



Canadian Network for
Maternal, Newborn and Child Health

ANNUAL REPORT 2014 – 2015



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LETTER FROM THE CHAIR

Dear Partners,

An African proverb says if you want to go fast, go alone, and if you want to go far, go together. Well, in true Canadian fashion, the diverse Partners who are the heart and soul of the Canadian Network for Maternal, Newborn and Child Health have made the wise decision to go together. That is because we know we need to join forces on the road to end preventable deaths of every woman, newborn and child.

The transformative results we have seen since the Canadian Network's inception highlight the hard work and commitment of the many Canadian individuals and organizations who have realized an incredible impact in the lives of millions of women and children.

Because of our many differences, the breadth of our Partners has been able to offer a diversity of programs that are as unique as the many communities we work with and come from. Because of our commonalities, we have been able to unite with one common commitment to work towards a world where every woman and child survives and thrives.

I cannot say enough to thank the many Partners of the Canadian Network. Thank you for the countless effective programs that each of our esteemed Partners are implementing every day, year after year. We are proud to be in partnership with each of you.

We look forward to rolling up our sleeves with every Canadian and every Partner, united under one common goal of ensuring that we live in a world where every woman and every child is reached.

David Morley
Chair
President and CEO, UNICEF Canada

INTRODUCTION

This was a year marked by major transitions.

Globally, the world transitioned from the Millennium Development Goals to the Sustainable Development Goals, and a new Global Strategy for Women's, Children's and Adolescents' Health was launched. The Global Strategy builds on new evidence, including the need to focus on critical populations such as newborns, adolescents and those living in fragile and conflict-affected settings. It aligns with the targets and indicators developed for the Sustainable Development Goals framework, and outlines opportunities for implementation, including through innovative financing.

In Canada, there was a transition in political leadership: a new configuration of parliamentarians will be instrumental in charting the road ahead for improving women's and children's health worldwide. They will have the opportunity to build on our country's unwavering commitment to maternal, newborn and child health, and continue our exceptional leadership on the global stage.

Our Network is undergoing its own transition. This year, we welcomed more than 30 new Partners, and continue to grow our reach. As recipients of a \$15-million grant from Foreign Affairs, Trade and Development Canada (DFATD) for a five-year strategy (2016-2020), we are expanding the focus of our three core pillars. In Measuring Results, we are partnering with DFATD and Johns Hopkins University on Canada's Accountability Initiative, an innovative approach to monitoring progress and improving Canadian capacity to measure outcomes. Activities in Knowledge Exchange will enhance our ability to share resources, skills and experience with each other. Our Stakeholder Engagement pillar

will integrate a new mandate of supporting our Partners to engage the Canadian public, through a five-year communication strategy. We will continue to engage with the Government of Canada on opportunities for political leadership and strategic investment to improve health outcomes worldwide.

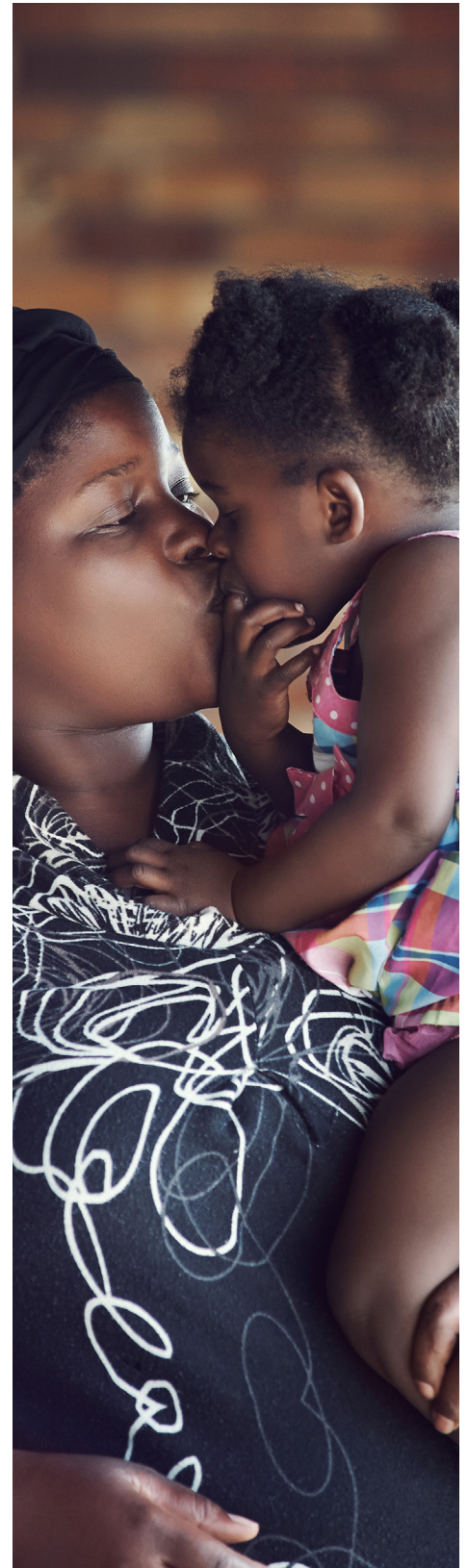
With immense gratitude, we are closing a chapter with BC Women's Hospital and Health Centre at the end of 2015. Through the dedication of Dr. Dorothy Shaw, Dr. Jan Christilaw and Joan Gray, the hospital has generously supported the Canadian Network's operations over the past three years. We have now formalized our organization as an incorporation, and will be introducing our inaugural Board of Directors at the 2015 Annual Meeting.

