

2015 YEAR END NEWSLETTER

THANK YOU TO BORN FREE'S PARTNERS

As we begin 2016, we want to thank you for your contribution to the many incredible milestones that Born Free has achieved this year. Together, we continue to drive progress toward the **elimination of mother to child transmission of HIV (eMTCT)** so that every child around the world can have a healthy start at life.

Born Free's tri-partite focus on **policy, advocacy** and **catalytic talent** continued in 2015, with a particular emphasis on our partnerships with the Governments of Nigeria and Kenya. These partnerships continue to demonstrate that catalytic talent is a key lever for change and that embedding catalytic national talent within government has an impact on health indicators and management culture within government. We are proud to feature remarks from the leaders of Born Free-supported teams in Nigeria and Kenya, Dr. Charity Chenge and Dr. Martin Sirengo.

In 2015 we also **formed a strategic alliance with Dr. Eric Goosby**, former Ambassador of PEPFAR under the Obama administration, who is now based at the University of California, San Francisco pursuing an agenda to address the challenges of Global Health Delivery and Diplomacy. This alliance expands support for our partnership with the Government of Kenya, while laying the foundations for expanded use of talent to support universal healthcare, a key focus of Dr. Goosby's work.

We thank you for your support, guidance and partnership as we continue this work together. We wish you all the best in the new year.

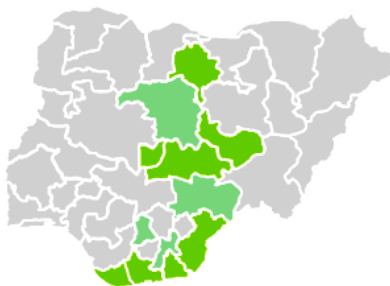
Regards,

John Megrue (Chairman), Jennifer McCrea (CEO), and the entire Born Free Africa Team

HIGHLIGHTS OF 2015



BORN FREE: PAST, PRESENT, & FUTURE



NIGERIA: REFLECTING ON THE PAST 3 YEARS



PARTNERSHIP WITH THE GOVERNMENT OF KENYA

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ADVOCACY

2012

2012: Born Free is launched at the [World Economic Forum](#) in Davos



2013

2012+2013: Congressional Delegations learns about PMTCT in Africa



2014

VOGUE



2014: Partnership with fashion industry to raise awareness of PMTCT yields special edition clothing collection, feature in *Vogue* + [documentary](#)

2015

2015: John Megrupe speaks with Bill Gates & Ben Affleck at a [Senate Hearing for PEPFAR](#)



2015 – 16: [Donate a Photo](#) campaign



POLICY



[The Global Plan](#) lays out the path to elimination



2012: Paper published with CHAI & UNICEF to encourage single dose Option B+ for PMTCT



2014: For the first time, the # of children newly infected with HIV dropped below 200,000.

2015: [Partnership formed with Dr. Eric Goosby](#) & UC San Francisco



2015: The final report will be issued in 2016 when 2015 data is available.

CATALYTIC TALENT

2012 – 2015: Partnership with the Government of Nigeria



2014: Crystallized talent model and explored new partners



2015 – 2017: Partnership with the Government of Kenya



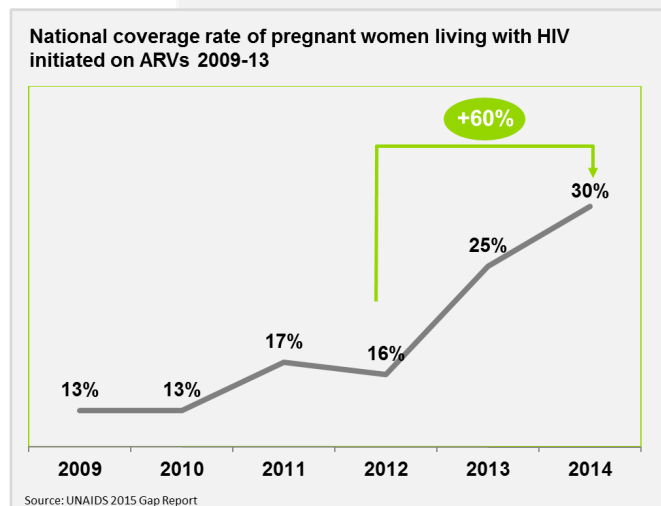
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INAUGURAL PARTNERSHIP WITH NIGERIA: ACHIEVEMENTS & TRANSITION

Born Free’s first country partnership began in 2012 with the Government of Nigeria. This partnership set the foundation for our investment model for catalytic talent: working directly with governments to recruit, hire, train, and embed catalytic talent directly into government in order to spark improvements and accelerate program results.

