

The CHANGE Project

FY2002 Activities

SO1: PopulationTotal amount available: **149,000**

	Carryover	FY2002
Adolescent Reproductive Health Jamaica In coordination with a larger Adolescent Reproductive Health Project in Jamaica, work with other CAs, the MOH and NGOs to develop and implement adolescent reproductive health initiatives that increase demand for reproductive health services and improve the quality of youth-friendly services offered. Objective: Apply an assets-based approach to increase community dialogue around, and involvement in, adolescent reproductive health activities. Increase teen demand for reproductive health counseling and services, in the long-run improving adolescent reproductive health and reducing teen pregnancy. Products: An annotated bibliography of relevant literature identifying risks and protective factors associated with adolescent health. Secondary analysis of adolescent risk behavior survey completed and “resiliency” factors and other protective factors associated with decreased risk-taking identified. Assets survey conducted in Clarendon Parish. Assets-based intervention designed and pilot implementation underway; experience gained concerning the effect of using an approach focusing on “what exists and what’s right” on partnerships, potential for sustainability, etc.	79,000	70,000

<p>Community-based approach Guinea</p> <p>Working with Save the Children, develop an intervention to improve early postpartum care of mother and newborn in Guinea. Qualitative research will test the feasibility and acceptability of in-home visits during the first week postpartum, to detect and refer life threatening complications. Explore use of community/social networks to influence adoption of key early postpartum practices by mothers, households and communities.</p> <p>Objective: Improve postpartum care in a remote rural setting in Africa</p> <p>Product: A set of tools and approaches toward development of a model for improving early postpartum care of mother and newborn in extreme rural settings; tools and approaches to document and exploit social networks to influence improved early postpartum practice.</p> <p>Working with a PVO or another CA, develop an intervention to improve postpartum care of mother and child in Guinea. If feasible and practical, the intervention will use or to enhance community networks to influence key practices of mothers and families.</p> <p>Objective: Improve postpartum care in a deep rural setting</p> <p>Product: Interventions to improve postpartum care of mother and child; interventions involving social influence.</p>	<p>48,000 (Afr/SD)</p>	
<p>SO2: Maternal Health (continued) SO2: Maternal Health (continued)</p>		
<p>Provider behavior Egypt</p> <p>Collaborate with HM/HC Project to develop, implement and evaluate an intervention to improve the behavior of providers of emergency obstetric care in Egypt. Possible interventions being discussed with HM/HC staff include: a) team building and introduction of techniques for team problem-solving and b) a communication intervention to change the attitudes and practices of all levels of facility staff in obstetric and neonatal emergencies</p> <p>Objective: Improve provider behavior related to emergency obstetric care</p> <p>Product: A package of interventions -- such as team building and introduction of techniques for team problem-solving or a communication intervention to change the attitudes and practices of all levels of facility staff towards obstetric and neonatal emergencies -- introduced and evaluated in a limited number of facilities</p>		<p>(50,000)</p>

SO3: Child Survival (continued)

Immunization		Total amount available: 761,000	
		Carryover	FY2002
<p>Global advocacy</p> <p>Participate in the GAVI Advocacy Task Force (ATF) and, working with task force members, develop and maintain a network of behavior change/communications practitioners in country immunization programs to disseminate GAVI information and facilitate the transfer of country experiences.</p> <p>Objective: Ensure the availability of behavior change/communications expertise for GAVI activities; develop and maintain support for GAVI</p> <p>Product: Documentation of the “evidence-based advocacy” approach; network of behavior change/communication practitioners in country immunization programs, assessment tool</p>		110,000	200,000
<p>Advocacy and communication 3 countries, SSA</p> <p>Provide any necessary advocacy and communications support to three of the countries selected for GAVI fund support (Madagascar, Malawi and Mozambique)</p> <p>Objective: Improve vaccination coverage and support smooth introduction of new vaccines</p> <p>Product: All relevant groups are publicly committed to GAVI; all relevant technical staff are aware of GAVI; public launch activities generate public awareness of the new initiative and broaden support for the EPI program.</p>			
<p>Injection safety</p> <p>Support the safe injection global network (SIGN).</p>		49,000	50,000
<p>Provide other assistance as requested by the Global Bureau</p>			50,000

SO3: Child Survival (continued)

Immunization coverage Mozambique Work with the MOH and other partners to improve immunization coverage in Mozambique. Possible interventions include strengthening demand for immunization, improving the client orientation of immunization services, focusing on basic health education in addition to mobilization, and development of specific strategies for hard-to-reach groups. Objective: Shift the focus from polio campaigns to routine EPI Product: Approaches to advocacy, demand creation and strategies for hard-to-reach groups.	89,000	
Immunization coverage Dominican Republic Provide technical assistance to the National Vaccine Program in the Dominican Republic to design and carry out a strategy for the pilot introduction of the new pentavalent vaccine as the “engine” for strengthening the EPI program. As part of this strategy, assist in the conduct of relevant formative research, development of a national training plan and the revision of guides for training health workers. . Objective: Strengthen the national immunization program (EPI) in the Dominican Republic through the introduction of new vaccines. Product: Strengthened EPI and acceptance of new vaccine.	213,000	

