

CARMMANWeek
24 – 28 November 2014

Advocacy Guide



African Union

BACKGROUND

The 'Campaign on Accelerated Reduction of Maternal, Newborn and Child Mortality in Africa' (CARMMA) is a major initiative of the African Union Commission (AUC). It is driven by the Department of Social Affairs of the African Union with the support of partners in promoting and advocating for intensified and renewed action towards ending preventable maternal and child deaths in Africa. Since the continental launch of the campaign in 2009, 44 African countries have launched CARMMA under the theme: *"Africa Cares: No Woman should Die while Giving Life"*.

The challenge of reducing maternal and child mortality in most African countries, and the need to meet the targets of MDGs 4 and 5 means that the CARMMA campaign must use effective policy dialogue, advocacy and community social mobilization to solicit political commitment, increase resources and promote societal change in support of Maternal, Newborn and Child Health (MNCH). It is a country-driven undertaking with the objective of accelerating the availability and use of universally accessible quality health services, including sexual and reproductive health, which are critical to the reduction of maternal and child mortality. The focus is not to develop more strategies and plans, but to ensure coordination and the effective application of existing infrastructure.

To effectively enhance advocacy for CARMMA and ensure that the discussion around MNCH is adequately propagated, the Executive Council of the African Union endorsed [EX. CL/662(XIX)], that a week be set aside in the month of November every year to celebrate the achievement of CARMMA in Africa as well as call for increased commitment in accelerating change where progress is lacking.

This year, the African Union Commission will celebrate the CARMMA campaign during CARMMA week, 24 – 28 November 2014. The theme for this year is Accountability for Maternal Newborn Child Health.

Lives, not just numbers! **The main highlight of the weeks activities is the launch of a ground breaking African online data platform called African Health Stats – www.africanhealthstats.org.**

The platform is a great enabler. It shares information in a handy way, information not normally accessible to African politicians and their advisers, or to health advocates, journalists and the wider African public.

This innovative data platform makes it possible to compare and contrast how African countries are performing in relation to a variety of MNCH and other health related commitments and goals. The site draws attention to examples of strong performance across Africa and demonstrates that change is possible. The African Union hopes that this in turn will inspire and motivate policy makers and other stakeholders to take action on health challenges faced by African countries.

As many countries and partners have over the years joined the African Union in taking action during CARMMA Week, this guide serves to complement plans that countries and partners have in place for CARMMA Week 2014. It also guides individuals who would like to be part of the weeklong commemoration on how best they can support the campaign from where ever they are and from whatever background.

OBJECTIVES

The focus of CARMMA Week 2014 is to

- × Launch the new, vibrant and accessible online data platform, African Health Stats - www.africanhealthstats.org - and invite millions of Africans to use the site for information, research and advocacy purposes;
- × Emphasize the role of the African Union's CARMMA in motivating action and collaboration throughout Africa – action that reduces preventable maternal, newborn and child deaths;
- × Facilitate dialogue on prevention of maternal and newborn mortality rates between diverse, high-level national stakeholders as well as other state and non-state actors;
- × Re-energize all stakeholders, communities, service providers, rural leaders, religious groups, NGOs, CBOs, FBOs and the general populace on practical actions to end preventable maternal and child deaths;
- × Share and promote good practices;
- × Enhance advocacy and resource mobilization for MNCH and SRHR.

KEY COMPONENTS

The key components of CARMMA week are to

- × Engage journalists and media across the continent through organization of press conferences, Op-eds and articles on CARMMA and the status of MNCH in countries;
- × Raise awareness through organization of town hall meetings, workshops and seminars on issues around Sexual and Reproductive Health and Rights (SRHR);
- × Use of Social Media and the hashtag #CARMMAWeek on all platforms (Facebook, Twitter, Instagram, Google+, etc.)... Let's get the topic trending!

Make sure to send us your reports, pictures and videos so CARMMA can share them with our partners across Africa and the world.

