

Global Health Policy Forum

Every Newborn Action Plan (Draft)

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World Health
Organization



EVERY WOMAN
EVERY CHILD

EVERY NEWBORN

AN ACTION PLAN TO END
PREVENTABLE DEATHS



COMMITTING TO CHILD SURVIVAL
A PROMISE RENEWED



Why *Every Newborn?*

44 percent of all under five deaths (2.9 million) are newborns, and another **2.6 million babies are stillborn**, yet huge potential for rapid change with high impact, avoidable, feasible interventions

Country demand for guidance and action to accelerate progress towards MDGs 4 and 5, universal health coverage, and towards ending preventable deaths among women and children

For greater effectiveness we must accelerate and harmonize global response and link to existing initiatives for reproductive, maternal, child and adolescent health care.



Photo credit: Save the Children

We've made significant progress toward MDGs 4 & 5, but newborn survival is lagging behind

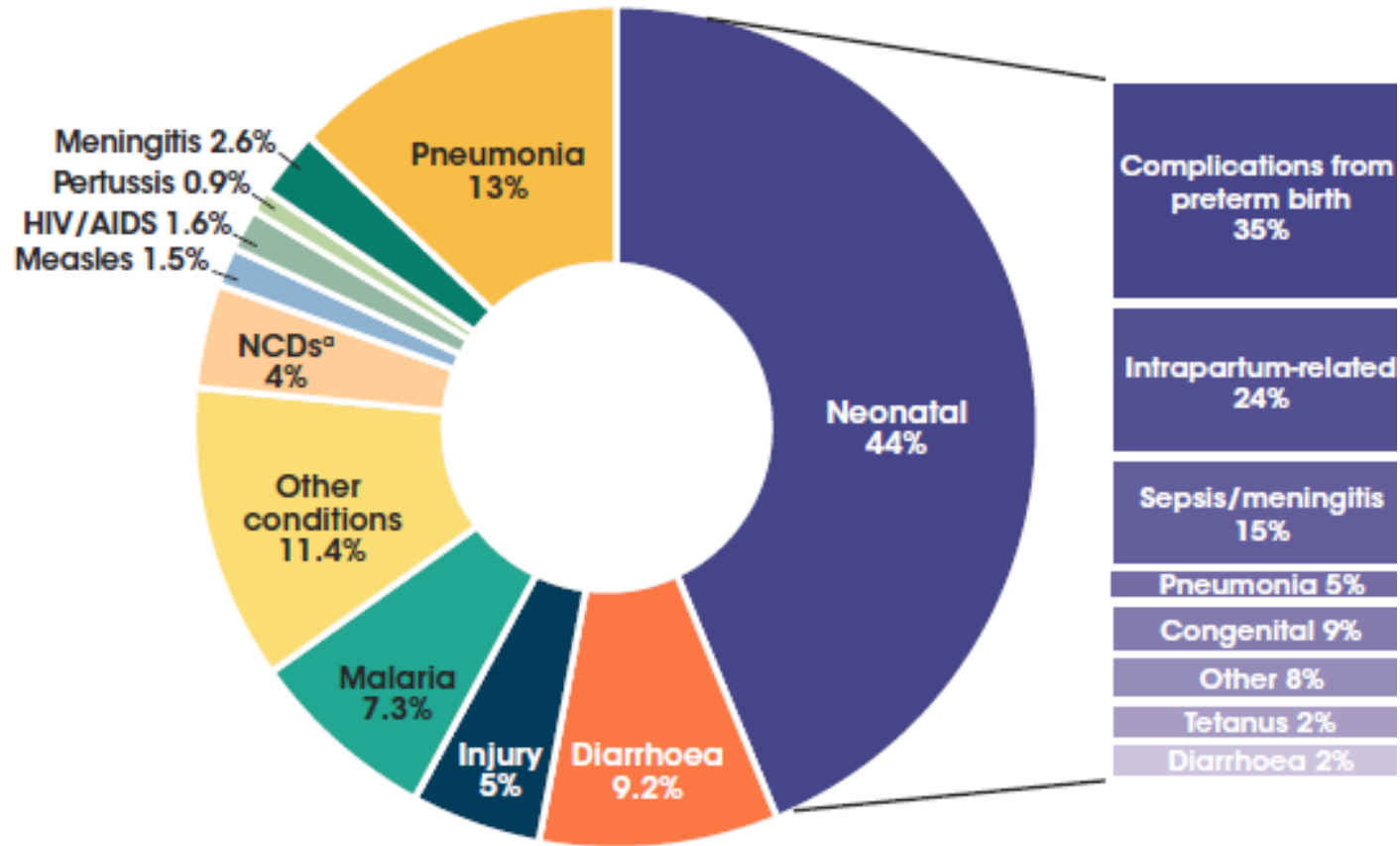
	Average annual rate reduction 1990-2012
Maternal mortality ratio*	4.2%
Children aged 1- 59 months	3.4%
Neonatal mortality (newborn, first 4 weeks after birth)	2.1%
Stillbirths (last 3 months of pregnancy)	1.0% (1995-2009)

