



Summary of Strategic Plan 2014-2018

OAFLA's Vision

- An Africa free from HIV and AIDS, maternal and child mortality where women and children are empowered to enjoy equal opportunities.

OAFLA's Mission

- First Ladies of Africa advocate for effective policies and strategies towards the elimination of HIV and AIDS, reduction of maternal and child mortality and the empowerment of women and children, through strategic partnerships in the spirit of solidarity.

Goals

1. Contribute to the national effort in preventing, managing and eliminating HIV and AIDS
2. Contribute to the national effort in reducing maternal, neonatal and child mortality
3. Contribute to the national effort in reducing cervical cancer
4. Enhance organizational visibility, organizational learning and stakeholders' commitment
5. Ensure program and financial sustainability

Goal 1: Contribute to the national effort in preventing, managing and eliminating HIV and AIDS		
Specific Objective	Outputs	Activities
1. Support the elimination of new HIV infections	1.1 Reduced rates of Mother to child transmission 1.2 Reduced rates of new infections, particularly in young women	1.1.1 Design and implement continental and national advocacy campaigns on EMTCT, for decision makers, opinion leaders and citizens 1.1.2 Advocate for treatment, ARV for pregnant and lactating women as a means of preventing MTCT 1.1.3 Support national and continental prevention programs with a focus on young women
2. Advocate for increased domestic financing for HIV&AIDS and reproductive health programs	2.1 AU member States and Governments report on meeting at least 15% Abuja commitment 2.2 Increased commitment from state and non-state actors, including the private sector, for a diversified on health financing	2.1.1 Recruit advocacy/campaign leaders among parliamentarians and mobilize stakeholders 2.2.1 organize discussion forums to build strategic partnerships with the private sector 2.2.1 Advocate for tax rebate for private sector organizations 2.2.2 Advocate for national incentives to state and private companies for contributions to the national health budget 2.2.3 Advocate for increased national spending on HIV, EMTCT, and SRH
3. Ensuring Universal access for all	3.1 Increased access to health information, support and treatment services for all	3.1.1 Support national and regional dialogue on promoting local manufacturing and trade harmonization for drugs 3.1.2 Engage relevant partners in dialogue on incentives for trade harmonization and local manufacturing with stakeholders, including relevant ministries, PLHIV, private sector and others 3.1.3 advocate for the AU Pharmaceutical Manufacturing Plan for Africa
4. Eliminate Stigma and Discrimination	4.1 Discriminatory laws that act as barriers for accessing health information, support, and treatment services are highlighted 4.2 health guidelines to include nutrition as an integral part of a comprehensive response to HIV and AIDS developed and implemented	4.1.1 Dialogue with relevant key populations on the laws and procedures that are discouraging/ creating barriers for accessing treatment and support services: This will include: women and girls affected by violence, PLWHIV, sex workers 4.2.1 Mobilize relevant ministries to include nutrition in the response to HIV and AIDS



<p>5. Increased community participation and ownership of HIV and AIDS programs</p>	<p>5.1 Informed, motivated, and empowered community members 5.2 well informed media becomes a strategic partner in mass campaign</p>	<p>5.1.1 mobilize key opinion and religious leaders and community elders to build consensus on critical issues that needs their intervention 5.1.2 Support mentor male champions to advocate for male involvement in HIV&AIDS programmes 5.1.3 Support community awareness programs targeting the youth 5.1.4 Support diversified schemes including micro financing opportunities to empower women infected and affected by HIV and in vulnerable situation 5.1.5 Support communication campaigns the 3 Zeros, EMTCT, Know your status 5.1.6 Advocate for stronger community based support for AIDS orphans 5.1.7 Ensure the Inclusion of HIV programmes in community festivities 5.2.1 Support strong dialogue with key media practitioners on HIV&AIDS issues and reportage, and engage in media briefing sessions</p>
<p>Goal 2: Contribute to the National Effort in Reducing Maternal, Neonatal and Child Mortality</p>		
Specific objective	Outputs	Activities
<p>1. Support the review and the adoption of fee waiver policy/ procedures for maternal health services and hospital stays</p>	<p>1.1 Greater public support for maternal health services and hospital stays fee waiver generated and Government acceptance of fee waiver policy 1.2 members of parliaments acknowledged the issue 1.3 the issue received high media coverage</p>	<p>1.1.1 Support the assessment on the implications of fee waiver in increasing access to maternal health services 1.2.1 Organize a forum for members of parliament to reach consensus on key findings of the assessment 1.2.2 Prepare monthly articles in the national dailies on the findings of the assessment 1.3.1 Carry out press conference to release key findings of the assessment</p>
<p>2. Promote the development /implementation of Maternal Newborn and Child Health (MNCH) Roadmap including budget to intensify health care services</p>	<p>2.1 The Campaign on Accelerated Reduction of Maternal, New Born and Child Mortality in Africa (CARMMA) Launched and implemented 2.2 increased commitment among political decision makers to strengthen and intensify MNCH services makers</p>	<p>2.1.1 Reconcile all countries who have already launched CARMMA and evaluate the implementation of the campaign 2.1.2 Compile and share implemented activities to relevant partners 2.2.1 prepare and disseminate policy briefs on the state of MNCH 2.2.2 lobby governments to increase access to quality, integrated services for mothers and children</p>
<p>3. Establishing/ maintaining partnerships and networking to mobilize additional resources for MNCH programs</p>	<p>3.1 Potential donor expressed commitment through official communiqué</p>	<p>3.1.1 prepare/disseminate situation analysis report on the status of MNCH in the region/country 3.1.2 organize participants in donors round table meetings for fund raising 3.1.3 participate and deliver key messages in various regional and international forums</p>
<p>4. To Promote laws/legislations on the ban of Harmful Traditional Practices (HTPs) such as FGM and Child marriages and intensify their enforcement. Mobilizing and empowering communities regarding these practices</p>	<p>4.1 members of parliament, academia and other prominent personalities supported the need to amend existing laws/legislations 4.2 Police officers and the Judiciary committed to enact the laws intensively 4.3 community members banned practicing FGM and child marriages</p>	<p>4.1.1 Review and identify existing gaps in laws/legislations with regard to FGM and Child marriages 4.1.2 reach a consensus within members of parliament, university students and other support groups on main topics which needs to be amended 4.2.1 inform and educate the judiciary and policy staffs about their indispensable role in protecting and safeguarding the rights of children, girls and women 4.3.1 mobilize religious and opinion leaders, the elderly including youth to ban HTPs 4.3.2 inform and educate traditional practitioners about the consequences for not abiding by the constitution 4.3.3 recruit and mentor men champions to support the banning of HTPs (FGM & Child marriage) and to support girl-child education.</p>



