



Global
**MATERNAL
NEWBORN**
Health Conference
*reaching every mother and newborn
with quality care*

Viewing Parties

HOW TO USE THIS TOOLKIT

This toolkit teaches you how to successfully host a “viewing party” and a focused conversation, panel, or speaker before or after the live event viewing of the Global Maternal Newborn Health Conference (GMNHC). Before you decide to host a viewing party, check [the conference website](#) to see if one is already being hosted nearby that you can join or even help co-host. Then check the **Schedule of Live-Streamed Sessions** below to see which sessions are being live-streamed. Be sure to consider the times in your local time zone. If a viewing party is not already listed in your area and **you or your organization decide to host a public event**, please email GMNHCplenary@gmail.com so that we can add your event to our list of public viewing parties on our website.

ABOUT THE CONFERENCE

The Global Maternal Newborn Health Conference will be held in Mexico City, Mexico on 18-21 October, 2015. The GMNHC is a technical meeting focused on accelerating progress towards effective and sustainable coverage of maternal and newborn interventions at scale. The daily plenary sessions and opening/closing of the conference will be streamed online so that those who are unable to attend the conference in person can participate virtually and simultaneously in their respective countries. Learn more about the conference and watch the live webcasted sessions at www.globalmnh2015.org.

WHY HOST A VIEWING PARTY?

A viewing party is an opportunity to gather together with colleagues and fellow global health advocates to remotely participate, share information, expand knowledge, and discuss important issues in maternal and newborn health care. You may choose to host a viewing party event corresponding with any of the live-

streamed sessions, and can participate remotely by asking the speaker or panel questions, or starting up a discussion with your own viewing party participants.

HOW TO HOST A VIEWING PARTY

Option A: Host a viewing party & informal discussion

Invite your office or group to gather together to watch any part of the GMNHC conference that will be live-streamed and host an informal discussion afterwards. Get engaged online by encouraging group members to post live reactions and share their own thoughts on Twitter using the hashtag **#GlobalMNH** in any social media posts.

Option B: Host a viewing party & pre- or post-viewing panel or local speaker

Take your viewing party to the next level by watching a live-streamed session paired with either a pre- or post-viewing planned panel of experts, or speech by a local expert. Ask guests to engage online by sharing reactions and thoughts on Facebook and Twitter, and be sure to take some good photos of the event! Make sure to use the hashtag **#GlobalMNH** in any social media posts.

HOW TO INTERACT OR ASK A QUESTION DURING LIVE EVENTS

The conference opening and closing ceremonies and the three plenary sessions will be available to watch live via the conference website homepage: www.globalmnh2015.org. To interact on social media with the conference in real time, use the [hashtag #GlobalMNH on Twitter](#). Online viewers can also ask questions to plenary moderators and panelists before and during the three plenary sessions.

- To ask a question **before** the conference, email your question to GMNHCplenary@gmail.com. Questions should be translated to English and can be done so through [Google Translate](#). Please submit pre-conference questions by October 17th.
- To ask a question **during** the conference plenary sessions, there will be a chat box next to the video screen that will enable viewers to enter questions directly. If for some reason the chat box function is disabled in your location, please submit questions to the email address listed above.

Communications staff at the main event will monitor the email account and chat box live and watch for questions, which may be passed on to session speakers or moderators during question and answer periods.

NECESSARY TECHNICAL REQUIREMENTS TO PARTICIPATE

In order to view the live webcast, your venue must meet the following requirements:

- A laptop or computer with a wired broadband connection; a hard line connection is best.
 - If you have a weak connection, ensure no one else is using the same connection on the day
 - Close any other programs that use your connection passively, such as iTunes, Skype, or any open web browsers
- A download speed of at least 0.7mbps for low quality, or at least 2mbps for higher quality video
 - Test your download speed using <http://speedtest.net/>
- An updated, high-speed Web browser
 - Check your browser for latest updates
 - Use either Chrome or Firefox browsers
 - Avoid using Internet Explorer
- Latest version of Adobe Flash Player; [Install or Upgrade Here](#)
- Speakers to enhance the audio – **Do not** plan to use only your laptop speakers
- Projector and screen for viewing the webcast on a large screen

The conference organizers will provide limited support to help resolve technical issues. Email GMNHClive@gmail.com with questions or concerns, or enter issues in the chat box. We recommend discussing any issues that arise with your organization's Information Technology department. Let your Information Technology office know, in advance, of your plans to live stream, so they can help troubleshoot.

SCHEDULE OF LIVE-STREAMED SESSIONS – All Times are CDT

Date	Time	Session	Q&A
19.10.15	8:30 – 10:30	Opening ceremony	There is no scheduled Q&A time during this session.
19.10.15	15:30 – 17:00	Plenary session — The Next Frontier: Approaches to Advance the Quality of Maternal Newborn Health Care	Yes
20.10.15	9:00 – 10:30	Plenary session — Benefiting Mothers and Newborns through Integrated Care	Yes

21.10.15	15:30 – 16:30	Plenary session — Addressing Equity and Reaching the Most Vulnerable Mothers and Newborns	Yes
21.10.15	16:30 – 17:00	Closing Ceremony	There is no scheduled Q&A time during this session.

