

April 2010 to March 2011



## ANNUAL REPORT



THE WHITE RIBBON ALLIANCE



## Introduction...

The White Ribbon Alliance (WRA) for Safe Motherhood is a group of organizations and individuals that have combined forces to raise awareness about the need to make pregnancy and childbirth safe for all women and newborns.

Its Chapter in India since its inception in November 1999 has grown in membership to more than **336** members at the national level, including **107** organizations and a number of individuals.

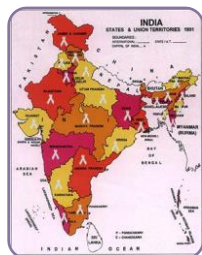
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The White Ribbon Alliance aims to achieve the MDG to reduce Maternal Mortality by 2015, with its goals being:

- ✚ To raise awareness
- ✚ To build alliances and
- ✚ To act as a catalyst for action

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It works with policy makers, program planners, opinion leaders, media representatives, and community members, representation from INGOs, NGOs, donors, researchers, activists and health professionals. All these provide an opportunity for open dialogue, exchange, and convergence of ideas.



Very recently, WRAI has revamped its plan of action to promote Safe motherhood in West Bengal and Orissa.

WRAI had proposed Child In Need Institute (CINI) to be involved not only as a partner for the state of West Bengal but also to launch as the West Bengal State Chapter of the Alliance. Such State chapters are already there in other states of India.

In early 2006 through an informal alliance, the association began and since then CINI has played a very crucial role at the state level in coordinating district level advocacy work, and various advocacy programmes including *Observance of Safe Motherhood Day*, Social Mobilization workshops, Media Advocacies in districts, Capacity building on technical issues etc.

Guided by its mission to promote “*Sustainable Development in Health, Nutrition, Education and Protection of Child, Adolescent and Woman in Need*”, it has emerged as institute of excellence in Maternal and Child Health intervention in Eastern India through Technical support and community Mobilization. It has established network across all 19 districts of West Bengal through our district unit offices, RRC and nearly 100 NGOs.

CINI's participation in White Ribbon Alliance network has contributed in bringing along experiences, expertise, skill and group of NGO partners with commitment for Safe Motherhood. Moreover, WRA's vision overlaps with the vision of CINI in creating a “Child and Woman Friendly Community”.

## *Main accomplishments over the year are...*

- **Capacity Building**



Capacity building of partner organizations on basic safe motherhood issues, leadership, monitoring and evaluation, documentation and advocacy

- **Awareness generation**

- Quiz competition, Street dramas and Service Mapping Card are some of the activities that were well received and generated interest and awareness among the masses.



- Translation of 'Saving mothers lives' in Bengali (the local language in West Bengal)



- **Mobilization**

- Community mobilization at the family level like one-to-one interaction, counseling
- Safe Motherhood Day campaigns on 11th of April from 2nd and 3rd year.
- **Play your part campaign-** a tableau containing essential messages on Safe Motherhood made a tour

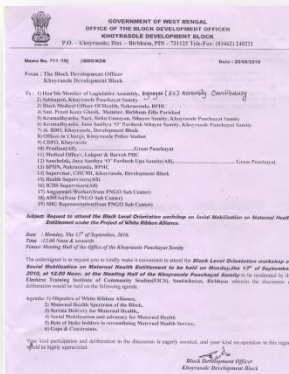


through the city of Kolkata. For wider dissemination of knowledge and awareness, the messages were written in both Bengali and Hindi.

The journey continued for three consecutive days starting from 14<sup>th</sup> April. To support the cause of Safe Motherhood signatures were collected from general public and corporate houses, who believe ensuring Safe Motherhood in the community is their prime responsibility.



- PRI representative motivating the members...during block level social mobilization workshop at Khosrasol Block



- **Accountability**

Formative studies on maternal death and safe abortion

Dissemination of field level experiences

Another area of importance and one of the attributes to the success over the past one year has been the adherence and implementation of the activities as per the **M & E Framework**



## *Highlights...*

- 19 district Partner and 90 + block Partners
- Involvement of more than 125 committed members in the Alliance
- Direct Involvement of more than 40 thousand people in the advocacy process
- Initiation of the PRI Sensitization and creation of political will to mobilize community on Safe motherhood and child health.
- Community mobilization through drama, quiz show sat grass-root level and different innovative programmes.
- Capacity building of all partners of West Bengal in safe motherhood and advocacy issues.
- Initiation of the Citizen Report Card to increase accountability among PRI members.
- Implementation of maternal death audit in all blocks of the 3 implementing districts ongoing.
- Translation of "Saving Mothers lives"-a practical field guide for health workers in Bengali
- Advocating for consequences of unsafe abortion in Murshidabad district in West Bengal.
- Tax waiver from the Kolkata Municipal Corporation to the tune of Rs. 35000 for the advertisement tax otherwise levied for running the tableau.
- Support assured from major partners including CARE India and UNICEF
- Initiation of the PRI Sensitization and created political will to mobilize community on Safe motherhood and child health.
- Involved ASHA and SHG women for community awareness, knowledge and mobilization



## *Scheduled activities...*

Activity	Year 1				Year 2				Year 3		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Strategic Planning Meeting at state level	*										
Launching Workshop of WRA state chapter in WB		*									
Capacity Building of all partners on basic safe motherhood issues, leadership, monitoring and evaluation, Documentation		*	*	*							
Baseline Survey		*									
Identify gaps in existing health facilities using checklists			*								
One to one interaction with stakeholders		*	*	*	*	*	*	*	*	*	*
Conduct Annual Safe Motherhood campaign at state and district level						*				*	
One Block level workshop each year with all stakeholders for sensitization on safe motherhood issues			*			*			*		
One Regional workshops with media in each of 3 districts											
1 sensitization workshop per year with PRI on Safe Motherhood issues				*			*			*	
Translation of Saving Mother's Lives in local language and dissemination among partners		*	*	*							
Highlighting Best Practices in RRC newsletter							*			*	
Formative study on maternal death		*	*	*	*				*		
Study on Safe Abortion				*	*	*	*				
Quiz contest on safe motherhood involving the community				*				*	*	*	*
Formation of drama groups for sensitization on Safe motherhood in 4 blocks				*	*	*					
Organizing public hearings in 1 block OR Orientation on Rogi Kalyan Samity										*	
Refresher training for implementing partners							*				
Review meeting at state level				*			*			*	
Endline Survey										*	





## *Some challenges still to overcome...*

The journey so far though interesting, however has also seen challenges which are yet to be overcome.

They are:

- It is a challenge to motivate and sustain an alliance without regular funding and limited resources
- Also there needs to be seen as to how to mobilize Civil Society Organizations to think beyond programme implementation
- A major challenge is also to cover **all** Blocks of West Bengal
- Monitoring and evaluation of all the activities remains a major challenge



## *The Journey continues ...*

However as we all know that every challenge brings about ways and methods of moving ahead and hence it is also the same for the WRAI...

Some of the activities planned ahead are:

- Community mobilization on major issues
- Develop Specific Action points emerged from Baseline Survey like...
  - Increase knowledge on JSY
  - Popularize VHND
  - Make 4 ANC mandatory
  - Utilize Print/ Folk media for Social mobilization and many more
- Establishment and strengthening of the District chapters
- Formal establishment of WRA-West Bengal Core group

