

The Value of Taking an Integrated Approach to Population, Health and Environment – Lessons from Asia, Africa, and Latin America

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Policy and Practice Group Meeting, Washington DC
January 2009





Acknowledgements

- This evaluation was made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the author and do not necessarily reflect the views of USAID or the United States Government.



Johnson & Johnson

- We gratefully acknowledge the support of Johnson & Johnson through WWF's PHE Alliance project.





WWF's Population-Health-Environment Current Portfolio

- PHE projects in: Democratic Republic of Congo, Kenya, Nepal, India, Cameroon, Central African Republic, China, Mozambique, and Namibia
- PHE Analysis
- Activities:
 - 3-year public-private alliance between USAID Office of Population and Reproductive Health and Johnson & Johnson to support PHE work in 3 countries, and PHE Analysis
 - Support from Sacharuna Foundation, Sea World/Busch Gardens, and WWF-US
 - PEPFAR funding in Namibia for HIV/AIDS





WWF's Population-Health-Environment Lessons Learned

2003-2008

- Lessons learned from PHE projects in: Mozambique, Madagascar, Cameroon, Central African Republic, Philippines, India, Kenya, Nepal
- PHE Analysis and Evaluation
- Activities:
 - 5-year USAID Office of Population and Reproductive Health supported projects in 3 countries, PHE Analysis, and Evaluation
 - 2-year support from USAID Nepal mission
 - 5-year Johnson and Johnson supported projects in 7 countries and Evaluation





WWF's Population-Health-Environment PHE Analysis and Evaluation

PHE Analysis gathered lessons from WWF & non-WWF PHE projects to:

- Determine the value-added of FP/RH - using a PHE approach - for conservation
- Document how to build effective PHE partnerships
- Develop a working paper on scaling up PHE
- Create a PHE manual and other decision-making tools on integrating FP/RH into conservation



PHE Evaluation focused only on WWF PHE projects to:

- Evaluate effectiveness of 8 WWF PHE projects
- Learn lessons for moving forward and scaling up
- Develop more robust conceptual frameworks and indicators for improved monitoring



WWF's Population-Health-Environment Value-Added Analysis: **Hypothesis**

Integrating FP/RH into conservation projects and programs improves conservation results in the short term through improved operational efficiencies and human health.

This result can also be assumed in the long term, through reductions in population growth, more sound natural resource consumption, and sustained improved health of human communities, but requires monitoring and evaluation over time for complete verification.





WWF's Population-Health-Environment Value-Added Analysis: **Methodology**

- Conducted literature review
- Analyzed 13 projects: 7 non-WWF, 6 WWF
- Selected projects:
 - with primary end goal of biodiversity conservation
 - involved in bringing FP/RH to communities for at least 3 years; most included general health/nutrition
- Conducted semi-structured interviews with conservation program managers
- Identified: priority threats to conservation targets; developed results chains leading to threat reduction, timelines, possible indicators; existing data to support/refute assumptions



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WWF's Population-Health-Environment Value-Added Analysis: **Methodology**

Non-WWF projects, by conservation organization included:

- Coastal Conservation & Education Foundation (CCEF)- Philippines
- Conservation International (CI)- Mexico
- Conservation International (CI) - Philippines
- GEO Foundation- Uganda
- Jane Goodall Institute (JGI)- Tanzania
- Mpala Wildlife Foundation- Kenya
- Participatory, Research, Organization of Communities and Education towards Struggle for Self-Reliance (PROCESS)- Philippines



Miroslav Honzak

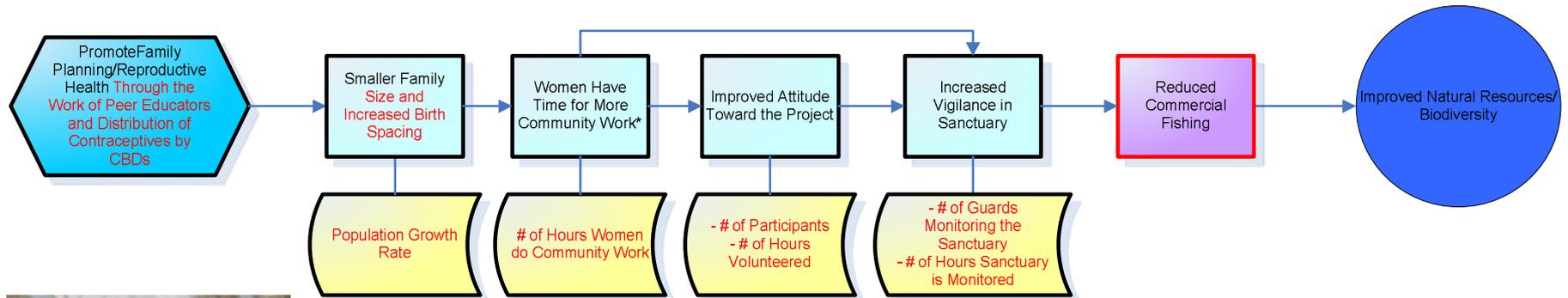


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WWF's Population-Health-Environment Value-Added Analysis: **Methodology**

Example results chain



Step 1: Grouped the results chains into categories according to common assumptions in the early stages of the linkage

Step 2: Compared the evidence in the sample to the evidence found in the PHE literature



WWF's Population-Health-Environment Value-Added Analysis: Findings

Categories of PHE linkages about value-added of FP/RH for conservation

Strong conviction and strong evidence exists in the sample and literature to support early stages of the following categories:

1. **Decreasing unmet need for family planning** of remote, underserved communities & slowing population growth to reduce pressure on natural resources- *CPR increased by an average of 5% per year in 7 projects with reliable data; in Nepal, by avg. of 17%/yr.*
2. **Creating entry point and building trust** in communities –through general health (packaged with family planning and reproductive health) – to increase involvement in conservation activities