The partnership supported an exceptional team of 12 people, led by **Dr. Charity Chenge** and **Dr. Lilian Anomnachi-David**, which focused relentlessly on sparking change toward eMTCT at both the federal and state level. They served as teammates alongside their government counterparts to tackle challenges related to **goal setting** and **work planning, program data quality and quantity**, and to troubleshoot key areas of operations that had fallen off the radar of Nigeria’s response to HIV.

“THE ESSENCE OF MY WORK IS BEHIND-THE-SCENES, WORKING WITH ALL STAKEHOLDERS TO MAKE SURE EVERYONE IS ALIGNED. I SUCCEED IF THEY SUCCEED.”



These efforts contributed to impressive program results. From 2012 to 2014, **the proportion of women living with HIV initiated on antiretroviral (ARV) prophylaxis increased by 60%**. This is a massive change in a system that has many challenges. Though Nigeria’s journey to eMTCT continues, this jump start will be remembered as a critical step.

Over the past 3 years, the team also spearheaded several initiatives that will continue to scale - **operations support services for early infant diagnosis, difficult and deep cleansing of the country’s health program data, and HIV service delivery among private medical practices.**

Born Free’s formal role as convener and manager of this partnership came to a close in December 2015, but the team in Nigeria will remain, with continued support from some of our existing private partners. We are proud and grateful for our lead private partners and are excited for this partnership to serve as a platform for years to come.



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REFLECTIONS FROM DRS. CHARITY CHENGE & LILIAN ANOMNACHI-DAVID, PMTCT TEAM LEADERS, NIGERIA

Nigeria has made an incredible journey since our work with Save One Million Lives and Born Free began. In 2012 when (then) Minister of State for Health Dr. Muhammad Pate set out to build a results-oriented team in government focused on outputs and outcomes instead of inputs, we knew it could be game-changing. We also knew it would require breaking some of the traditional rules of engagement, supporting our government colleagues from behind the scenes, and relentlessly focusing on what the data is telling us about our system's performance.

Now, we have much to be proud of. Nigeria's health system and PMTCT program is improving and we have embraced the energy and hope that comes from our first democratic Presidential election.



Dr. Lilian Anomnachi-David, Uduak Bassey Duke, Gloria Eneh, Dr. Bishop Ezeh, Dr. Clinton Eze-Okoroikpa, Dr. Femi Funso-Adebayo, Ibrahim Ibrahim, Dr. Charity Nwude, Elizabeth Oladimeji, Anaya Ozowuba, Asabe Sambo, Dr. Augustine Umoh (*not all pictured*)

What you aren't able to see as well are the individual lives we've touched. In the words of Dr. John Markson, of the Akwa Ibom State AIDS Control Program: "Data elements are no longer just abstract numbers required by the State Ministry of Health. Health workers are using their program data now as an indicator for assessing their performance and contributions to the health of infants." He also noted that, "for the first time, state program officials have direct access to their own program data and are able to review and analyse their performance to feedback into program improvement processes."

We thank all of our partners and collaborators for your support, without which none of this would have been possible. We look forward to building on the foundation we have set together in the years ahead.



Cross River state official teaching how to fill registers at a health facility



Partners and officials from Nigeria's National AIDS & STI Control Program



Rivers State Program Specialists meeting with PMTCT Stakeholders in the State

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PARTNERSHIP WITH THE GOVERNMENT OF KENYA

Inspired by the catalytic talent investment model that Born Free pioneered with the Government of Nigeria, in 2015, together with the Government of Kenya Born Free launched a partnership to build a **Rapid Response Team for the elimination of mother to child transmission.**

“THIS IS A JOURNEY THAT I AM PERSONALLY COMMITTED TO. I WILL CONTINUE TO PLAY MY PART IN ENSURING THAT ALL EFFORTS AIMED AT GETTING TO ZERO ARE SUSTAINED AND POSITIVE RESULTS ACHIEVED.”

Margaret Kenyatta, First Lady of Kenya

This partnership utilizes the model of embedded catalytic talent. The team, jointly recruited by Born Free and the Ministry of Health, works directly with government counter-parts at the sub-national (county) level to accelerate the pace toward elimination while encouraging a culture of rigorous management and high performance.

eMTCT is a key priority for President and First Lady Kenyatta, and top government leadership is deeply committed to this effort. In fact, the Rapid Response Team is directly and actively managed as a priority by the Head of Kenya’s National AIDS Control Program (NAS COP), Dr. Martin Sirengo.