At least **40% slower** for newborn survival and slower still for stillbirths

Source: Adapted from Lawn J,E. et al. 2012. Newborn survival: a multi-country analysis of a decade of change. Health Policy and Planning. 27(Suppl. 3): iii6-ii28. Data sources: UNICEF 2012 www.childinfo.org , UN MMR estimates 2012

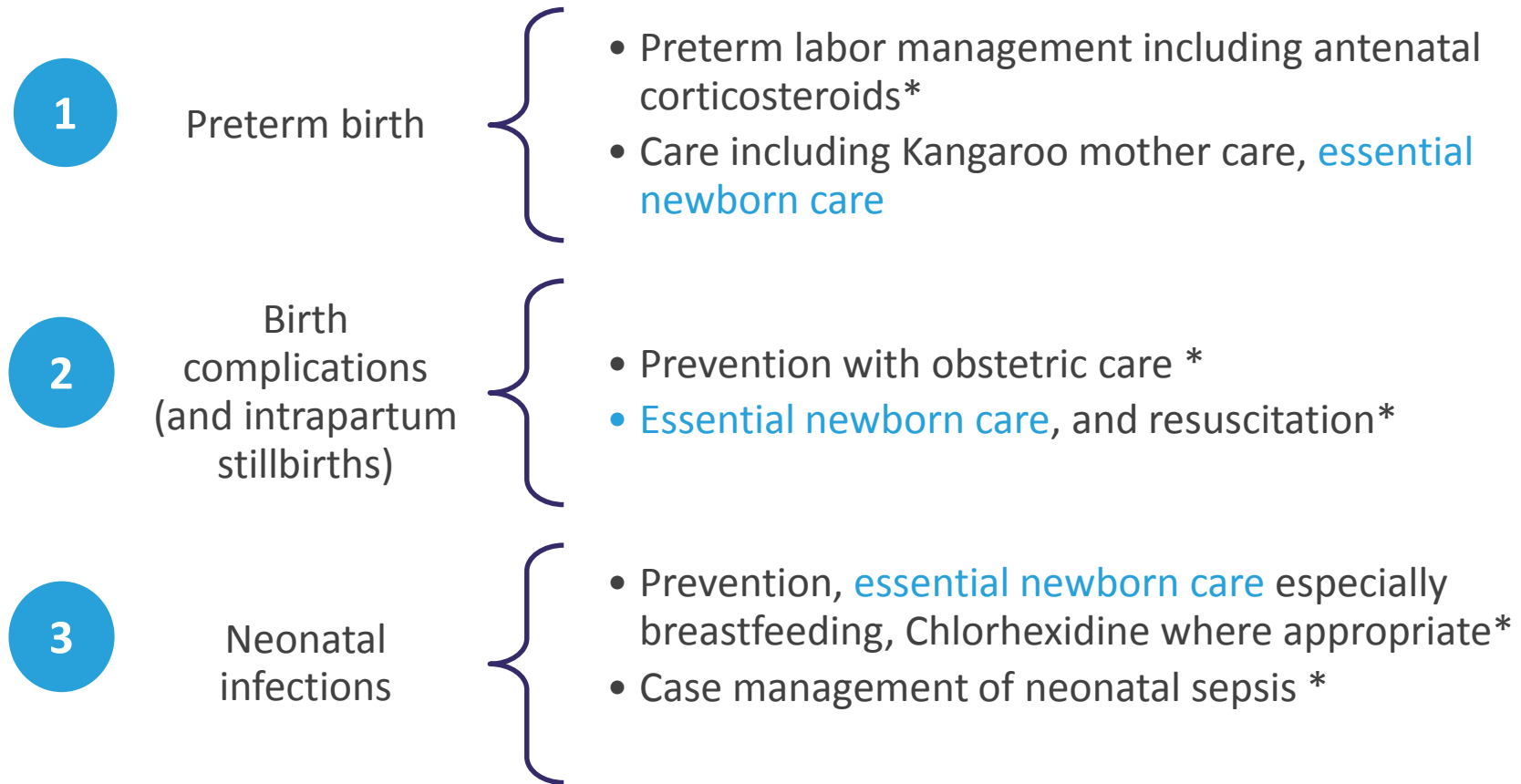
* Maternal mortality ratio annual rate reduction 190-2010

