

## The Partnership Update- Autumn 2008

### Advocacy

#### **A week in Focus: World leaders re-commit to achieving Millennium Development Goals**

United Nations, New York  
22-26 September 2008



A full week of High-Level meetings, including the United Nations General Assembly, focused on re-commitment and energizing action to achieve the Millennium Development Goals (MDGs) -- producing unparalleled commitments aimed at saving mother, newborn and child lives.

A key event was the special session hosted by the presidents of Chile, Finland, Tanzania and Norway: "Commitment to Progress for Maternal, Newborn and Child Health (MNCH)", co-organized by The Partnership. Throughout the week, leaders in record numbers spoke about the world tragedy that almost 10 million women and young children die each year, and made commitments to new and renewed action and funding to improve maternal, newborn and child health (MNCH) and help the world achieve MDGs 4 & 5.

At the end of the week, a UN-backed task force was announced, co-chaired by British Prime Minister Gordon Brown and World Bank President Robert Zoellick, to focus on innovative financing to strengthen health care systems, including reducing maternal and child mortality.

Find full details, speeches, commitments and press statements from the special session and the week in New York on our website at [Week in Focus: High-Level meetings at the UN from 22-26 September](#).

#### **Successful Leadership- Country Actions for Maternal, Newborn and Child Health**

New publication



Leaders who have made a difference in saving maternal and child lives shared their decisions and success stories in a new document distributed at the UN High-level events: [Successful Leadership- Country Actions for Maternal, Newborn and Child Health](#).

Despite progress towards achieving the MDGs related to mothers and young children--MDG 4 & 5-- the world is behind schedule. The premise of this new publication: that commitments and action by decision-makers do make a difference.

*Successful Leadership* celebrates success stories from countries with high maternal, newborn and child mortality and highlights specific actions taken towards achieving Millennium Development Goals 4 and 5 on maternal, newborn and child health. Although not a comprehensive assessment of the progress made by individual countries, the stories demonstrate the importance of five factors: Successful Political Leadership; Sound Health Policies; Effective Financing; Strong Health Systems; Action to Achieve Equity.

Download [Successful Leadership- Country Actions for Maternal, Newborn and Child Health](#) from our website, share it with your country leaders. To order copies, please email: [pmnch@who.int](mailto:pmnch@who.int)

### Actuemos YA por las Mujeres y los Niños

Santiago, Chile, Launches  
19 September 2008



A major MNCH commitment and regional initiative were announced by two world presidents and regional leaders in Chile in September. President Bachelet of Chile and Prime Minister Stoltenberg launched "Actuemos YA por las Mujeres y los Niños" along with Regional Director of WHO Dr Mirta Roses and high-level representatives from countries across the region. Partners in the Latin American region will meet before the end of the year to continue development of the Regional South-South cooperation plan

Developed by representatives from several countries and constituencies, the first phase will include technical cooperation between four initial countries - Brazil, Chile, Bolivia and Ecuador, with hopes to expand to the highest burden countries. From 2010, the second phase will include advocacy, monitoring and evaluation, financial, technical and scientific activities and also be rolled out in Nicaragua, Paraguay, Peru, and Uruguay. National and regional media and advocacy campaigns with Goodwill Ambassadors are also planned. [Our website has details in English and Spanish.](#)

### Countdown to 2015 at the 119th IPU Assembly

13-15 October 2008



The Inter-Parliamentary Union's (IPU) 119th Assembly held in Geneva provided Countdown partners with another opportunity to inform Parliamentarians regarding maternal and child health. The Assembly gathered more than 500 Parliamentarians from over 130 countries - among them some 40 Speakers of Parliament. The Countdown to 2015 was given a presence at the Assembly to disseminate data and the *2008 Countdown Report* and address parliamentarians.

On 15 October, Dr. Francisco Songane, the Director of the Partnership, addressed the IPU General Council on behalf of the Partners of the Countdown to 2015 Initiative. [Full details can be found on the Countdown website.](#) Look as well in the coming weeks for an updated version of the Countdown website.

## In Countries

### Health Care Professional to meet

Dhaka, Bangladesh  
22-25 November 2008

Representatives of health care professional associations from Afghanistan, Bangladesh, India, Myanmar, Nepal and Pakistan, as well as ministries of health and regional agency and association will gather over three days to discuss the challenges faced by health care workers to advance MNCH and their role in achieving MDGs 4 and 5.

Health care professional groups will discuss bottlenecks blocking optimal performance in advocacy, planning, quality improvement, human resources and in organizational strengthening. Presentations on best practices and challenges in the five areas will be followed by panel discussions and group work. The output will be an 1-2 year action plan consisting of achievable targets which the health care professional associations will be expected to implement. Regional associations, ministries of health as well as international agencies will be present to familiarize themselves with the issues and identify ways in which they can support actions.

