Strategic Plan
2019 - 2022

HEALTHY WOMEN. HEALTHY TANZANIA.
Since 2004, the White Ribbon Alliance for Safe Motherhood in Tanzania (WRA Tanzania), has been a leader in ensuring women and children are not left behind in Tanzania. Our success has been achieved through strong collaboration with government ministries, Parliamentarians who have carried out the role as “Champions,” and development partners. All of our partners, including UN agencies and WRA Tanzania member organisations, have been instrumental in pushing forward both the advocacy campaign agenda and implementation support in communities across Tanzania who have been strong allies throughout.

WRA Tanzania’s new Strategic Plan 2019–2022 will increase access for all women and newborns to quality maternal and newborn health services before, during and after childbirth. This strategy will holistically approach reproductive, maternal, newborn, child and adolescent health while also addressing adolescent girls and young women, with a specific focus on violence against women and girls.

We pledge to continue engaging closely with all our key partners and supporters as we work hand in hand to ensure that no woman die because of giving birth.

Together we can!

Lulu Ng’wanakilala
CHAIRPERSON | WHITE RIBBON ALLIANCE TANZANIA
WRA TANZANIA VALUES

PASSION
WRA Tanzania is not a traditional NGO; it is an alliance with individuals and member organisations interested in making pregnancy safer. We are a people-led movement driven by passion, good governance and commitment to our issues, approach and values.

INTEGRITY
All members and volunteers adhere to the highest ethical standards. We believe in excellence in our work, respect, and fiscal responsibility.

VOLUNTEERISM
Our work is fuelled by a diverse group of members committed to saving and improving the lives of women and girls in communities across Tanzania.

PERSEVERANCE
To achieve our vision means challenging the status quo in our country. WRA Tanzania is creative, politically savvy, and tenacious in our push for change.

EQUALITY
WRA Tanzania believes in the equal value of every human being and the universal rights of all people.
Our Vision
A Tanzania where all women and girls realise their right to quality health and well-being.

Our Mission
Activate a people-led movement for reproductive, maternal and newborn health and rights.
WRA TANZANIA’S KEY ACHIEVEMENTS

For fifteen years, WRA Tanzania has grown by mobilising citizens to advocate for improved reproductive, maternal, newborn and child health outcomes while demanding accountability for commitments made by decision-makers.

INCREASED HEALTH WORKERS

In 2005, WRA Tanzania identified major coverage gaps while conducting a survey to assess the number of skilled health providers available at facilities in Sumbawanga and Monduli districts. Upon presentation to government officials, a 12 year hiring freeze on health workers was lifted, clearing the way for midwives to provide the services and care for which they were trained. In 2007, 3,890 health workers were hired and deployed to areas with critical shortages, leading to a 33% increase in staffing levels within eight months at the 24 facilities surveyed by WRA Tanzania.

PARLIAMENTARIANS FOR SAFE MOTHERHOOD

To address the need to improve midwifery, WRA Tanzania approached Members of Parliament, inspiring the establishment of the Parliamentarians Group for Safe Motherhood (PGSM). PGSM has led direct advocacy with various ministries to prioritise and deliver on safe motherhood actions across Tanzania.

WHITE RIBBON DAY

First celebrated in 2006, White Ribbon Day annually commemorates the countless women who have died in childbirth from preventable causes. Thanks to advocacy efforts by WRA Tanzania, White Ribbon Day is recognised as an official day by the Ministry of Health, Community Development, Gender, Elderly and Children.
Mobilising Funds for Maternal Health

Thanks to targeted advocacy efforts by WRA Tanzania at the national and international level, a 52% budget increase was secured in 2016 for Comprehensive and Emergency and Newborn Care (CEmONC) and Basic Emergency Obstetric and Newborn Care (BEmONC) services. For the first time, it included specific targeted areas such as increasing the availability of oxytocin, magnesium sulphate and safe blood services for blood donation.

WRA Tanzania and partners worked with policy makers to not only secure the increase in funds, but to establish measures to protect the new allocation.

Campaigning for Mothers

Between 2013-2015, WRA Tanzania’s Be Accountable So Mothers Can Live campaign advocated for increased staff, equipment and supplies to provide emergency maternal and newborn health services in Rukwa Region. Because of the campaign, 50% of all Rukwa health centers are now equipped to provide life-saving services to women and babies who need them.

In 2018, WRA Tanzania participated in the global What Women Want campaign that asked: what is your top request for your maternal and reproductive healthcare? Of the global 1.2 million responses, over 110,000 of these demands were gathered in Tanzania alone through the tireless efforts of maternal health organisations and their volunteers.
By realising human rights and amplifying citizen voices to create demand for health, we will directly contribute to the targets under Sustainable Development Goal 3.

- **SDG 3.1:** Reduce the global maternal mortality ratio to less than 70 per 100,000 live births.
- **SDG 3.2:** End preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.
- **SDG 3.7:** Ensure universal access to sexual and reproductive healthcare services, including for family planning, information and education, and the integration of reproductive health into national strategies and programs.

We will make significant contributions to additional SDGs:

- **SDG 8 | Decent Work & Economic Growth** through promotion of inclusive and sustainable economic growth, full and productive employment and decent work for all by supporting health workers in advocating for the right to a conducive work environment.

- **SDG 10 | Reduced Inequalities** through engaging marginalised communities, especially rural adolescents and childbearing women and their families, by empowering them to demand their right to quality sexual, reproductive, maternal, newborn, child and adolescent health services.

