



# History of Countdown to 2015

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**#CD2015**

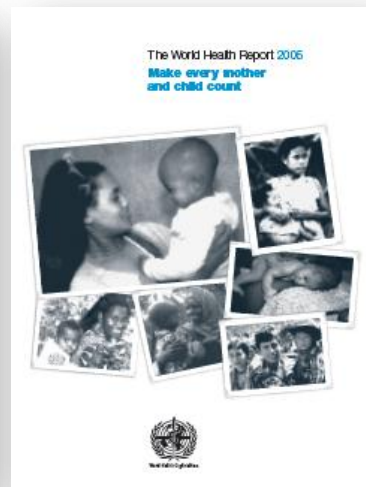
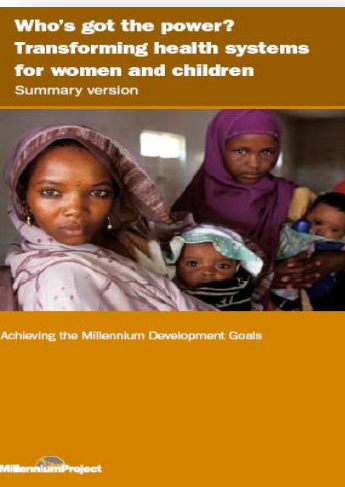
# Countdown Origins

