



Annual Report

2016-2017



CanWaCH

Canadian Partnership for
Women and Children's Health



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FOREWORD

Over the past year, CanWaCH has witnessed growing energy: of people, of ideas, and of action. Our recent research on Canadians' attitudes and beliefs found that now, more than ever, they feel pride in what it means to be Canadian. CanWaCH is working to build on this sentiment by showcasing to Canadians the challenging work our members have undertaken with women and children around the world, by providing a platform to convene and connect members, and by communicating our collective goals to key stakeholders.

Through our working groups, workshops, webinars, Board of Directors, and efforts to meaningfully engage youth, members continue to drive our priorities, activities and work. We have met with academics, civil society organizations, government stakeholders and international organizations. Each conversation we facilitated has added strength to our collective voice and is another reference point placed along the roadmap towards realizing the right to health and wellbeing for women and children around the globe.

Under the guidance of our skilled Board of Directors, we have solidified CanWaCH as a premier sector-leading coalition, scaled-up activities, and expanded our staff contingent to deliver on our Global Affairs Canada contribution agreement. I have been proud to see a corresponding expansion of services to our members, greater reach into our membership and across platforms and sectors.

The Partnership is well-placed to continue to drive the conversation in Canada around collective action needed to improve global health outcomes. We are committed to providing a platform for our members to collaborate and engage a broad spectrum of Canadians.

There is a lot of work to be done. Together, however, we can continue to champion women and children's right to health around the world.

Helen Scott

*Executive Director
Canadian Partnership for Women and Children's Health*

Helen Scott



LETTER *from our* CHAIR

Dear Members,

Over the past year, CanWaCH members have worked hard to improve the health and lives of women, adolescents, children and newborns globally. We've heard the successes of the College of the Rockies' maternal health program that focuses on building human capacity, HealthBridge's work to address stigma in accessing family planning services in Vietnam, and Amref Health Africa in Canada's continued advocacy work to safeguard the rights of girls in Kenya. Knowledge of the impact of our collective work on the health and rights of women and children around the world drives what we do.

Simultaneously, we are witnessing the highest number of displaced people since World War II, of which half are women and girls. The Rohingya crisis, continued conflict in Syria and South Sudan and Monsoon rains in Bangladesh, India and Nepal mark only a few examples. Such displacements have exacerbated gender inequalities, access to health services and the ability to lead safe, healthy and dignified lives. Looking forward, we must work together ambitiously, as together we have the experience to implement and drive results for those most excluded.

To amplify these efforts, our membership must continue to work to ensure the realization of health-related rights. We must build on our assets as a leader in global health investments and to promote gender equality. To this end, we are excited to convene our members around a nationwide public engagement campaign to engage Canadians, convey the impact of our members' work and move the needle of support for women's and children's health

among the Canadian public. We also anticipate opportunities to support the effective implementation of the Government of Canada's new Feminist International Assistance Policy. Our work in global health, and continued focus on women and children's health and wellbeing, will be central in advancing Canada's commitment to a feminist foreign policy and achieving the Sustainable Development Goals (SDGs). CanWaCH's ability to amplify our voices will be all the more important when Canada is center-stage at the 2018 G7 in Charlevoix, Quebec and the 2019 Women Deliver conference in Vancouver, British Columbia.

These are exciting times, and if this past year is an indicator of what we can accomplish together, I look forward to our continued collaboration and seeing the ground we'll gain through this membership in the year ahead.

