

GLOBAL MEASUREMENT UPDATE

Overview of the Countdown to 2030 profiles




COUNTDOWN TO 2030 (Countdown) is a collaboration of diverse groups—including academia, United Nations agencies, the World Bank, country governments, and civil society—that tracks country, regional, and global progress toward improving women’s, children’s, and adolescents’ health. A major focus of Countdown is monitoring trends in equitable coverage of lifesaving reproductive, maternal, newborn, child, and adolescent health (RMNCAH) interventions. Countdown regularly produces country profiles with the latest data that serve as tools to catalyze action and accountability and to support country programming and planning.

WHAT ARE THE COUNTDOWN PROFILES?

Countdown produces three different country profiles (Figure 1): RMNCAH, equity, and early childhood development (ECD) (Figure 1). In addition, RMNCAH regional profiles became available in 2023. The information and analysis in Countdown profiles are based on publicly available data, including data from Demographic Health Surveys and Multiple Indicator Cluster Surveys. All profiles include bar and line graphs, maps, tables, and other visual aids for easy data interpretation.

[RMNCAH country and regional profiles](#) include indicators on demographics; contextual factors such as education and conflict; mortality rates and causes of death; nutritional status; RMNCAH intervention coverage; nutrition; water, sanitation, and hygiene; policy; governance; financing; and health systems. [Equity profiles](#) highlight the magnitude of within-country inequalities for intervention coverage levels disaggregated by province, wealth quintile, and urban/rural area of residence. Along with data visualizations, such as Equiplots, equity profiles include tables with stratified coverage indicator estimates and two composite indicators that measure inequality. [ECD profiles](#) include four dimensions: demographics and threats to ECD, outcome/impact, facilitating environment (including policies and international conventions, and the five components of nurturing care (good health, adequate nutrition, security and safety, early learning, and responsive caregiving). Detailed information about the development of each profile and original data sources is available in an [online annex](#).

Figure 1: Snapshot of Countdown Profiles

 RMNCAH COUNTRY AND REGIONAL PROFILE	 EQUITY PROFILES	 ECD PROFILES
<ul style="list-style-type: none"> • 137 country profiles and seven regional profiles • Include 103 indicators across 10 domains in four pages • UNICEF is lead partner with Countdown • Updated annually 	<ul style="list-style-type: none"> • 118 country profiles • Include 13 indicators and a composite coverage index in four pages • Federal University of Pelotas (Brazil) is lead partner with Countdown • Updated annually 	<ul style="list-style-type: none"> • 197 country profiles • Include 43 indicators in one page • UNICEF is lead partner with Countdown • Updated every other year

What is the Value of the Countdown Profiles?

Countdown country profiles equip country decision-makers with a tool to help them monitor progress and for programming and planning purposes. The country-level RMNCAH and ECD profiles can be used to compare status and progress across countries. The equity profiles can be used to compare status and progress both within a country and across countries. Countdown profiles use standardized indicators and present data on a wide range of indicators that help identify gaps and areas of progress. The process to develop and update these profiles, which includes aspects such as indicator selection and data visualization development, is highly consultative and involves review of both the evidence base and measurement advancements.

Added Value of Regional Countdown Profiles

- Provide regional aggregates for all indicators for which data are available
- Enable comparisons of progress across all countries in a region
- Support identification of country successes and countries where more resources and attention are needed

Who Should Use the Countdown Profiles, and How Can They Be Used?

Stakeholders can use the Countdown profiles to improve health outcomes for women, children, and adolescents:

- **NATIONAL POLICYMAKERS AND MANAGERS** can use the profiles as a planning tool during annual review cycles. The data can catalyze discussions around policy and programmatic priorities and areas for investment.
- **DONORS AND IMPLEMENTING PARTNERS**, such as those working in the MOMENTUM suite, can use the profiles as a brief reference to understand a country's RMNCAH, equity, or ECD situation and compare across countries. The profiles can also inform decisions around equitable allocation of technical and financial resources.
- **ACADEMIC PARTNERS AND RESEARCH ORGANIZATIONS** can undertake analyses on the underlying Countdown databases to explore trends across countries and regions and equity patterns within countries.
- **CIVIL SOCIETY** can use the profiles to hold country governments and partners accountable for their commitments to the United Nations 2030 Agenda for Sustainable Development.

The RMNCAH country and regional profiles and related data can be accessed through UNICEF's interactive [webpage](#); profiles can also be downloaded as PDFs. Equity and ECD profiles are available as PDFs via the webpages below.


Access the Countdown Profiles


- [RMNCAH](#)
- [Equity](#)
- [ECD](#)


Additional Information


- [Launch webinar](#)
- [Online annexes](#) (data sources and methods)

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