Find the draft agenda, more details and reports following the meeting [on The Partnership website.](#)

## Balangir, Orissa, India

India's "Deliver Now" advocacy and media campaign - coordinated by White Ribbon Alliance for Safe Motherhood India and supported by The Partnership - is moving into high gear. Activities focus on the high-mortality state of Orissa in eastern India and include: high-profile community rallies, public hearings and a state-wide TV/radio campaign with radio spots and dramas to promote positive MNCH behaviours. Partners include the Ministry of Health and Family Welfare and Doordarshan TV and All India Radio. Formative and evaluation research will be conducted by the London School of Hygiene and Tropical Medicine.

Eleven rallies/public hearings are planned for November. The overall impact of the advocacy campaign will be captured in an endline study conducted in January 2009 by a Delhi-based research agency. [Find more details on the India activities on the website](#)

## Tanzania

Partners in Tanzania continued to advance the planning for Deliver Now Tanzania, to be coordinated by White Ribbon Alliance for Safe Motherhood Tanzania through a series of meetings in August 2008 convened by the Ministry of Health and Social Welfare (MoHSW). Plans include: a major advocacy and communications training program, a dedicated community mobilization drive in Arusha, and a national media campaign to promote positive MNCH behaviours and a workshop on strategic communications related to MNCH for MoHSW and local government leaders. [Find more details on the initiative on the website.](#)

## The Partnership

### Board Retreat 13-14 September 2008

The Partnership for Maternal, Newborn and Child Health was established in 2005. Three years into its mandate there is strong agreement among its constituency bodies that the original goals of the Partnership are still valid. A formative evaluation conducted in 2008 re-affirmed this commitment, while identifying both strengths and challenges in terms of the Partnership's structure and governance. These and related issues were discussed in depth at a facilitated Board Retreat in September 2008, which focused on changes needed to the Partnership's aims, structures, and ways of functioning in order to enable it to fulfill its potential.

## New on The Partnership Web

### [Constituency links](#)

Check out some of the additions/changes to The Partnership website.

A series of special link pages have been created targeted at [The Partnership's constituencies](#). Find and bookmark your favorite!

### [Resources](#)

We have also expanded and reorganized the [Resources section](#) to make it easier to find information! Resources are now sorted by both **Topic** and **Type**. Several new topics have been added, including [Notes from the Field](#), [MNCH libraries/databases](#) and related [MNCH Blogs](#).

During the last several weeks, more than a hundred new resources have been added to the site. Find the latest additions easily by going to: [All Resources-Chronological](#). The entries on the top are the latest.

## [Media Centre](#)

The [Media centre](#) is also being revised. We have started three distinct news channels:

- Check out [The Partnership news](#) for PMNCH news and stories
- Check out the [Member news](#) for news and events information by member organizations
- Check out the [Maternal, newborn and child health issues](#) in the media page for key media articles and clips on our common issues

Watch for more developments in the coming months aimed to give you more up-to-date and comprehensive information on our key issues and activities.

## [Events- Coming up](#)

--8 November 2008: [BBC World News TV series - Survival: Child Survival](#)

10-11 November 2008: [Board meeting: The Partnership](#)

-17-19 November 2008: [Global Ministerial Forum on Research for Health](#)

-22-25 November 2008: [Health Care Professionals- Dhaka, Bangladesh](#)

-24-25 November 2008, Kampala, Uganda :[ICPD at 15](#)

-25 November 2008: [International day to eliminate violence against women](#)

-26-28 November 2008: [Parliamentarians take action for MNCH](#)

[Full Calendar of Events](#)

[Share your Events with others](#)

## **Share your news + Resources On The Partnership Website** [www.pmnch.org](http://www.pmnch.org)

[Share your news, events and resources](#)

Look for the **Latest Highlights and Additions from Partners and The Partnership** on our home page. We constantly update our website with news regarding maternal, newborn and child health, as well as meetings and actions of our Partners.

The archives are growing, and we urge you all to share your organization's events resources, publications, blogs and best practices from the field to be shared in the Events and Resource centres. We also want your news and media articles to be added to Member News and MNCH in the media sections.

Please share with The Partnership community on the website by sending us your information and using the [Partnership Website Contribution Form](#).

As well, you may send your news stories to [namjilsurent@who.int](mailto:namjilsurent@who.int) for posting in the Media section.

We appreciate your comments on the changes: please write to us at [pmnch@who.int](mailto:pmnch@who.int)

## **The Partnership**

We welcome your comments.  
Write to The Partnership by email:  
[pmnch@who.int](mailto:pmnch@who.int)