David Morley

*Chair, Canadian Partnership for Women and Children's Health
President and CEO, UNICEF Canada*

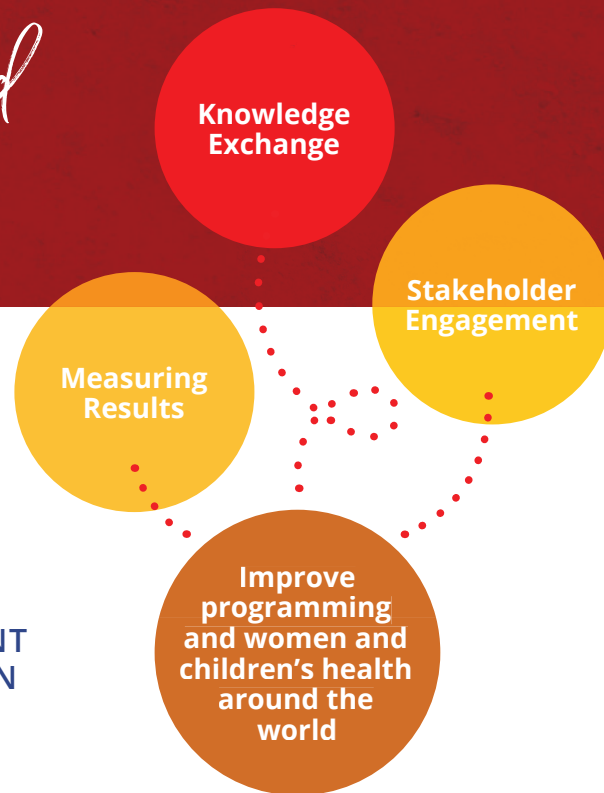


WHO WE ARE *and* WHAT WE DO

CanWaCH is a coalition of organizations from across Canada that work on reproductive, maternal, newborn, child, adolescent health and nutrition (RMNCAH-N) by bridging sectoral silos between government, civil society, health professionals, and academia to create a platform to foster ideas and innovative partnerships.

CanWaCH MAINTAINS A STEADFAST COMMITMENT TO OUR VISION AND MISSION TO IMPROVE WOMEN AND CHILDREN'S HEALTH AROUND THE WORLD.

The objective of our three strategic pillars – (1) measuring results (2) knowledge exchange, and (3) stakeholder engagement – is to assist Canadian organizations to deliver on Canada's leadership in this field.



CANWACH'S SECRETARIAT

CanWaCH's Secretariat is a small team, comprised of 11 staff members. Working in an innovative virtual office environment spanning much of Canada, the Secretariat coordinates activities on CanWaCH's three pillars, enacted through three important elements fundamental to our service and value to our members: to connect, communicate and collaborate.

CanWaCH staff meet via their online office software





MEMBER ENGAGEMENT

CanWaCH's members are the drivers of our work. Through open nomination processes and calls for participation and collaboration, CanWaCH has convened leaders from across the discipline of global health to develop strategies, action plans, campaigns and concepts.

Through the late Summer and Fall of 2017, CanWaCH began an initiative to formalize its relationship with the 100+ organizations that had previously been identified as, or engaged as, members within the Partnership, through

their participation in activities, events, working groups, Board of Directors, meetings and more. Member outreach is ongoing into the Fall and we are confident this exercise will further strengthen the impact and significance of CanWaCH membership and deepen our connection with member organizations.

Additionally, to capture the energy and expertise of individual practitioners and experts in RMNCAH-N, CanWaCH has created an Associate category.

KEY AVENUES OF MEMBER INVOLVEMENT

Event
attendance and
participation

Metrics
Working
Group

Board of
Directors

Stakeholder
Engagement
and Policy
Working
Group

Public
Engagement
Working
Group



CanWaCH MEMBERS

Become the next member to join the movement.

Don't see your name here? Sign up today!

Member organizations include:

