



EVERY WOMAN  
EVERY CHILD

# EVERY NEWBORN

AN ACTION PLAN TO END  
PREVENTABLE DEATHS

## Outline



COMMITTING TO CHILD SURVIVAL  
A PROMISE RENEWED



# What is the Every Newborn Action Plan?

A roadmap for change

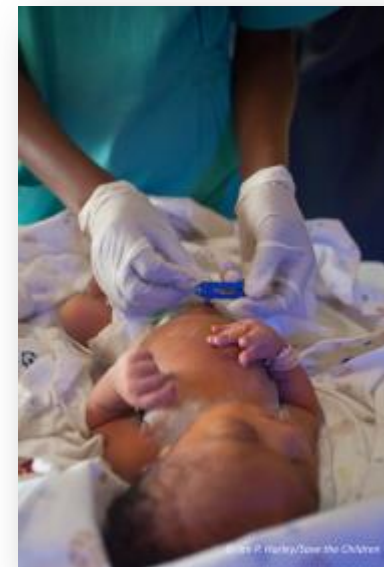
A platform for harmonized action by all partners

- Setting out a clear vision with mortality target, strategic directions, and innovative actions within the continuum of care
- Supported by evidence on epidemiology, effective interventions, delivery mechanisms and accelerators to progress to be published in The Lancet at the time of the launch in May 2014



# *'Every Newborn'* key themes

- Focus on **care at time of birth**
- Prioritize **high impact cost-effective interventions** for mother and baby - together
- **Quality** of care matters
- Achieve universal **coverage and equity**
- **Count every newborn** - measurement, oversight and accountability
- Harness the power of **parents, families and communities**
- **Action by all** – leadership, political will and financing



# Every Newborn principles

- Action plan will be linked to – or embedded in – other commitments and strategies in countries e.g.,
  - A Promise Renewed
  - National strategies and roadmaps for RMNCAH
  - Elimination of MTCT of HIV
  - Scaling up nutrition
  - Etc .....
- And contribute to addressing social determinants of health that are a barrier to adequate maternal and newborn care including women's empowerment, water and sanitation, education, connectivity

# Tasks for group work

- Review vision, goal and targets and make suggestions for preferred options
- Review priority actions and recommend key actions to be addressed in the global action plan

# Proposed vision – for discussion

- **Option 1:** A world in which no pregnant woman or newborn baby dies, or suffers disability, due to a preventable cause.
- **Option 2:** A world in which every pregnant woman and newborn baby survives and thrives, and childbirth is an event of celebration.
- **Option 3:** A world in which preventable maternal and newborn deaths and stillbirths are being averted and babies thrive beyond survival.

# Proposed goal – for discussion

Achieve **universal quality coverage** of essential interventions for maternal and newborn health through strategic actions to strengthen the health system and community response for women's and children's health and address related social determinants of health.

