

INFORMATION & COMMUNICATION DIRECTORATE

Date: 14 February 2024

Venue: Addis Ababa, Ethiopia

MEDIA ADVISORY

Launch of the New Phase of the CARMMA Campaign (CARMMA Plus, 2021-2030)

INVITATION TO THE REPRESENTATIVES OF THE MEDIA

What: Spotighting Reproductive Maternal, New-born, Child and Adolescent Health under the Re-strengthened Campaign on Accelerated Reduction of Maternal Mortality in Africa (CARMMA Plus 2021-2023)

"Africa Cares: Better Reproductive Health for Women, Children and Adolescents by 2030".

When: Sunday, February 18, 2024, from 2.00 pm to 4.00 pm

Where: AU Commission Headquarters (Old building Back yard) in Addis Ababa, Federal Democratic Republic of Ethiopia

Who: The African Union (AU) Commission, in collaboration with the Organisation of African First Ladies for Development (OAFLAD).

Background:

Maternal health has profound and long-term effects on the future health of the infant, and therefore, future African generations. In African countries, maternal morbidity and mortality have complex and far-reaching consequences, affecting both individual and household levels, and with the potential to create a financial burden for the wider family. Women need to be healthy and safe to sustain and nourish their children's lives post-birth. The AU in 2009, responded to the crisis of high maternal deaths by placing maternal death firmly on its agenda and launched CARMMA on 07 May 2009, during the 4th Session of the Conference of AU Ministers of Health (CAMH4) held in Addis Ababa, Ethiopia, under the slogan, *'Africa Cares: No Woman Should Die while Giving Life'*.

The AU Agenda 2063 provides a blueprint for inclusive and sustainable development on the continent; Aspiration 1 states that *"African people [should] have a high standard of living, and quality of life, sound health and well-being"*. Aspiration 6 adds that the continent's development should be *"people-driven, relying on the potential of African people, especially its women and youth, and caring for children"*. For the optimal health and well-being of African women, children and adolescents to be realised, it is recognised that maternal, infant and child mortality needs to be addressed on the continent.

The Assembly of Heads of State and Government (Assembly/AU/Decl.2(XXIII) and Assembly/AU/18(XXIII)Add.3 resolved to, *'achieve Universal access to quality Maternal, Newborn and Child Health services by strengthening the implementation of the Campaign for the Accelerated Reduction of Maternal Mortality in Africa (CARMMA)'*. In 2019, the AU Commission evaluated CARMMA to determine its relevance, appropriateness, effectiveness, efficiency, impact and sustainability. The evaluation revealed that AU Member States that embraced the CARMMA at the highest political levels made significant improvements in their Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCAH) indicators. The overall analysis of the campaign from its evaluation indicated that CARMMA is still relevant in Africa.

The AU Commission through the Department of Health, Humanitarian Affairs and Social Development developed a new roadmap and its accountability partnership framework for re-

strengthening the campaign, which has been endorsed by the AU Policy Organs towards 2022. The next phase of implementation of the CARMMA Plus (2021 -2030) will focus on the unfinished Millennium Development Goals (MDGs) health agenda for women, new-borns, children and adolescents where birthed the “Plus to CARMMA” to be entitled *CARMMA Plus*. Similarly, it will consider the AU Agenda 2063, the Agenda 2030 on Sustainable Development Goals (SDGs), the revised African Health Strategy (2016-2030), and the revised Maputo Plan of Action (2016- 2030) for women and children as well as the AU Continental Strategy on Education for Health and Well-being of Young People.

To this end, the AU Commission through the Department of Health, Humanitarian Affairs and Social Development plans to launch the CARMMA new phase of 2021-2030 (CARMMA Plus) to leverage the Championing of CARMMA Plus through Africa’s First Ladies and bring to their attention again maternal, newborn, child and adolescent challenges while ensuring that their high-level advocacy has been tremendously relevant to the efforts of improving maternal survival and ensuring that their commitments acknowledge the fact that children on the African continent are surviving, thriving and achieving their full potentials.

The event will bring together AU Heads of State and Government, African First Ladies, Ministers of Health, Parliamentarians, AU Organs, RECs, the Development Community, and members of the media.

Objectives of the meeting are to:

- i. Launch in the presence of African First Ladies and members of OAFSLAD the continual work of the CARMMA Plus and its Accountability Partnership Framework.
- ii. Champion the prioritization of RMNCAH programmes within their Member States for the next phase of implementation of CARMMA Plus (2021-2030).
- iii. Showcase recommendations from Experts and Member States to the attention of the First Ladies’ advocacy.

Expected outcomes of the meeting:

- i. CARMMA Plus Campaign and its Accountability Framework launched.
- ii. Previous efforts in advocacy for maternal, newborn, child and adolescent survival amidst African first ladies and members of OAFSLAD galvanised.

Participation at the event:

Attendance of the press is by invitation only. **Members of the press can submit their request to attend or interview the delegates to the following:**

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