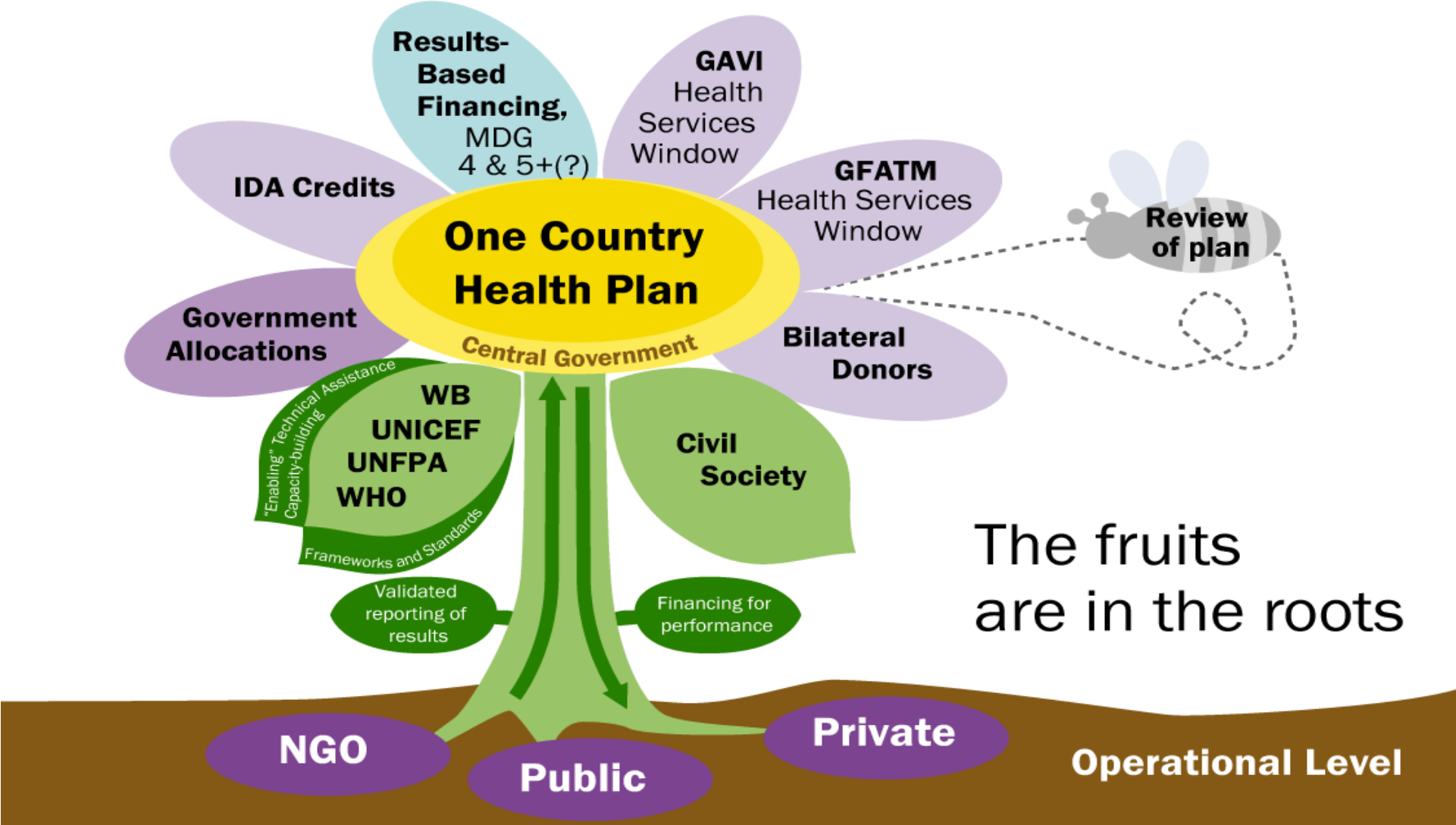


The Flower Diagram