# Proposed targets

Consensus so far on global targets, change for all of the next generation

## For discussion

### **Absolute vs. relative target and level of target?**

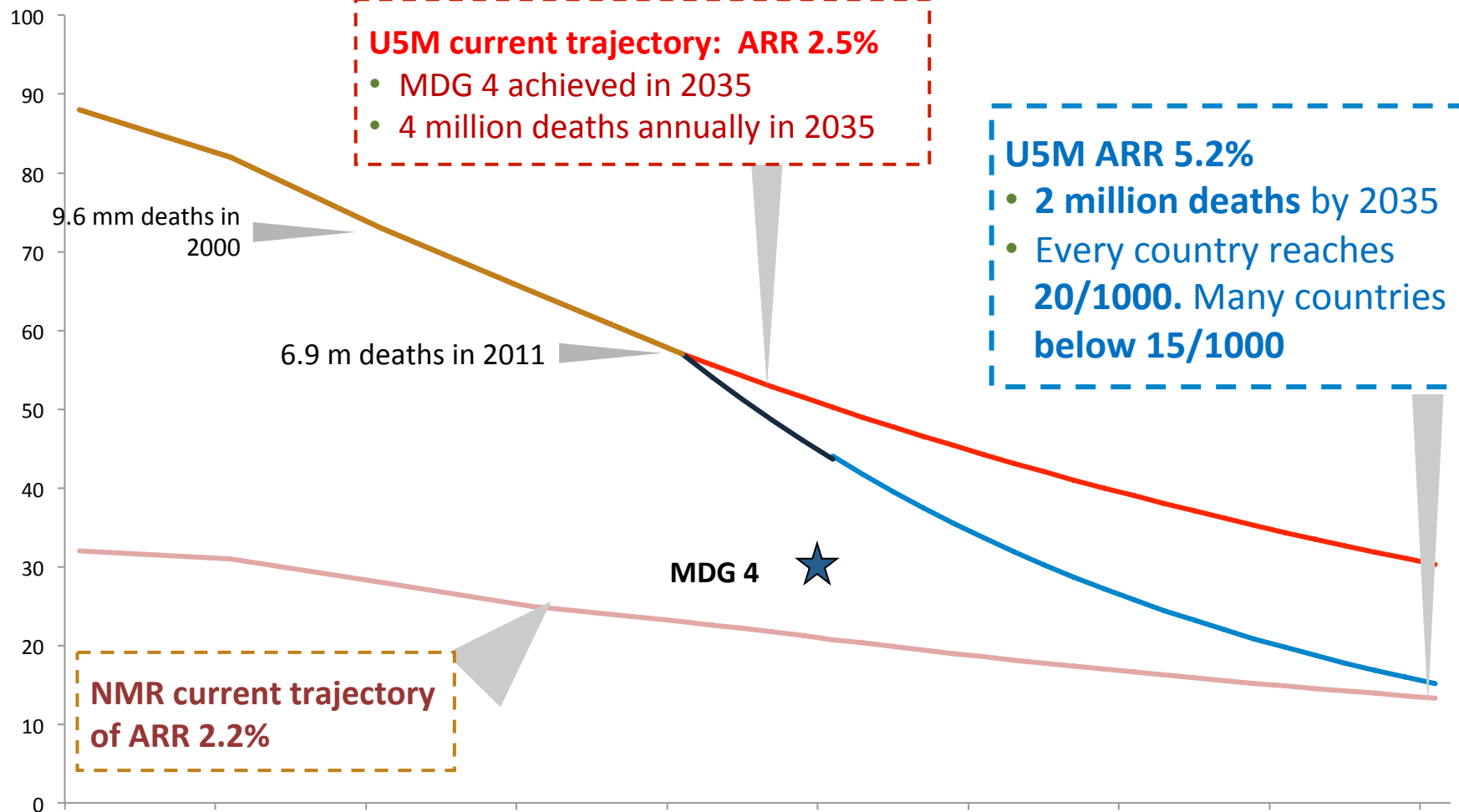
- No consensus but tendency towards absolute (number) versus relative (%).
- Possible option is absolute target of 7.5/1000 - which is equivalent to highest current NMR in OECD countries



