Deliver Now for Women and Children, a collaborative effort of Partnership for Maternal Newborn and Child Health(PMNCH) and White Ribbon Alliance for Safe Motherhood, India (WRAI) is a global campaign to reduce maternal and child deaths and improve their health around the world. It aims to draw the world's attention to the more than ten million deaths of women and children which occur each year, mainly in developing nations. In India too, it was launched on National Safe Motherhood Day 2008 with following objectives:

Being implemented in 12 districts of Orissa with poor health indicators it targeted not only the community demand for maternal health services but also focused on active participation of government, media & other stake holders in addressing the issues around the Safe Motherhood.

The interventions under the campaign were planed on the basis of a baseline conducted. The campaign was launched in India on 11 April, 2008 on the occasion of National Safe Motherhood Day both at the state and National level in Orissa and New Delhi respectively. As part of the launch, notables from public life in India were honoured as ambassadors for MNCH including Ms Shabana Azmi, Guru Shovana Narayan, Mr Subir Malik and Ms Anu Chaudhuri. The launch was followed by a press conference where the media representatives were oriented on the campaign and its implications in India.

20000 women who raised their voice against the gaps and non-availing of their health rights.

The campaign focused on generating community demand and creating an

The baseline was followed by an endline evaluation to assess the impact which are seen in many fronts as there are increase in assistance/services provided by grass root health workers, people's awareness on entitlements, ANC and PNC visits by ANM and ASHA, demand for institutional delivery and quality services, PRI involvement in monitoring health services.

Knowledge among recently delivered women on benefit of cash incentive to expectant mother to deliver in the health institution increased from 60% to 82%. Postnatal Care was abysmally zero during baseline and has been



- · Support for meeting MDG 4 and 5 is generated by launching the "Deliver Now for Women + Children" campaign in India
- Demand for action is created at all levels, especially among community stakeholders, opinion leaders and the news media for improved delivery of MNCH interventions at the state, district and block levels in the target state of Orissa
- · Political will and accountability is built at the state level in Orissa for improved health services for maternal and child health as outlined in the national policies and programmes



WRA advocated with the government and developed list of entitlement based on the programs and policies. The Checklists were developed WRAI and used for the Civil Society and Elected Representatives to regularly and systematically track the implementation of safe motherhood policies and programs using the checklists developed. The findings revealed that

At National level, common advocacy agenda for maternal, new born and child health were identified and messages were developed around them during the 12 public hearings organized with participation of more than

increased to 9.4% in the endline. In rural areas the need for three ANC check up was reported by 57% against 30% in the baseline. A significantly higher proportion of women (58-76%) in endline were found aware that ANM provides counseling on birth preparedness and importance of safe delivery as compared with baseline (33-49%). Encouragingly, deliveries at subcentres have increased in endline indicating women's preference for institutional deliveries against home deliveries (1% to 12%). Knowledge on Village Health and Nutrition (VHN) days among the recently delivered women in rural areas has gone up significantly from 38% to 77% in intervention period with an increased participation in VHN days from 57% to 64%.

Public Hearing was one of the main component of the campaign, looking at its voracity in mobilizing community particularly women and generating demand at all level for quality maternal and child health services, media participation in public hearing is also an added advantage in empowering the local media through sensitization and updating information pertaining to MCH services and entitlements of women. The public hearings resulted in assuring the women to take actions for the recruitment of staffs, provision of regular drug supplies and setting up of grievance cell to

The wide media coverage included both print and electronic involvement of the media which included 75 print and 34 electronic media coverage in the focus districts since the launch of the campaign with financial output in terms of equivalent advertising value over 7 lakhs.









For better health services..







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ADVOCACY FOR MATERNAL AND CHILD HEALTH IN INDIA