- Adventist Development and Relief Agency of Canada (ADRA)
- Ghana Rural Integrated Development
- BORN Ontario
- Christian Children's Fund of Canada
- Cuso International
- Amref Health Africa in Canada (AMREF)
- British Columbia Centre for Disease Control
- Grand Challenges Canada
- Ethiopiaid Canada
- College of the Rockies
- BC Women's Hospital and Health Centre
- Centre for Global Health Research
- Dalhousie University - Global Health Office
- CAUSE Canada
- Dignitas International
- Change for Children Association
- Cowater International
- Health Partners International of Canada
- Canadian Medical Association
- Canadian Red Cross Society
- CARE Canada
- Change for Children Association
- Conseil Canadien pour la Santé et Développement International
- Canadian Coalition for Global Health Research
- BORN Ontario
- Centre de coopération internationale en santé et développement (CCISD)
- effect:hope
- Canadian Society for International Health
- Canadian Association of Midwives
- Handicap International Canada
- HealthBridge Foundation of Canada
- MicroResearch
- Nutrition International
- HOPE International
- Horizons of Friendship
- Plan International Canada
- Oxfam-Québec
- Memorial University of Newfoundland
- Léger Foundation
- L'Amie
- Interagency Coalition on AIDS and Development
- International Development Research Centre (IDRC)
- Women's Health Research Institute
- Primate's World Relief and Development Fund
- RESULTS Canada
- Medical Women's International Association
- Lifeline Malawi Association
- Mamas 4 Mamas
- Partners in Health Canada
- Médecins du Monde Canada
- UNICEF Canada
- School of Public Health, University of Alberta
- Save the Children Canada
- SickKids Centre for Global Child Health
- University of Manitoba Centre for Global Public Health
- SOS Children's Villages Canada
- WaterAid Canada
- University of Calgary, Cumming School of Medicine
- Society of Obstetricians and Gynaecologists of Canada
- The Salvation Army
- The Shanti Uganda Society
- World Vision Canada



2016 – 2017 *in* REVIEW

MEASURING RESULTS

THEORY OF CHANGE

Better data = better decisions = better outcomes

Focus: Improve the use of health data to inform performance and decision-making, with a focus on gender equity, including:

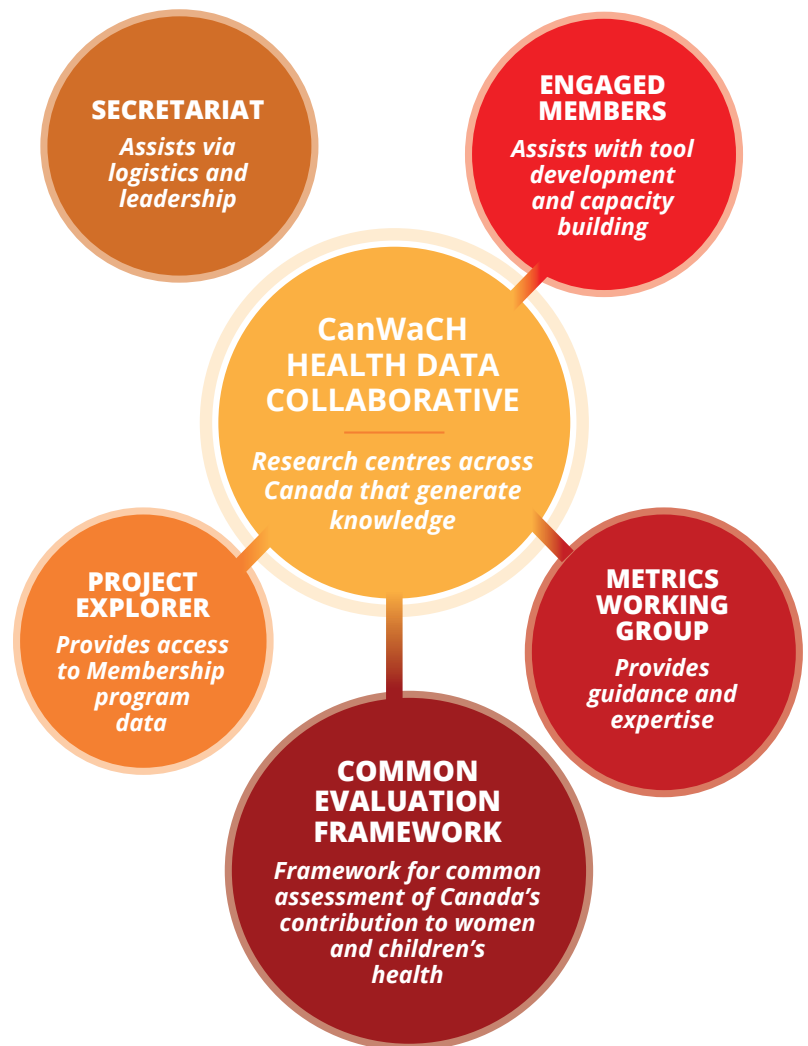
- increasing the capacity of members in the area of measurement and evaluation,
- creating linkages between global accountability standards and indicators (e.g. SDGs) and Canadian civil society organizations' (CSOs) data collection, and
- bolstering members' ability to improve programming through evidence-based decision making.