What really matters, however, are the transitions that are happening in families and communities around the world. The dedicated work of our Partners has improved countless lives. I remain incredibly impressed by the outcomes of our efforts. Nevertheless, we all agree that our work here is not done.

Globally, far too many women, children and adolescents still lack access to essential health services, adequate sanitation and good nutrition. They face violence and discrimination, are unable to participate fully in society, and encounter barriers to realizing their human rights. It is our hope that some day we can look back at 2015 and know that all these transitions were transformational to creating a world in which every woman, child and adolescent is able to survive and thrive.

Helen Scott

Helen Scott
Executive Director



WHO WE ARE

We are a Network of Canadian non-governmental organizations, academic institutions and health professional associations working together to improve the lives of women and children everywhere.

Driven by the fundamental human right of women and children to the highest attainable standard of health, our overall aim is to accelerate progress for women and children's health in a way that is inclusive, equitable and sustainable.

OUR VISION

We envision a world where every woman, every newborn and every child survives and thrives.

OUR MISSION

We lead the development of collaborations among Canadian Partners, in order to enhance effectiveness and accountability as they improve maternal, newborn and child health globally.



MEASURING RESULTS

SHARING KNOWLEDGE

ENGAGING CANADIANS

STRATEGIC FRAMEWORK

Strengthen accountability for results

Monitor results by tracking common indicators

Strengthen capacity to measure results, in alignment with global efforts

Broker knowledge and innovation

Share and apply results, experiences and evidence to enhance program effectiveness

Foster collaboration through linkages across sectors

Inform and advise Canadian stakeholders

Inform the public of results and achievement to increase engagement

Advise government on reporting, strategic priorities, and resource allocation



BUILDING BLOCKS

This has been a year of building a stronger foundation for the future of the Canadian Network. In order to forge ahead effectively into the post-2015 era, it has been crucial to formalize the Canadian Network and to build a strong and thoughtful strategy.

ACCOMPLISHMENTS:

- Incorporation as a formal not-for-profit entity
- Establishment of by-laws and policies and procedures
- Inclusion of more than 30 new Partners, deepening and diversifying membership base
- Establishment of new, fee-based membership structure
- Developed and executed a nomination process for Board development and succession
- Recruitment and onboarding of new team members, growing the core team
- Development of an innovative platform for a virtual work environment to ensure that our core staff represent voices from across Canada, while minimizing operational costs; recognized with a nomination for an esteemed “Future of Work” technology award for successful implementation of innovative technologies to support a virtual workplace

OUR ACTIVITIES

The Canadian Network focuses on achieving an ambitious set of objectives, which are outlined in an annual work plan. This blueprint of our objectives and activities is centered on three strategic pillars: measuring results, knowledge exchange and stakeholder engagement. Each pillar is shaped by a Working Group, which acts under the guidance of the Steering Committee. A core team is then instrumental in implementing activities to ensure that the mission and objectives of the Canadian Network are successful.



MEASURING RESULTS

MISSION

The Measuring Results pillar strengthens accountability for improved results. We aim to foster monitoring and evaluation in which results are measured by tracking common indicators, and the capacity to measure results is strengthened in line with global efforts.