*2003 Lancet* Child Survival Series

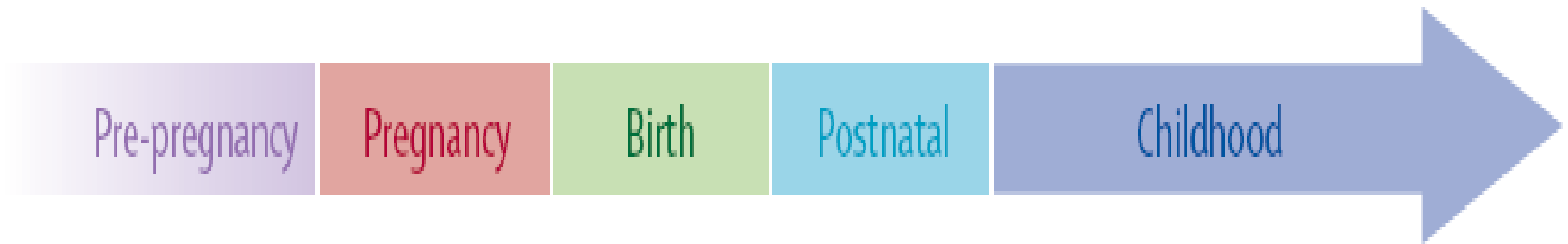
*2005 Lancet* Neonatal Series

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



# 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...



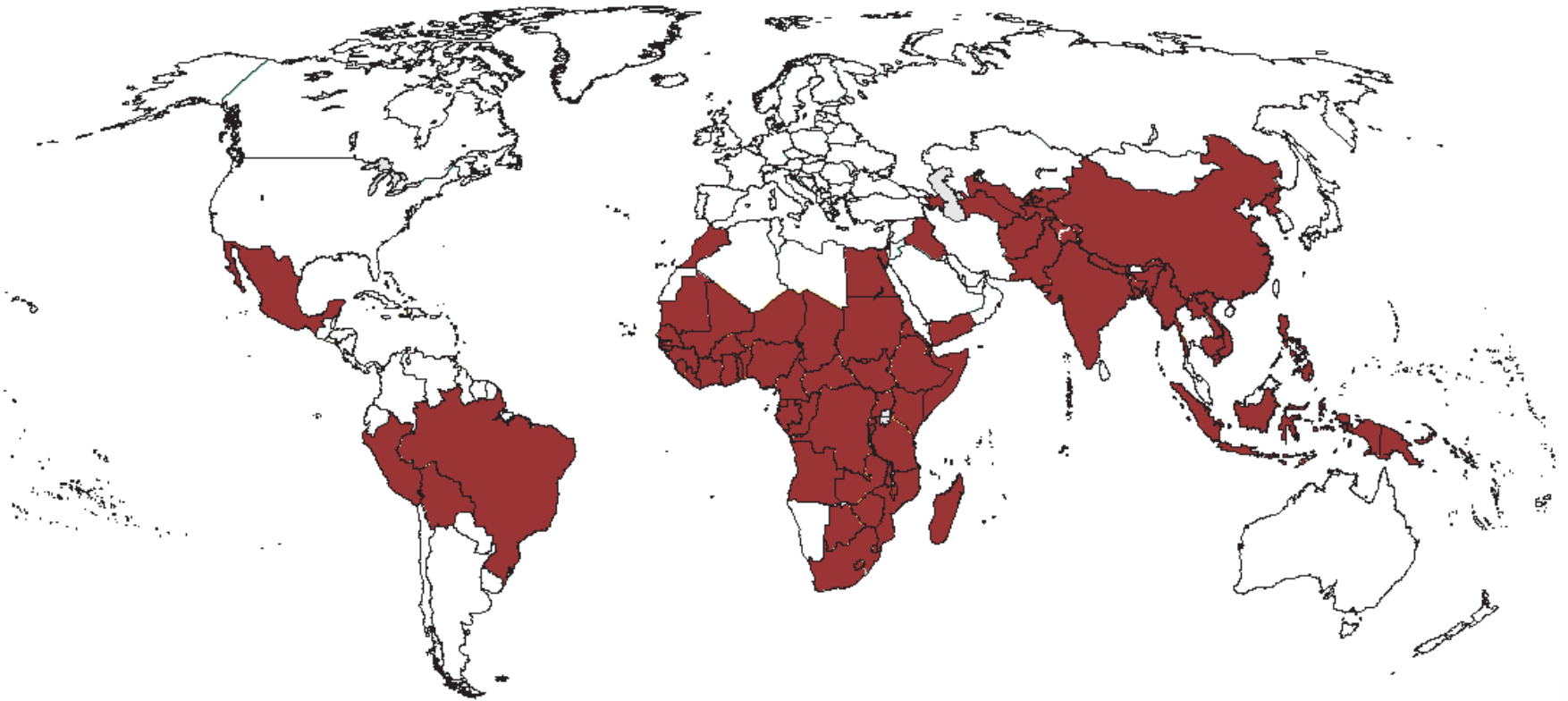
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[www.countdown2015mnch.org](http://www.countdown2015mnch.org)

