aug-Oct 2008: Baseline study of knowledge, attitudes and practices/behaviours to be carried out among 1,280 respondents in Orissa by GfK Mode Pvt. Ltd of Delhi, supported by White Ribbon Alliance and the London School of Hygiene and Tropical Medicine. The Partnership continues to provide technical assistance in the design of Deliver Now India, collaborating with White Ribbon on the creation of concept note for Phase II activities in Orissa and other priority states in India that combine political advocacy and social mobilization work with media-based strategic communications on maternal, newborn and child health issues. The Partnership facilitates discussions between White Ribbon and Doordarshan TV about possible collaboration on the expansion of maternal, newborn and child health "Kalyani" clubs -- community-based discussion clubs based on the popular Doordarshan health-magazine show highlighting MNCH issues.

Sept-Dec. 2008: Pre-production, production and focus-group testing of MNCH spots and mini-dramas produced by Doordarshan and All India Radio in association with DMI and White Ribbon. Continued organization and publicity for public rallies and hearings by White Ribbon Orissa. Media capacity training on MNCH issues by DMI in collaboration with White Ribbon, including print media. The Partnership mobilizes resources for Phase II of Deliver Now India.

Jan-June 2009: Prime-time broadcasting of MNCH spots and mini-dramas produced by Doordarshan and All India Radio in association with DMI and White Ribbon. Phase I of White Ribbon project ends in Jan. 2009.

May-July 2009: Endline study of impact of Deliver Now Orissa on public knowledge, attitudes and practices/behaviours (KAP/B) carried out by GfK Mode under the supervision of the London School of Hygiene and Tropical Medicine. The Partnership supports dissemination plans for findings of endline studies. Phase I of DMI project ends in July 2009.

Voices of the Public: Speaking Out on MNCH Deaths

Excerpted comments from the floor during a public hearing in June 2008 in Bolangir, Orissa, organized in association with the Deliver Now India campaign. Approximately 1,300 community members attended a public rally and meeting, chaired by Bolangir's top official, the district Collector.

"When a maternal death occurs, our family is ruined. You, the Collector, never feel the sorrow and pain that our families feel. You are meant to provide a quality service, but we are not getting it. So whom do we hold accountable for maternal deaths?"

"Answer us before you give any speeches. Can you identify one woman in this huge gathering who has given birth safely in a hospital without bribing?"

"Because of the provider's bad behaviour, rural woman do not want to come to the hospital. When a woman is pregnant and delivering in pain and fear, she should be treated well. It's not me I'm talking about; I'm speaking on behalf of all women."