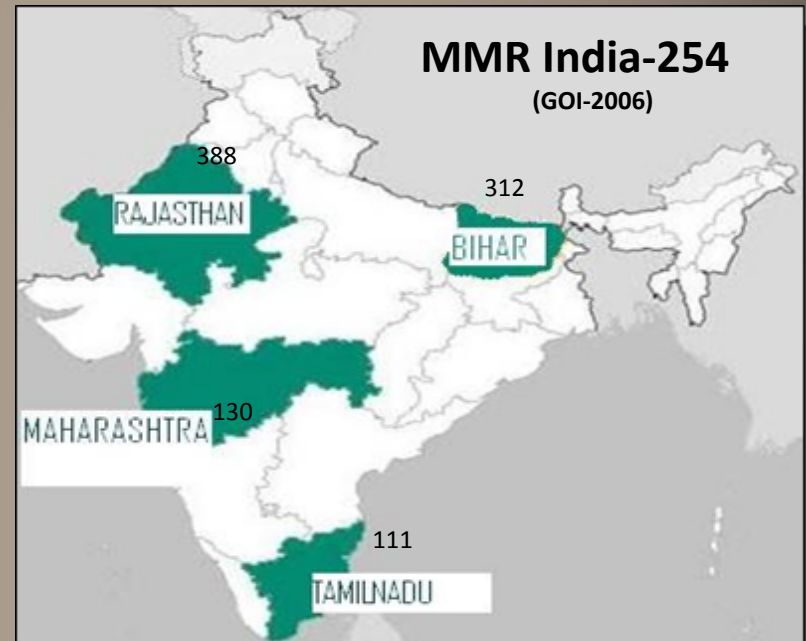
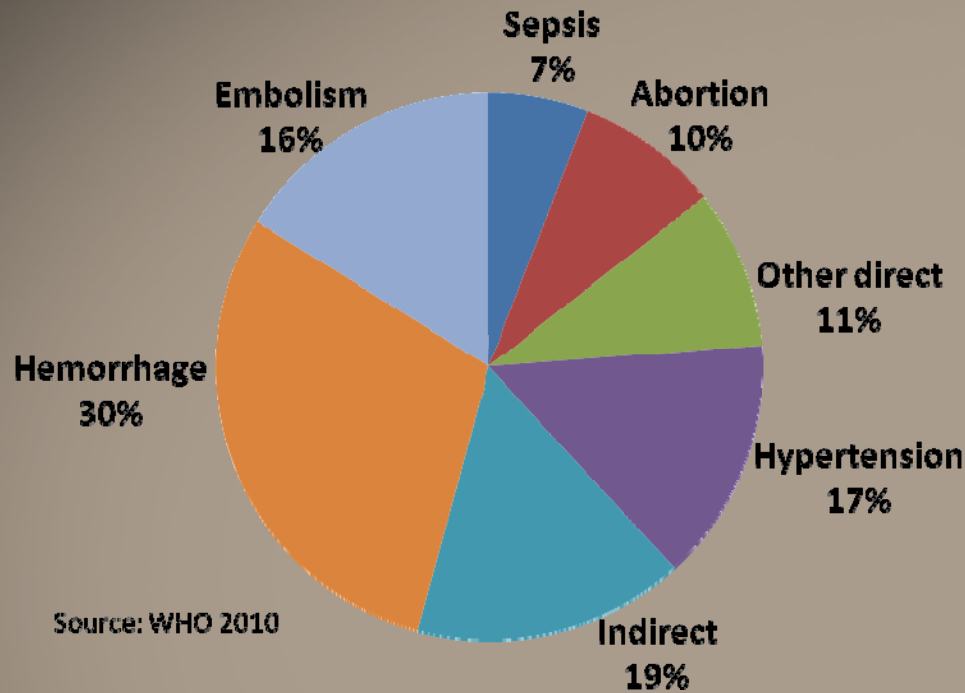