WORKING GROUP MEMBERS

Diego Bassani (Chair)

Centre for Global Child Health at The Hospital for Sick Children (SickKids)

Jenn Brenner

Healthy Child Uganda

Janet Hatcher Roberts

University of Ottawa

Tanjina Mirza

Plan Canada

Laila Salim

Save the Children Canada

Salim Sohani

Canadian Red Cross

ACCOMPLISHMENTS

Canada's Accountability Initiative

Building on Canada's leadership in mobilizing global action to improve the health of women and children, the Government of Canada is supporting a Canadian Accountability Initiative that aims to develop an improved ability to evaluate the impact of Canadian funding on health outcomes, particularly in countries where Canada has significant multi-lateral and bilateral funding. This project, which brings together Johns Hopkins University, the Canadian Network for Maternal, Newborn and Child Health and DFATD, is a unique opportunity for collaboration.

There are three main components of the project, which will be overseen by a Scientific Advisory Group of international and Canadian experts.

These components include:

1. Tool development, including coverage surveys, strength of implementation surveys & quality analysis and list/impact modelling tools;
2. Creation of a roster of Canadian experts, trained to implement tools in country;
3. Data collection

Leaders from the three partnering organizations met in Ottawa on August 6, 2015. At this introductory meeting, significant progress was made in determining how the partners will collaborate to develop and execute the different components of the initiative. On November 3, the original partners, along with additional experts from across Canada, were invited to continue work on tool development, led by Johns Hopkins University.



KNOWLEDGE EXCHANGE

MISSION

The Canadian Network brokers knowledge and innovation. This is achieved by sharing results with a diverse group of Partners, who can then better apply results, experiences and evidence to enhance program effectiveness. Collaboration is fostered through various mediums, and through connections across sectors and between individuals.

WORKING GROUP MEMBERS

Marnie Davidson

CARE Canada

Emily Gold

Micronutrient Initiative

Ericka Moerkerson

Centre de coopération internationale en santé et développement

Zubia Mumtaz

University of Alberta

Tanya Salewski

Aga Khan Foundation Canada

Consultations, Evaluations and Gatherings

- Civil society consultation with Women Deliver in Ottawa to discuss *Girl Power in Play*, as well as the Women Deliver 2016 Conference in Copenhagen
- Support for the International Federation of Gynecology and Obstetrics (FIGO) in their call to add Misoprostol for Postpartum Haemorrhage to the WHO Model List of Essential Medicines
- Facilitation of an external evaluation of DFATD's Muskoka Initiative through *hera*, an international consulting agency; *hera* conducted a formative evaluation of the Canadian MNCH initiative through an evaluation workshop based on a Theory of Change approach
- Sharing of best practices in the CAN-MNCH & ICN Seminar Series, *Developing Canadian Capacity in MNCH*, and *Working Together: The Canadian Context for MNCH* webinar
- Hosting the Annual Meeting, *Roadmap to Results*, a gathering of experts from across Canada and the Global South to engage in dialogue

Resources and Digital Information

- Dissemination of information through the Muskoka Initiative Consortium Knowledge Management Initiative results hub, compiled and available on the CAN-MNCH website
- Creation and launch of an MNCH Job Board, a central resource of job postings and calls for proposals from across the sector
- Publishing a regular blog that brings together stories, reports and best practices from Partner perspectives; all Partners are encouraged to contribute throughout the year
- Monthly newsletters disseminated to full Network and beyond, which bring together timely Network and Partner activities, events, reports, publications, job postings and calls for proposals
- Continuation of the Knowledge Hub on the CAN-MNCH website, which brings together key publications and global data from across the continuum of care



STAKEHOLDER ENGAGEMENT

MISSION

We inform, advise and engage a diverse set of Canadian stakeholders. The Government of Canada is advised on reporting, strategic priorities and resource allocation to ensure that investments see real impact. The public is engaged in achievements and stories from around the world.