Causes of deaths in children under 5 years, 2012



More than 80% of newborn deaths are in small babies (preterm or small for gestational age) in the highest burden settings.

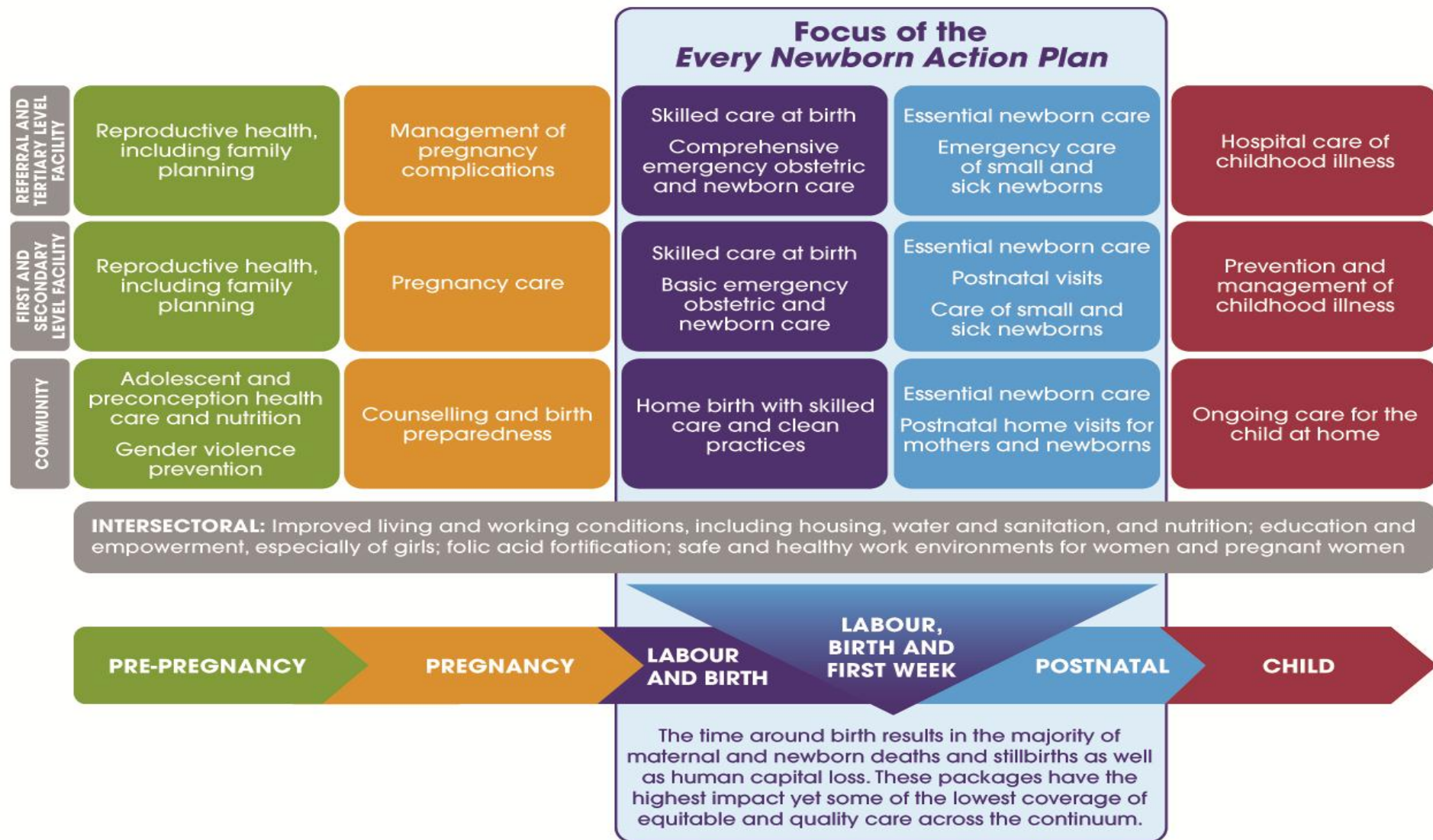
We have the knowledge and tools to reduce the main causes of death



