

# MEASURING ADVOCACY FOR POLICY CHANGE

*the case for respectful maternity care*

**Day 1 • October 21, 2013**

## MORNING SESSION (PLENARY)

*Note: Breakfast and Registration will open at 8:00am*

*FACILITATOR: Tim Thomas*

9:00-9:30 **OPENING/WELCOME**  
Introductions, goal and objectives of the meeting  
*Maternal Health Task Force  
USAID TRAction*

9:30-9:45 **Overview of respectful maternity care**  
Video: *Break the Silence: Respectful Maternity Care* (Courtesy of White Ribbon Alliance)  
*Mary Ellen Stanton, USAID*

### **Learning from past successes in advocacy for policy change**

9:45-10:15 HIV and AIDS: Domestic and global efforts and scale up  
*Sandy Thurman, Emory University*

10:15-10:45 Q and A and Discussion  
*Jim Sherry, USAID TRAction  
Ana Langer, MHTF*

## 10:45-11:15 COFFEE/ TEA BREAK

### **Learning from allied fields**

11:15-11:30 The case of tobacco  
*Brian Southwell, RTI*

11:30-11:45 The case of child health  
*Mickey Chopra, UNICEF*

11:45-12:30 Q & A and Discussion

## 12:30-1:30 LUNCH

## AFTERNOON SESSION (PLENARY)

*FACILITATOR: Tim Thomas*

1:30-1:50 Watermelons and Seeds: Lessons from Evaluating Advocacy for Reproductive Health/ Rights  
*Rhonda Schlangen, Independent Evaluation Consultant (video conference)*

1:50-2:10 The power of interim measures on the way to big scale change  
*Paula Rowland, Organizational Research Service/ IMPACT*

2:10-2:30 Use of measurement: Effective strategies  
*Carlisle Levine, BLE Solutions (video conference)*

2:30-3:00 Q & A and Discussion

## 3:00-3:30 COFFEE BREAK

3:30-5:00 **Maternal health advocacy: Reflections from two perspectives**

Who decides and how? Influencing global policy on maternal health

*Ann Starrs, Family Care International*

Human rights and maternal health policy

*Lynn Freedman, Adverting Maternal Death and Disability/ Columbia University*

Q and A and Discussion

## **CLOSE OF DAY 1**

5:00-6:00 Reception at Simmons

# MEASURING ADVOCACY FOR POLICY CHANGE

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**Day 2 • October 22, 2013**

## MORNING SESSION (PLENARY)

*Note: Breakfast will be available at 8:00am*

FACILITATOR: *Tim Thomas*

9:00-9:15

**Recap of Day 1**

USAID

9:15-10:30

**What does RMC advocacy currently look like?  
Achievements and limitations**

Framing country-level national policy objectives

*Mande Limbu, White Ribbon Alliance*

Citizen participation, accountability and respectful  
maternal care: Challenges & opportunities

*Ariel Frisancho Arroyo, CARE Peru*

Women-centered care: Providers as change agents

*Brenda D'mello, CCBRT*

Q and A and Discussion

10:30-11:00

**COFFEE BREAK**

## LATE MORNING SESSION (LARGE & SMALL GROUP WORK)

FACILITATOR: *Mary Beth Hastings*

11:00-11:30

**Defining Policy Advocacy**

Large group discussion

11:30-12:00

**Brainstorm to identify international, donor, and national policy  
priorities and targets**

Large group discussion

12:00-12:30

**What would we like to see changed, and how will we measure it?**

Small work groups on specific policy priorities

12:30-1:30

**WORKING LUNCH**

## AFTERNOON SESSION

FACILITATOR: *Tim Thomas*

1:30-2:00

**What would we like to see changed, and how will  
we measure it?**

Small work groups continued

2:00-3:00

Report out to large group

3:00-3:20

**COFFEE BREAK**

3:20-5:00

**Next Steps, Partnership, Engagement**

Large group discussion

**CLOSE OF DAY 2**