



GUIDELINES FOR NON-GOVERNMENT COMMITMENTS TO THE *GLOBAL STRATEGY*

Every Woman Every Child is a multi-stakeholder movement to implement the United Nations Secretary-General's updated [Global Strategy for Women's, Children's and Adolescents' Health](#) (2016-2030), focusing on countries with a high burden of health problems, to help implement the new objectives put forward by the Sustainable Development Goals framework.

Spearheaded by UN Secretary-General Ban Ki-moon, *Every Woman Every Child* recognizes that all partners—including governments, philanthropic organizations, multilateral institutions, civil society, business, health professionals and academia—have an essential role to play in improving women's and children's health. Commitments to the *Global Strategy for Women's, Children's and Adolescents' Health* represent pledges to address a specific need outlined in the *Global Strategy*, ultimately reducing preventable mortality and promoting the health and wellbeing of women, children and adolescents everywhere.

WHAT KIND OF COMMITMENTS ARE ENCOURAGED?

All commitments advancing the goals outlined in the new *Global Strategy for Women's, Children's and Adolescents' Health* are encouraged, in particular those which are sustainable (e.g. public private partnerships with sustainable business models), innovative (e.g. innovative policies, new low cost technologies, innovative partnerships, innovative business models), and have a long-term focus. Commitments can be individual in nature or multi-partner-based coalitions. Commitments can be financial or non-financial. Most importantly, commitments to the *Global Strategy* should aim to have clear measurable impacts. Examples of commitments are listed in the Annex.

HOW ARE COMMITMENTS TRACKED?

Since the UN Secretary-General's first [Global Strategy for Women's and Children's Health](#) (2010-2015) was launched, accountability has been a cornerstone of all of its efforts. With a [Commission on Information and Accountability \(CoIA\)](#) and an [independent Expert Review Group \(iERG\)](#), resources and results for the commitments made to the first *Global Strategy* were measured and tracked.

A key strategic priority for *Every Woman Every Child* is the development of an updated accountability framework to ensure strong implementation of the updated *Global Strategy for Women's, Children's and Adolescents' Health* in tandem with the SDGs. To this end, an Independent Accountability Panel (IAP) was created and will report annually on progress and challenges to help strengthen the response from the international health community and countries. In subsequent years, the annual report is expected to coincide with the relevant Sustainable Development Goals follow-up and review processes. Each commitment-maker will be required to report annually on progress related to implementing their commitment. Further information will be shared once a commitment has been accepted and guidance provided on reporting mechanisms.

HOW TO MAKE COMMITMENTS?

By filling in the below form, your commitment(s) will be submitted to the *Every Woman Every Child* secretariat for consideration as a *Global Strategy* commitment. Commitments should be defined as clearly as possible with an emphasis on measurability to support the tracking and monitoring processes. This is to enhance the accountability processes both at the country and global levels. Submissions are accepted all year round, but will be grouped together for approval and announcement at key moments; approved commitments will be showcased on the Every Woman Every Child website. Please skip sections not relevant for your specific commitment.

Should you require any assistance while filling out this form, please contact:

everywomaneverychild@unfoundation.org

Please send your complete commitments adhering to the checklist in the guidelines to:

everywoman.everychild@un.org

COMMITMENT SUBMISSION FORM

About the commitment-maker:

Primary Organization Name			
Headquarters Location			
CEO/President Name			
Point of Contact (POC) for Communications related to commitment	Title	Email	Phone
<i>If this is a multi-partner coalition based commitment, specify the other organizations that are part of this commitment in the following rows. (Please submit only one form per commitment.)</i>			
Organization 2:			
Organization Name			
Headquarters Location			
CEO/President Name			
Point of Contact (POC) for Communications related to commitment	Title	Email	Phone
Organization 3:			
Organization Name			
Headquarters Location			
CEO/President Name			
Point of Contact (POC) for Communications related to commitment	Title	Email	Phone
<i>Insert additional lines as needed.</i>			

This commitment is a... (check all that apply)

<input type="checkbox"/> Commitment building on a prior commitment to the first <i>Global Strategy on Women's and Children's Health (2010-2015)</i>
<input type="checkbox"/> New commitment to the <i>Global Strategy on Women's, Children's and Adolescents' Health (2016-2030)</i>
Commitment to a specific supportive initiative: <input type="checkbox"/> Family Planning 2020 <input type="checkbox"/> A Promise Renewed <input type="checkbox"/> Every Newborn Action Plan <input type="checkbox"/> Other:

Type of Commitment (check all that apply)

<i>Financial</i>		<i>Research</i>		<i>Monitoring & evaluation</i>
<i>Scaling-up programming</i>		<i>Issue and policy advocacy</i>		<i>Technical assistance</i>
<i>Education and Training</i>		<i>Political mobilization</i>		<i>Direct provision of services and/or products</i>
<i>Health systems strengthening</i>		<i>Innovation for RMNCAH</i>		<i>Policy</i>
<i>Cross-sectoral (please specify)</i>		<i>Others (please specify)</i>		<i>Others (please specify)</i>

Please describe your commitment below using the SMART principles, i.e. Specific, Measurable, Achievable, Realistic and Time-Bound.

