



## Director's Report

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## This report provides ...

- A discussion of the role played by the Partnership in activities undertaken in the past six months ► in 2 areas, advocacy and country support
- A presentation of new opportunities for the Partnership
- Some reflections on difficulties we face as a partnership and discussion points



# Global Political Advocacy – Global Business Plan ► Global Health Campaign

- The role of the Partnership
  - Ensuring that countries' perspectives are heard
  - Articulating the continuum-of-care concept
  - Emphasizing health systems strengthening
- Lessons learned
  - The process became complicated, rushed, and communication was poor
  - Linkages amongst the pillars of the Global Health Campaign need strengthening and clarity



# Global Political Advocacy – Deliver Now for Women + Children

- Role of the Partnership
  - To coordinate this initiative
  - Build the basis for country-level roll out
  - Define content and messaging
- Lessons learned
  - Relative high cost, especially for media component
  - Determining impacts of our advocacy efforts needs special expertise



# Country support – Creating an enabling environment in 3 countries

- Role of the Partnership
  - Supported health sector review in Ethiopia
  - Advocated for continuum-of-care approach with highly-placed decision makers in Nigeria
  - Assisted development of national PMNCH in Tanzania
- Lessons learned
  - Requests from countries are delayed – DRC not moving
  - Indicators still need to be defined and applied
  - Countries' expectations not in line with what The Partnership delivers



## New opportunities and future work

- G8 – a policy arena where the Partnership has influence, but we must develop
  1. A coordinated approach to access diverse political channels
  2. Consistent messaging aimed at sustaining the announced commitment to MNC health
  3. A partnership approach
  4. A concrete plan for follow-up



## New opportunities and future work

- What now for maternal health? – The *Women Deliver* conference focused attention on a strong single message, we need to
  1. Consolidate the consensus reached
  2. Build on this consensus and express the continuum-of-care
  3. Maintain the momentum and disseminate the common message



## New opportunities and future work

- Take *Deliver Now* advocacy drive to countries, this will
  1. Provide a dynamic platform for supporting the initiatives of many partners
  2. Involve NGOs and civil society, especially
  3. Emphasize demand generation and accountability
  4. Build on existing initiatives





## Discussion points -- policy/strategy level

- Do we have a shared vision for the Partnership?
- Are partners aligned? Speaking with one voice?
- Competition persists – for funds, recognition, visibility, results – how to model a partnership approach at the global level?
- How can partners enhance overall effectiveness of the Partnership?



## Discussion points -- operational level

- Slow progress implementing country support – is our role clear?
- How to capture impacts of our advocacy work?
- Does the working group structure need to be revisited?
- Is Board membership optimal in terms of providing strategic guidance?
- How to move towards multi-year work planning? (the environment is still evolving)

