

Engendering Accountability: Upholding Commitments to Maternal and Newborn Health

Social Media Tear Sheet

Global Health Visions (GHV) is excited to launch a groundbreaking new report: **Engendering Accountability: Upholding Commitments to Maternal and Newborn Health**. Commissioned by the Bill & Melinda Gates Foundation (BMGF) and the Children's Investment Fund Foundation (CIFF), the report is an in-depth review of accountability processes at the regional, national, and sub-national levels – with a particular focus on those led by or involving civil society.

IMPORTANT LINKS (full & shortened)

- 1. Report Homepage**
 - <http://globalhealthvisions.com/engendering-accountability/>
 - <http://bit.ly/1QRhEzf>
- 2. Full Report**
 - http://globalhealthvisions.com/Engendering_Accountability_Full_Report.pdf
 - <http://bit.ly/1ilkV8L>
- 3. Executive Summary**
 - http://globalhealthvisions.com/Engendering_Accountability_Executive_Summary.pdf
 - <http://bit.ly/1LI1raW>
- 4. Key Messages**
 - http://globalhealthvisions.com/Engendering_Accountability_Key_Messages.pdf
 - <http://bit.ly/1illhMG>
- 5. Guidelines for Accountability**
 - http://globalhealthvisions.com/Guidelines_for_Accountability.pdf
 - <http://bit.ly/1MDDi8>
- 6. India Case Study**
 - http://globalhealthvisions.com/India_Country_Case_Study_MNH_Accountability.pdf
 - High resolution: <http://bit.ly/1LI26Jw>
 - Low resolution: <http://bit.ly/1NGOmTG>
- 7. Nigeria Case Study**
 - http://globalhealthvisions.com/Nigeria_Country_Case_Study_MNH_Accountability.pdf
 - High resolution: <http://bit.ly/1V5gr7K>
 - Low resolution: <http://bit.ly/1isI5iK>
- 8. Uganda Case Study**
 - http://globalhealthvisions.com/Uganda_Country_Case_Study_MNH_Accountability.pdf
 - High resolution: <http://bit.ly/1L0vpN1>
 - Low resolution: <http://bit.ly/1j2DtAA>
- 9. Social Media Tear Sheet**
 - http://globalhealthvisions.com/Engendering_Accountability_Social_Media_Tear_Sheet.pdf
 - <http://bit.ly/1L0vCQj>

KEY DATES

<i>Monday, September 21, 2015</i>	Online report launch
<i>Thursday, September 24, 2015, 4-6pm</i> New York	Presentation of report findings at the event: <ul style="list-style-type: none"> • Accountability in Global Health: What Works, What Doesn't, and What We Need to Do About It (hosted by Global Health Council and other partners)
<i>Saturday, September 26, 2015, 8-10am</i> New York	Distribution of report at the event: <ul style="list-style-type: none"> • Accountability in the Post 2015 Era: Reaching Every Woman, Every Child, Every Adolescent, Everywhere (hosted by PMNCH, iERG, Countdown to 2015)
<i>Tuesday, October 20, 2015, 5-6:20pm</i> Mexico City	Panel presentation and discussion around report findings, at the Global Maternal Newborn Health Conference auxiliary session: <ul style="list-style-type: none"> • Making it Count: Using Evidence for Accountability (hosted by Global Health Visions, the Children's Investment Fund Foundation, and the Bill & Melinda Gates Foundation)

KEY MESSAGES

1. **Empower Civil Society:** *Civil society must be placed at the heart of accountability efforts* in order to achieve local, national, and global goals. To ensure those efforts are impactful, additional resources, technical assistance, and capacity building is necessary.
2. **Go Local:** There is a disconnect between commitments at the global level and awareness of these commitments among country stakeholders which impedes progress. We must *shift our focus towards national and sub-national partners to implement strategic accountability efforts and achieve goals.*
3. **Connect Data to Action:** Many accountability efforts to-date have focused on the collection of accurate data – but we cannot stop there. We must *connect data and evidence to action to engender change.*
4. **Collaborate:** When a *variety of stakeholders come together* to review evidence, identify gaps and bottlenecks, and agree on actions, it fosters 'buy-in' and trust and leads to change.

SUGGESTED SOCIAL MEDIA CONTENT

Below is suggested social media content to share through Twitter, Facebook, and Instagram to raise awareness about the report and the important topic of MNH accountability.



Hashtags

- Main hashtag: **#Accountability4Health**
- Other hashtags to link to related global health topics: [#Accountability](#), [#HealthForAll](#), [#globalhealth](#), [#SDGs](#), [#MDGs](#), [#RMNCH](#), [#UNGA](#), [#post2015](#), [#EWECisME](#), [#HerGlobalGoals](#), [#GlobalGoals](#), [#GlobalGoalsLive](#), [#GlobalHealthinSDGs](#), [#everynewborn](#), [#EPM](#)

Sample text-only Tweets

- New report commissioned by @GatesFoundation and @CIFF sheds light on MNH #Accountability #Accountability4Health <http://bit.ly/1QRhEzf>
- Check out @GHVisions report on global RMNCH #Accountability frameworks and mechanisms #Accountability4Health <http://bit.ly/1QRhEzf>
- Civil society-led accountability efforts are critical to achieving #post2015 goals #SDGs #Accountability4Health <http://bit.ly/1QRhEzf>
- Strong collaboration between stakeholders is a hallmark of successful accountability efforts. #Accountability4Health <http://bit.ly/1QRhEzf>
- We must link #data to action for #Accountability to be successful. New report by @GHVisions explains. #Accountability4Health <http://bit.ly/1QRhEzf>
- @GHVisions launches new report on civil-society-led RMNCH accountability efforts around the world. #Accountability4Health <http://bit.ly/1QRhEzf>
- All stakeholders must commit to #accountability at the country level to reach Global Strategy 2.0 goals #Accountability4Health <http://bit.ly/1QRhEzf>