LEAD PARTNERS IN THE COALITION TO SUPPORT THE RAPID RESPONSE TEAM IN KENYA



REMARKS FROM DR. MARTIN SIRENGO, HEAD OF KENYA'S AIDS CONTROL

The Ministry of Health of Kenya is proud to collaborate with Born Free. This partnership was a result of a robust and collaborative evaluation of the areas where investment would create the most significant impact. Our analysis pointed toward leaky points along the PMTCT continuum of care and the need for a rapid mechanism to address these gaps. The “Rapid Response team” is a highly mobile team of Technical Advisors, which was designed to provide this rapid mechanism.



DR. SAMSON MUGA	KEN DANIELSON	CAROLYNE ACHAYO	EDNA ANAB	PHIDALE MAJIWA	ESTHER PAPA	ISAACK KIRUI	CATE GORETI
							
Senior Technical Advisor	Strategic Information Specialist	Technical Advisor	Technical Advisor	Technical Advisor	Technical Advisor	Technical Advisor	Logistics Officer

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REMARKS FROM DR. MARTIN SIRENGO, HEAD OF KENYA'S AIDS CONTROL (Cont'd)

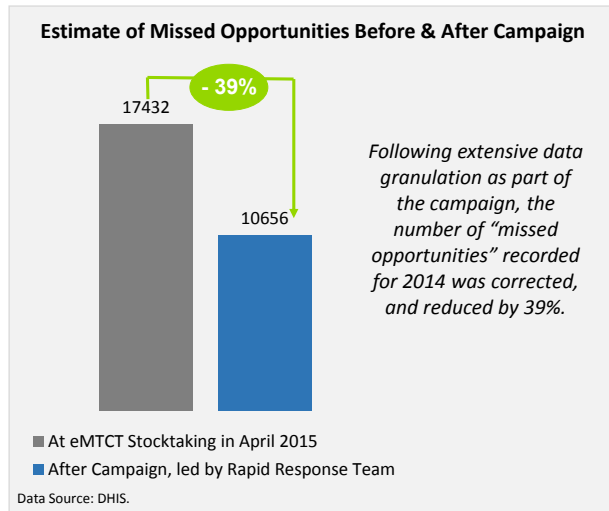


The core of the eMTCT response is **engagement with county government and health facility leadership**. Working behind the scenes and in collaboration with the counties, the Rapid Response team has helped form County Specific PMTCT Technical Working Groups with specific focus on the **use of data for decision making**. Through the support of the team, counties have also been empowered in data granulation (analysis). Further, the team supported a mapping out of implementing partners to improve the synergy of working relations.

At the first ever national PMTCT stock taking in April 2015, it was identified that 17,000 HIV positive women who had contact with the health system missed antiretroviral treatment and could not be accounted for. As a result, a nationwide campaign was launched, led by the Rapid Response team., resulting in a reduction of the number of "missed opportunities" by **nearly 40%** and an **extensive effort to trace missed women and children**.

In 2016, we will continue to interrogate the PMTCT cascade to identify further obstacles to eMTCT. We expect the catalytic mechanism already in place through the Rapid Response Team to mature into more accountability towards eMTCT and further reduction of the mother to child transmission rate.

INDICATOR	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
1 EXPECTED ANC CLIENTS	1500	1400	1300	1200	1100	1000	900	800	700	600	500	400	300	200	100
2 % NEW ANC CLIENTS	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
3 % ANC CLIENTS TESTED	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
4 % HIV POSITIVE RATE (NEW + KB)	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
5 % HIV CLIENTS TESTED FOR CD4 AND RESISTANCE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
6 % HIV CLIENTS STARTED ON ART	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
7 % CLIENTS WHOSE PREGNANCIES WERE TRACED	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
8 % CLIENTS WHO FORGOT TO TAKE ART	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
9 % % KILLED DELIVERIES	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
10 % % NEWBORN TUBERCULOSIS	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
11 % % NEWBORN TB	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
12 % % TB PREVALENCE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
13 % % TB PREVALENCE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
14 % % TB PREVALENCE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
15 % % TB PREVALENCE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
16 % % TB PREVALENCE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
17 % % TB PREVALENCE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18 % % TB PREVALENCE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100



SPECIAL THANKS TO



HealthStrat is Born Free's administrative and financial partner in Kenya, supporting the Rapid Response Team.

CAMPAIGN SPOTLIGHT: DONATE A PHOTO

Born Free is featured on Johnson & Johnson's free app, **Donate a Photo**. When you download the app and share ANY photo, Johnson & Johnson donates \$1 to train health care workers in Kenya to prevent mother-to-child transmission!