# Absolute target by 2035 for A Promise Renewed

## Under 5 mortality = 20/1000

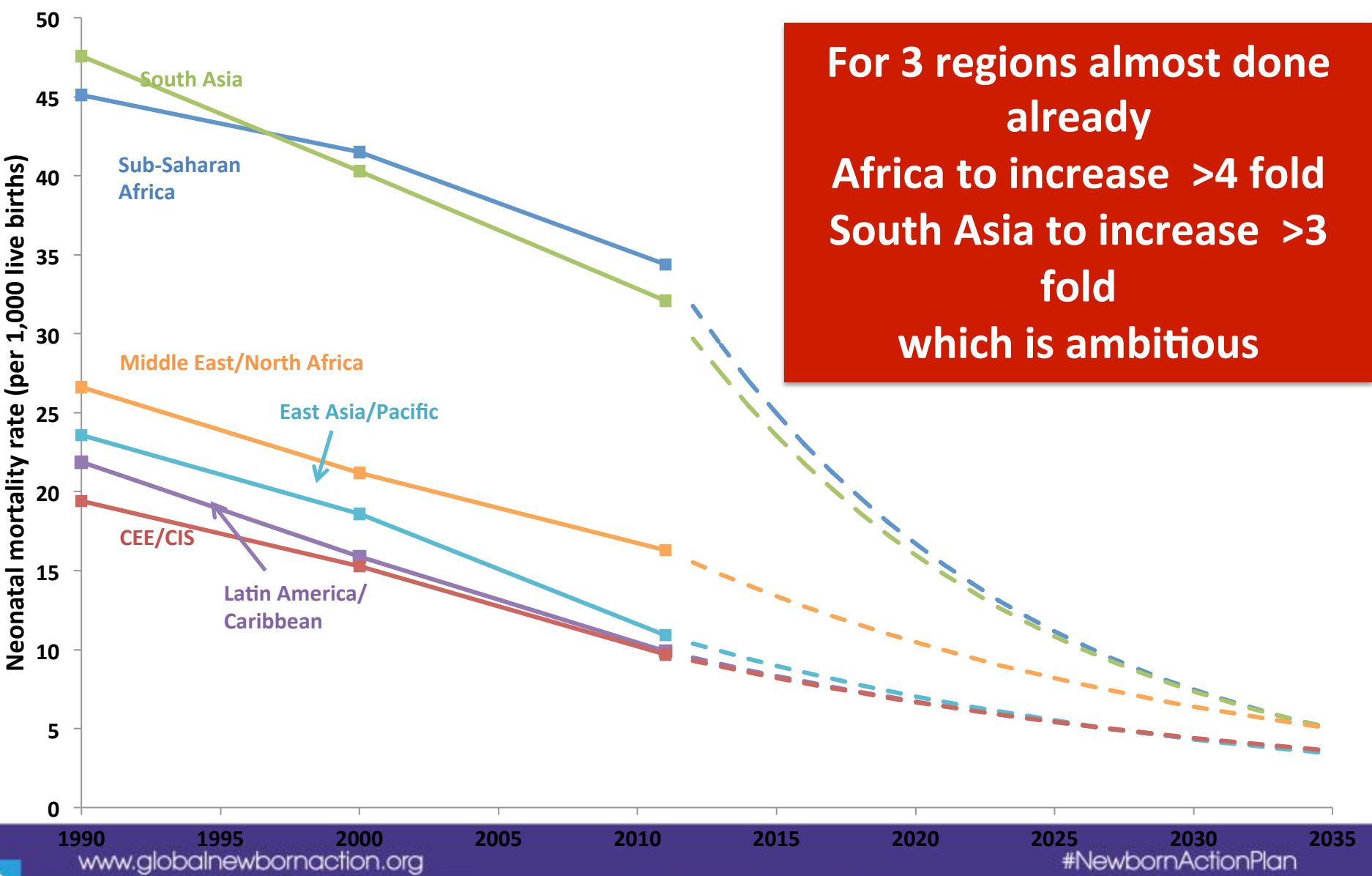
Mortality rate (per  
1,000 live births)



**Unless we achieve major acceleration for newborn survival, we cannot reach our goal for ending preventable child deaths by 2035**

