

An investment case for Health Promotion Systems: why invest, what to invest in and how to optimize returns on investment

Why invest in HP and what to invest in ?

1. Families & communities are the key to child health & nutrition
2. Community based promotion that creates new social norms is a very effective equity focused strategy
3. An equity focused strategy with a strong focus on health & nutrition promotion is very cost effective in preventing child deaths and stunting, especially in deprived groups
4. Investments in HP systems need to optimize the balance between the enabling environment, supply, demand & quality
5. Monitoring bottlenecks in the enabling environment, supply, demand & quality helps optimize investments in HP

How to optimize returns on investments ?

6. Decentralized monitoring empowers communities and strengthens services, systems, plans, budgets & policies
7. Monitoring bottlenecks allows real time investment decisions
8. Monitoring of bottlenecks is applicable and useful in all sectors and regions
9. Monitoring of bottlenecks can use a variety of complementary and innovative information sources
10. Monitoring can reveal bottlenecks in any determinant depending on the time, context and (sub)-sector concerned
11. Monitoring of bottlenecks can stimulate multiple strategic responses and partnerships



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unicef 

Families & communities are the key to child health & nutrition

Right Holders		Duty bearers	
Children	Families and Communities <i>(Micro)</i>	Service Providers/ Systems <i>(Meso)</i>	Policy Makers/ Opinion Shapers <i>(Macro)</i>
DEPRIVATIONS	DETERMINANTS		
<ul style="list-style-type: none"> • <i>Preventable Diseases</i> • <i>HIV/AIDS</i> • <i>Child Mortality</i> • <i>Malnutrition</i> • <i>Illiteracy</i> • <i>Non Registration at Birth</i> • <i>Exploitation & Violence</i> • <i>Other deprivations (e.g. gender discrimination)</i> 	DEMAND FOR SERVICES AND BEHAVIOUR CHANGE <ul style="list-style-type: none"> • Social Acceptability • Financial Access • Compliance 	SUPPLY OF SERVICES AND INFORMATION <ul style="list-style-type: none"> • Commodities/ Inputs • Geographical access: <ul style="list-style-type: none"> - Human resources - Infrastructure/ facilities - Information 	ENABLING ENVIRONMENT <ul style="list-style-type: none"> • Social Norms • Management/ Coordination • Legislation/ Policies • Budgets/ expenditures
	QUALITY <ul style="list-style-type: none"> • Minimum standards • Interactions populations-systems 		



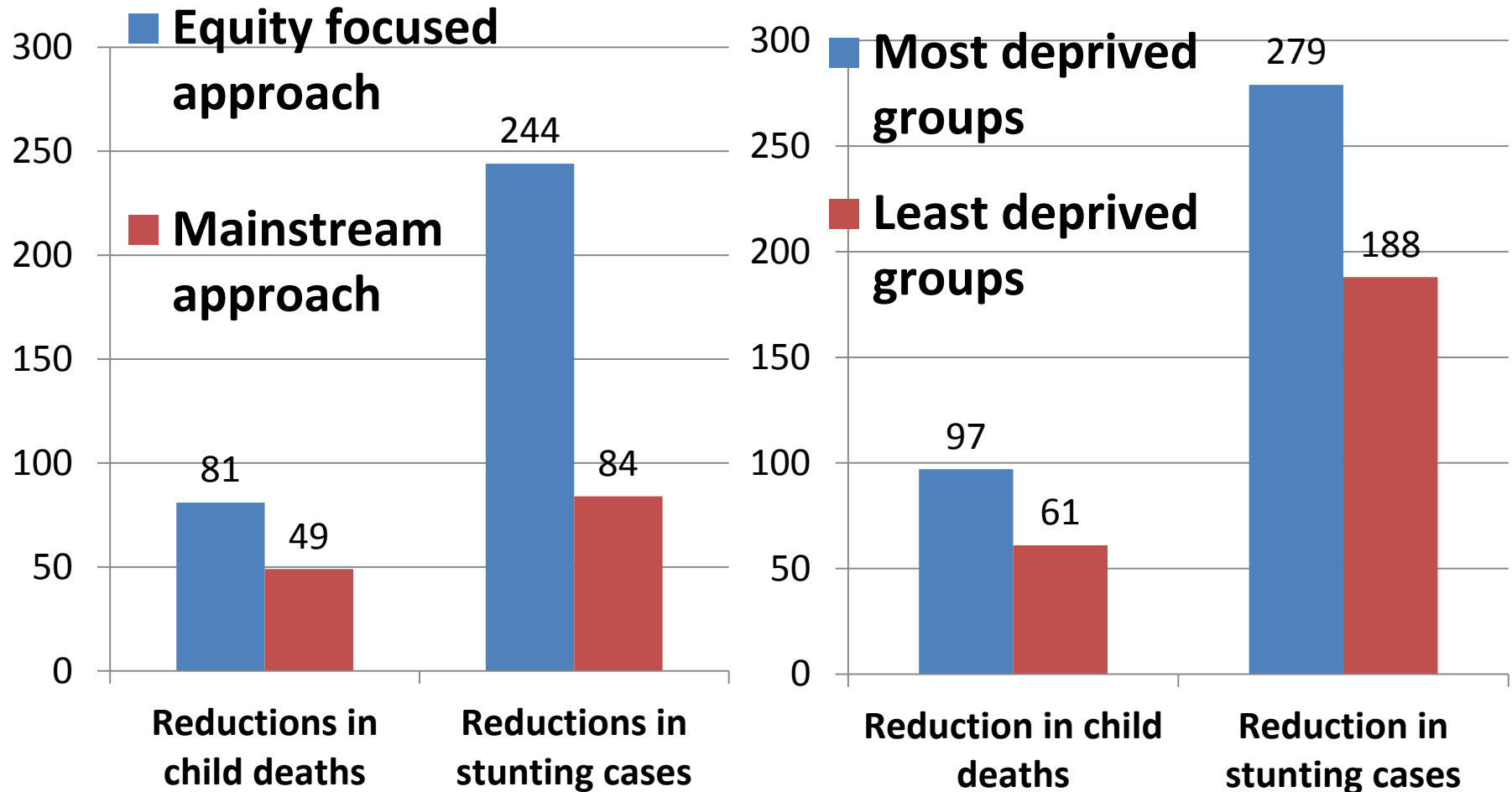
Community based promotion that creates new social norms is a very effective equity focused strategy