Information on the focus of the support being provided (as relevant): Please specify on what grounds/basis is this commitment made?

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1) **By age-group:** Which age groups are targeted by your commitment? Please specify the estimated affected population.

Age group	Result target: Estimated Number Affected
Newborns	
Children Under-5	
Adolescents	
Women of Reproductive Age	
Other (please specify)	

2) **By theme:** Check which of the following themes relate to this commitment.

Women's health priorities and interventions
Adolescents' health priorities and interventions
Children's health priorities and interventions
Newborns' health priorities and interventions
Early Childhood Development
Nutrition
Socioeconomic, environmental and political determinants
Health systems resilience and health workforce
Innovations
Financing
Human rights and equity
Humanitarian settings
Social mobilization / community engagement
Other themes (please specify):
None

3) **By geographic scope:** Global, multiple countries, regional, national, sub-national.

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4) How does this commitment target any intersectoral links relevant for the implementation of essential RMNCAH interventions, such as: education systems, nutrition (including agricultural programs), transportation systems, improved sanitation facilities, improved drinking water, humanitarian and disaster response systems, etc.?

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5) How does this commitment specifically relate to, and advance the goals of, *Global Strategy for Women's, Children's and Adolescents' Health?* (e.g., health workforce capacity building, coordinated research and innovation)?


	Country-led health plans
	Comprehensive, integrated package of essential interventions and services
	Integrated care
	Health workforce capacity building
	Coordinated research and innovation
	Other ways (please specify):

6) For non-financial commitments:

Expected Outcome (e.g. lives saved or improved, population impacted)	
Estimated Value (either in USD or local currency) of services, products and other resources provided	
Explanation of how this estimated value was determined	
Planned timeline for implementation	Start: Month: _____ Year: _____ End: Month: _____ Year: _____

7) For financial commitments:

Expected Outcome (e.g. lives saved or improved, population impacted)	
Total amount, either in USD or local currency.	
Proportion of the financial commitment that is above your institution's current spending levels for RMNCAH expenditures.	
Proportion of the financial commitment delivered as in-kind, rather than cash, support.	
If the funding for this commitment is from an external source, not from your institution, please specify the source:	
How funds will be channeled (e.g. bilaterally, multi-laterally, through NGOs or other national partners)	
Planned timeline for implementation	Start: Month: _____ Year: _____ End: Month: _____ Year: _____

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- 8) How do you intend to track and share information on progress towards implementing this commitment to the *Global Strategy*? For instance, releasing an annual shareholder report that includes this commitment, joint reporting efforts together with other stakeholders (please specify), etc.

CHECKLIST FOR MAKING A COMMITMENT

- **SUMMARY OF COMMITMENT**
 - Detailed description of commitment (please see the *How To Make Commitments* section above for specific information to be included). Any other relevant information is encouraged.
 - Brief summary of commitment (no more than 200 words) to be used on the website and for communications. The *Every Woman Every Child* communications team will work with you to use this language in the movement's communications strategy (including on <http://www.everywomaneverychild.org/>).
- **LETTER FROM LEADERSHIP – Announcing the commitment**
 - Letter from organization Chief Executive Officer or President to United Nations Secretary General announcing the commitment and reviewing the basic parameters of the commitment (this is required only for organizations that have not previously made a commitment to the *Every Woman Every Child* movement).
- **WEBSITE/MEDIA MATERIALS**
 - High-resolution logos of your organization for use on *Every Woman Every Child* website
 - Quotations from CEO, President, employees, partners or others on why your organization is participating
 - Pictures, video, testimonials of your programs in action

The Secretary-General is grateful for your interest and contribution to help save and improve the lives of women, children and adolescents around the world.

Together we can do more than any one of us could do alone.

ANNEX: WHAT KINDS OF COMMITMENTS WERE MADE TO THE PREVIOUS GLOBAL STRATEGY?

The Partnership for Maternal, Newborn and Child Health (PMNCH) has produced an annual report analysing commitments to the *Global Strategy* since its launch in 2010. Please click [here](#) to see the reports produced to date. The nature of PMNCH reporting will be adapted to the ongoing requirements.