WORKING GROUP MEMBERS

Meg French (Co-Chair)

UNICEF Canada

Cicely McWilliam (Co-Chair)

Save the Children Canada

Chris Dendys

Micronutrient Initiative

Margarita Matias Valencia

RESULTS Canada

Dorothy Shaw

BC Women's Hospital

Sara Schulz

World Vision Canada

Amanda Sussman

Plan Canada

Jacquelyn Wright

CARE Canada

GOVERNMENT RELATIONS

Promoting Women and Children's Health Internationally

- Attended *La Francophonie 2014*, the Gavi launch of the Rotavirus vaccine, and the Micronutrient Initiative launch of the *Zinc Alliance for Child Health (ZACH)* in Senegal, with the Steering Committee, as Official Delegates of the Prime Minister
- Attended the Third Conference on Financing for Development in Ethiopia, and the launch of the Global Financing Facility, as Official Delegates of the Minister of International Development, Christian Paradis
- Supported Steering Committee member participation in the *Greentree Senior Leaders' Retreat*, a key meeting where pledges for investment in the health of women and children were announced
- Submitted substantive feedback on the initial drafts of the *Every Woman Every Child Global Strategy for Women's, Children's and Adolescents' Health*
- Participated in the WHO's Every Woman Every Child Advocacy & Communications Working Group
- Participated in the United Nations General Assembly 2015
- Supported the Global Poverty Project and Huffington Post petition forum

Engaging Partners in Evidence-Based Policy

- Conducted a literature review of best practises in adolescent health, the social determinants of health and health in fragile contexts through a participatory process with our Partners
- Designed a post-election strategy that introduces new and returning Members of Parliament to our Partners





Engaging with the Canadian Government

- Steering Committee participation in a high-level roundtable with Bill Gates and Minister Paradis in Ottawa, focused on developing an End Game Strategy to eradicate malaria; co-hosted by Canada, Bill Gates of the Bill and Melinda Gates Foundation, and Ray Chambers of the United Nations Secretary-General's Special Envoy for Financing the Health Millennium Development Goals and for Malaria
- Hosted the Mom-mentum Mother's Day Tea on Parliament Hill, providing Partners with an opportunity to converse with Members of Parliament from across the political spectrum, including now Prime Minister-Elect Justin Trudeau and his wife Sophie Grégoire-Trudeau
- Engaged extensively with the Minister of International Development on a host of issues
- Pursued bilateral meetings with key Members of Parliament across all parties throughout the year
- Supported the #PoliticsAside Event with Bono, Engineers Without Borders and ONE Canada, on the occasion of the global celebrity's meetings with the leaders of the Conservative, Liberal and NDP parties
- Engaged Partners in the DFATD Partnership for Strengthening Maternal, Newborn and Child Health (PSMNCH) call for proposal consultations, with events in Vancouver, Toronto and Montreal
- Participated in the Canadian open consultation on the post-2015 development agenda
- Supported Senator Asha Seth's event celebrating maternal, newborn and child health week on Parliament Hill
- Submitted recommendations on the guiding principles for the Global Financing Facility





Big Shots
HOW CANADIANS ARE TRANSFORMING GLOBAL HEALTH THROUGH VACCINATIONS

Helen Scott

Canadians are now recognized globally as leaders in the fight to end the preventable deaths of women, newborns and children. As part of this broad, concerted effort, Canadians are working in the most marginalized communities around the world to ensure access to vaccinations, a proven cost-effective measure for improving health. Individuals and organizations are applying a uniquely whole-of-Canada approach to vaccination programming through investment, innovation, expertise and collaboration.

As Canadians, we are proud of universal healthcare. Our system is not perfect, but for the most part, health services are delivered to all people across the country. Children receive routine check-ups and have access to emergency care from the day they are born. Families choose life-saving vaccinations for their children so that many preventable diseases are a thing of the past. Ensuring the health of the youngest members of our society is born out of

WHY 2015 MATTERS FOR MOMS, BABIES & CHILDREN

reason #1:
IT'S TIME TO GET DOWN TO BUSINESS

2015 is the year where we roll up our sleeves and turn commitments into results

@CAN_MNCH #CANADACARES

#CSWS9 KICKS OFF TODAY!
 WE CAN ACHIEVE GENDER EQUALITY BY 2030.