* Prioritised by the UN Commission on Life Saving Commodities for Women and Children

Over two-thirds of newborn deaths preventable – actionable now without intensive care

Packages in the continuum of care



Source: Adapted from The Lancet Every Newborn Series

Time around birth is critical window of opportunity to prevent and manage complications

Reproductive health care

Treatment for pregnancy complications

Pre-conception care

Care during pregnancy

Care during labour, childbirth and the days following birth

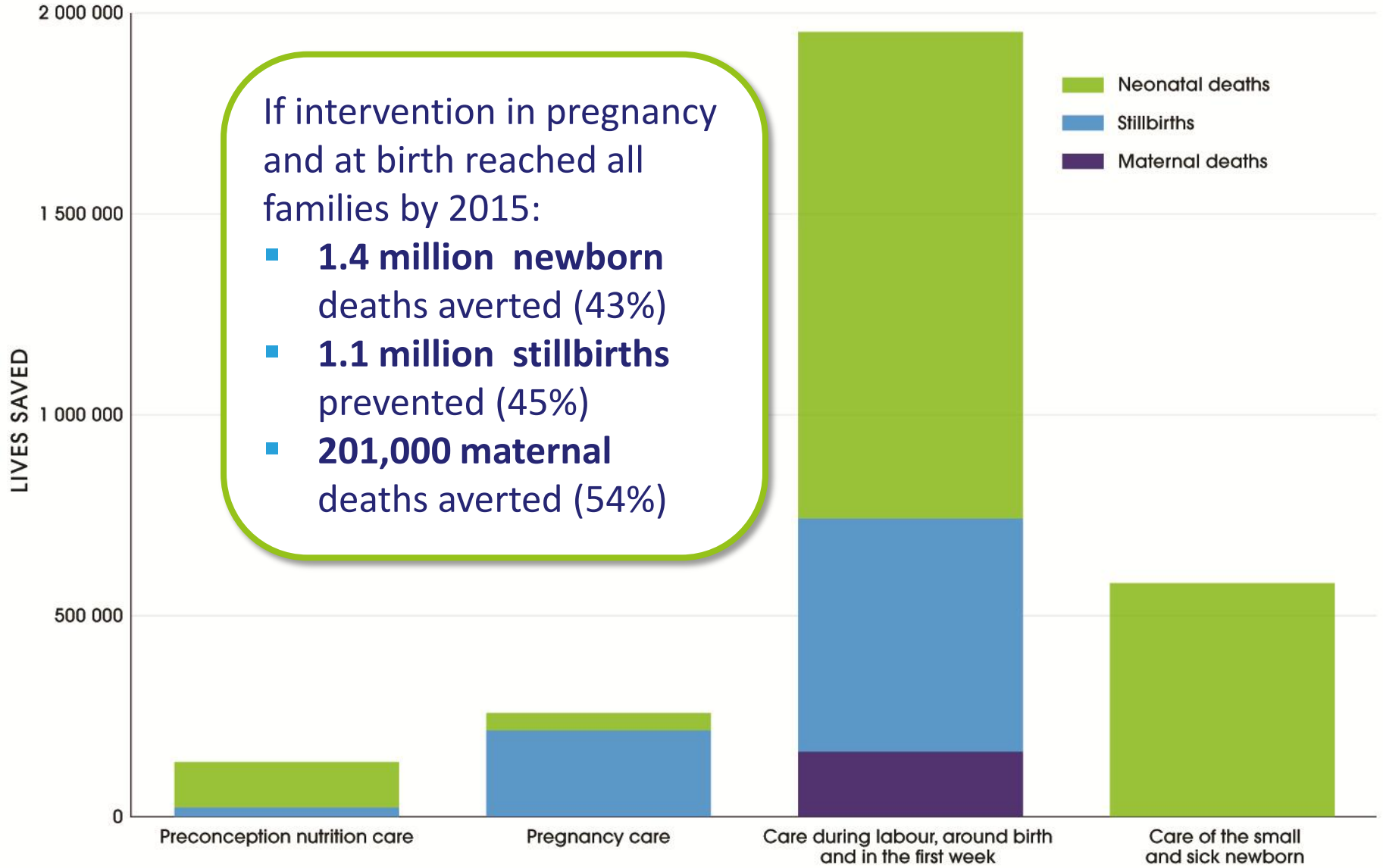