Below are examples of commitments made from a variety of sectors, which are by no means exhaustive. For a list of all commitments to the previous *Global Strategy* (2010-2015) and newly accepted commitments to the updated *Global Strategy* (2016-2030), please see the *Every Woman Every Child* website, www.everywomaneverychild.org/commitments.

Financial Commitments

Financial commitments can be aimed at mobilizing domestic resources, or at supporting governments and other key actors in a country to implement plans to improve the health of women and children. For example:

<u>Type of Commitment</u>	<u>Real Examples</u>
Scaling-up programming; e.g., expanding and enhancing successful women's and children's health public or private programs in countries; or taking innovative pilot programs to scale	CARE committed \$1.8 billion over 5 years to expand successful maternal, newborn and child health programs, with a focus on empowering girls and women to increase gender equity, linking health systems and communities in systems of mutual accountability, and using innovative approaches to reach the most vulnerable populations. By expanding its maternal health programs into at least 10 additional countries—a 50 percent increase—and by scaling-up programs in countries where it currently operates, CARE aimed to aid more than 30 million women of reproductive age by the 2015 Millennium Development Goals deadline.

Policy Commitments

Policy commitments can help develop appropriate processes and support advocacy to ensure women’s and children’s rights and access to health. For example:

<u>Type of Commitment</u>	<u>Real Examples</u>
<p>Issue and policy advocacy; e.g., Engaging and contributing to advocacy campaigns and becoming a partner in an existing initiative to encourage the adoption of a Health Bill or to increase government spending on health; creating a new advocacy campaign that seeks to eradicate child marriage or improve use of health services by pregnant women; providing high-level spokespersons to amplify advocacy messages</p>	<p>The Body Shop committed over \$2.25 million for their initiative, 'Stop the Sex Trafficking of Children and Young People', developed in partnership with ECPAT International, and launched in 60 countries. The Body Shop launched in December 2010 the first of 3 annual campaigns in partnership with UNAIDS.</p> <p>Amnesty International pledged to advocate for equal and timely access to reproductive healthcare services for all women and girls and campaign for greater accountability for violations of reproductive health rights.</p>
<p>Political mobilization; e.g., advocating at the highest political levels to ensure women and children stay at the center of development, are prioritized in national programmes and resource allocation</p>	<p>Partners in Population and Development committed to using diplomatic opportunities in the General Assembly, UN Agencies in Geneva and UN ESCAP through its diplomatic presence in promoting the goals of <i>Every Woman Every Child</i>.</p>

Service and Delivery Commitments

Service and delivery commitments can ensure that women and children have access to life-saving prevention, treatment and care when and where they need it and support health systems strengthening. For example:

<u>Type of Commitment</u>	<u>Real Examples</u>
<p>Education and Training; e.g., pledging to strengthen the training of health professionals (midwives, clinical officers, health extension workers, etc.) by supporting pre-service education or continuous professional development (CPD) through the provision of health tutors and teaching materials in harmony with national health plans OR e.g., supporting the provision of health training tutors to expand the training capacity of health training institutions; providing supply chain management advice for hospitals and centres; or secondment of high-level advisors in the ministries of health, development and social welfare.</p>	<p>John Snow, Inc. (JSI) committed through the Hand to Hand Campaign to supporting the availability of contraceptives in low-income countries through the provision of supply chain management technical assistance and training for national, regional, and global programs; to collecting accurate, timely information about the status of supplies, program requirements, and supply chain operations in over 20 countries, and sharing that information widely with stakeholders</p>
<p>Direct provision of products and services; e.g., supporting programs where health professionals support the delivery of services; donating medicines, vaccines, and health supplies following the WHO donation guidelines, where it is requested and where there is absorptive capacity; donating airtime for public service announcements.</p>	<p>GSK committed to increase support for the WHO strategy to improve children's health with a 5-year commitment to expand donations of albendazole medicine to 1 billion doses each year, an increase of 600 million doses each year.</p>
<p>Research; e.g., researching and developing new drugs; developing effective health information management systems; or researching the impact of different initiatives to improve the health of women and children.</p>	<p>Johnson & Johnson committed to researching and developing a drug for tuberculosis with a new mechanism of action in 40 years, antiretrovirals to treat HIV and potentially prevent HIV transmission from pregnant women to their infants, as well as new technologies that may, in the future, prevent the transmission of HIV between adults.</p>
<p>Innovation for RMNCH; e.g., utilizing up to date technology to increase local access to care; improve the quality of health care services; or ensure effective management of the health care system.</p>	<p>Infosys pledged to institute an Innovation Co-creation Lab to explore ways that technology can be used to solve critical maternal and child health challenges. The Innovation Co-creation Lab aimed to facilitate the convergence of the initiative's task force members onto a common platform and drive joint innovation to develop affordable healthcare solutions.</p>