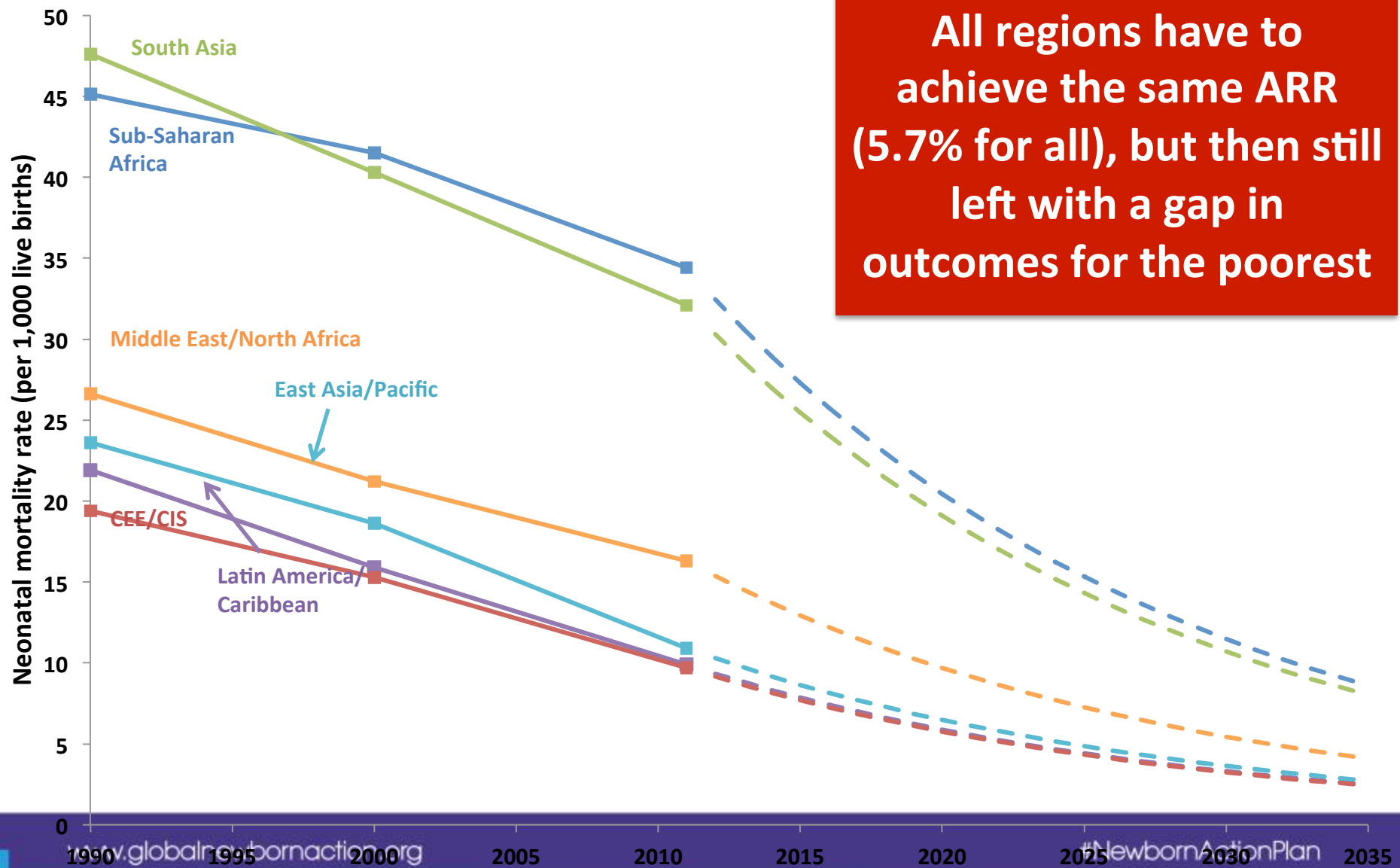
# But for absolute target the ambition differs by region

