**Appendix 3**

**Accelerate MNH** (*provisional title and subtitle*)

***Combatting maternal and newborn deaths and stillbirths and improving health***

Maternal Mortality (EPMM), Quality of Care and Maternal and Perinatal Death Surveillance and Response (MPDSR).

**Introduction**   
The first joint Every Newborn Action Plan Ending Preventable Maternal Mortality Progress report (2023) highlighted that maternal and newborn mortality reduction and prevention of stillbirths has plateaued since 2016, with a total 4.5 million maternal and newborn deaths and stillbirths worldwide. To achieve the United Nations Sustainable Development Goals targets and improve maternal and newborn health and wellbeing, accelerated action is needed from 2021-2030 (increase average annual rate of reduction for 2010-2020 from 1.3% to 11.6%, 1.8% to 5.2%, and 2.2% to 7.2% for MMR, SBR, and NMR respectively).

Increased investment and action require a comprehensive multi-stakeholder advocacy and communications strategy, which ENAP EPMM is currently developing. A new website dedicated to maternal and newborn deaths and stillbirths reduction is a key component of this strategy. The proposed new website is an effort to position maternal and newborn survival and health as one movement – bringing together ENAP and EPMM as the framework for maternal and newborn death reduction, quality of care, MPDSR, midwifery and further essential interventions to improve maternal, perinatal, and neonatal survival under one digital roof. It will propose a new narrative to bring all these streams of work together for maternal and newborn survival and wellbeing, with the possibility to expand and include child health in the near future.

ENAP and EPMM and mechanisms that support the achievement of the ENAP and EPMM goals and target such as MPDSR currently all have distinct webpages on the WHO website, with overlapping audiences, and no dedicated knowledge repository or learning platform. This results in limited engagement with their audiences and to some extent a duplication of efforts in communicating the urgency, priority actions and impact of ending preventable maternal and newborn deaths and stillbirths. Additionally, the Quality of Care Network website is currently a separate entity and will be incorporated into the new website.

This new website will collect and share the assets, progress, and experiences of all three initiatives (ENAP, EPMM and MPDSR), as well as midwifery work and the Quality of Care Network to provide policymakers and programme managers with a single, consolidated tracking, learning and advocacy resource in their efforts to reduce preventable maternal and newborn deaths and stillbirths. It will also be designed for growth, with a view to include resources, learning and data on child health in a second phase of development. The 90+ countries working to implement the ENAP EPMM recommendations have accrued a wealth of experience on what it takes to make an impact in reducing maternal and newborn deaths. In addition, resources to support and track quality of care, MPDSR and further programme implementation at subnational levels would help inform policy making and programme design. It is that experience and knowledge, backed up with data from the MCA data portal[[1]](#footnote-1) that the website aims to bring together and capitalize on to accelerate progress. AlignMNH is already working to nurture collaboration, streamline knowledge sharing and address knowledge gaps; we envision the new website as a complementary resource to fuel advocacy for maternal and newborn health.

**Value proposition of the website**

Rooted in country experience, the website will provide evidence, guidance, progress tracking and learning to help stakeholders improve maternal and newborn health and wellbeing.

It is built on the experience from countries that have been rolling out newborn action plans, developing and implementing ENAP/EPMM maternal and newborn health acceleration plans and the activities that are key to progress, including MPDSR systems.

**Goal and objectives of the website**

The main goal of the website is to support stakeholders in their efforts to accelerate the reduction of maternal and newborn deaths and stillbirths.

The website proposes to do so by pursuing four objectives:

1. Track country-level progress to support accountability.
2. Facilitate learning to support implementation and accelerate progress.
3. Inform evidence-based technical advocacy to reduce preventable maternal and newborn deaths and stillbirths.
4. Communicate the work in progress led by the ENAP, EPMM, MPDSR and QoC teams, chaired by WHO, UNICEF and UNFPA through impact stories and lessons.

