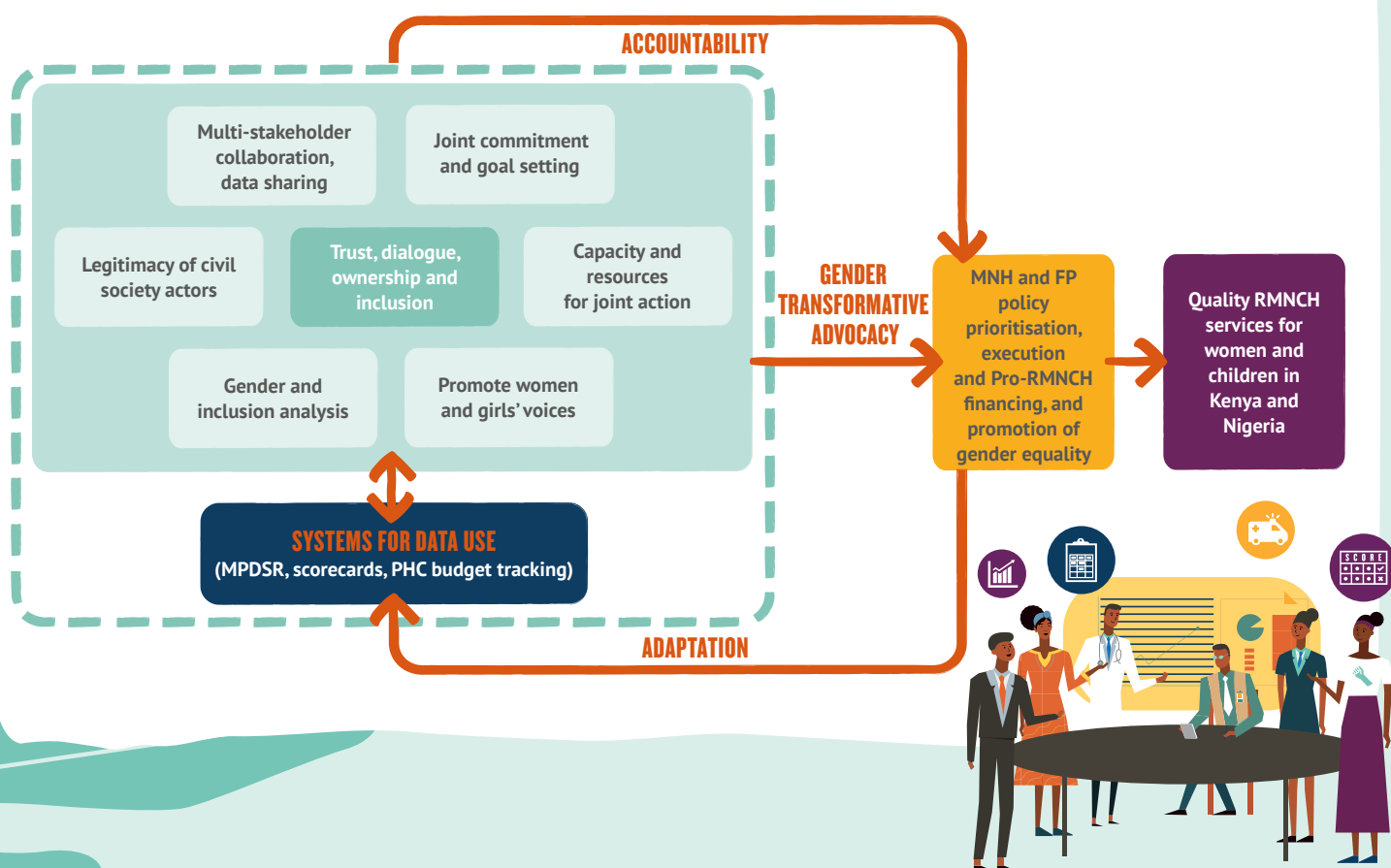


EVIDENCE FOR ACTION (E4A) MAMAYE PROJECT BRIEF 2022-2024

Evidence for action (E4A) - MamaYe Project is aimed at catalysing change by bringing together groups of advocates (including government, civil society, media, and health practitioners) to use existing information and resources to:

- Identify the reasons why women and babies are dying.
- Agree on how available resources can be used most effectively to address the causes of death.
- Advocate with decision makers and relevant stakeholders for the changes needed and hold them accountable to their commitments.