Sample Tweets with graphics (see page 5 for graphics or download them [HERE](#))

- Civil society is key to achieving #post2015 goals #SDGs #Accountability4Health <http://bit.ly/1QRhEzf> [INSERT GRAPHIC 1 BELOW]
- We must link #data to action. New report by @GHVisions explains. #Accountability4Health <http://bit.ly/1QRhEzf> [INSERT GRAPHIC 2 BELOW]
- Stakeholders must collaborate on #Accountability4Health to reach Global Strategy 2.0 goals <http://bit.ly/1QRhEzf> [INSERT GRAPHIC 3 BELOW]
- Sub-national and national efforts critical to achieving #SDGs #Accountability4Health <http://bit.ly/1QRhEzf> [INSERT GRAPHIC 4 BELOW]


Partner Twitter Handles

- African Health Budget Network: [@AHBNetwork](#)
- ARROW: [@ARROW_Women](#)
- Bill & Melinda Gates Foundation: [@gatesfoundation](#)
- CARMMA: [@CARMMAfrica](#)
- CHESTRAD: [@CHESTRAD_Int](#)
- Children's Investment Fund Foundation: [@CIFFchild](#)
- Countdown to 2015: [@CD2015mnch](#)
- Every Newborn: [@Every_Newborn](#)
- Every Woman, Every Child: [@UNfEWEC](#)
- Evidence for Action – Mama Ye Nigeria: [@MamaYeNigeria](#)
- Evidence for Action – MamaYe Global: [@Evidence4Action](#)
- Family Care International (FCI): [@familycareintl](#)
- Forum for Women in Democracy (FOWODE): [@FOWODE_UGANDA](#)
- Global Health Council: [@GlobalHealthOrg](#)





- Human Rights Law Network (HRLN): [@hrln_india](#)
- iERG: [@iERGSecretariat](#)
- PMNCH: [@PMNCH](#)
- SAVI-Nigeria: [@savi_nigeria](#)
- Uganda Debt Network: [@ugandadebt](#)
- White Ribbon Alliance Uganda: [@WRAUganda](#)
- White Ribbon Alliance: [@WRAglobal](#)

facebook

(For September 21):

-  Today Global Health Visions, the Gates Foundation, and CIFF, are launching a new report called **Engendering Accountability: Upholding Commitments to Maternal and Newborn Health**, an in-depth review of #accountability processes at the regional, national, and sub-national levels – with a particular focus on those led by or involving civil society. Check it out: <http://bit.ly/1QRhEzf> #Accountability4Health

(For any date):

-  National and sub-national civil society-led #accountability efforts are critical to achieving post-2015 global and national goals and priorities, including the #SDGs and the Global Strategy 2.0. Read more in a new report released by Global Health Visions with support from the Bill & Melinda Gates Foundation and the Children’s Investment Fund Foundation: <http://bit.ly/1QRhEzf> #Accountability4Health **[INSERT GRAPHIC 1 BELOW]**
-  Many accountability efforts to-date have focused on the collection of accurate data – but we cannot stop there. Transparent, accessible data and information are the critical underpinnings for successful #accountability campaigns, and must be connected to action. See Global Health Visions’ new report for more information. <http://bit.ly/1QRhEzf> #Accountability4Health **[INSERT GRAPHIC 2 BELOW]**
-  All stakeholders must commit to engendering #accountability at the country level to reach the goals of the Global Strategy 2.0. But a major barrier is the lack of understanding of what is currently being done and how to put accountability into practice. A new report by Global Health Visions seeks to shed light on the topic, with particular focus on civil-society-led efforts. <http://bit.ly/1QRhEzf> #Accountability4Health **[INSERT GRAPHIC 3 BELOW]**
-  Civil society must be resourced and supported for successful #accountability campaigns – particularly at the national and sub-national levels. Read more in a new report released by Global Health Visions with support from the Bill & Melinda Gates Foundation and the Children’s Investment Fund Foundation: <http://bit.ly/1QRhEzf> #Accountability4Health **[INSERT GRAPHIC 4 BELOW]**

GRAPHICS: Download these images [HERE](#) for use on Twitter, Facebook, Instagram, and elsewhere.

1. Civil Society graphic



2. Data to Action graphic



3. Collaboration for success graphic



4. Sub-national and national focus graphic



About the Report

In early 2015, the Bill & Melinda Gates Foundation (BMGF) and the Children's Investment Fund Foundation (CIFF) commissioned Global Health Visions (GHV) to conduct an independent landscaping of regional, national, and sub-national RMNCH accountability efforts, with particular focus on those led by or involving civil society. The project paid special attention to maternal and newborn health accountability efforts, and/or the role and opportunities for existing mechanisms to work better for maternal and newborn health. It reviewed key global and regional accountability programs and processes and their relevance in-country, and conducted in-depth landscape analyses of national and sub-national accountability efforts three countries: India, Nigeria, and Uganda.

Launching on September 21, 2015 in conjunction with the UN General Assembly, the final report provides an overview and specific examples of frameworks, tools, systems, and partners currently working in the area of accountability, including an analysis of those efforts that are particularly successful or promising. It synthesizes key themes, including gaps, overlaps and opportunities, and includes recommendations for future action and program design based on selected experiences from the field.