



# Strategic Direction and Procurement in Support of the POW and EHP in Malawi 2010-2015

Presentation to the Government of Malawi  
April 22, 2010

# Strategic Vision 2009-2015

- The strategic framework for 2009-2015 does not represent a dramatic change in USAID/Malawi's goals and objectives for the sectors. The Goal is closely aligned with that of the SWAp I POW and remains flexible to accommodate SWAp II.
- USAID/Malawi's **Mission Health Statement:** To promote, improve, and protect the health and well being of Malawians through investing in sustainable, strategic, high quality health initiatives and partnerships that support Malawi's development goals and U.S. foreign assistance priorities.
- **Program Objective/Outcomes:** USAID/Malawi's Health Sector Program supports the increased availability of quality **EHP services** and increased utilization of EHP services.
- USAID/Malawi and its implementing partners will align their monitoring with key SWAp indicators.

# Principles of the New Procurements

- **Comprehensive delivery of selected, high impact interventions:**
  - Community and health facility levels.
  - Ensure integration of and access to priority health interventions for women and children.
- **Saturation:**
  - Impact at district level.
  - Technical and implementation assistance for full district coverage, defined as 80% of the traditional authorities in the targeted districts.
- **Approach for scale out:**
  - Implementing partners will initiate their work in service delivery in several traditional authorities within a targeted district, then, scale out over the next few years so as to extend coverage of the high impact interventions throughout the district.

- **Approach for scale up:**
  - USAID/Malawi will support systems strengthening and service delivery at both district and zonal level and activities may also be implemented across zones, lessons learned and experiences from target districts will be made readily accessible to all other districts within the zones even if they are not target districts.
- **Multi-level:**
  - In all intervention areas, whether technical support for health services or for systems, effective change must occur at all levels: central, zonal, district, and community.
  - Particular emphasis on implementation from the zonal level to the districts and communities. Planned interventions must address the identified constraints of the health system.

# New Procurements

## **1. USAID/Support for Service Delivery:**

- Focus on the expansion of community and facility level service delivery, including the delivery of information and BCC, products and services for priority EHP services, and strengthening referrals (health center and District Hospitals).

## **2. USAID/Social & Behavior Change Communication:**

- National level support for improved strategic planning and strengthened coordination for effective SBCC.
- Development and production of SBCC packages under a national multi-level communication initiative to be implemented through mass media, within community and facility settings.
- Capacity building of counterpart institutions.



# New Procurements

## **3. USAID/Health Policy and System Strengthening:**

- Support capacity building of health personnel and promote health system performance in order to improve comprehensive delivery and sustainability of integrated quality health services.

## **4. Private Sector/Social Marketing:**

- Expand distribution channels and the range of products for social marketing.
- Explore options for expanding access, quality and capacity of the private sector to deliver priority EHP services and participate in SBCC, service delivery and other aspects of health programming.

## **5. Supply Chain Management:**

- Work at national level to assure access to priority EHP commodities at all levels of the supply chain and resolve key supply chain problems and bottlenecks.