KEY ACTIVITIES

- **Metrics Working Group (MWG):** The working group draws on experts and leaders in metrics, and monitoring and evaluation from multiple sectors (academia, civil society organizations, and health professionals). Established in the Spring of 2017, the Metrics Working Group is helping to pave the way for, and guide, several CanWaCH projects.
- **The CanWaCH Health Data Collaborative:** Current planning and groundwork is guiding the development of the Collaborative. This groundbreaking program will offer Canadian academics, CSOs, and sector leaders a unique opportunity to spearhead innovative and policy-relevant research. This can lead to improvements in health in the countries bearing the greatest burdens of women and children’s mortality and morbidity. Funding was secured for the Measuring Results pillar in May 2017 and work is now well underway.
- **Connecting members’ programming to the big picture:** One of CanWaCH’s objectives is to support members in capturing rigorous data and to provide an expertly-designed platform to aggregate and synthesize information, in order to paint a broad picture of Canadian CSO activity in women and children’s health. Through continued work with Johns Hopkins University, participation in international metrics and M&E expert forums and contributions to CanWaCH’s new online Project Explorer, CanWaCH is supporting members in capitalizing on the data revolution.

Highlight: The CanWaCH Health Data Collaborative



The Collaborative will be established with institutions across Canada, capturing the best expertise and data available from the CanWaCH project explorer, the Metrics Working Group, our members, and researchers and health professionals, to generate knowledge and tools reflecting best practice for global women and children’s health.

KNOWLEDGE EXCHANGE

THEORY OF CHANGE

**Convene the right people + the right questions
+ the right tools = innovation happens**

Focus: Strengthen engagement of CanWaCH members and partners to improve results and engage the public, including:

- increasing the ability of members to create meaningful partnerships, enable collaboration, translate knowledge into practice and convene partners to exchange information on best practices, and
- bringing people together from across disciplines and sectors to seek out new and innovative ways of addressing and resolving common programmatic challenges.

KEY ACTIVITIES

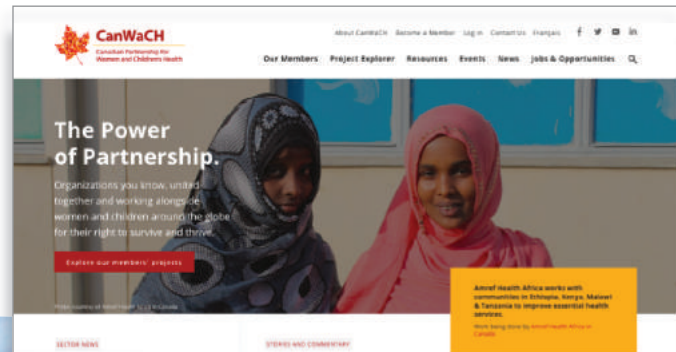
- **Project Explorer:** CanWaCH is proud to launch the updated and revised Project Explorer, an enhanced and interactive web-based portal serving as a hub for information, aggregating program data from Canadian organizations by mapping their work and dashboards that animate investments by Canadian CSOs and government bodies that are being made around the world.
- **The Global Adolescent Health Conference:** In May 2017, CanWaCH hosted a 2-day Global Adolescent Health Conference: Unleashing the Power of a Generation. The Conference built momentum on the roadmap to Agenda 2030 and positioned Canadian members as leaders in adolescent health among world leaders such as United Nations Deputy Secretary General Amina Mohammed, Ministers, including Honourary Conference Chair International Development Minister Marie-Claude Bibeau, and representatives from the World Health Organization (WHO), among others. The Conference was webcast live in French and English and recordings of all sessions are posted on the CanWaCH YouTube channel.
- **Webinars and Workshops:** Over the past year, CanWaCH has reached out to members in person and digitally to strengthen access to information and increase communication. CanWaCH has run workshops on planning the Global Adolescent Health Conference content, on writing health program grant proposals and on public engagement research and strategy. The recording and sharing of these events and activities online extends member and sector access to key learnings and useful information.