Labour and childbirth care

- Labour monitoring; childbirth care
- Not breathing at birth: *Resuscitation*
- Obstruction/Fetal distress: caesarean section, vacuum
- Preterm labour: corticosteroids, antibiotics for PPROM

Essential newborn care

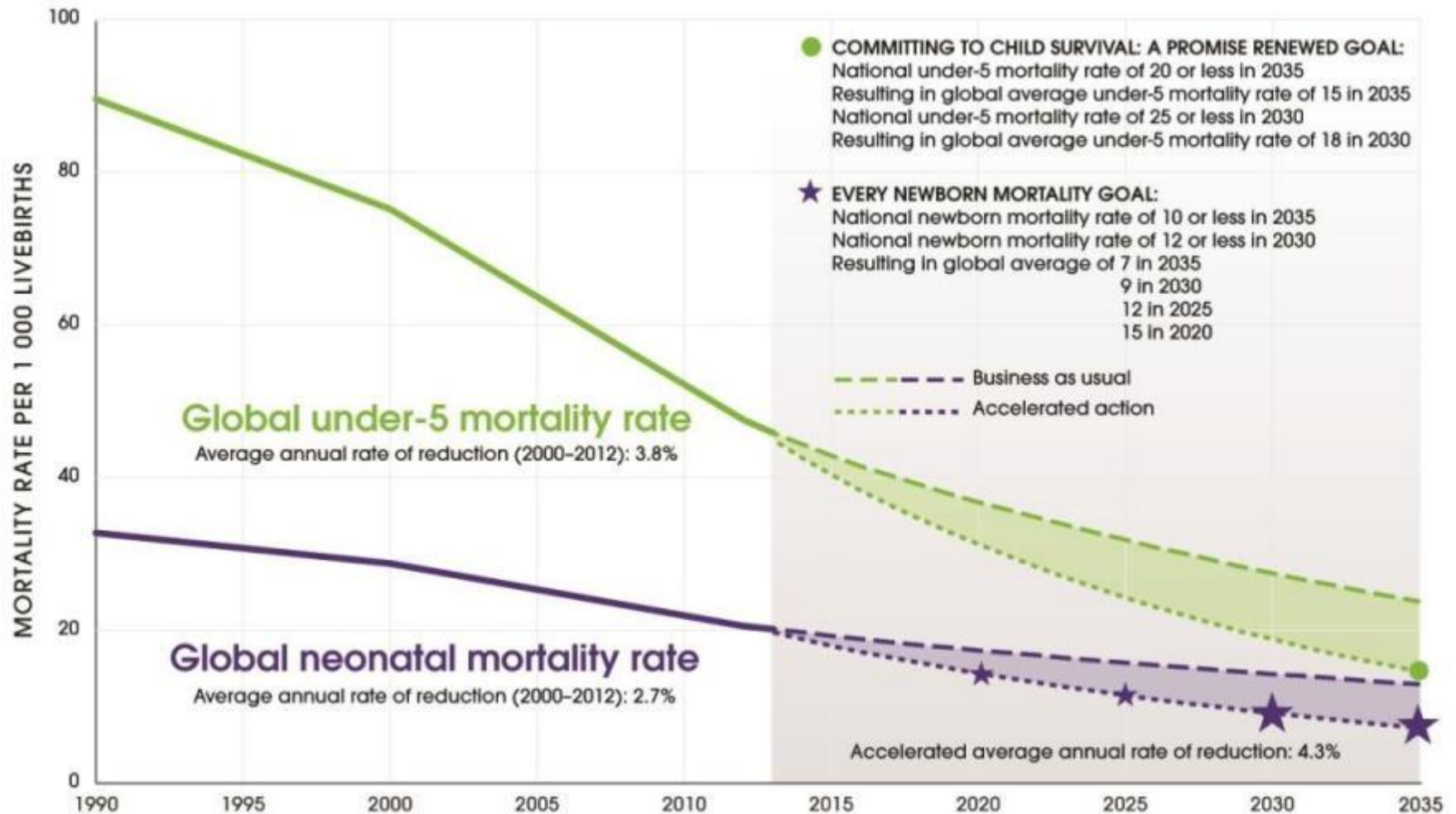
- Birth: drying, skin-to-skin; first week: early and exclusive breastfeeding, warmth, cord care, hygiene
- Suspected sepsis: *Early antibiotic treatment*
- Preterm/LBW: Kangaroo Mother Care, breastfeeding support, immediate treatment of suspected infection