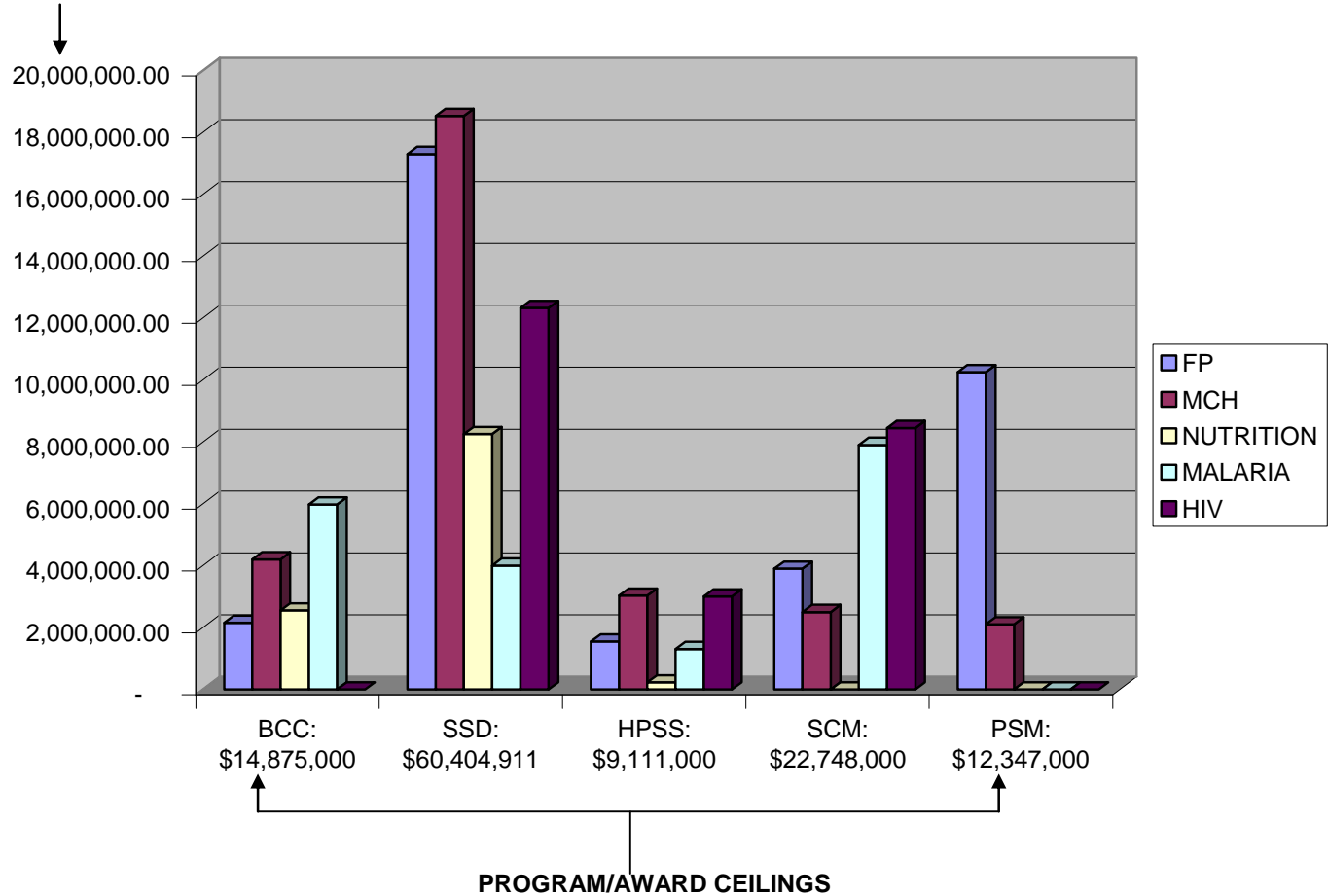


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# Planned Funding Levels for the New Procurements