YEAR IN REVIEW

Highlight: PROJECT EXPLORER

The **Project Explorer** is housed in CanWaCH's newly updated website.



A collaborative and interactive space for Canadian-based CSOs, academics, health professionals, and governments to input detailed information on programs and activities in the field of RMNCAH-N. When aggregated, this information paints a picture of collective efforts and can be used as a tool to identify and explore partnerships.

The power of this tool becomes stronger as each stakeholder inputs their information.

Highlight: PUBLIC ENGAGEMENT RESEARCH & CAMPAIGN



The 2017 report, *Using Shared Values and Beliefs to Engage Canadians*, provides an update to research done in 2015 and highlights the need for a sustained, collective campaign to reach the hearts and minds of Canadians.

The strength of the Public Engagement campaign for women and children's health and well-being will flow from all members uniting behind common messaging to add to our collective voice and reach out to respective networks.

Highlight:

GLOBAL ADOLESCENT HEALTH CONFERENCE

KEY STATS:

Key Attendees: International Development Minister Marie-Claude Bibeau, United Nations (UN) Deputy Secretary General Amina Mohammed, Princess Sarah of Jordan, Katja Iverson, Gerda Verburg, Flavia Bustreo, Canadian Ambassador to UN Marc-André Blanchard

Twitter: #GlobalYouth2017

@CanWaCH twitter impression increased by **300%**

Facebook: 462% view increase; **421%** Like increase

Webcast live; all sessions posted to YouTube; with approximately **500 views in the first week alone**

6 key media moments: op-eds; TV and radio interviews, newspaper articles

96
Speakers

Youth Council:
10 Canadian and international young leaders

342
Delegates

176
Organizations
(91 Canadian, 85 International)

Program Advisory Committee:
7 domestic and international experts



STAKEHOLDER ENGAGEMENT

THEORY OF CHANGE

Coalition collaboration + balance competing strategics + responsive and proactive action = drive positive change

Focus: Increase awareness among Canadians on RMNCAH-N issues by:

- Promoting evidence-based policy platforms and advocacy work to engage a broad spectrum of Canadians in RMNCAH-N issues.
- Working with key stakeholders from across sectors to advocate for continued support of RMNCAH-N investment and work, and to move the needle on engaging Canadians in the work our members do.

KEY ACTIVITIES

- **Public Engagement:** building on 2015 research, CanWaCH worked with NATIONAL Public Relations and Ipsos to update research on Canadians' attitudes towards women and children's health. In the Spring of 2017, CanWaCH established the Public Engagement Working Group (PEWG); a collective of experts from member organizations that are assisting with the development of an innovative and comprehensive strategy to engage Canadians on RMNCAH-N issues across political and ideological spectrums.
- **Stakeholder Engagement and Policy Working Group (SEPWG):** Members of the SEPWG are leaders in creating strong, evidence-driven policy and strategic leadership in women and children's health. SEPWG

engages on priority thematic issues including fragile contexts, adolescent health, child health and equitable and accountable financing of health systems.