Considering regional variation to reach absolute target of NMR = 5



# Relative targets set the same pace for every country

Considering a relative target of reducing NMR by 75% from 2011

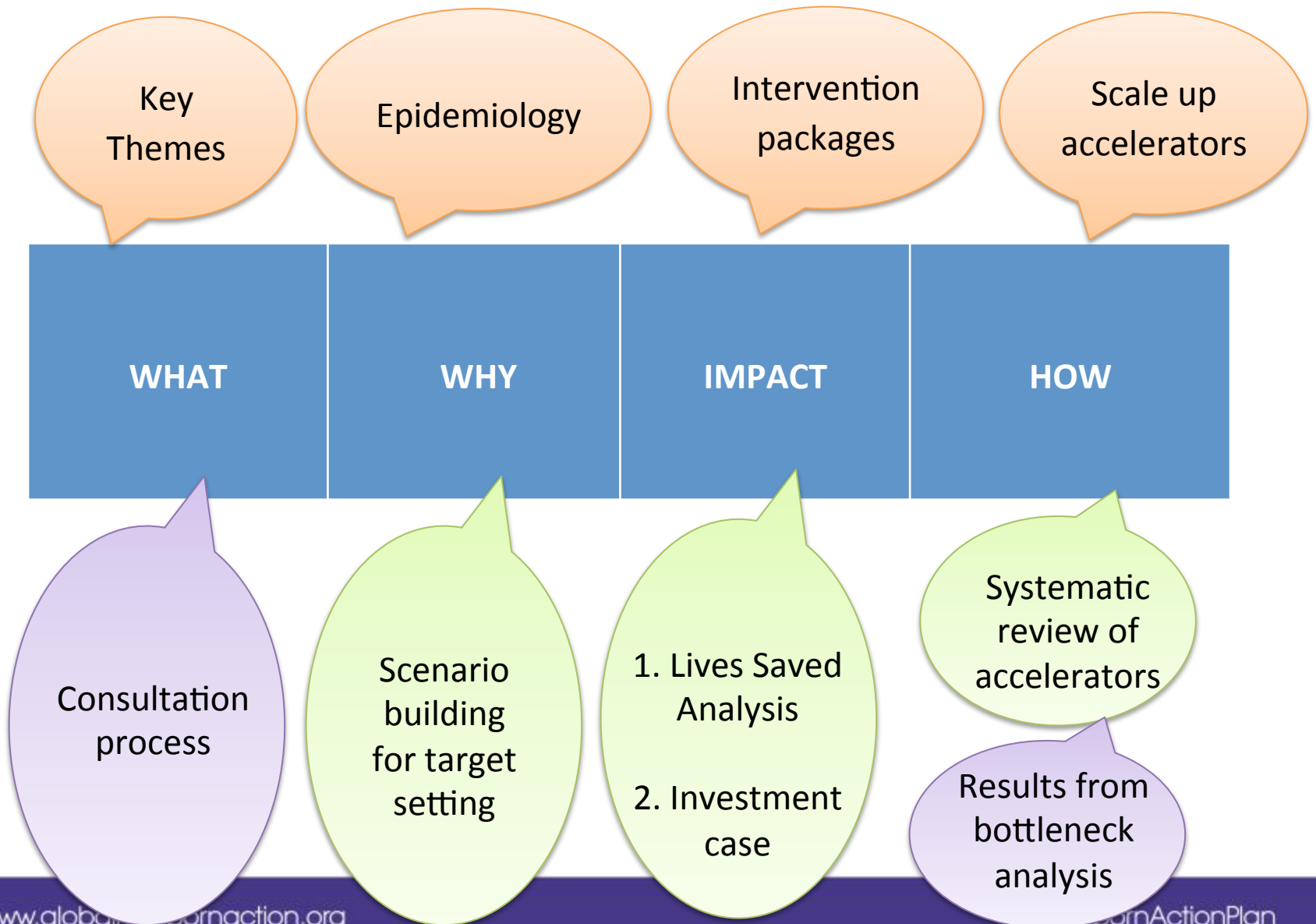


# Proposed targets

For discussion

- **Absolute versus relative target?**
- **What additional targets?**
  - Interim targets every five years
  - Equity target for sub-national level
  - Coverage targets for key interventions
  - Other

# Analysis plan



## Key Themes

# Focus on the time of birth and high-impact cost-effective interventions

**Action:** Prioritize high impact interventions and packages

### SPOTLIGHT ON:

- Management of pre-term birth
- Skilled care at birth
- Basic Emergency Obstetric Care
- Comprehensive Emergency Obstetric Care
- Basic Newborn Care (including postnatal care at 24 hrs, day 3 and 7)
- Neonatal resuscitation
- Kangaroo mother care and feeding support for premature and small babies
- Treatment of severe infections
- Inpatient supportive care for sick and small newborns