SO3: Child Survival (continued)

Other Nutrition

Total amount available: **156,000**

	Carryover	FY2002
<p>Growth promotion + Dominican Republic</p> <p>Develop plans and pilot test the integration of community-based [integrated child health and nutrition] (AIN) into existing IMCI initiatives in the Dominican Republic. Identify key areas of nutritional need and use the TIPS (trials of improved practices) approach to develop appropriate counseling and nutritional rehabilitation interventions. Develop plans to address institutional issues such as volunteer supervision, training and client referral. Disseminate concepts, findings and strategies to all RECON NGOs.</p> <p>Objective: Increase community-based initiatives to support improved children's health</p> <p>Products: Model for the integration of AIN into community-based IMCI initiatives. Draft materials developed and pretested.</p>	<p>56,000</p>	<p>100,000</p>

SO3: Child Survival (continued)		
Respiratory disease	Total amount available: 5,000	
	Carryover	FY2002
<p>Indoor Air Pollution South Africa</p> <p>Assist researchers at the Medical Research Council, South Africa, to design and carry out formative research to identify potential behavioral interventions to reduce childrens' exposure to indoor air pollution.</p> <p>Objective: Reduce childhood respiratory morbidity and mortality</p> <p>Product: Identification of behavioral interventions to reduce exposure to indoor air pollution; improved capacity for behavioral research in South Africa</p>	(5,000)	

SO4: HIV/AIDSTotal amount available: **2,124,000**

	Carryover	FY2002
<p>Stigma Ethiopia, Tanzania, Zambia</p> <p>Determination of why and how HIV/AIDS-related stigma and discrimination occur in three African countries (Ethiopia, Tanzania and Zambia) and development of recommendations for policies and interventions to reduce them. ICRW will manage this research.</p> <p>Objective: Using results of the research, influence key national and international policymakers and program directors; develop interventions to reduce stigma and discrimination</p> <p>Product: Better understanding of individual, community and institutional manifestations of stigma and of factors that allow stigma and discrimination to occur; improved interventions to reduce stigma and discrimination</p>	373,000	500,000
<p>Stigma 1 country, ANE</p> <p>Extension of the work begun in Africa to one Asian country - Nepal or Vietnam. Determination of why and how HIV/AIDS-related stigma and discrimination occur and examination and comparison of cross-cultural issues. Development of recommendations for policies and interventions to reduce them. ICRW will conduct this research.</p> <p>Objective: Using results of the research, influence key national and international policymakers and program directors; develop interventions to reduce stigma and discrimination</p> <p>Product: Better understanding of individual, community and institutional manifestations of stigma and of factors that allow stigma and discrimination to occur; improved interventions to reduce stigma and discrimination</p>		371,000
<p>HIV/AIDS behavior change communication review Haiti</p> <p>The Haiti mission has requested CHANGE to review current state of HIV/AIDS BCC in Haiti and work with CAs, MOH, NGOs to develop an integrated comprehensive strategy for future.</p> <p>Objective: Assess HIV/AIDS BCC activities in Haiti through the present and provide recommendations to Haiti USAID Mission how best to program funding to achieve current strategic objective.</p> <p>Product: Assessment instruments; recommendations for strategic programming of HIV/AIDS BCC funds.</p>		80,000

SO4: HIV/AIDS (continued)

Behavior change network	East/Southern Africa	122,000	150,000
<p>Through discussions with potential network members, identify needs, possible approaches and areas of interest, particularly pertaining to models of behavior change relevant to the African context. Convene a working group in September '01, to explore these issues; and hold a larger meeting in November 01. Develop recommendations; launch network.</p> <p>Objective: Link organizations working on HIV/AIDS; strengthen their orientation to a behavior change approach to HIV/AIDS prevention and support of persons with AIDS</p> <p>Product: Initiation of a network focused on behavior change to link organizations active in reducing HIV/AIDS and supporting HIV+ people; identification and dissemination of African models of behavior change and contextual frameworks; possibly African-context-specific interventions based on new models</p>			

SO5: Infectious disease (continued)		
<p>Developing national strategies to slow the growth of antimicrobial resistance Peru, Philippines</p> <p>The problem of the development of antimicrobial resistance is multi-factorial, involving incomplete and inefficient oversight of drug registration promotion, and sales, inappropriate prescribing, and inappropriate use by patients, as well as other factors. In many countries these problems have been recognized by core individuals, but they have insufficient leverage to initiate change. We will partner with APUA (the Association for the Prudent Use of Antibiotics) and, through the ARCH Project, with Harvard University to develop a set of tools that local interest groups can use to develop a coalition, undertake a situation analysis, hold a national policy development workshop and carry out interventions to slow the development of antimicrobial resistance.</p> <p>Objective: To slow the development of antimicrobial resistance</p> <p>Products: In this first year, we will develop a multi-tool kit for carrying out a situation analysis; and help local groups begin a situation analysis in two countries</p>		500,000