**TOTAL FUNDING (PROGRAM/CLUSTER)**

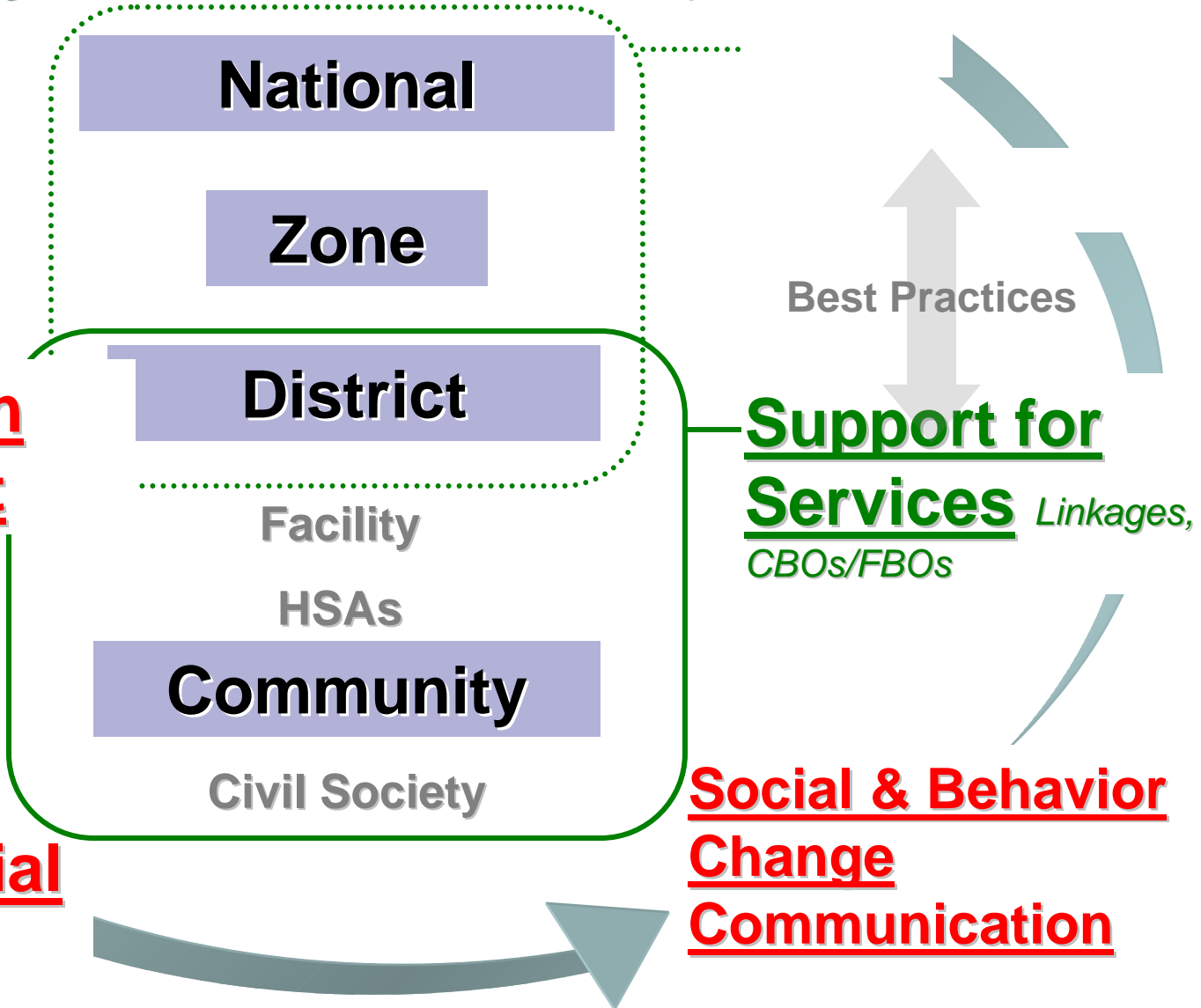
**CLUSTER CONTRIBUTION**





# Health Policy and Systems strengthening

*Policy, Management, Health Finance, HRH, Leadership, PBF*





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# Support for Service Delivery (SSD)

*SSD will support the POW and implementation of service delivery linked to improved access to and utilization of high quality health care in targeted districts.*

The SSD Program will focus on achieving the following objectives:

- Increase access and utilization of EHP services for women and children that can make a difference in their health and engage men in care.
- Enhance quality of health services at community and facility level.
- Improved health seeking behavior by individuals, families and communities (in partnership with SBCC Recipient).
- Strengthened systems for improved service delivery in collaboration with the HPSS recipient.
- The SSD Project will be responsible for scaled up and integrated priority EHP service delivery within primary health care clinics as well as referral levels in **two to four targeted districts in each of the five zones of Malawi.**



# SSD Illustrative Activities

- **Develop, test, and scale up innovative and sustainable facility and community-based delivery approaches building on experience in Malawi.**
- **Analyze health service coverage and identify gaps and implement sustainable approaches to service delivery to fill the gaps.**
- **Develop, test, and expand successful approaches to reaching youth and men with priority EHP information and services (in close collaboration with SBCC Recipient).**
- **Mobilize community, political, and religious leaders, community level providers, and other local groups to support service delivery and adoption of appropriate health behaviors.**
- **Address the unmet need for short and long-term family planning methods in the focus districts.**
- **Ensure that all policies and guidelines governing priority EHP care reflect international standards and best practices and are available and used at SDPs and by community-based providers.**
- **Support use of quality assurance approaches that assure application of best practices and up-to-date, high quality, clinical practice.**