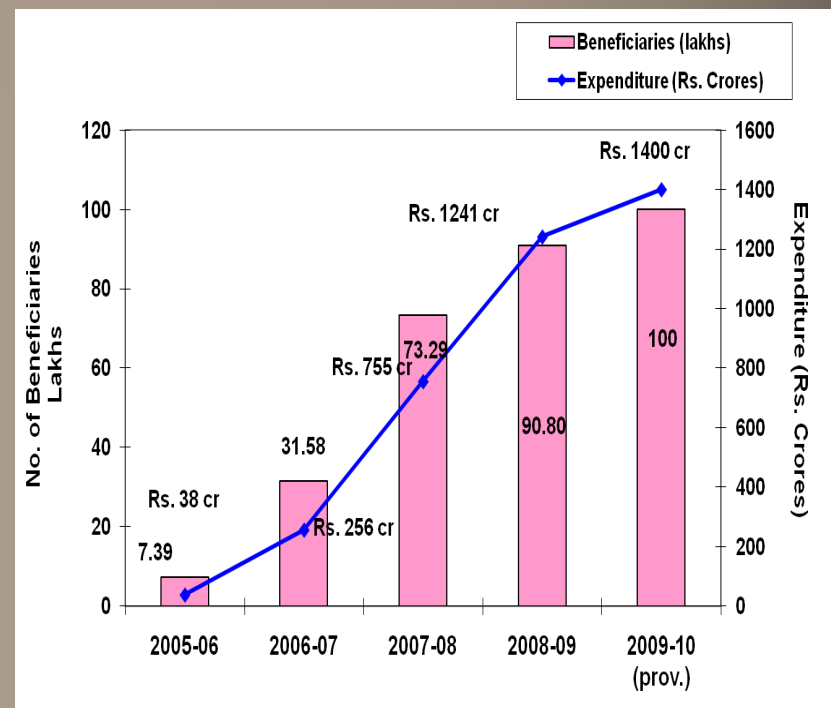
Advocating with Government Officials to Promote Enabling Policies

Raksha India



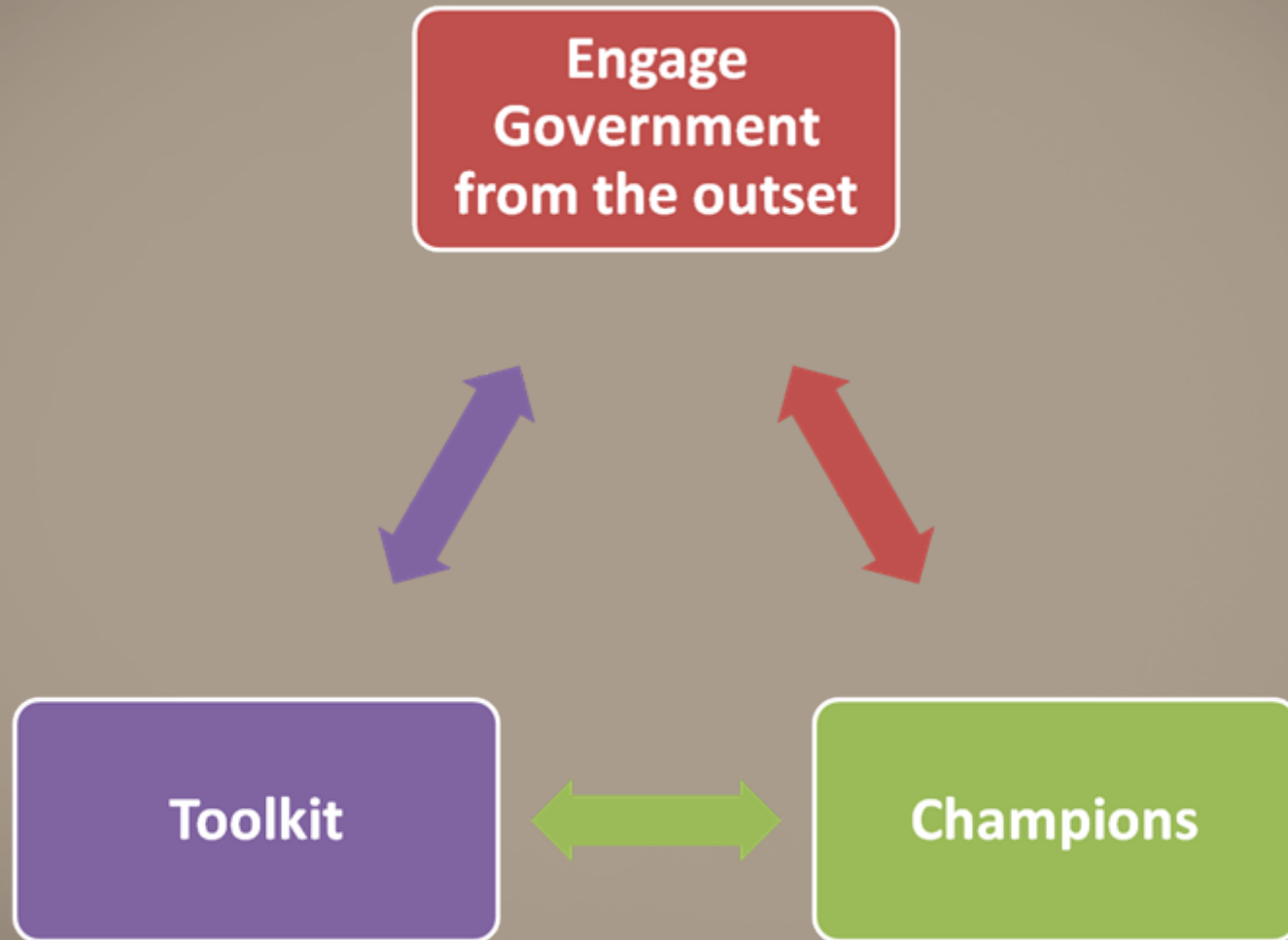
- Active partnership with Government
- Integrating innovations into the public health system
- Shaping demand and practice
- Investing in Front Line (health) Workers – Change Agents