5. Promote Family Planning (FP) and include nutrition in the health education as well as school curricula targeting pregnant and lactating mothers and their children	<ul style="list-style-type: none"> 5.1 Nutrition is included in the health education guidelines and school curricula 5.2 community members acknowledged the benefit of FP 5.3 community members motivated to support pregnant women seeking and receiving health care 5.4 community members aware of the importance of balanced and adequate diet for the health and survival of mothers and their children 	<ul style="list-style-type: none"> 5.1.1 Support national efforts to build consensus on critical legislation that need amendment among members of parliament, academia and other stakeholders 5.2.1 promote the benefits of FP in reducing untimely deaths of mothers and children 5.3.1 rally information about the benefit of FP, the positive outcome of supporting women to seek health care during pregnancy, children and after birth using community social structures and networks 5.4.1 organize rally and meetings to inform and educate community members about the benefit of balanced and adequate diet for babies under two years of age and pregnant and lactating mothers
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Goal 3: Contribute to the national effort in reducing Cervical Cancer

SPECIFIC OBJECTIVE	OUTPUTS	ACTIVITIES
1. Support the effort of creating a supportive policy environment for the prevention, early diagnosis and treatment for cervical cancer	<ul style="list-style-type: none"> 1.1 members of parliament advocated and lobbied for cervical cancer national policy 1.2 Ministry of Health (MOH) acknowledged the need for policies and strategies in addressing cervical cancer 	<ul style="list-style-type: none"> 1.1.1 Prepare/disseminate report on the situation of cervical cancer at national level including policy options (targeting MOH and Members of the parliament) 1.1.2 Lobby for the review/update of curricula to integrate early diagnosis of cervical cancer using visual screening 1.1.3 Lobby for the formulation of policies, strategies and programs to prevent and treat cervical cancer 1.1.4 Identify key players/support groups and organize press release
2. Increasing resources for cervical cancer prevention and supporting institutions working in the fields of cancer prevention and treatment	<ul style="list-style-type: none"> 2.1 Donors pledged to support cervical cancer prevention program 2.2 Establishment of centres of excellence for cancer prevention and treatment 	<ul style="list-style-type: none"> 2.1.1 identify donor groups and individual philanthropists 2.1.2 design/implement advocacy action targeting donors group 2.1.3 engaging donor groups to solicit their commitment and contribution 2.2.1 Advocate for the establishment and financial support of centres of excellence for cancer prevention and treatment
3. Increasing awareness about the prevention, early diagnosis and treatment options about cervical cancer	<ul style="list-style-type: none"> 2.1 Greater public awareness created about the prevention, early diagnosis and treatment option of cervical cancer 2.2 Social networks advocates for cervical cancer 	<ul style="list-style-type: none"> 3.1.1 organize campaigns to create public awareness of cervical cancer 3.1.2 organize women's support groups to improve health seeking behavior 3.2.1 create social platforms for education, information sharing, and interaction

Goal 4: Enhance organizational Visibility, organizational learning and stakeholders commitment

