The Countdown to 2015 for Maternal, Newborn and Child Survival

3 December 2007
Addis Ababa
The Countdown: What is it?

- A collaborative effort of concerned governments, partners and individuals
- Committed to tracking progress towards MDGs 4 and 5
- By reporting on coverage levels and trends
- For proven interventions to reduce maternal, newborn and child mortality
- On a country-by-country basis
Harnessing the power of good, recent, country-specific information.
Countdown History

2003

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Tracking Progress in Child Survival
Countdown to 2015


2005
Expansion to continuum of care, mothers-newborns-children
  - Priority countries
  - Interventions and delivery approaches/platforms
  - Indicators

Improvements in methods and transparency

Sustained commitment to coverage and accountability
Countdown to 2015
for Maternal, Newborn and Child Health
2nd International Conference
Cape Town, South Africa
17-19 April 2008
Preparations for Countdown 2008

- Policies, equity, health systems, financial flows
- Interventions, approaches, coverage indicators & data
- Event planning, advocacy, organization

Technical Report; Briefing packet with insertable country profiles

Countdown Issue of *The Lancet*; continuing papers over next 2 yrs