Global advocacy and leadership		Total amount available: 687,000	
	Carryover	FY2002	
<p>World Summit for Children - Information and Communication Program</p> <p>Inform key audiences about the World Summit for Children, progress toward reaching the Goals, and the challenges that still exist. Mobilize potential actors to enhance their advocacy, outreach and communication activities to strengthen commitment to child survival.</p> <p>Objective: Create a “buzz” to strengthen commitment to child survival</p> <p>Product: Communication strategy in support of the 2001 World Summit for Children developed and carried out</p>	31,000	70,000	
<p>Development Communications</p> <p>In partnership with The Pan American Health Organization and the Rockefeller Foundation, organize and prepare for a meeting on competencies for health promotion, social mobilization and communication for social change.</p> <p>Objective: Define the core skills needed for health communication, social mobilization and communication for social change to inform international capacity-building initiatives</p> <p>Product: International meeting; series of commissioned papers.</p>	(71,000)		
<p>Global leadership in stigma</p> <p>Through consultative meetings, strategic commissioning of papers and other fora, develop and consolidate insights and guidance for HIV/AIDS programs to guide decision-making and program strategies, drawing on research commissioned by CHANGE in Africa, Asia and perhaps elsewhere, and on other studies conducted on the issue of stigma in relation to health and social programs.</p> <p>Objective: Decrease the impact of stigma and discrimination in HIV/AIDS prevention, treatment, care and support.</p> <p>Product: Programmatic Guidelines for decision makers; strategic frameworks for decision-making.</p>		200,000	

Global advocacy and leadership (continued)		
<p>Developing health communication capacity Peru</p> <p>To improve the sustainability of programs, the USAID Peru Mission wishes to invest in building national capacity for applied health communication. A consortium of universities in Lima is willing to provide the foundation for this effort; we will seek to involve the private sector and international and national NGO's as well. In this first year, the main objective is to get the local partners to share a vision and agree on the structure and management of the training program(s), and to begin developing a competencies-focused curriculum.</p> <p>Objective: Development of training program(s) in applied communication that will develop national capacity.</p> <p>Products: Consensus on the design and management of a university consortium run health communication training program; curriculum; a model of an approach that involves private sector, universities and government.</p>		250,000
<p>Applying new technology</p> <p>This BHR buy-in is intended to provide state of the art assistance in up-grading their communications out-reach to the poor, especially highlighting mass communications, such as radio, TV, mass information campaigns and social marketing. Suggested activities will build on a clear understanding of what works and of the steps needed to increase the impact, cost effectiveness and sustainability of BHR's social interventions through better use of mass communication and understanding of social change.</p> <p>Objective: To provide Washington and field based programs with world-class tools for implementing communication, informational and advocacy programs; and ensure the transfer of communication capacity and leadership to training institutions and centers of excellence in the developing world through maximum participation in BHR-funded communication and behavior change related activities.</p> <p>Products: Improved tool(s) for communication, advocacy and capacity development in these areas.</p>		45,000
<p>The Communication Initiative</p> <p>CHANGE will continue to support the Communication Initiative.</p>		20,000

Tool development		Total amount available: 92,000	
		Carryover	FY2002
<p>Behavior change tools for PVOs</p> <p>Work with BAR/PVC to provide a behavior change orientation for U.S.-based Child Survival Grant recipients through a workshop or other venue. Review BAR/PVC Child Survival Grant Technical Reference Materials (TRMs), RFA Guidelines, DIP Guidelines and Evaluation Guidelines. Identify areas needing new or improved behavior change focus, and write appropriate sections for documents.</p> <p>Objective: Mainstream behavior change approaches within organizations applying for BAR/PVC Child Survival Grants</p> <p>Product: Workshops; capacity-building. Improved Child Survival PVO reference materials.</p>		19,000	
<p>Reminder materials Nicaragua, Malawi</p> <p>Work with Project Hope/BASICS to develop guidelines that can be used in the field to develop a locally-appropriate mother's reminder material for child health danger signs. The proposed approach is to: work in one country to develop a mother's material, based on local research and pretesting; document the process through developing a user-friendly guidelines booklet, and; test the process with a second country to see how it works.</p> <p>Objective: To develop guidelines to help reduce mother's delay in appropriate care-seeking for sick children</p> <p>Products: Guidelines for developing material to trigger mothers' care seeking and examples of materials for two countries</p>		73,000	