Child Health and the UNICEF Advocacy Experience

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Under-five mortality rate has declined in all regions since 1990

Under-five mortality rate by region, 1990 and 2012, and % declines

Source: UNICEF Data & Analytics Section, as presented in APR Progress Report 2013.
26 high mortality countries have reduced under-five mortality rate by at least 50%

High-mortality countries with greatest percentage declines in under-five mortality rate from 1990–2012

*Countries with an under-five mortality rate of 40 or more deaths per 1,000 live births in 2012.

Source: UNICEF Data & Analytics Section, as presented in APR Progress Report 2013.
Fast progress in reducing the number of under-five deaths in sub-Saharan Africa is imperative as its child population soars.

Number of children under age 5, by region, 1950-2050

Source: UNICEF Data & Analytics Section, as presented in APR Progress Report 2013.
Still, progress is insufficient to achieve MDG4 target by 2015 and substantial acceleration is required.

Achievement of MDG 4 by year, globally and by region, if current trends continue in all countries.

Source: UNICEF Data & Analytics Section, as presented in APR Progress Report 2013.
Countdown Aims

- To disseminate the best and most recent information on country-level progress

- To take stock of progress and propose new actions

- To hold governments, partners and donors accountable wherever progress is lacking
Countdown tracks progress in the 75 countries where more than 95% of all maternal and child deaths occur.
39 of the 75 countries are Muslim majority countries
A Promise Renewed

- *A Promise Renewed* is a global effort to accelerate action on maternal, newborn and child survival

- In June 2012, the governments of Ethiopia, India and the United States — together with UNICEF — brought together more than 700 partners from the public, private and civil-society sectors for the Child Survival Forum Call to Action

- More than 176 governments, civil society and private sector organizations have signed a pledge to redouble their efforts to end all preventable child deaths
Bending the curve to achieve the MDGs”: an evidence platform for advocacy

Number of lives saved since 1990 among children under age 5, and number of lives to be saved in order to achieve MDG4

Source: UNICEF Data & Analytics Section, as presented in APR Progress Report 2013.
APR supports action on three fronts:

1. Sharpening and implementing high-impact plans, with measurable targets;

2. Mobilizing civil society to demand greater accountability for commitments made on behalf of women and children;

3. Monitoring and reporting progress, locally, nationally and globally, celebrating successes and reinforcing areas where progress lags.
Advocacy in UNICEF is:

- how we promote the system changes that are essential to advancing the rights of children.
- based on demonstrated evidence.
- aimed at directly and indirectly influencing decision makers, stakeholders and relevant audiences

- Educating the public and policy makers about an issue
- Influencing the debate in the media
- Analysis and research to develop an evidence base
- Building support through partnerships and coalitions
- Ensuring children have a voice in the policy process
- Mobilising the public
What makes advocacy effective?

Advocacy is usually more effective when it builds on strengths.

Some of UNICEF’s strengths might be:

• Global brand and recognition
• Communication capability
• Access (with governments, UN, NGOs and civil society, other international organizations such as WB, IMF, etc)
• Partnerships (wide body of partnerships)
• Technical expertise matched with evidence
Example: Technical expertise matched with evidence

Comparing mortality among poor and richer children in Nigeria

(Rate per 1000 Live Births)
A structured, consistent internal approach supports effective advocacy

- Practical tools to help UNICEF staff and partners in the development and management of advocacy.
- For all levels of the organization (Country, Regional and HQ)
- Provides detailed steps and guidance on developing and implementing an advocacy strategy
How do we measure effectiveness?

Achieving goals, particularly for policy advocacy, often takes many years.

- Assess progress, not just end result.

Advocacy is complex, with many actors.

- Demonstration of contribution is expected, not attribution.

Resources and time can be limited.

- Minimize evaluation burden.

Measuring isn’t easy.

- Measure changes in audiences, not outputs.
How do we measure effectiveness?

Tools organized by when they are typically used

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<th>Pre-intervention assessments and mapping</th>
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<td>• Network mapping (during or after advocacy)</td>
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Case Study: Tanzania
Using elections as entry points

National Elections: a window of opportunity for defining and packaging a five year advocacy agenda for children. Advancing priority issues for children is nonpartisan; in effect, the issues are running for election.

UNICEF Tanzania developed the ‘Agenda for Children 2010 ‘— 10 recommended investments that packaged all of UNICEF’s key advocacy goals within one brand.

The goal was to have issues like child health reflected in political party manifestos, and later become part of the core commitments of the elected Government. Progress toward commitments will then be tracked in the future.
What next?

1) **More evidence for advocacy**: Build robust investment cases to demonstrate the long term benefits and viability of child survival and health

2) **Stronger capacity for advocacy**: sharing lessons learned, a comprehensive e-learning course as a global public good;

3) **Focus even more on context-specific strategies** by gathering evidence and experience of what works best:
   - in specific country settings (e.g. Fragile states, Resource Rich, UMICS)
   - for specific issues (e.g. Polio, Secondary Education, Gender-related child protection violations etc)