Government as a Vital Partner, not as a Recipient



- Health budget increased from 2 billion to 4.7 billion USD – NRHM
- Decentralized planning, flexible financing, equity and convergence
- Increased standards (IPHS) and guarantee of services (24x7 PHC/FRU)
- 700,000 ASHAs and 100,000 health workers deployed
- 90.1% rural hospitals providing 24-hour normal delivery services
- 90.6% Sub Centres staffed with ANMs

Three Elements of Successful Advocacy



Engage Government from the Outset



Pre-design Stage

- Review policies, situational analysis and needs assessment
- Balance between government interests and our priorities



Design Stage

- Meetings, consultations, and stakeholders' engagement
- Evidence-based interventions and 'feasible' indicators



Implementation

- Identify, cultivate and build relationships
- Strengthen capacity through technical support
- Periodic dissemination of evidence
- Create appropriate touch-points for engagement

Toolkit

Products

- Non-Pneumatic Anti-Shock Garment (NASG)
- Kelly's Pad & PPH shock kit
- Job aids, protocols & simple [tools](#)

Best Practices

- Active Management of the Third Stage of Labor (AMTSL)
- Birth preparedness (BP) and complication readiness (CR) at community level

Approaches

- Strategic , operational & cultural alignment with government
- Task sharing and alternative training
- Joint supportive [supervision](#)

Champions



- Visibility and awareness
- Advocacy-Action
- Rapid diffusion of interventions



- Behavior change
- Improve policy, program and practice
- Sustainability and scale up



Scale-up: Evidence

Quantitative and Organizational

- Scale up in Rajasthan, Tamil Nadu , Bihar and Orissa (8-10 Dist)
- Pathfinder Expert Master trainer, training material and toolkit used by government in training program
- Collaboration with FOGSI, PHFI, local NGOs and CBOs

Functional

- Introduced AMTSL and NASG in to SBA training curricula
- Strengthening curricula at select nursing and medical schools

Political

- Advocacy resulted in expanded maternal health budget
- NASG launch function by Minister

Engaging with Government – Challenges



Large systems change – high variables – low control

So What?

Imagine

- **Impact on coverage and reach**
- **Issue prominence**
- **Collateral benefits**



Ultimately, successful advocacy with government to promote enabling policies, will result in the one thing that all of us want – preventing mothers dying of PPH

Solutions to systemic issues – show by doing

Thank You

