Mobilizing for Maternal & Neonatal Health through Birth Spacing and Advocacy (MOMENT)

Overview of Project
Susan Otchere, MOMENT Project Director
Project Design

US and Canada
Build greater US Congressional and Govt. of Canada support for MNCH, with a focus on MDG 4 & 5

Kenya and India
Build greater local and national support for improved service delivery of HTSP/FP services

Goal: Improve MNCH by creating global and local enabling environments for MNCH/HTSP knowledge and service provision and use
Project Framework: US and Canada

Targeted advocacy campaign

Vision trips

WVUS WVC

Learning events e.g. Congressional Delegation Trips (CODELs) to field programs

Targeted meetings

Faith Leaders & Supporters

Lawmakers & Government Officials

Increased or sustained resource allocations & Increase knowledge of HTSP/FP

Hill briefings
Objective 1: Build greater U.S. Congressional support to commit and protect resources for global MNCH, with particular focus on MDGs 4 and 5

Key Critical Milestones:
1. At least 10 U.S. Congress Members & Senior Political Staff become active supporters of GH

2. At least three delegations of key Congressional Members/staff field visits to observe achievements/approaches of U.S.-funded MNCH and HTSP/FP projects
Objective 2: Build greater Government of Canada support for sustained resources for MNCH, with particular focus on MDGs 4 and 5

Key Critical Milestones:
1. 14 key Government of Canada officials become global health “champions,”

2. Budget allocation for MNCH through the Muskoka Initiative sustained; and new GoC MNCH commitments made for post-2015
Objective 3: Strengthen community awareness and civic action for improved service delivery and use of HTSP/FP services in India and Kenya

India: Hardoi (Rural) and Lucknow (Urban) districts in Uttar Pradesh State

Kenya: Allego-Usonga sub-county, Siaya County

* In Siaya County WV is the only organization focused on increasing awareness around HTSP
Critical Milestones - WV Kenya & India

**CM 1:** % increase in community knowledge/awareness of accurate HTSP/FP messages *(target determined after project baseline)*

**CM 2:** % increase of service provider knowledge/awareness of accurate HTSP/FP messages and appropriate counseling for modern FP methods

**CM 3:** % increase in new FP acceptors, continuing FP users, and FP users per contraceptive method at project public and private HTSP/FP service provision sites *(targets determined after project baseline)*

**CM 4:** % increase in number of public and private HTSP/FP service provision sites that provide modern contraceptive methods

**CM 5:** Two local level champions (faith leaders, opinion leaders, civic leaders, influencers) publicly advocating for HTSP/FP per target project area per year

**CM 6:** One local-level program finding included in national media and/or advocacy bulletin per year per country

**CM 7:** Four documented community and service provider discussions per year
Healthy Timing and Spacing of Pregnancies

4 KEY MESSAGES

1. Too young
   Delay your first pregnancy until you are at least 18 years old.

2. Too old
   Limit pregnancies to a mother’s healthiest years, ages 18-34.

3. Too close
   Wait at least 2 years after one pregnancy before trying for another.

4. Too soon
   Wait 6 months after a miscarriage or abortion before trying for another pregnancy.

#LetsTalkHTSP

MOMENT Key Message - Pillars
MOMENT Key Approaches

WVUS & Canada:
1. Meetings, Events, Advocacy Training, Trips to the field

India & Kenya:
1. Social, behavior change and communication
2. Faith leaders and their congregations
3. Champions - Men, Husbands, Community influencials
4. Government systems
5. Leveraging WV’s Child Health Now Campaign
Key Achievements – US

- Four (4) Representatives moved from “Unaware” to “Aware” (April 2016)
- One (1) Representative moved from “Aware” to “Friend” (April 2016)
- Five (5) CODELs
- Three (3) US Faith Leader Trips
Key Achievements – Canada

- Sixteen (16) champions created (8 MPs, 3 senior political staff and 5 senior civil servants) (April 2016)

- In 2014, the Government made a new commitment of $3.5 billion USD to improve the health of mothers and children from 2015-2020 - Muskoka funding
## Key Achievements – India

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<thead>
<tr>
<th></th>
<th>Hardoi</th>
<th>Lucknow</th>
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<tbody>
<tr>
<td></td>
<td>BL</td>
<td>EL</td>
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<tr>
<td><strong>CM1: Community Knowledge – Key HTSP Message</strong></td>
<td>69.0</td>
<td>94.4</td>
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<td><strong>CM2: ASHA Knowledge</strong></td>
<td>60.3</td>
<td>69.9</td>
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<tr>
<td><strong>CM3: Use of Modern FP Methods</strong></td>
<td>39.5</td>
<td>47.3</td>
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<tr>
<td><strong>CM4: Increase FP methods mix availability/access</strong></td>
<td>21 Govt</td>
<td>35 Govt</td>
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## Key Achievements – Kenya

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<thead>
<tr>
<th><strong>CM1: Community Knowledge – Key HTSP Message</strong></th>
<th><strong>Alego-Usonga</strong></th>
<th><strong>BL</strong></th>
<th><strong>EL</strong></th>
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<tbody>
<tr>
<td>Three year gap between two children</td>
<td></td>
<td>46%</td>
<td>89.6%</td>
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<tr>
<th><strong>CM2: Nurses Knowledge</strong></th>
<th><strong>Key Questions HTSP, FP</strong></th>
<th><strong>Preliminary Results show spacing pregnancies by 2 or more years – highest knowledge</strong></th>
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<tr>
<th><strong>CM3: Use of Modern FP Methods</strong></th>
<th><strong>Contraceptive Prevalence Rate</strong></th>
<th><strong>49.3%</strong></th>
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<td></td>
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<td>69.3%</td>
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<tr>
<th><strong>CM4: Increase FP methods mix availability/access</strong></th>
<th><strong>Health service points / facilities</strong></th>
<th><strong>Added Implants and IUCDs in 11/20 facilities</strong></th>
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Materials & Videos Links

- WVUS Advocacy:  
  http://www.worldvisionmagazine.org/healthymomsandbabies/?campaign=127606159

- Trip Video – Sierra Leone:  https://youtu.be/BT7IKVfFyU4

- WV Canada Advocacy:  http://promise.worldvision.ca/

- India:  
  https://www.dropbox.com/sh/l1c2ktwgr7w9m8f/AABeqljNxp0T4FWhzHl9Jvna?dl=0

- Kenya:  
  https://www.youtube.com/watch?v=BMG1M35NeEs&feature=youtu.be

- https://youtu.be/BMG1M35NeEs

- MOMENT – Folder of all Strategies – Being Developed
What Next?

- WVUS and WV Canada
  - The Gates Foundation has reinvested in the Advocacy initiatives for another 3 years.

- WV Kenya
  - In proposal stage to scale up best practices and what worked in Kenya

- WV India
  - In process of submitting concepts
Thank you!