- **Rebranding and development of communication channels:** Launched at last year's AGM, CanWaCH has successfully rebranded itself to reflect more accurately the nature of the work we do. Simultaneously, we have expanded our communication activities, seeking to increase the amount of information available to our members, government and public and improve their access to it. Based on the latest research of how Canadians consume news, CanWaCH has continued to grow and refine its presence across media and social media platforms, for example, by launching a new YouTube Channel and by expanding its presence on Facebook.
- **Evidence-based policy recommendations:** CanWaCH has been actively engaged in promoting women and children's health through domestic and international fora, including in Canada's 2018 pre-budget consultations, the WHO's Global Accelerated Action for the Health of Adolescents (AA-HA!) and the Global Financing Facility's civil society engagement strategy. CanWaCH has supported Canada's development and humanitarian sector on implementing Canada's new Feminist International Assistance Policy (FIAP), increasing Canada's Official Development Assistance (ODA), Canada's G7 presidency and the Future Planning Initiative.

**Please note, all names are arranged alphabetically by last name*

CANWACH SECRETARIAT

Julia Anderson
Director, Operations

Alli Bunting
Policy and Governance Officer

Andy Cragg
Manager, Knowledge Exchange

Charmaine Crockett
Manager, Strategic Communications

Ibrahim Daibes
Director, Metrics

Jessica Ferne
Manager, Global Health Impact

Cindy Kozlowsky
Administrative Coordinator

Katie Lloyd
Senior Policy Advisor

Leigha McCarroll
Policy and Governance Officer

Caitlin Reid
Communications Officer

Helen Scott
Executive Director

MEMBER LEADS

BOARD OF DIRECTORS

Jennifer Blake
CEO and President, The Society of Obstetricians and Gynecologists of Canada (SOGC)

Patricia Erb
CEO and President, Save the Children Canada

Sian Fitzgerald
Executive Director, Healthbridge

Michael Messenger
President and Chief Executive Officer, World Vision Canada

David Morley (Chair)
President and CEO of UNICEF Canada

Caroline Riseboro
President and CEO, Plan International Canada

Dorothy Shaw
Vice President, Medical Affairs, BC Women's Hospital and Health Centre

Clinical Professor
Departments of Obstetrics and Gynaecology, University of British Columbia

Peter Singer
CEO, Grand Challenges Canada

Joel Spicer
President, Nutrition International

Stanley Zlotkin (Vice Chair)
Chief, Centre for Global Child Health, The Hospital for Sick Children

METRICS WORKING GROUP

Luay Basil
Canadian Red Cross

Diego Bassani (Co-Chair)
Hospital for Sick Kids

Peter Berti
HealthBridge

Ties Boerma (Co-Chair)
University of Winnipeg

Rudy Broers
Plan International Canada

Jenn Brenner
Healthy Child Uganda/University of Calgary

Marnie Davidson
CARE Canada

Melanie Gillespie
World Vision Canada

David Kozarichuk
ADRA Canada

Charles Larson
McGill University, Canadian Coalition for Global Health Research

Maryanne Torres
ICASO

Neff Walker
John Hopkins University

STAKEHOLDER ENGAGEMENT AND POLICY WORKING GROUP

Farah Malek-Bakouche
UNICEF Canada

Caroline Marshall
World Vision Canada

Cicely McWilliams (Co-Chair)
Save the Children Canada

Aynsley Morris
CUSO International

Kristen Ostling
Nutrition International

Natalie Ouimet
Plan International Canada

Taryn Russell (Co-Chair)
RESULTS Canada

Patricia Strong
Canadian Red Cross

Julie Truelove
WaterAid Canada

PUBLIC ENGAGEMENT WORKING GROUP

Madeleine Bélanger Dumontier
Canadian Coalition for Global Health Research

Michele Bruneau
RESULTS Canada

Molly Buckley
Aga Khan Foundation Canada

Charmaine Crockett (Co-Chair)
CanWACH

Trevor Eggleton
CUSO International

Jennifer Foulds (Co-Chair)
Amref Health Africa

Katharine Harris
Plan International Canada

Eby Heller
Canadian Association of Midwives

Tanja Kisslinger
CARE Canada

Cassandra Morris
HealthBridge

Hillete Warner
Centre for Global Child Health, The Hospital for Sick Children

Kimberley Whyte-Jones
ADRA Canada



CanWaCH

Canadian Partnership for
Women and Children's Health



Global Affairs
Canada

Affaires mondiales
Canada