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Maternal and Child
Survival Program

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USAID's Flagship Maternal and Child Survival Program: Acting to End Preventable Deaths

On June 25, 2014, the United States Agency for International Development (USAID) Bureau for Global Health announced the award of the Maternal and Child Survival Program (MCSP), formerly referred to as RMNCH (Reproductive, Maternal, Newborn and Child Health, awarded in March 2014). The Program is a five-year, \$500 million cooperative agreement designed to advance USAID's goal of Ending Preventable Child and Maternal Deaths (EPCMD) by supporting the introduction and scale-up of high-impact, sustainable reproductive, maternal, newborn and child health interventions. MCSP accepts all sources of health funds and can be accessed via field support.



Photo by Karen Kasmauski

Birthing Center at the King Fahed IBN Abdul-Azezz Women and Children Hospital in Gusau, Nigeria.

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While the Maternal and Child Survival Program is the principal follow-on to the Maternal and Child Health Integrated Program (MCHIP), which ended at the global level in December 2014 (though work is ongoing through numerous Associated Awards in Yemen, Bangladesh, Malawi, South Sudan, Zimbabwe, Mozambique and Pakistan), the scope of this Program has expanded to reflect a changing global RMNCH landscape as well as shifts in USAID's own priorities. MCSP places a greater emphasis on key, cross-cutting issues such as innovation, e/mHealth, equity, quality, gender, public-private partnerships and involvement of civil society, community approaches and behavior change interventions. While maintaining a focus on technical, high-impact interventions, MCSP works toward sustainable scale-up to include strengthening the health systems that deliver these interventions.

The Maternal and Child Survival Program is a partnership led by Jhpiego, with Save the Children Federation, Inc., John Snow, Inc., ICF International, Results for Development Institute, PATH, CORE

Group and PSI as lead partners and Broad Branch Associates, Johns Hopkins Bloomberg School of Public Health, Communications Initiative and Avenir Health (formerly Futures Institute) as associate partners.

In addition to contributing to high-level technical and policy dialogue at the global level, MSCP provides tailored technical assistance to help countries meet specific priorities and contextual needs of local RMNCH programs. This assistance includes:

- Supporting countries to increase coverage and utilization of evidence-based, high-quality RMNCH interventions at the household, community and health facility levels, integrating with nutrition, malaria, HIV/AIDS and water, sanitation and hygiene (WASH) interventions as appropriate.
- Closing innovation gaps to improve RMNCH outcomes through engagement with a broad range of partners and supporting innovative delivery strategies that enhance outreach to those most in need.
- Fostering effective policy, action-oriented learning and accountability for improved RMNCH outcomes across the continuum of care.
- Supporting countries to strengthen existing national health management information systems, including RMNCH data elements, data quality and the use of data to inform programmatic decision-making.
- Strengthening civil society, local institutions and communities and engaging at all levels to enhance the responsiveness of health systems to local and community health needs, with a focus on the linchpin role of health districts.
- Enhancing district-level decision-making through rapid household surveys to determine coverage and health facility assessments to determine quality of facility interventions.
- Applying gender-, equity- and health systems-focused approaches to improve RMNCH service availability, access, quality, demand, cost-effectiveness and utilization at scale.
- Providing technical assistance to design, implement and/or evaluate models, tools and approaches to address the special needs of adolescents and youth for family planning and maternal and newborn health services in an integrated fashion.

Fast Facts

Who: Maternal and Child Survival Program (MCSP)

What: Five-year, \$500 million cooperative agreement

When: June 2014

Where: A focus on 24 USAID high-priority countries, including Afghanistan, Bangladesh, Democratic Republic of Congo, Ethiopia, Ghana, Haiti, India, Indonesia, Kenya, Liberia, Madagascar, Malawi, Mali, Mozambique, Nepal, Nigeria, Pakistan, Rwanda, Senegal, South Sudan, Tanzania, Uganda, Yemen and Zambia

Why: To end preventable child and maternal deaths

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