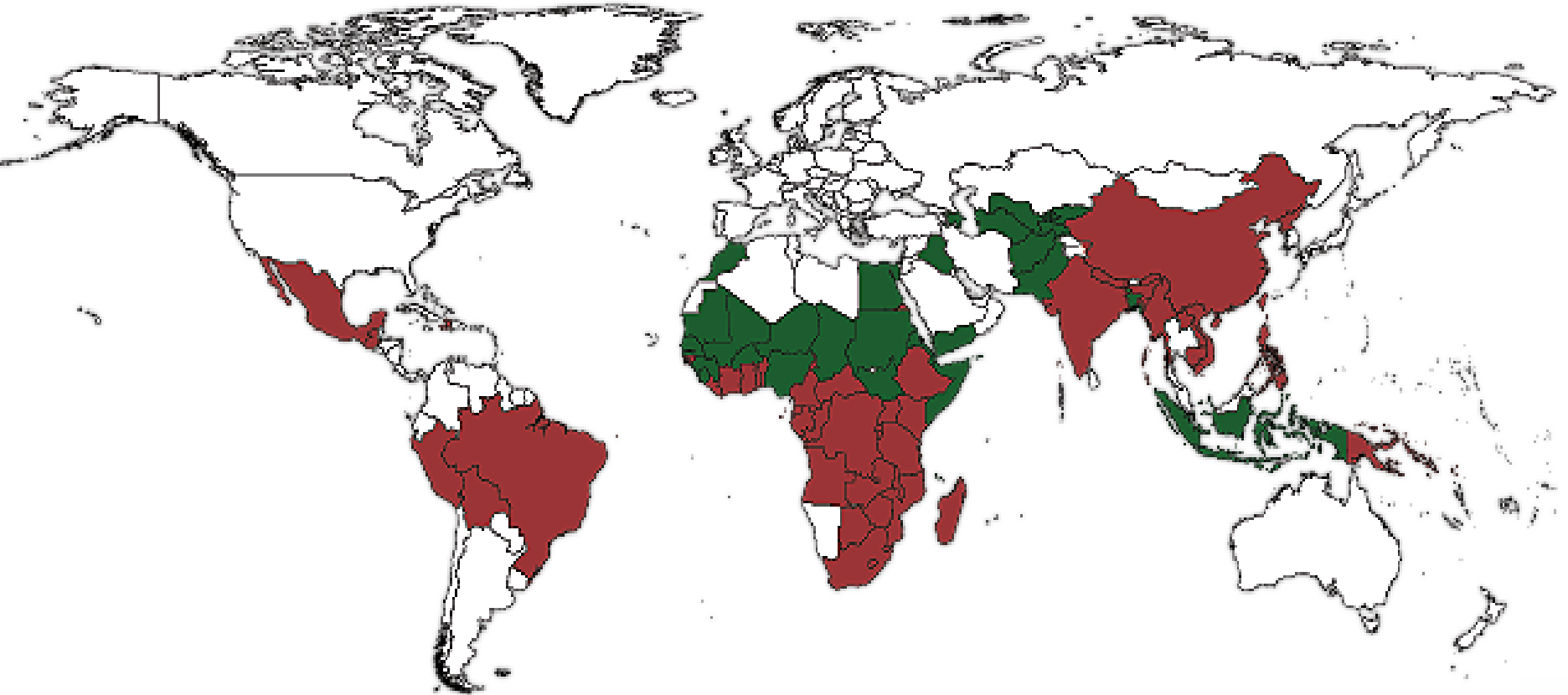
# Where is Countdown?

75 countries that together account for > 95% of maternal and child deaths worldwide.

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**Islamic Countries in Countdown:** 39 countries with ~ a third of all maternal and child deaths worldwide & > 80% of the burden of the Islamic world.

