

Generating Political Priority for Maternal Mortality Reduction



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Saving Newborn Lives

How is political priority defined?

- Degree to which international and national political leaders actively pay attention to the issue
- Degree to which resources are allocated and released commensurate with the problem's severity

Political priority depends on...

- Capability of the actors involved
- Framing the issue
- Political opportunities
- Characteristics of the issue
 - Severity
 - Measurement potential
 - Clarity/Feasibility of intervention strategy

Leadership and Guiding Institutions

- Is there a strong candidate for the guiding institution, within the UN or elsewhere?
- Is the shift to a continuum of care approach and the merging of MNCH into the PMNCH helpful to SM?
- Where are the potential political champions for SM?

Framing the Issue

- What theme will inspire political leaders to commitment and action?
- Should the name and/or focus be changed?
- How will attention to SM benefit political leaders and actors involved?
- How can coalition be broadened?

Political Opportunities

- MDG 5, Global Business Plan, 20th Anniversary and Women Deliver
- Will these lead to sustained attention?
- Will rhetoric (incipient phase) move to unity, action, and institutionalization?

Characteristics of Issue

Relative to child health, for example:

- Size of problem is small
- Measurement is difficult
- Strategy lacks consensus
- Issue is controversial
- Solution depends on functioning health system
- Societal value of women and their political/decision-making power are limited

Recommendations

- Identify and support new leaders
- Change frame
- Follow the money
- Get a long term plan in place
- Consider a more vertical strategy
- Change name
- Unify behind positive messages