@CAN_MNCH

COMMUNITY HEALTH WORKERS OF CANADA CARES
 NEWBORNS HEALTH IMPACT
 CHILDREN'S RIGHTS WOMEN'S LEADERSHIP
 SDGs HEALTHY COMMUNITIES
 POST2015 RESULTS
 CANADIAN WOMEN'S EMPOWERMENT
 WHY 2015 MATTERS
 FOR MOMS, BABIES & CHILDREN
 COLLABORATION ACCOUNTABILITY
 PROMISES COMMUNITY HEALTH WORKERS
 WOMEN'S RIGHTS IMMUNIZATIONS WE KNOW WHAT TO DO

@CAN_MNCH #CANADACARES

Happy Mother's Day

#MOMmentum

PUBLIC OUTREACH

Campaigns

- Led a Network-wide International Development Week campaign, *Why 2015 Matters for Moms, Babies and Children*, with targeted outreach to universities and colleges across the country, and a call to action to engage student audiences
- Launched a Mother's Day public campaign, fueled by engagement of Canada's top 100 mommy bloggers, through targeted outreach, direct mail-outs and a call to action to engage their respective audiences
- Involvement in the World Prematurity Day social media sub-group, through March of Dimes
- Engagement in key international days, including International Women's Day, World Malaria Day, International Day to End Obstetric Fistula, World Refugee Day, Girl Power in Play, International Day of the Girl Child, International Day of Rural Women, World Breastfeeding Week and Universal Children's Day
- Ongoing social media activity, with significant growth in followers and engagement across platforms
- Engagement in the #PoliticsAside campaign, where Canadians were encouraged to put aside their political convictions in the fight to end poverty

Books, publications and media engagement

- Creation and presentation of the *Through Her Eyes* photo exhibit, where Partners contributed through a call for proposals with stories and photographs that illustrated the connection between mothers in Canada and around the world
- Creation and publication of the bilingual book, *Highlights from a Journey with the World's Women and Children*, which showcases results and stories that came from our Partners' programming from 2010-2015; all Partners were invited to contribute to the book to showcase the impact of Canadian organizations
- Securing publications in media, such as: *How Canada Can Help Beat Ebola* Op-Ed in the National Post; *L'Ebola et les failles des systèmes de santé* in Le Devoir; and *Big Shots: How Canadians Are Transforming Global Health Through Vaccination* in Policy Magazine

Research and Rebrand

- Commissioned a fulsome, multi-faceted research project with NATIONAL Public Relations, to learn more about the Canadian public's knowledge of, and connection to, maternal and child health
- Conducted IPSOS Consumer Interviews to deepen understanding of key Canadian segments of Canadian public
- Performed in-depth IPSOS National Consumer Health Survey with the Canadian public (representative sample of 1500 Canadians), building an understanding of key segments
- Interviewed a representative sample of Partners to glean insights into improving brand and Partner involvement
- Disseminated a final report of market research, consolidating data from surveys and in-person interviews
- Ongoing development of a long-term, research-based communications strategy to deepen engagement from 2016-2020
- Rebranding of the organization, including the selection of a new, accessible name and brand identity, based on research completed in 2015
- Development of new logos, creative assets and branding guidelines to be disseminated to Partners in 2016



OUR TEAM

STEERING COMMITTEE

DAVID MORLEY

Chair (2015)

President & Chief Executive Officer of UNICEF Canada

ROSEMARY MCCARNEY

Chair (2014-2015)

Former President and Chief Executive Officer, Plan International Canada

DOROTHY SHAW

Past Chair

Vice President, Medical Affairs, BC Women's Hospital and Health Centre
Clinical Professor, Departments of Obstetrics and Gynaecology, University of British Columbia

PATRICIA ERB

Treasurer (2015)

President & Chief Executive Officer of Save the Children Canada

DAVE TOYCEN (Retired)

Treasurer (2014-2015)

Former President and Chief Executive Officer, World Vision Canada

STEERING COMMITTEE (CONT'D)

JENNIFER BLAKE

Member

Chief Executive Officer & President, The Society of Obstetricians and Gynaecologists of Canada (SOGC)

MICHAEL MESSENGER

Member

President & Chief Executive Officer, World Vision Canada

KHALIL SHARIFF

Member

Chief Executive Officer, Aga Khan Foundation Canada

PETER SINGER

Member

Chief Executive Officer, Grand Challenges Canada

JOEL SPICER

Member

President, Micronutrient Initiative

STANLEY ZLOTKIN

Member

Chief, Centre for Global Child Health

CORE TEAM

HELEN SCOTT

Executive Director

WENDY THERRIEN

Director, External Relations

IRENE WHITTAKER-CUMMING

Communications Officer

GINETTE GAUTREAU

Program Officer

*Thank you to all of our Partners
who make this work possible.*

*A network of Canadian NGOs, health care professional
associations and academic institutions working together to
improve maternal, newborn and child health*

www.can-mnch.ca