# SSD Cross Cutting

- **Participation of Civil Society and Local NGOs:**
  - Important complement to government-delivered health services. All USAID/Malawi Health Program partners will help develop and improve the participation and sustainability of these groups.
- **Local and Traditional Government engagement:**
  - The SSD Recipient will need to help reinforce these linkages between the health officials and other local authorities.
- **Quality Assurance and other Systems:**
  - USAID's partners will collaborate and assure compatibility in their approaches as they endeavor to improve access to and quality of care. The SSD Recipient will take the lead in this area but will need to collaborate with other partners in their respective program areas.
- **Gender:**
  - All USAID/Malawi Health Program partners will encourage responsiveness to issues of gender. Outreach to men and women will focus on education about health, encourage their active roles in supporting their own well-being, and monitoring the quality of health services in their communities.
- **Infrastructure refurbishment:**
  - Modest investments in refurbishment and essential equipment are needed in some facilities. Where and when needed, and preferably with contributions from local or district authorities and or other DPs, the Recipient and Sub-Recipients will provide this assistance in the targeted districts.



# Health Policy and Systems Strengthening (HPSS)

*The purpose of the HPSS project is to improve functioning of the health system and improve sustainable service delivery impact of the EHP in Malawi through strengthened policies, management, leadership supervision, fiscal responsibility and monitoring capacities of the MOH*

The objective of HPSS will be accomplished through:

- Increased coordinated advocacy for and implementation of evidence-based policies.
- Strengthened strategic leadership and management capacity of MOH.
- Improved and strengthened zonal supervision structures of MOH.
- Improved leadership and management of Human Resources for Health.
- Improved decentralized management of health services at district levels.
- Strengthened health financing mechanisms, financial planning and management and budget execution capability at national, zonal and district levels for sustainability.

# HPSS Illustrative Activities

- Capacity building for key health managers to utilize existing and available data for decision making and policy formulation across all levels of the health sector.
- Training of key managers/individuals in strategic leadership, financial management and management of relevant health systems at all levels.
- Development of innovative approaches to strengthen supervision and reporting between the central, zonal and district levels.
- Enhance the capacity of HR managers at all levels to utilize the HRMIS to improve decision making for staff recruitment, deployment, performance assessment and retention.
- Strengthen M&E units at central, district health offices, facilities to effectively feed into HMIS and build capacity to ensure improved data quality, reporting and utilization.
- Improve management and leadership capacity for key Local Assembly officers at district level to support health services financing, programming and management.
- Collaborate with other partners in implementing PBF to support key activities at district level

# Social and Behavior Change Communication (SBCC)

*The overall goal of the SBCC project is to contribute to progress by enabling men, women, and children to adopt healthy behaviors through timely utilization and adherence to accessible preventive and high impact health interventions and normative and individual and social behavior change within communities*

The objectives of the SBCC are:

- Strengthen national and targeted district level strategic behavior change planning and coordination on EHP priorities applied across health.
- Develop and produce evidenced based SBCC packages under a multi level media campaign to support effective and integrated implementation through mass media, and at facility and community level.
- Build capacity of key national institutional partners and targeted district SSD partners for effective SBCC strategic planning and delivery through ongoing technical assistance and mentoring on use of developed packaged interventions.
- Identify best practices for SBCC implementation through formative research, testing new innovative approaches and materials and operational research where appropriate.

# SBCC Illustrative Activities

## **At the Central Level:**

- Facilitate coordinated, coherent, harmonized and mutually supportive activities with GOM, all relevant USAID partners and other national stakeholders to ensure integration and leveraging of program inputs to address gaps in communications.
- Facilitate planning efforts for campaigns, with HEU and other partners, and tracking efforts of activities as implemented by SSD recipients.

## **At the Zonal and District Levels:**

- Develop training strategies, plans and tools needed by District-level and Zonal teams and stakeholders to assure effective coordination of, support for, and monitoring of SBCC activities within the Districts and at facilities and communities.

## **Within the Community:**

- Identify SBCC gaps and needs at the community level and among providers at the community and referral levels in targeted districts.
- Plan for and support training of community and facility based providers and key groups at the community level in the use of priority EHP SBCC packaged interventions.
- Conduct formative research where necessary to ensure interventions and packages developed are based on evidence.



# Principles of USAID's support to the POW and EHP in Malawi

- Integration across the Health Sector Program, especially in MNCH (PMTCT, FP, MH)
- Evidenced Based High Impact interventions
- Innovative and Dynamic
- Partnerships and Alignment with National Plans
- Creating Flexibility to work with SWAP II
- Working from the top down and from the bottom up