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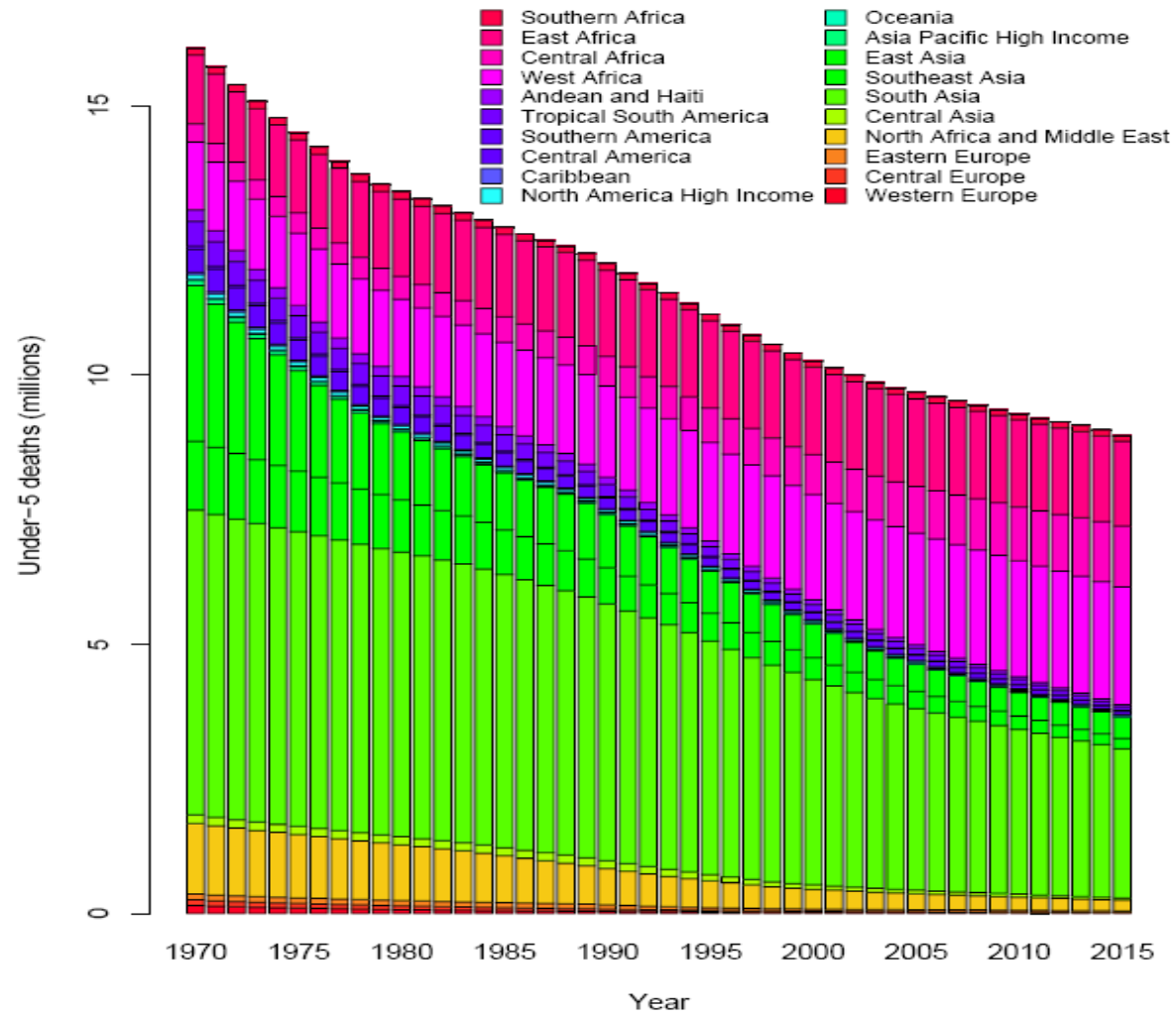
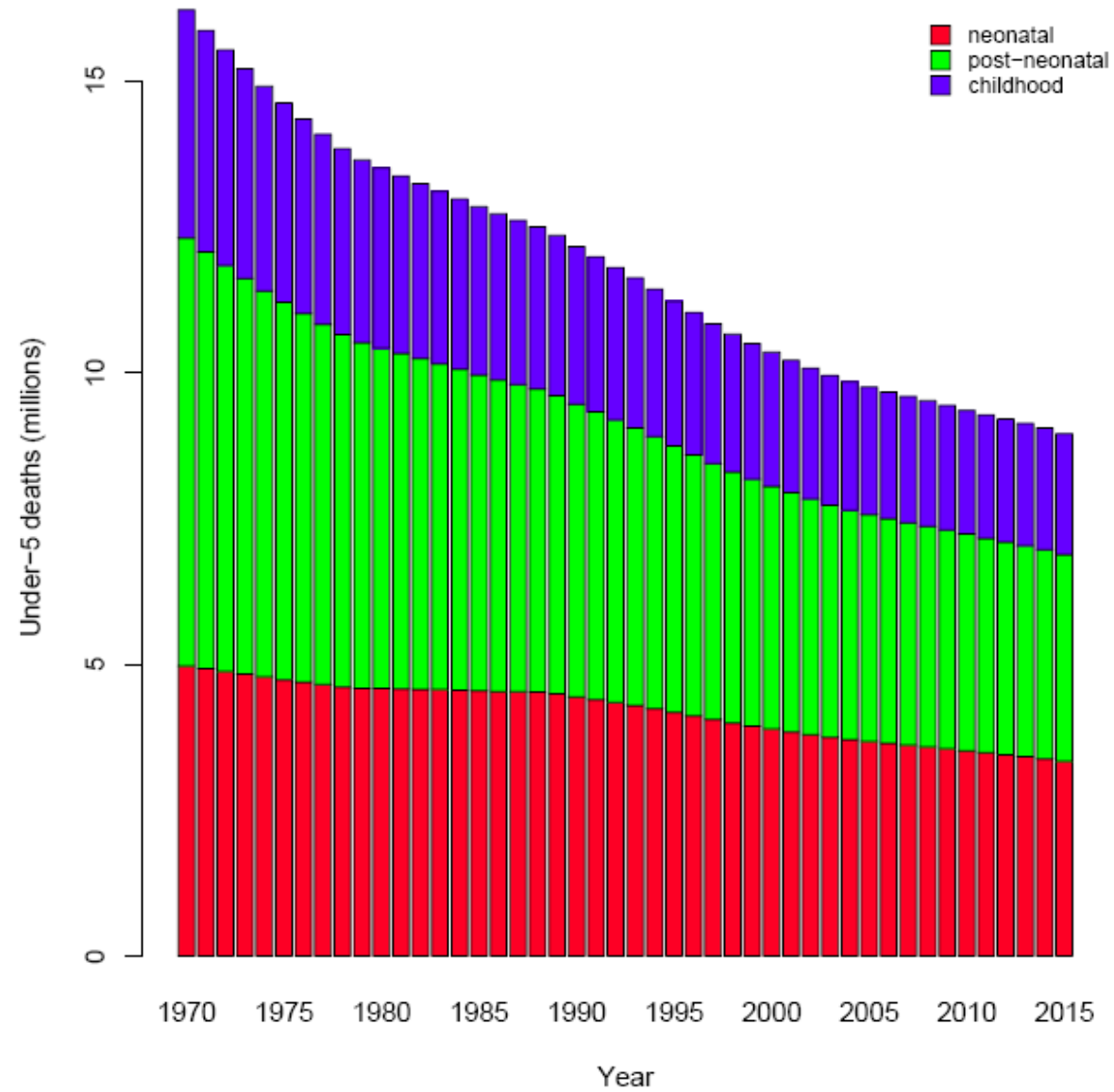