OUR ACCOUNTABILITY MODEL



PROJECT SCOPE & APPROACH

Over the years E4A-MamaYe has worked in 7 countries in sub-Saharan Africa. Currently our focus is in Nigeria and Kenya using the accountability model as shown on page 1. This model has delivered vital improvements in RMNCAH services.



Guided by E4A project staff, grassroots coalitions are formed and supported through technical assistance to take on full ownership of the accountability model and to eventually be able to transition away from E4A's support and work independently and sustainably. Under the project, grassroots coalitions are equipped with tools and skills to continue advocating for the changes their constituencies need and hold health systems accountable for high-quality and equitable RMNCAH service provision.

The primary project outcomes are:

1. Resilient coalitions operate in support of priority issues in target geographies.
2. Gender transformative advocacy approaches are used to influence RMNCAH policy agendas, government's budgets and health services.
3. MamaYe is a sustainable, African-led project, providing demand driven technical assistance to local partners.

Outcome 1: Resilient coalitions operate in support of priority issues in target geographies.

Grassroot and multistakeholder coalitions are provided with demand-based technical support and tools to operate independently and conduct effective evidence-based advocacy. They are in control of what success means for them. E4A supports grassroots coalitions to transition into resilient platforms for accountability by:

1

Coalitions are guided to develop 5 year transition plans.

2

Exposure to Flexible funding models

3

Connecting local advocates

Outcome 2: Gender transformative advocacy approaches are used to influence RMNCAH policy agendas, government's budgets and health services.

E4A will strengthen capacity of coalitions to deliver gender transformative advocacy. This advocacy challenges the gender norms that discriminate against women and girls giving them the opportunity to advocate for better RMNCAH services. It also aims at proposing solutions that promote women's greater access to resources and decision-making power so that they can be in control of their own health. Our interventions include:

1

Strengthening the capacity of coalitions to engage in gender transformative advocacy

2

Support coalitions to promote women access and participation in RMNCAH decision making

3

Integrate a gender lens into the community Maternal & Perinatal Death Surveillance & Response (cMPDSR)

Outcome 3: MamaYe is a sustainable, African-led project, providing demand driven technical assistance to local partners.

10 years of E4A and we have evolved into an ambitious project that thrives on the power of partnerships. We believe that every person - no matter background or role in the health system - can be an advocate for better RMNCH.

At this point our goal is to transition into a locally driven project, that is able to support itself and build on the great results achieved so far. We want to ensure local needs and experiences are reflected in global best practice and policy development and emerging global evidence can be translated back to local level in a way that is context appropriate. Our interventions are:

1

Transitioning to an African led team supporting the MamaYe Collective and other global actors

2

Increased use of shared evidence, analysis and accountability frameworks

3

Offer demand-driven technical assistance

4

Supporting the development of locally driven global public goods and their use at scale

In order to support the work of the local coalitions and advocates, the project has developed a number of resources and public goods:

1. Gender transformative advocacy handbook
2. Guide to coalition building
3. Health Budget Advocacy Toolbox
4. Steps to Change toolkit

THE FUTURE OF THE PROGRAM: OUR CALL TO ACTION

We are open to collaborate and build partnerships that will support us to:

- Grow our granting model to enable grassroots coalitions link across countries for better RMNCAH outcomes.
- Scale up E4A approaches to new geographies.
- Disseminate E4A resources and tools for learning and replication.
- Grow and strengthen coalitions to continue advocating for improved RMNCH outcomes locally and globally.



If you would like to find out more information please email: **Esther Agbon, Nigeria Country Lead:** e.agbon@options.co.uk and **Lucia Laboso, Project Director:** l.laboso@options.co.uk



Find out more about us