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WWF Kiunga Project



WWF's Population-Health-Environment Value-Added Analysis: Findings

Categories of PHE linkages about value-added of FP/RH for conservation

Strong conviction and strong evidence exists in the sample and literature to support early stages of the following categories (*continued*):

3. **Generating cost efficiencies & effectiveness** for conservation by reducing operational costs and increasing operational efficiencies





WWF's Population-Health-Environment Value-Added Analysis: Findings

Categories of PHE linkages about value-added of FP/RH for conservation (*continued*)

Strong conviction but limited evidence exists in the sample and literature to support assumptions within the following categories:

4. **Empowering women** (transforming relationships between men and women and improving women's status in communities)- to increase women's involvement in NRM, conservation, and the formal economy





WWF's Population-Health-Environment Value-Added Analysis: Findings

Categories of PHE linkages about value-added of FP/RH for conservation (*continued*)

Some conviction and limited evidence exists in the sample and literature to support assumptions within the following categories:

5. **Strengthening local governance, local health departments, and management of local community-based organizations** to attain long term conservation and family planning goals
6. **Improving health and livelihoods** to reduce conservation threats



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WWF's Population-Health-Environment Value-Added Analysis: Findings

Categories of PHE linkages about value-added of FP/RH for conservation (*continued*)

Some conviction and limited evidence exists only in the sample (not in the literature) to support assumptions within the following categories:

6. **Empowering youth** to transform attitudes and behaviors key to conservation success in the short and long term
7. **Increasing awareness of PHE linkages** among stakeholders





WWF's Population-Health-Environment Value-Added Analysis: Findings

Categories of PHE linkages about value-added of FP/RH for conservation (*continued*)

Some conviction and limited evidence exists only in the literature to support assumptions within the following categories:

9. **Creating synergy** to reach outcomes more quickly and effectively
10. **Reaching wider audiences** with conservation messages
11. **Reducing human wildlife and civil conflict** – but through general health





WWF's Population-Health-Environment Value-Added Analysis: Findings

Potential disadvantages of integrating FP/RH in conservation projects may include:

- Lack of clear goals
- Difficulty in obtaining funding
- Challenges of cross-sectoral partnerships
- Complex project framework/monitoring-evaluation systems





Value-Added Analysis: **Public-Private Alliance Builds on Findings**

New Public-Private Alliance builds on these findings

by applying “keys to optimizing value-added of FP/RH for conservation” at larger scales in Democratic Republic of Congo, Kenya, Nepal

Keys to optimizing value-added of FP/RH for conservation:

- If FP/RH activities are planned, include basic health activities
- If basic health activities are already planned, plan to ensure or integrate family planning
- Ensure or include clean water and sanitation
- Ensure or include environmentally sustainable livelihood security exists – a high proportion of women must be involved
- Include youth awareness-raising, including ensuring access to family planning
- Include male sensitization on family planning





Value-Added Analysis: **Public-Private Alliance Builds on Findings**

Keys to optimizing value-added of FP/RH for conservation (*continued*):

- Develop and utilize integrated PHE awareness messages that target the unique interests of key stakeholders
- Develop partnerships for population and health; at a minimum follow the MoH strategy
- Obtain additional technical assistance for population and health
- Identify strong champions, cultivate them
- Make funding more flexible & realistic
- Plan sustainability at all levels, in all sectors

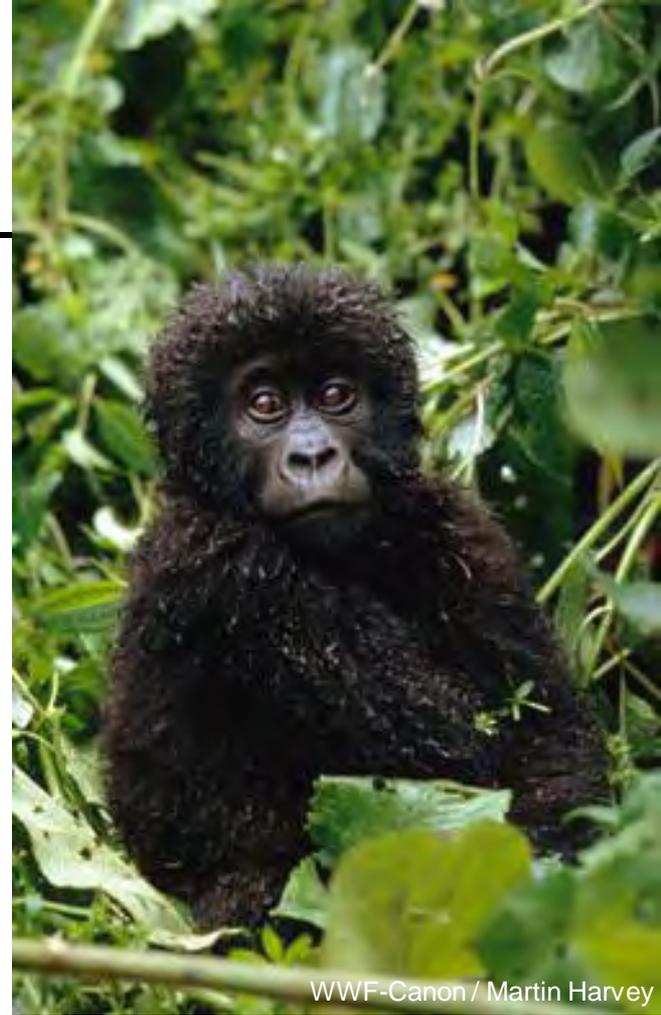




Thank You!



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