



## The SOCIAL Project for Increased Accountability, Advocacy and Learning for MNCH

### INTRODUCTION

Maternal, Newborn and Child Health (MNCH) still faces significant challenges particularly in low resource settings and among the rural communities in Kenya. These challenges encompass but are not limited to: inadequate access to quality healthcare services, low immunization, essential commodity stock-outs among other systemic barriers. To address these issues, Every Newborn Action Plan - Ending Preventable Maternal Mortality (ENAP-EPMM) targets are pivotal, aiming at ending preventing maternal and newborn deaths through evidence-based interventions and promoting equity and universal access through integrating Primary Health Care programs.

### KEY TARGETS FOR MEASUREMENT

- ✓ At least 4 ANC contacts
- ✓ Skilled births
- ✓ PNC within 2 days and care for small & sick newborns
- ✓ Improve data for decision making
- ✓ Community empowerment including girls and women
- ✓ Apply human rights framework
- ✓ Protect and support mother-baby dyad



### PROJECT OBJECTIVES

- Enhance awareness, understanding, and accountability for every New-born Action Plan(ENAP) and Ending Preventable Maternal Mortality targets (EPMM) in Siaya, Kisumu and Kakamega counties.
- Empower communities and increase demand for and accountability for quality, affordable, optimal and accessible MNCH services and commodities including for maternal nutrition and FP
- To build momentum and commitment from policy and decision makers at national and county level to commit to meeting all the ENAP-EPMM targets, the FP2030 commitments and increase investments towards MNCH

### Contextual Understanding:

- Analyzing the wider context of Maternal Child Health, Primary Health Care, and access to Family Planning services and commodities as drivers for achieving the ENAP-EPMM targets.
- Identifying key challenges and opportunities to inform targeted interventions

### Collaborative Advocacy Platforms:

- Strengthening collaborative advocacy platforms involving government officials, healthcare providers, civil society organizations, and community representatives.
- Prioritizing strategies to reduce newborn and maternal mortality, increase access to FP information, services, and commodities, and emphasizing maternal nutrition.

### Data-Driven Advocacy:

- Collecting and utilizing data on Maternal and Child Health (MNCH) and FP indicators for evidence-based advocacy.
- Measuring collective progress to develop a long-term implementation strategy integrated into annual county work-planning and budgeting processes.

# Strategies

## ➤ Empowering Communities:

- Empowering communities to increase demand for and accountability for quality, affordable, optimal, and accessible MNCH services and commodities, including Maternal nutrition & FP.
- Targeting 80% of public health facilities in the focus counties.

## ➤ Building Momentum and Commitment:

- Building momentum and commitment from policy and decision-makers at the national and county levels.
- Committing to meeting all ENAP-EPMM targets, FP2030 commitments, and increasing investments towards MNCH programs by 30% within the next 5 years.

➤ Ensuring County Ownership, and supportive Legal, regulatory and financial frameworks.

➤ Application of the Human Rights Framework the highest quality RMNCAH is available, acceptable and accessible to all who need it

➤ Address Inequities in access to quality SRH and MNCH

➤ Address causes of maternal and infant mortality and morbidities.

➤ Ensure Accountability to improve quality of care and equity

# Expected Outcomes

## Policy integration



Integration of ENAP-EPMM targets & FP2030 commitments into Annual Work Plans and Annual Development Plans for implementation in Siaya, Kisumu and Kakamega

## Community Empowerment



Empowered community members, particularly girls and women, applying social accountability tools to demand quality Maternal, Newborn and Child Health service delivery.

## Scaling Impact



Rolling out learnings to regional partners in Eastern Africa, contributing to a 10% improvement in MNCH indicators in Kenya, Uganda, and Zambia within 3 years.

## Attain ENAP/EPMM Targets



Reduce Maternal Mortality to be no greater than 140/100000 live births; reach the target of 12 or less newborn deaths and still births per 1000 live births by 2030.

# Key Activities

- ✓ Increase & Enhance community engagement and sensitization
- ✓ Evidence Generation for effective planning and decision making
- ✓ Support county multi-sectoral & Multi-stakeholder engagements
- ✓ Support for budget advocacy to increase investment and prioritization of RMNCAH
- ✓ Enhance male engagement and education.
- ✓ Support implementation of the AWP
- ✓ Learning & sharing of best practices: across counties & countries of implementation
- ✓ Joint commemoration of World Health Days