**Target audiences:**

* National governments, decisionmakers who are involved in developing and funding maternal and newborn health policies and strategies
* Health professional at national and subnational levels who are involved in designing, resourcing, and implementing maternal and newborn health programmes, professional societies, regulatory bodies
* Advocates for maternal and newborn survival and health, at national, regional, and global levels.
* Implementing partners: INGOs, NGOs, CSOs
* Development partners: United Nations and other multilateral agencies, bilateral donors
* Academia
* Private sector

*Small scale opinion leader research to be conducted to determine what different audiences want and what matters the most to them.*

**Content type** (more details are in the website resource list)

The following content type will support these objectives:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| OBJECTIVE | CONTENT TYPE | | | |
| TRACK progress | ENAP EPMM targets dashboard (link to MCA data portal)  ENAP/EPMM milestones progress  Quality of Care data  MPDSR data | Country pages and Country plans & progress  QoC country pages?  MNH profiles | News and updates |  |
| LEARN for implementation | Knowledge library of technical knowledge, implementation tools and guidance  MPDSR toolkit  Midwifery tools  Courses, toolkits, and manuals listed in the website resource list | Webinars of country learning, progress, launches of WHO guidelines, research, reports | Stories on implementation (written, audio, video)  QoC guidance, QI training,  Midwifery Education  SSNB care  MPDSR training material | Communities of practice (TBD) |
| INFORM technical advocacy. | Data and evidence Accountability toolkit on MPDSR and engagement with parliamentarians | Country needs and learning  Constituent stories.  Calls to action | Messages and content for global moments (WHA, IMNHC, UNGA etc.) |  |
| SHARE updates |  | Stories | News and updates |  |

**Functionalities**

The functionalities required to support these content types:

* Dynamic home page with series of stories, infographics, and potentially animated background
* Visualization of data with links to the MCA data portal - ENAP EPMM dashboard and upcoming MPDSR data component
* Database as a repository of knowledge resources (see mapping of existing resources) and advocacy resources to be developed for key maternal and newborn health moments; database to support printed, audio and video formats.
* Search function in pages and file titles
* Community of practice (TBD)
* Password protected technical working group pages (TBC)
* Embedded registration form (Campaign Manager)
* Contact form.

## Branding

**Name**

The website will adopt a name that capture its intention to position maternal and newborn survival and wellbeing as one movement and move away from the current ENAP/EPMM acronyms. Partners are currently reviewing options.

**Logo and other branding assets (colour palette, fonts, imagery)**

Under development as part of the rebranding of ENAP-EPMM. Where the website will be hosted will also have an impact on the logos, all of which to be discussed with UNICEF and UNFPA.

**Timing**

We are aiming for the new website to be up and running by the end of February 2024. There are several processes which are taking place in parallel to the development of this new website and will have an impact on the timing. This is what we are suggesting to not slow down development:

**Data resources:** The new website will draw on the MCA data portal for data analysis and visualization, including for the ENAP EPMM dashboard, and for MPDSR. Although the MPDSR data collection and analysis function is not developed yet, the new website will proceed now, and **link** to the MPDSR data asap.

**Quality of Care Network website**: The content of the current Quality of Care Network website will be incorporated into this new website. While the new website will be built with the functionalities to accommodate the Quality of Care Network website content, the migration will require an audit of the Quality of Care Network website content, and probably a switch to a new content management system. We suggest extending the maintenance contract for the Quality of Care Network website until end of March 2024, and to include a link to www.qualityofcarenetwork.org in the new website until then; migrate the Quality of Care Network website in January-March 2024.

**Branding:**  A rebranding of ENAP EPMM is under consideration to move toward new accessible language and will extend to the new website. But, since the rebranding is likely to be done in 2024, we propose to: a. include in our Terms of Reference for the web developer that the logo, colour palette and fonts may change as per the rebranding in 2024 and ask them to budget for it; and b. indicate to the creative agency leading the rebranding the few characteristics of the new website that cannot change (such as the name and URL). The new website will feature WHO, UNICEF and UNFPA logos.

1. The new website will link to the MCA data portal. [↑](#footnote-ref-1)