SUGGESTED TWEETS AND MESSAGES

Since CARMMA launched in 2009, changes have been recorded across the continent. Africa is working to meet the health MDGs.

Below are a selection of suggested tweets and messages to share across social media platforms.

#CARMMAWeek

CARMMA has upped attention given to #MNCH. Today 44 countries have launched CARMMA in Africa #CARMMAWeek

In 2006, Africa made an alarming declaration #MNCH is a state of emergency across the continent #CARMMAWeek #Domore #Africaleads

Today we show that with commitment & dedication, better days and brighter prospects lie ahead for African women and children. #CARMMAWeek

CARMMA uses policy dialogue, advocacy, & community social mobilization as catalyst for political commitment to improve #MNCH #CARMMAWeek

#CARMMA and the AU has got African countries to increase commitment & resources to improve #MNCH #CARMMAWeek #Domore #Africaleads

#CARMMA has proved that commitment and compassion for mother and child wellbeing is all that counts. #CARMMAWeek #Africaleads

#CARMMA has shown that Maternal mortality can be reduced and prevented using cost effective approaches and interventions #CARMMAWeek

Many countries that have launched #CARMMA have adopted child friendly policies. See if your country has launched www.carmma.org #CARMMAWeek

AU launches ground-breaking data site www.africanhealthstats.org a major step for African health transparency & accountability #CARMMA #AHS

The AU's www.africanhealthstats.org allows users to compare African performance in relation to health commitments & goals #CARMMAWeek #AHS

#CARMMA was first launched by Mozambique in August 2009. Today, almost all African countries have launched #CARMMA #CARMMAWeek #Africaleads

One of the achievements of #CARMMA is that it has widened engagements on #MNCH with stakeholders and partners #CARMMAWeek #Africaleads

Countries that have launched #CARMMA have succeeded in infusing the essence of the campaign with their own indigenous plans #CARMMAWeek

We must learn from countries that have achieved the greatest results. #CARMMAWeek www.africanhealthstats.org #Seethedata #Africaleads

Did you know that Ethiopia has met the MDG targets for Child health? See more progress on www.africanhealthstats.org #AHS #Africaleads

www.africanhealthstats.org helps us to evaluate actions and see where more effort will bring better outcomes. #CARMMAWeek #Africaleads

Shortly after the genocide in 1994, Rwanda's maternal mortality ratio was 1400 per 100,000 live births. Today it is 383 #Progress #CARMMAWeek #Africaleads #AHS

Rwanda has recorded impressive reductions in MMR by infusing #CARMMA with its national program #CARMMAWeek #seethedata #AfricanHealthStats

CARMMA supports rights to health and encourages States to impose structures where women and children attain good health
#CARMMAWeek

The right to health includes access to timely, acceptable, and affordable health care of appropriate quality. #TheAfricaWeWant
#CARMMAWeek #seewhereyoustand #AHS

Eritrea launched #CARMMA in Sept '14 and has recorded tangible improvements in MNCH due to improved strategies #seethedata #AHS
#CARMMAWeek

Eritrea is a country on track to achieving MDG5 targets. Its MDR has dropped from 880 to 240
#Progress #CARMMAWeek #seethedata #AHS

Tunisia was the first North African country to launch #CARMMA & has established policies to improve lives of women and children
#Africleads