Figure 4: Regional composition of the estimated global time-trend in under-5 deaths.



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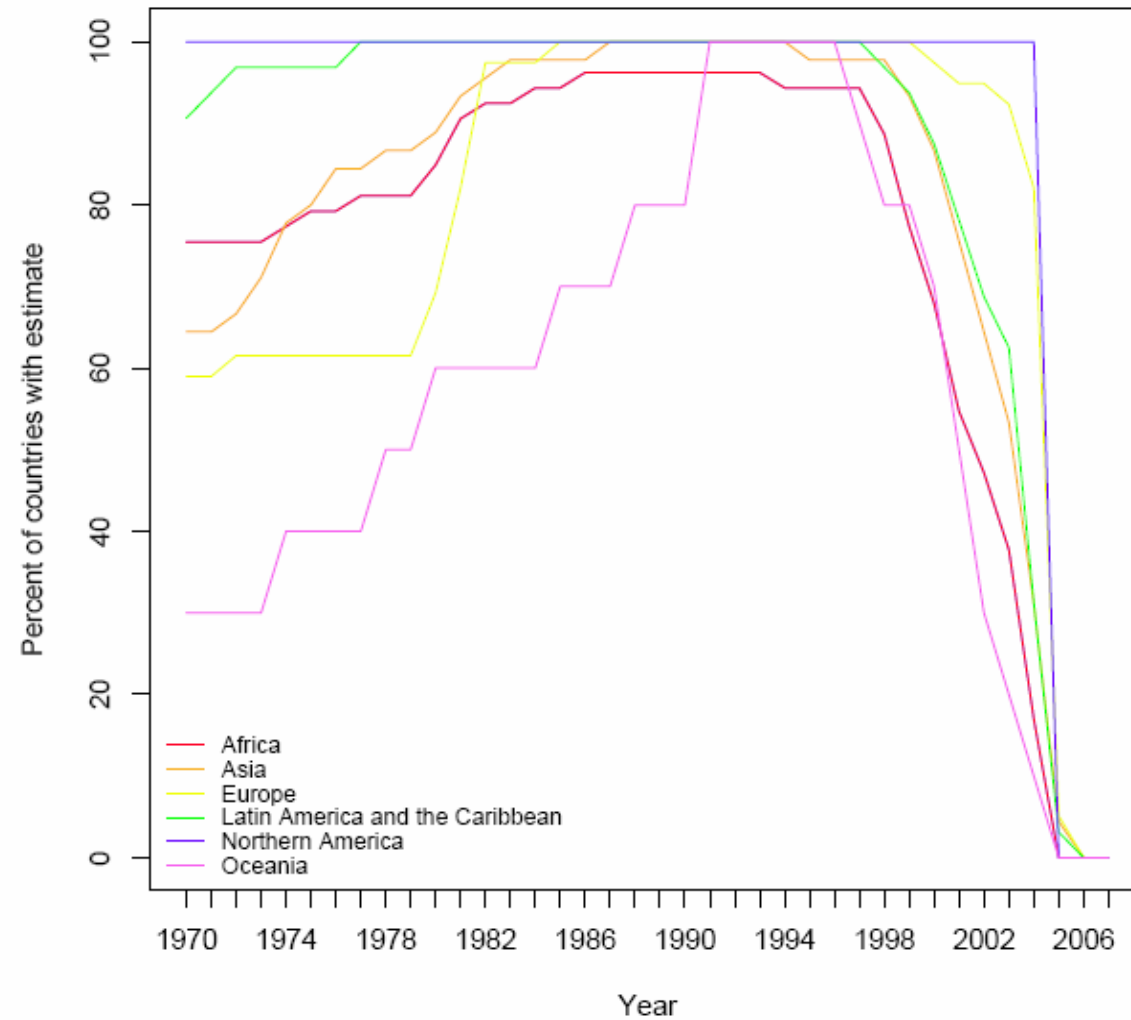
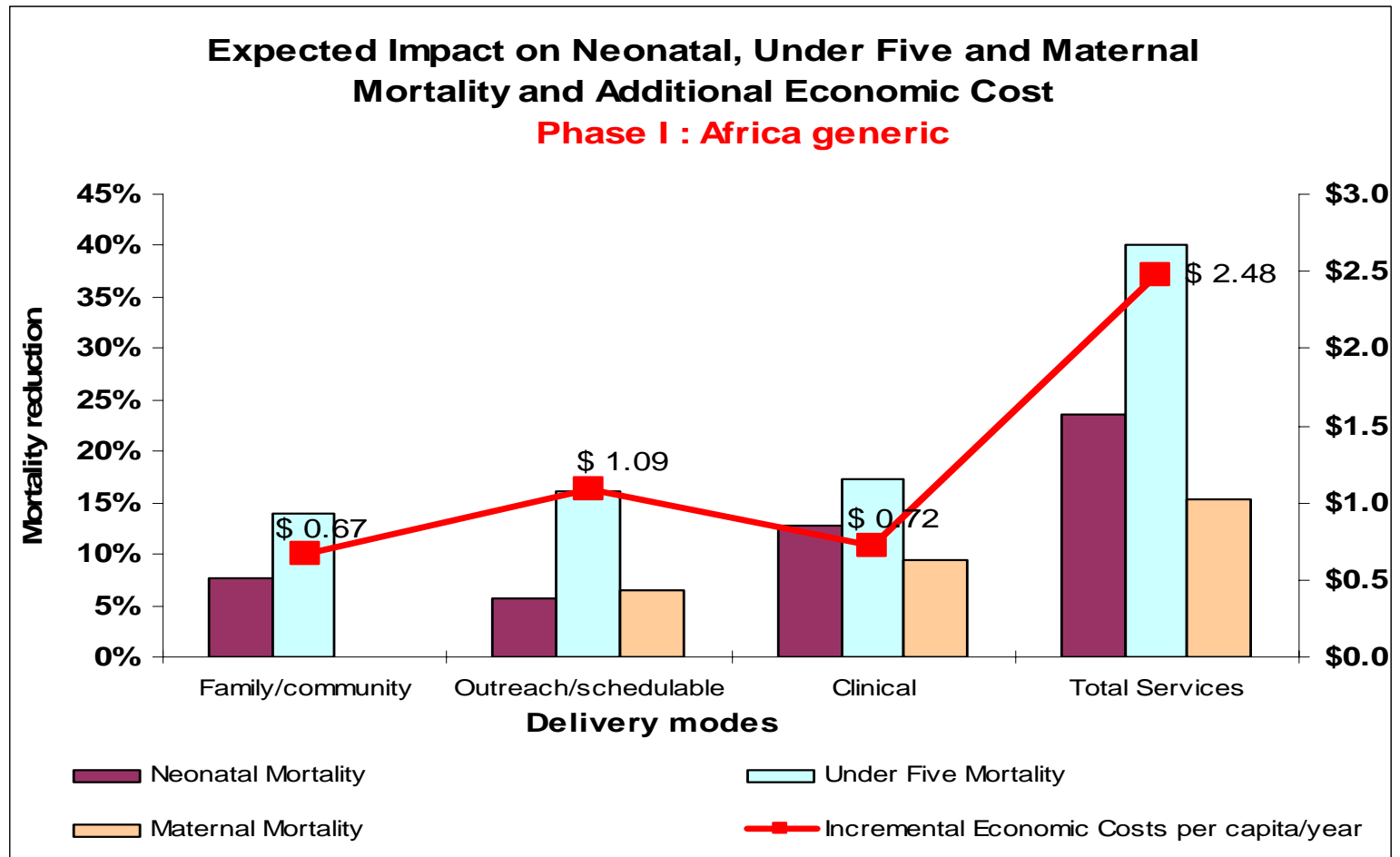


Figure 1: Percent of countries with an empirically informed estimate of 5q0 by year, for each of the major UN regions.

Incremental Package at Scale: Saving 2.5 million lives per year



Key Elements in implementation

1. To achieve agreement among donors to concentrate funding in support of each country's national health plan, since funding today is scattered on a multitude of different health initiatives (led by UK);
2. To sharply increase access to life saving services for mothers, newborns and children (led by countries, AU, UN and Canada);
3. To introduce and scale up results-based finance, so that increases in the number of people receiving care leads to a corresponding increase in funding (led by the Bill & Melinda Gates Foundation);



Key Elements in implementation

4. To launch a global campaign to build political commitment.
5. To strengthen local advocacy (led by the Partnership for Maternal and Newborn Child Health and NGOs).



Sections of the Global Business Plan

1. Why is the GBP needed (chapter 1 of the concept paper revised based on comments)
2. What is the GBP: goals, objectives, priorities, roles and responsibilities
3. The five key implementation elements of the GBP
4. Targets for scaling up, identified financing gaps monitoring progress.
5. Next steps