- **SDG 16 | Peace, Justice & Strong Institutions** through supporting citizen engagement and participation and holding governments accountable.

- **SDG 17 | Partnerships for the Goals** through growing our partnerships, including those with the private sector.
OUR VISION
A Tanzania where all girls and women realise their right to quality health and well-being

IMPACT
Maternal and newborn mortality and morbidity and stillbirths are reduced and universal access to sexual and reproductive health services achieved (SDG3)  
Right to health and participation upheld for all

OUTCOMES
Increased utilisation of reproductive, maternal and newborn health services  
Greater accountability of governments to people  
Improved quality, equity and dignity in reproductive, maternal, newborn, adolescent & child services  
Promote policy and implementation efforts to end violence against women & girls  
Increased resources (financial, human and material) for reproductive, maternal and newborn programs

QUALITY, EQUITY AND DIGNITY

OUR STRATEGY
Local, National & Global Levels
Educate and empower people about health and rights  
Directly influence decision makers; support decision makers to respond  
Collect and use evidence for advocacy  
Play a crucial role in the feedback loop between people, government and global bodies  
Convene and catalyse action to drive change  
Use media and champions to amplify voices

AMPLIFYING CITIZEN VOICES TO DEMAND HEALTH AND RIGHTS

FOUNDATION
Sustain a high performing & united alliance
Resilient secretariats  
Engaged members and partners  
Effective governance at all levels  
Sufficient and diverse funding base  
Robust monitoring, evaluation, accountability and learning
RESOURCE MOBILISATION

WRA Tanzania seeks to diversify our funding sources exploring opportunities to partner with member organisations in order to apply for funding together as consortiums to maximise impact and sustainability.

We also hope to mobilise and invest greater resources for professional development for WRA Tanzania Secretariat.

ACCOUNTABILITY

Following our success in mobilising for a budget increase for Comprehensive and Emergency and Newborn Care (CEmONC) and Basic Emergency Obstetric and Newborn Care (BEmONC) services, we must improve timely reimbursement, ensure “ring fencing” of funds, and correct allocation of local resources going to maternal health, including specific funds earmarked for Respectful Maternal Care.

ADVOCACY TO END GENDER-BASED VIOLENCE

We will catalyse members to raise awareness around violence against women and girls, maternal, newborn and adolescent health. We seek to prevent gender-based violence through empowering citizens to recognise and report violence against women and girls to authorities.
OPERATIONAL APPROACHES

LED LOCALLY, UNITED GLOBALLY
WRA Tanzania is an autonomous National Alliance that maintains an affiliation with the Global White Ribbon Alliance. We work with partners throughout the country while following global operational principles and approaches.

NOTHING ABOUT US, WITHOUT US
WRA Tanzania actively seeks inclusive participation of and partnership with women, men, families and communities, professionals and practitioners. We also seek participation from decision-makers including local and international agencies, donors, civil service employees and elected officials.

COMMITMENT TO FEEDBACK LOOP
We provide on-going feedback to both communities and decision-makers about how our work is creating change. This feedback loop is more than a matter of principle, it is a proven way to build and reinforce the skills and commitments of advocates who are driving the movement at all levels.

NIMBLE AND MIGHTY
While devoted to our mission, WRA Tanzania is nimble, flexible and quick to adapt to changing circumstances and new opportunities. We have high expectations of what we can achieve with our resources and we are adept at working in an ever-changing environment to maximise efficiencies.
WRA Model

A PEOPLE-LED MOVEMENT
Each WRA National Alliance begins as a grassroots movement of organisations and individuals who identify the unique systemic changes that need to be made to ensure that all girls and women can realise their right to quality health and well-being.

THE GLOBAL ALLIANCE
Made up of members, staff, volunteers and advocates at the national and global level, WRA operates with a shared vision, mission, values and strategy, with priorities set locally and championed globally.

MEMBERS
WRA members include individuals, local organisations, health workers, policy makers, journalists and more. By coming together for a shared purpose they’re able to catalyse action on multiple levels.

NATIONAL SECRETARIAT
The Secretariat refers to staff or volunteers who convene and coordinate all Alliance activities. The composition of each Secretariat varies, but all operate as valued and recognized leaders.

NATIONAL ALLIANCES
Each National Alliance is a self-governing network of advocates and members that determine their issues and campaign priorities.

GOVERNING BOARDS
The governing bodies of the National Alliances and the Global Secretariat provide mission-based leadership and strategic oversight to ensure operational effectiveness and accountability.

NATIONAL ALLIANCE COUNCIL
The National Alliance Council is a peer-to-peer governing body comprised of five representatives from across the National Alliances and the Global Secretariat. Its main objectives are to oversee affiliation compliance and share best practices and lessons learned.

GLOBAL SECRETARIAT
The Global Secretariat consists of staff and volunteers who serve as a hub for the Global Alliance, offering technical support, advice and connections. They also lead on WRA’s global advocacy work.

A PEOPLE-LED MOVEMENT

MEMBERS
NATIONAL SECRETARIAT
NATIONAL ALLIANCES
NATIONAL ALLIANCE COUNCIL
GLOBAL SECRETARIAT
GOVERNING BOARDS

Join the movement
SO THAT ALL GIRLS AND WOMEN
CAN REALISE THEIR RIGHT TO
QUALITY HEALTH AND WELL-BEING

FOR MORE INFORMATION VISIT WHITERIBBONALLIANCE.ORG/TANZANIA