# Spotlight PLUS

REPRODUCTIVE  
CARE

TREATMENT FOR  
PREGNANCY  
COMPLICATIONS

PRE-CONCEPTION  
CARE

CARE DURING  
PREGNANCY

## LABOUR AND CHILDBIRTH CARE

- Labour monitoring, preventive interventions
- Childbirth care

**Obstruction/Fetal distress:** *CS, vacuum*

**PT labour:**  
*corticosteroids,  
antibiotics for PPRM*

**Not breathing at birth:**  
*Resuscitation*

## ESSENTIAL NEWBORN CARE

- Birth: drying, skin-to-skin
- First week: early/excl. BF, warmth, cord care, hygiene

**Suspected sepsis:** *Early antibiotic treatment*

**Preterm/LBW:**  
*Kangaroo Mother Care,  
BF support, immediate treatment of suspected infection*

## Key Themes – for discussion

# Quality of care matters

- **Action:** Develop clear norms and standards for newborn services and embed these in standard curricula through regulatory bodies
- **Action:** Strengthen the competencies of existing personnel, in particular midwifery personnel
- **Action:** Define essential, life-saving commodities and supplies by level of service provision, assess bottlenecks to uninterrupted supplies and improve availability



## Key Themes – for discussion

# Quality of care matters

- **Action:** Monitor quality of care including through maternal and perinatal deaths reviews and respond
- **Action:** Consider performance based incentives for quality of care by skilled personnel

## Key Themes – for discussion

# Coverage and Equity

- **Action:** Fill critical gaps in numbers of skilled personnel, in particular midwifery personnel, for maternal and newborn health through accelerated production, retention, and motivation approaches
- **Action:** Define the delivery of the interventions packages by level of health service provision, at community, primary and referral levels - appropriate skills mix

## Key Themes – for discussion

# Coverage and Equity

- **Action:** Reduce out-of-pocket payments for maternal and newborn health services and institute financial protection mechanisms
- **Action:** Give special attention to hard-to-reach and vulnerable populations and reduce inequities in coverage of effective interventions
- **Action:** Give special attention to adolescent girls and implement approaches to help prevent early and unwanted pregnancies

## Key Themes – for discussion

# Count every newborn

- **Action:** Define newborn indicators and bench-marks of service delivery and strengthen the health information system, to track progress
- **Action:** Institutionalize birth registration
- **Action:** Implement maternal and perinatal death surveillance and response
- **Action:** Conduct periodic household surveys in order to obtain objective and verifiable data on mortality and intervention coverage

Key Themes - for discussion

# Harness power of parents, families and communities

- **Action:** Foster community leadership and develop local champions
- **Action:** Consider incentives, such as conditional cash transfers, to increase demand for services
- **Action:** Create awareness and increase optimal home care practices including care seeking
- **Action:** Empower communities to solve practical problems such as transport

# Roles – for discussion

## Governments:

- **Action:** Address newborn health in the national health sector strategy, develop specific scale-up plans to meet the targets, and allocate resources based on impact and cost analysis
- **Action:** Adopt policies to improve access, quality, demand and coverage of newborn health services
- **Action:** Strengthen capacity of district health managers to plan evidence-based newborn interventions and allocate adequate resources for service delivery at the district level

# Roles – for discussion

## Governments (continued):

- **Action:** Conduct annual reviews of progress involving all relevant stakeholders and take remedial actions
- **Action:** Define implementation bottlenecks and foster research to find solutions
- **Action:** Assign a responsible person or unit to coordinate implementation of newborn activities at national and/or district levels

# Roles – other constituencies

- UN and other multi-lateral organizations
- Donors, philanthropic institutions, bilateral agencies
- Business community
- Academic and research institutions
- Professional associations
- Civil society including NGOs and parents groups





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# Thank you



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

#NewbornActionPlan