Through Leadership and Coordination

#COUNTINGEVERYONE
Background

#CountingEveryone Campaign

Showcasing bold leadership and coordination in building complete CRVS systems
Robust CRVS systems are at the root of good governance

Strong leadership, coordination and collaboration strengthen governments’ abilities to enhance the benefits of CRVS and build strong CRVS systems

Building a more inclusive, healthier world means ensuring that everyone counts by #CountingEveryone
Background

#CountingEveryone Objectives

- Inspire government leaders to increase the importance placed on CRVS systems as a foundation for good governance, social protection, service delivery, and more

- Highlight the importance of well-functioning, inter-sectoral coordination to sustainable CRVS system improvements and maintenance

- Highlight the importance of CRVS in achieving international goals such as the Sustainable Development Goal targets by 2030
Current Status and Next Steps

• To achieve these outcomes, we have developed a range of engaging digital outputs, and are working to develop technical reports.

• The opportunity exists to raise the profile of these objectives with high-level audiences at conferences or events in 2022-2023.
Hero Video
Documenting Leadership Examples
Objectives and Output

- **Objectives:**
  Documenting leadership practices, country experiences, and lessons learned regarding approaches taken by leader to highlight the importance of CRVS systems and to promote the recognition of the critical value of these systems for good governance.

- **Output:**
  Aim to develop a report with experiences, tangible stories and lessons learned that can inspire CRVS leaders on how to practically communicate the value of strong and interoperable CRVS systems for good governance.
Key questions for discussion:

• What have you done concretely to elevate the recognition and understanding of CRVS in your country (internally and externally)? Please share stories about instances where you promoted, raised awareness for, drew attention to, and advocated for the CRVS system and its value and use.

• What are the key lessons you learned in terms of enhancing the understanding and recognition of CRVS systems in your country?

• What resistance or skepticism, if any, have you met from stakeholders to your efforts in advocating for CRVS system strengthening and how did you address these?

• What is your advice to your CR colleagues in other countries on promoting and building recognition for more robust and inclusive CRVS systems among key stakeholders and the government more broadly?
9 March 2022

Documenting Leadership Experiences

Comments and suggestions? Could you share your stories?

To learn more about #CountingEveryone, please visit: www.vitalstrategies.org/CountingEveryone

For more information, please email: rsanton@vitalstrategies.org

Thank you
#CountingEveryone Partners

Bloomberg Philanthropies  
DATA FOR HEALTH INITIATIVE  
Vital Strategies  
World Health Organization  
U.S. Centers for Disease Control and Prevention  
CDC Foundation

Global Health Advocacy Incubator  
ESCAP  
ECA