VIEWING PARTY – HOST CHECKLIST

Once you've decided to host a viewing party and have selected a date, take a few more steps to ensure it is successful. See the draft timeline below for suggestions on how to organize and promote your event.

2 Weeks in Advance:

- ✓ Secure a space for the viewing party and discussion
- ✓ Test and ensure you have reliable Internet access in order to view the live webcast video and audio
- ✓ Ensure you have necessary A/V equipment for all participants to both see and hear the webcast (screens, projector, computer, speakers)
- ✓ Determine your invitation list, then send a viewing party invitation via e-mail to colleagues, local organizations, advocates, local universities, NGO staff, civil society organization partners, local leaders, members of the media, etc., asking them to join the local event
- ✓ Post a flyer to promote the viewing party
- ✓ If you choose to host a discussion or panel before or after watching the live GMNHC webcast, plan a detailed agenda for the event. You may need a facilitator or moderator. Identify that person.
- ✓ Don't forget: If you decide to host a public party, email GMNHCplenary@gmail.com so your event can be added to our list of public viewing parties on the conference website.

1 Week in Advance:

- ✓ If you are hosting a panel, write discussion questions (See **Sample Discussion Questions below**) and disseminate them to the panel moderator and any panel speakers
- ✓ If you are hosting a speaker, work with the speaker on the selected topics she or he should discuss and ask them if they are willing to take questions from the audience afterwards
- ✓ Check your RSVPs
- ✓ Make sure you have what you'll need for the space, such as tables and chairs

- ✓ Make arrangements for food or beverage, if providing
- ✓ Gather any materials you will be providing to invitees; purchase nametags if needed

The Week / Day of the Event:

- ✓ Send a reminder via email to invitees
- ✓ Ensure your Internet signal is strong. Have a back-up plan just in case your method of internet connection fails
- ✓ Set the stage, chairs, panels, or podium for event
- ✓ Set out any materials being given away
- ✓ Have an individual welcome the group on behalf of the host and explain the importance of today's event
- ✓ Watch the live stream, have a good discussion or hear a good word from a speaker
- ✓ Have a plan for online engagement. Share with your group that they can email questions into the main event or engage with ongoing discussions on Twitter, using the hashtag #GlobalMNH. See "HOW TO INTERACT OR ASK A QUESTION DURING LIVE EVENTS" for details above.

After the Event:

- ✓ Thank the individuals who attended!
- ✓ Send the GMNHC conference organizers an email at hastings@hsph.harvard.edu, sharing general feedback of your viewing party experience, photos and details of your event (location, group name, number of attendees and names, etc.). We would love to see viewing party photos!

SAMPLE DISCUSSION QUESTIONS

Questions for the portion of the conference you viewed:

1. What was the most provocative or interesting point that a speaker raised, and why?
2. Did you strongly agree or disagree with any statement from a speaker? If so, why?
3. Does what was said relate to us, our work, our country? If so, why or why not?
4. Write your own: _____
5. Write your own: _____

Conference Themes – quality care, integration, and equity

1. Are characteristics of quality care – such as effectiveness, efficiency, and accessibility issues in our country? How does it affect maternal and newborn health?
2. Is care in our country for women, children, and families patient-centered, equitable, and safe? If not, what changes should be made?
3. Why is it valuable to integrate maternal and newborn care? Do programmatic, research, and funding efforts exist that encourage integration?
4. What barriers, if any, exist in integrating maternal and newborn care? What actions can be taken to ensure these areas are appropriately integrated?
5. How do health inequities determine health outcomes? What health inequalities are most prevalent in our country?
6. How does improving equity in health help end preventable newborn and maternal deaths?
7. Write your own: _____
8. Write your own: _____

Conference Tracks – innovating to accelerate impact at scale, measuring for evaluation and accountability, bridging equity divides, generating new knowledge to fill critical knowledge gaps, strengthening demand for health care, increasing health systems' capacity to respond to population needs

1. Innovations can be both processes and products. What innovations exist to help overcome bottlenecks to integrating maternal and newborn health?
2. In our country, what gaps exist in maternal and newborn health evidence?
3. Who are the most vulnerable (age, marital status, ethnicity, poverty, geography, disabilities, and other social and biological factors) and how can we better reach them with health care?
4. What new evidence exists to improve maternal and newborn care in our country?
5. What approaches can help improve families and women's' decision-making capacity and demand-seeking for health care?

6. How can we strengthen parts of our own health system to support the effective delivery and scale up of quality maternal and newborn health services? (Especially health services provided during labor, birth and the first few days after birth?)

7. Write your own: _____