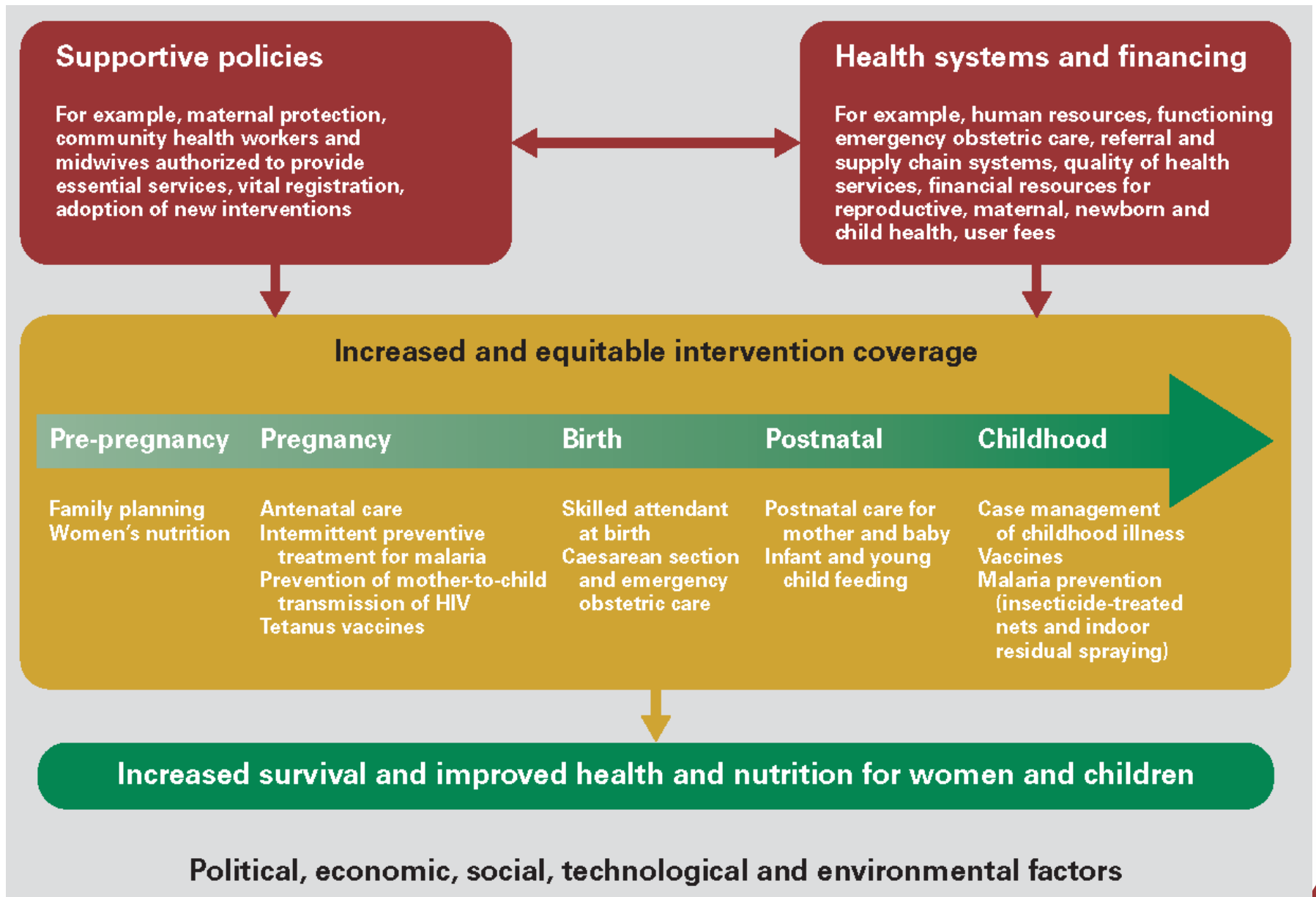


# Countdown Aims

- 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



# Four Technical Working Groups, each responsible for conducting R&A

Political, economic, social,  
technological, environmental factors

## Financial Flows

- ODA
- Domestic

## Health Systems & Policies

- Human resources
- Policies
- Health systems Strength

Health System

## Coverage

- Health status
- Coverage

Family &  
Community

## Equity

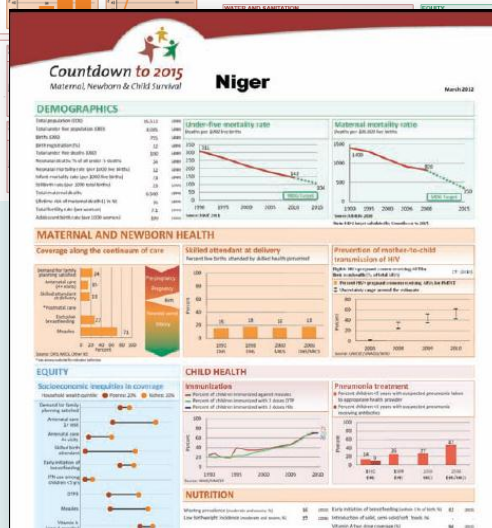
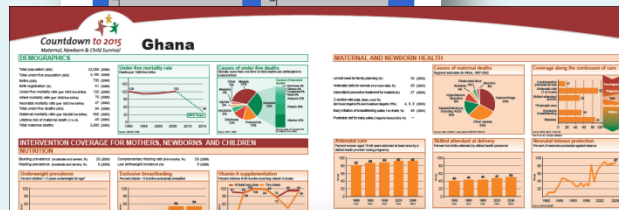
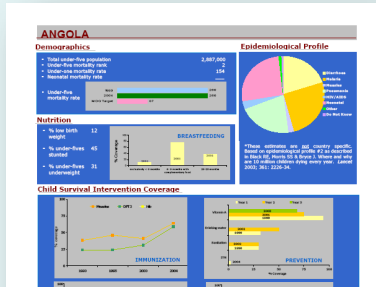
- SES
- Gender
- Geographic