Old Approaches	New Approaches
Building Toilets	Changing Social Norms
Individual/family	Social/Community
Health Message Focused	Economic, Social, Health, disgust,
Top – Down & Externally Driven	Community led –Internal, demand driven
Didactic	Participatory – natural & traditional leaders
Technologies predetermined	Local technologies, community capacity
Subsidized	Rewards – PRIDE – celebration
Don't mention the S*** word	Talk SHIT – faeces, Poo, Kaka, toilets, latrines

Community Approaches to Total Sanitation (CATS)

An equity focused strategy with a strong focus on health & nutrition promotion is very cost effective in preventing child deaths and stunting, especially in deprived groups

Child deaths & Stunting cases averted per \$1 million invested



Investments in HP systems need to optimize the balance between the enabling environment, supply, demand & quality

	Determinants	Definitions
Enabling Environment	Social Norms	Social rules of behavior which are mainly driven by <u>social pressure</u>
	Legislation/Policy	Adequacy of laws and policies at national and sub-national levels
	Budget/Expenditure	Allocation & disbursement of required resources at national and sub-national levels
	Management /Coordination	Roles and Accountability/ Coordination/ Partnership
Supply	Availability of Essential Commodities/Inputs	Essential commodities/ inputs required to deliver a service or adopt a practice
	Access to Adequately Staffed Services, Facilities and Information	Physical access (services, facilities, information)
Demand	Financial Access	Ability to afford (service/practices), both direct and indirect costs
	Social and Cultural Practices and Beliefs	Individual beliefs and practices that may be widely shared but are not mainly driven by 'social pressure' or expectations
	Timing & Continuity of Use	Completion/continuity in use of services and adoption of practices
Quality	Quality	Adherence to required quality standards (national or international norms)

Monitoring bottlenecks in the enabling environment, supply, demand & quality helps optimize investments in HP systems

Level 1: All Country Offices review the equity-focus of their situation analysis, the quality of causal and bottleneck analysis of child deprivations and the alignment of policies, strategies and plans

Level 2: Where one or more specific child deprivation are prevalent and addressed by the country programme, the Country Office monitors UNICEF inputs and outputs

Level 3: As countries show measurable progress in programme implementation, the Country Office, jointly with partners, assesses, analyses and addresses bottlenecks to estimate progress towards outcomes in representative areas or groups