Lives that could be saved by 2025 with universal coverage of care



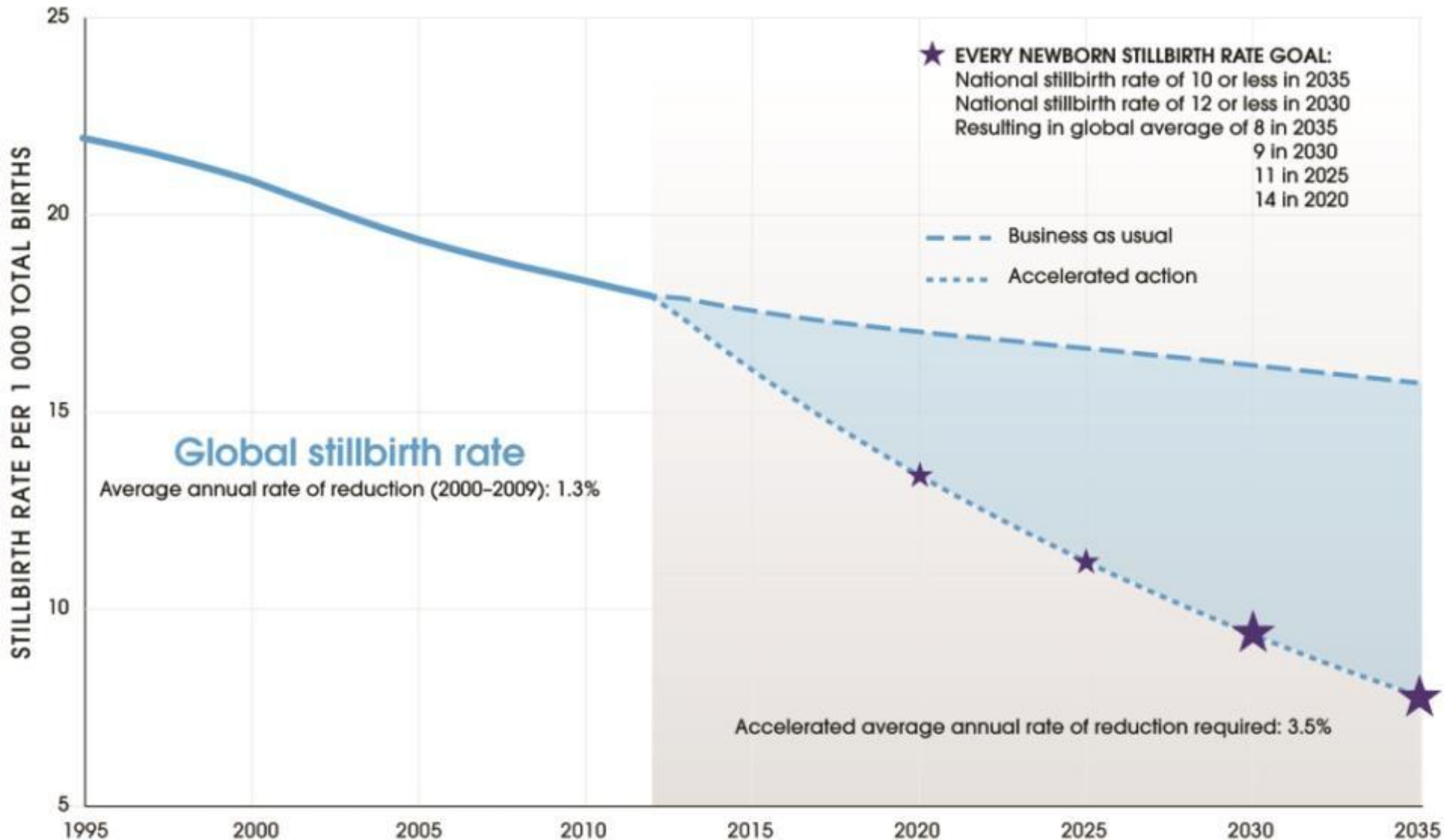
Source: Special analysis detailed in The Lancet Every Newborn Series