# Countdown products

Reports & media materials

Country Profiles

Publications



## From Technical Working Groups

**Mind the gap: equity and trends in coverage of maternal, newborn, and child health services in 54 Countdown countries**

**Countdown to 2015: assessment of donor assistance to maternal, newborn, and child health between 2003 and 2006**

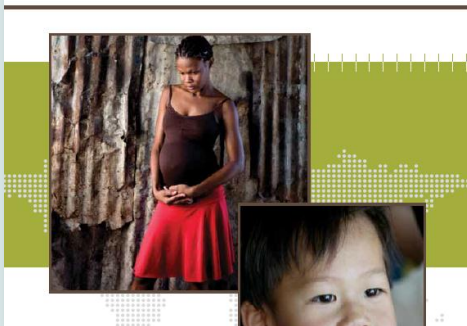
**Assessment of the health system and policy environment as a critical complement to tracking intervention coverage for maternal, newborn, and child health**

## And from countries

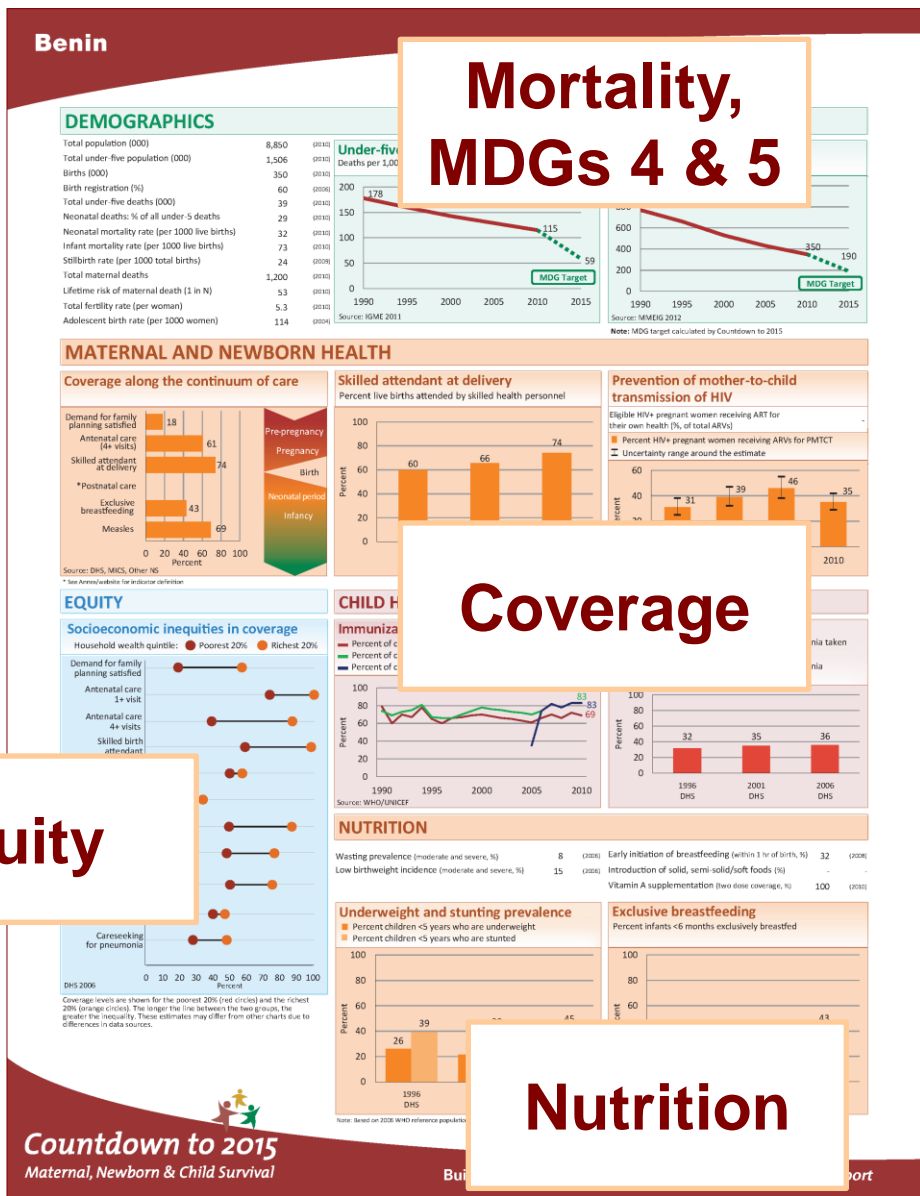
**Child survival gains in Tanzania: analysis of data from demographic and health surveys**

