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
Recommenations

• 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