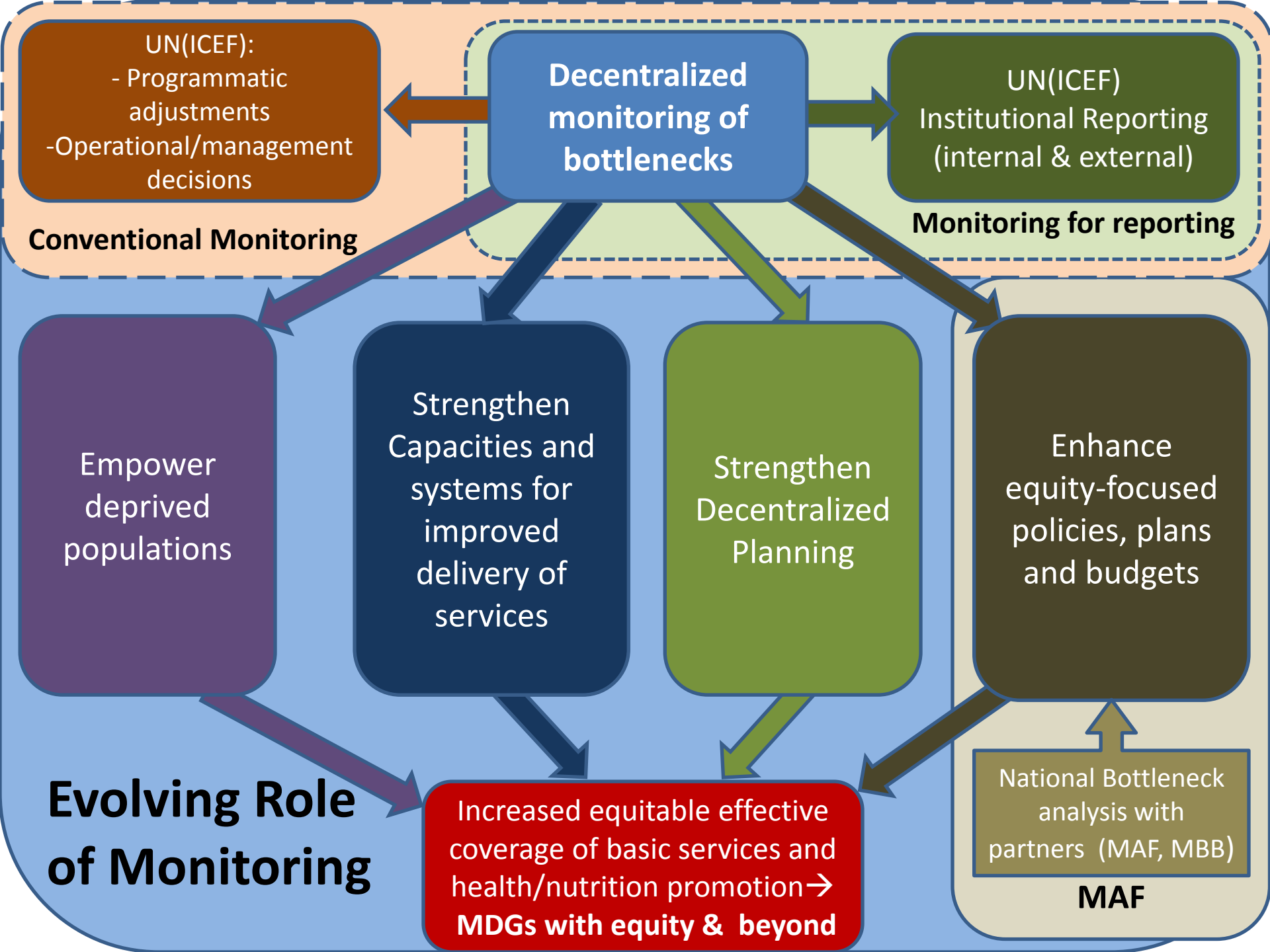
Enabling environment

Supply side determinants

Demand side determinants

Level 4: As countries show good progress in reducing bottlenecks, the Country Office validates the achievement of outcomes and estimates progress towards reducing child deprivations

**Guide
programmatic
adjustments
and
management
decisions**



UN(ICEF):

- Programmatic adjustments
- Operational/management decisions

Conventional Monitoring

Decentralized monitoring of bottlenecks

UN(ICEF) Institutional Reporting (internal & external)

