

MOMENT in Canada

- Overall objective:

Build greater Government of Canada support for sustained resources for maternal, neonatal and child (MNCH) health, with a particular focus on MDGs 4 and 5
- Critical milestones:
 1. Create # of global health champions among elected officials and civil servants
 2. New Govt of Canada MNCH commitments made for post-2015

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- Major activities included:
 - Meetings with targeted stakeholders
 - Learning events for civil servants and parliamentarians
 - Member of Parliament and Journalist delegations to the field
 - National Moments of Action (Public Engagement and Communications)

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- High level results:
 - In May, 2014 GoC announced \$3.5B MNCH funding for post-2015
 - prompted a strategy revision
 - Canadian election fall 2016, incoming government committed to expanded RMNCAH

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- Lessons learned:
 - Effective policy influence in a shifting political context
 - Investing in iterative planning and evaluation
 - Leveraging coalition efforts and global movements