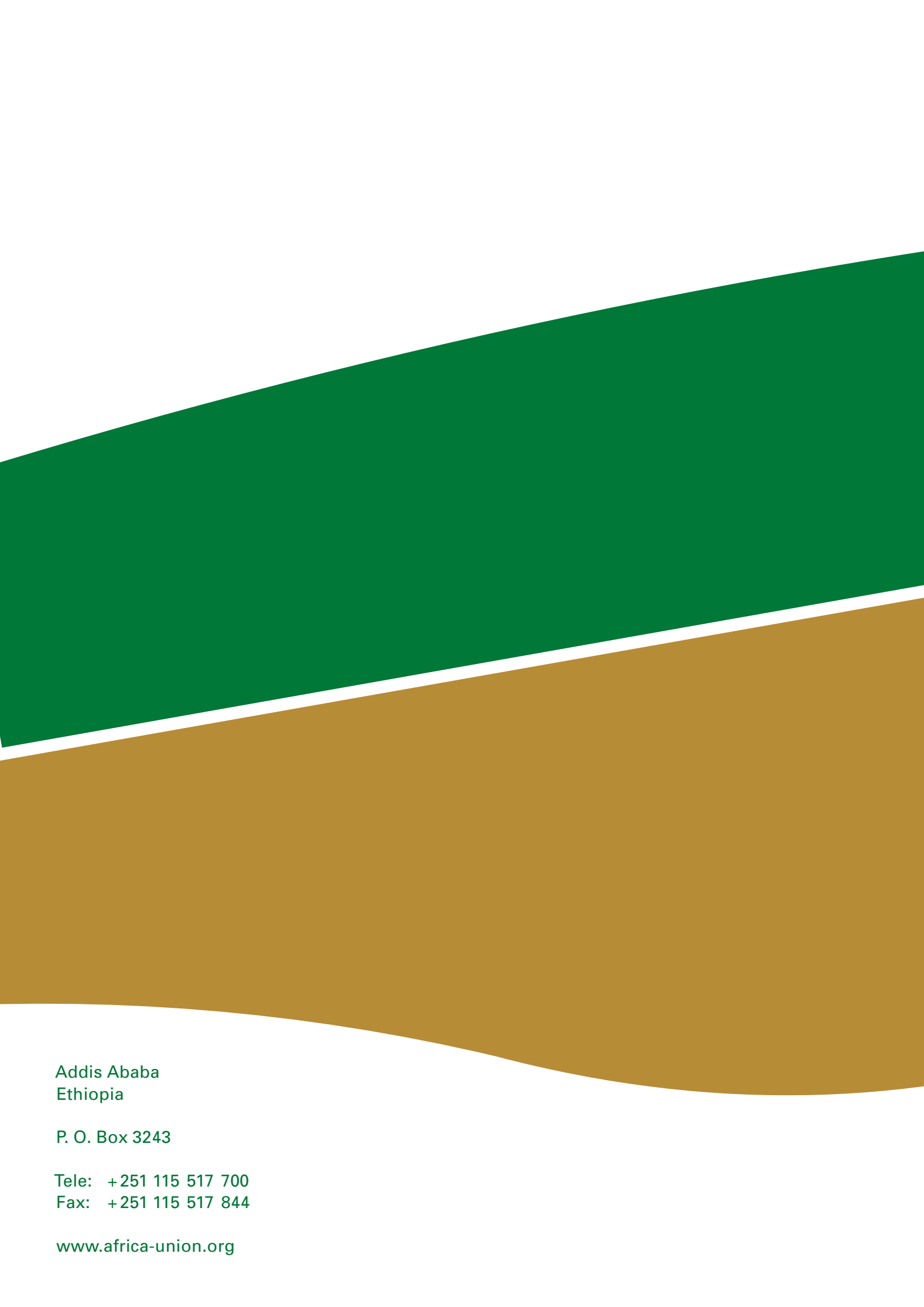
Tunisia has the lowest NMR and MMR in Africa, 9/1000 & 56/100,000 live births respectively
#TheAfricaWeWant #CARMMAWeek #Africleads

Ethiopia has made tangible progress in maternal and newborn health via well orchestrated family planning engagements #Progress
#CARMMAWeek

Intensify actions and do more in #Africa. Impressive results achieved since the launch of #CARMMA www.africanhealthstats.org
#seewhereyoustand

The African Union will ensure that #CARMMA delivers African women from avoidable death during childbirth #CARMMAWeek

It's #CARMMAWeek let's celebrate the progress made, and collectively channel new energies into improving MNCH across the continent.
#Africleads



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