SPECIFIC OBJECTIVE	OUTPUT	ACTIVITIES
1. Ensuring organizational effectiveness and efficiency	<ul style="list-style-type: none"> 1.1 functional strategies for effective and efficient communications adopted and implemented 1.2 operational research (OR) tools developed and implemented 1.3 organizational learning enhanced 	<ul style="list-style-type: none"> 1.1.1 assemble a communication team to develop/implement effective and efficient communication strategies to enhance coordination and networking among members 1.2.1 assemble a team to develop operational research tools 1.2.2 undertake operational researches (OR) in collaboration with the OAFILA chapters 1.3.1 document, analyze and share lessons learned and good practices 1.3.2 explore document and disseminate new and innovative approaches in problem solving and advanced technologies in addressing HIV&AIDS and MNCH issues in Africa 1.3.3 establish effective networking in order to share experience among members 1.3.4 maintain effective M&E reporting system among members and Secretariat 1.3.5 conduct training, seminars experience sharing and study tours for members 1.3.6 Establish peer – review mechanism



2. Strengthening stakeholders commitment	<ul style="list-style-type: none"> 2.1 enhanced information flow between OAFLA Chapters and its secretariat as well as among members 2.2 increased partnership and solidarity among members 2.3 increased commitments by partners(Governments, donors and community members) to support OAFLA Chapters and its secretariat undertakings 2.4 OAFLA Chapter persuaded to play active role 2.5 audited financial reports delivered to all stakeholders on time 	<ul style="list-style-type: none"> 2.1.1 organize/conduct meetings to build consensus on priority issues, challenges and programs/interventions in realizing OAFLAs objectives 2.1.2 disseminate information about OALFLA chapters and its secretariat functions (roles and responsibilities) as well as areas that needs strategic partnerships <ul style="list-style-type: none"> 2.2.1 facilitate and maintain functional peer support program and strategies 2.3.1 Use media outlets such as community radios, local news papers and other electronic media to support OAFLA chapters 2.3.2 organize social events for potential partners 2.4.1 introduce creative/innovative approaches to persuade OAFLA Chapters to play active role 2.5.1 prepare and disseminate audit reports on financial accounts
3. Increasing organizational visibility	<ul style="list-style-type: none"> 3.1 OAFLA Chapters and its secretariat frequently invited to international, regional and national policy/program reviews or consensus building meetings 3.2 joint programs/events organised 	<ul style="list-style-type: none"> 3.1.1 organise/conduct various forums, press conferences at national level 3.1.2 prepare/disseminate quarterly newsletters, annual reports 3.1.3 deliver speeches in international regional forums by the first ladies 3.1.4 organize and carry out talks presentations on various topics related to HIV/AIDS/MNCH, Gender, and youth 3.1.4 prepare OAFLA profile to be distributed in all avenues 3.1.5 update OAFLA website regularly 3.1.6 Maximize use of social media 3.2.1 organize event or tele-conference where FL s share their collective success and challenge's
Goal 5: Ensure program and financial sustainability		
SPECIFIC OBJECTIVE	OUTPUTS	ACTIVITIES
1. Institutionalize various systems/structure(s) for programs management, monitoring and evaluation	<ul style="list-style-type: none"> 1.1.1 organizational structures/systems in place in ensuring accountability 1.1.2 functional system for reporting, record keeping monitoring and evaluation institutionalized 1.1.3 leadership technical and managerial competences of the leadership, technical advisors and staff members of OAFLA enhanced 	<ul style="list-style-type: none"> 1.1.1 review/update the organizational structure of OAFLA chapters and its secretariat 1.1.2 prepare reviews/update job description and staff evaluation protocols 1.1.3 develop/institutionalize various systems for regular reporting, record keeping, monitoring and evaluation of programs 1.1.4 adopt a standardized accounting procedures or financial management control and reporting including administration manuals 1.1.5 undertake regular staff meeting to follow up on going projects and record the minutes of each meeting 1.1.6 organize various training, seminars and workshops to enhance the leadership and technical competency of Africa First Ladies and their technical advisors and staff members of the secretariat
2. Ensure leadership, technical and managerial competencies of OAFLA Chapters and Secretariat	<ul style="list-style-type: none"> 2.1 Secured budget form nation account 2.2 The house of the secretariat gets ownership license 2.3 Major OAFLA Document updated 	<ul style="list-style-type: none"> 2.1.1 prepare /submit a document with compelling reasons to the house of people representative (parliaments) to secure their support 2.2.1 Secure entitlement for the secretariat house in AA 2.3.1 review OAFLA constitution ,rules of procedure, framework of action, HR and financial manuals
3. Increase and diversify the resource-basis of OAFLA Chapters and its secretariat	<ul style="list-style-type: none"> 3.1 Expanded resource bases 	<ul style="list-style-type: none"> 3.1.1 Prepare / implement national fund raising strategies 3.1.2 organize donors round table meeting 3.1.3 Prepare/submit various proposal's to donors