Ending preventable newborn and child deaths by 2035



Source: Special analysis detailed in The Lancet Every Newborn Series based on country and official online consultations and using neonatal mortality rate data from the UN Inter-agency Group for Child Mortality Estimation 2013 .

Ending preventable stillbirths by 2035







data from *The Lancet* Stillbirth Series. reference: Cousens S, Blencowe H, Stanton C, et al. National, regional, and worldwide estimates of stillbirth rates in 2009 with trends since 1995: a systematic analysis. *Lancet* 2011; **377**(9774): 1319-30.

We can bend the curve: proof of impact at scale even in low income countries

Over the last decade, **77 countries reduced NMR by >25%**, including at least 13 low income countries:

Bangladesh, Bolivia, Eritrea, Guatemala, Indonesia, Nepal, Madagascar, Malawi, Morocco, Senegal, Rwanda, Tanzania, Vietnam

	MDG 4	MDG 5	Neonatal mortality rate Av annual change 2000-2010
Rwanda 	✓	Progressing	6.2%
Bangladesh 	✓	✓	4.0%
Nepal 	✓	✓	3.6%
Malawi 	✓	Progressing	3.5%

Source: Newborn survival decade of change analysis: Health Policy and Planning. 27(Suppl. 3) papers 3 to 7

The *Every Newborn* Action Plan: building a movement

A **global roadmap** for change...

A **movement for greater action**
and accountability...

A **platform for harmonized action**
by all partners...

- Sets out a clear vision with mortality target, strategic directions, and innovative actions within the continuum of care
- Supported by new evidence to be published in *The Lancet* in May 2014



Photo credit: Save the Children

Every Newborn's guiding principles

Country leadership

Good governance,
community participation,
partner alignment

Integration

Integrated service delivery,
continuum of care,
programme coordination

Equity

Universal coverage, closing
the equity gap

Accountability

Transparency,
oversight

Innovation

Interventions, delivery
approaches, technologies

Every Newborn's strategic objectives

- **Strengthen and invest in care** during labour, child birth and the first day and week of life
- **Improve the quality** of maternal and newborn care
- **Reach every woman and every newborn**; reduce inequities
- **Harness the power** of parents, families and communities
- **Count every newborn** – measurement, tracking and accountability



EVERY WOMAN
EVERY CHILD

Every Newborn supports the Global Strategy

Global Strategy for Women's and Children's Health - Every Woman Every Child

Country leadership & Implementation

Key catalytic initiatives in support of *Every Woman Every Child*

Family Planning
2020

UN Commission on Life
Saving Commodities

A Promise
Renewed

Global action plans: **Every Newborn**, scaling up nutrition,
global action plan for pneumonia & diarrhea, vaccines,
WASH for all, and others

Who? Global mechanisms for coordinated action and advocacy
Some examples:

