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• 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