**Every death counts: use of mortality audit data for decision making to save the lives of mothers, babies, and children in South Africa**

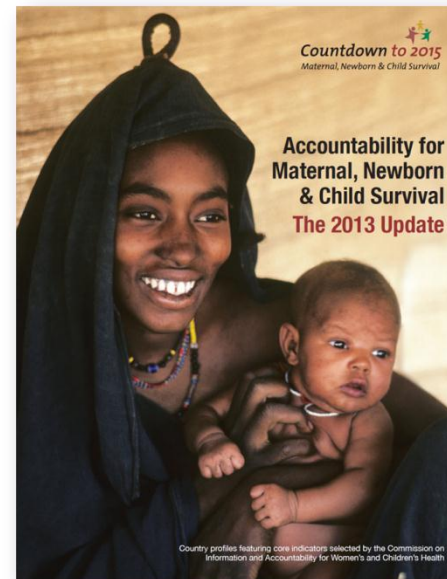
Monitoring maternal, newborn and child health: understanding key progress indicators



# Countdown profiles present latest data for each country



First page of country profile highlights all COIA indicators; 1-page profiles will be published annually



# Countdown profiles present latest data for each country

**Benin**

Causes of death

**DEMOGRAPHY**

**Causes of under-5 mortality**

**MATERNAL AND NEWBORN HEALTH**

**Antenatal care**  
Percent of women aged 15-49 years attended at least once by a skilled health provider during pregnancy

Year	1996	2001	2006
Percent	80	81	84

**Water and Sanitation**

**Improved drinking water coverage**  
Percent of population by type of drinking water source, 1990-2010

**Improved sanitation coverage**  
Percent of population by type of sanitation facility, 1990-2010

**1997-2007**

Regional estimates for sub-Saharan Africa

Maternity protection in accordance with Convention 183: Yes

Specific notification of maternal deaths: Yes

Midwifery personnel authorized to administer core set of life saving interventions: Partial

International Code of Marketing of Breastmilk Substitutes: Yes

Postnatal home visits in first week of life: Yes

Community treatment of pneumonia with antibiotics: Yes

**Low osmolar management**

Rotavirus vaccine

**SYSTEMS**

Costed national plan(s) for maternal and child health

Density of doctors and nurses and midwives per 10,000 population

National availability of essential medicines (% of countries)

Per capita total expenditure on health (US\$): 65 (2006)

General government expenditure on health as % of total government expenditure (%): 10 (2006)

Out-of-pocket expenditure as % of total expenditure on health (%): 47 (2006)

Official development assistance to child health per child (US\$): 22 (2006)

Official development assistance to maternal and neonatal health per live birth (US\$): 41 (2006)

Policies, systems, finance

Coverage

Water/sanitation

Building a Future for Women and Children The 2012 Report

Full two-page profiles include additional indicators; full report published bi-annually

**Countdown to 2015**  
Maternal, Newborn & Child Survival

**Building a Future for Women and Children**

**The 2012 Report**

Note: All 2012 Report data embargoed until 14 June 2012!



# 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



# Country Countdown Events & Products

## ■ 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

## ■ Niger, September 2012

- ⇒ Case study (Lancet)
- ⇒ Presentation at joint session with iERG (September 2012 in NY)

## ■ More coming as part of accountability agenda! <sup>15</sup>

# 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 and in-depth case studies focusing on subnational data and response





# Upcoming Countdown Events

- Presentation(s) at Women Deliver Conference, Kuala Lumpur, May 2013
- Country Countdown Orientation Workshop, Kuala Lumpur, May 31, 2013



# Thank you



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