PMNCH

H4+

GAVI

RMNCH
Fund

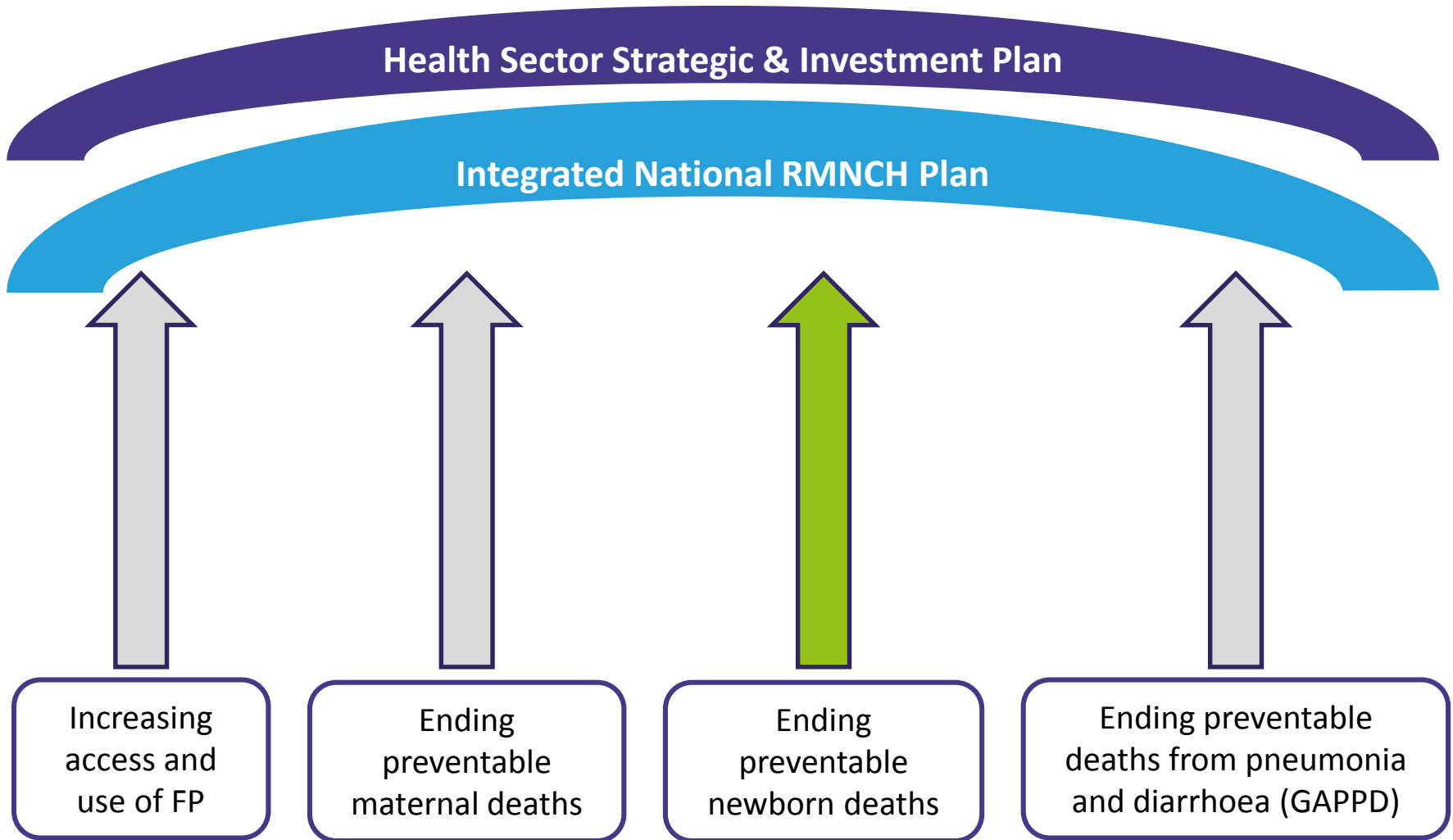
MDG Alliance

Innovation
Working Group

Commission on Information and Accountability and independent Expert
Review Group

Information & Accountability

Every Newborn prioritizes focus on birth *within* existing national strategies and plans; not a new stand alone plan



All stakeholders have a role to play

- **Countries, donors, civil society groups, professionals, and businesses are leading this effort in support of Every Woman Every Child.** Every Newborn builds on key platforms like FP2020, A Promise Renewed, the Commodities Commission, and Commission on Information and Accountability.
- **A comprehensive consultation process** whereby all stakeholders are given an opportunity to feed into the plan and countries identify specific bottlenecks and solutions



Every Newborn Process

April 2013 – June 2014

- National and regional consultation and technical inputs to the development of the plan

20-25 January 2014

- Discussed at the WHO Executive Board

February 2014

- Open consultation on draft *Every Newborn* by stakeholders and inputs incorporated into final draft

May 2014

- *Lancet* series (update from 2005 and giving the analyses which are the basis for the *Every Newborn*)
- Draft plan presented to the 67th World Health Assembly

June 2014

- Action Plan launched at PMNCH Partners' Forum, Johannesburg



Photo credit: Save the Children



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**All stakeholders have a role
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For more information

visit www.everynewborn.org