Monitoring for reporting

Empower deprived populations

Strengthen Capacities and systems for improved delivery of services

Strengthen Decentralized Planning

Enhance equity-focused policies, plans and budgets

Evolving Role of Monitoring

Increased equitable effective coverage of basic services and health/nutrition promotion → MDGs with equity & beyond

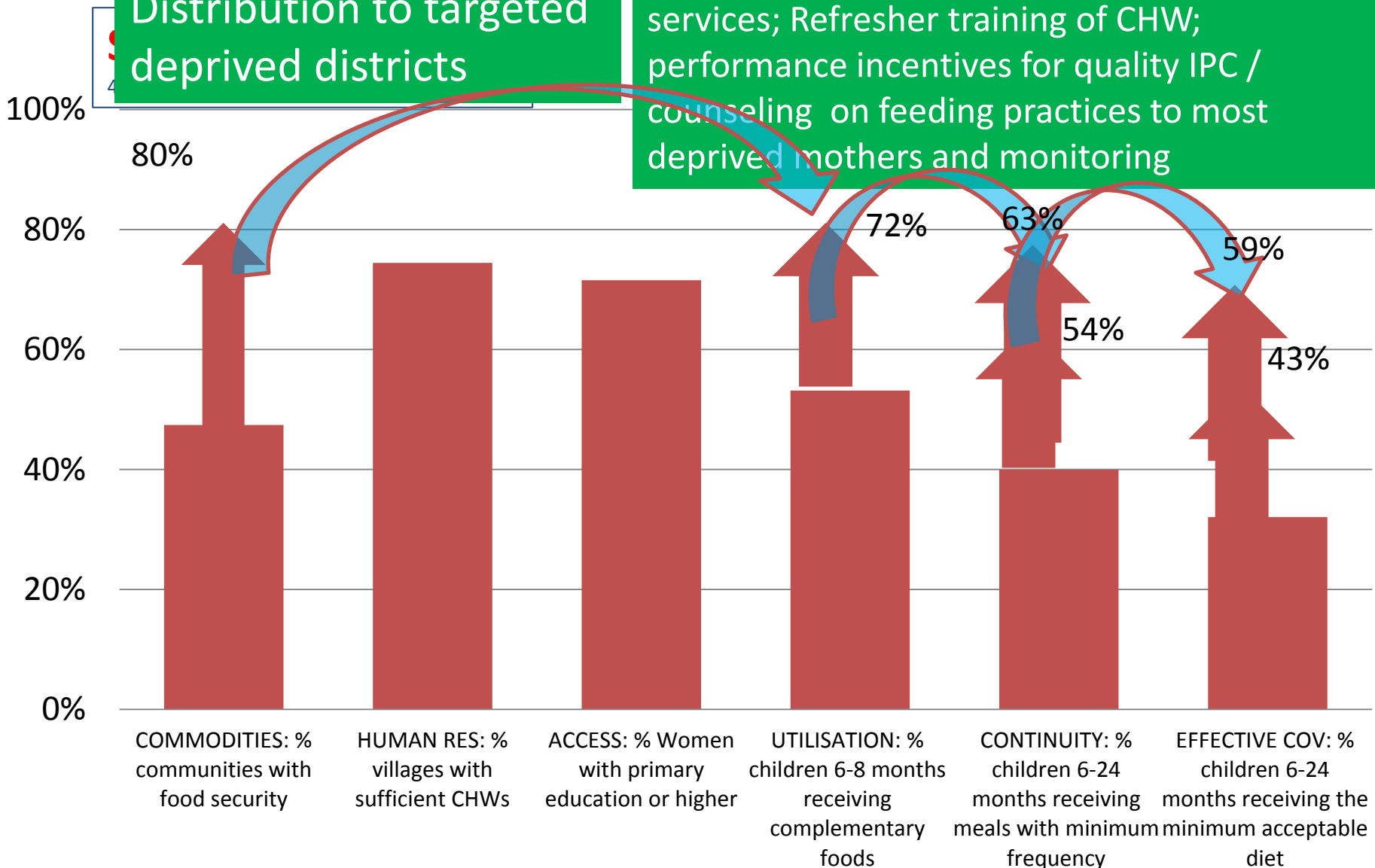
National Bottleneck analysis with partners (MAF, MBB)

MAF

Monitoring bottlenecks allows real time investment decisions

General Food
Distribution to targeted
deprived districts

Community participation / dialogue;
Strengthened partnerships btw community &
services; Refresher training of CHW;
performance incentives for quality IPC /
counseling on feeding practices to most
deprived mothers and monitoring

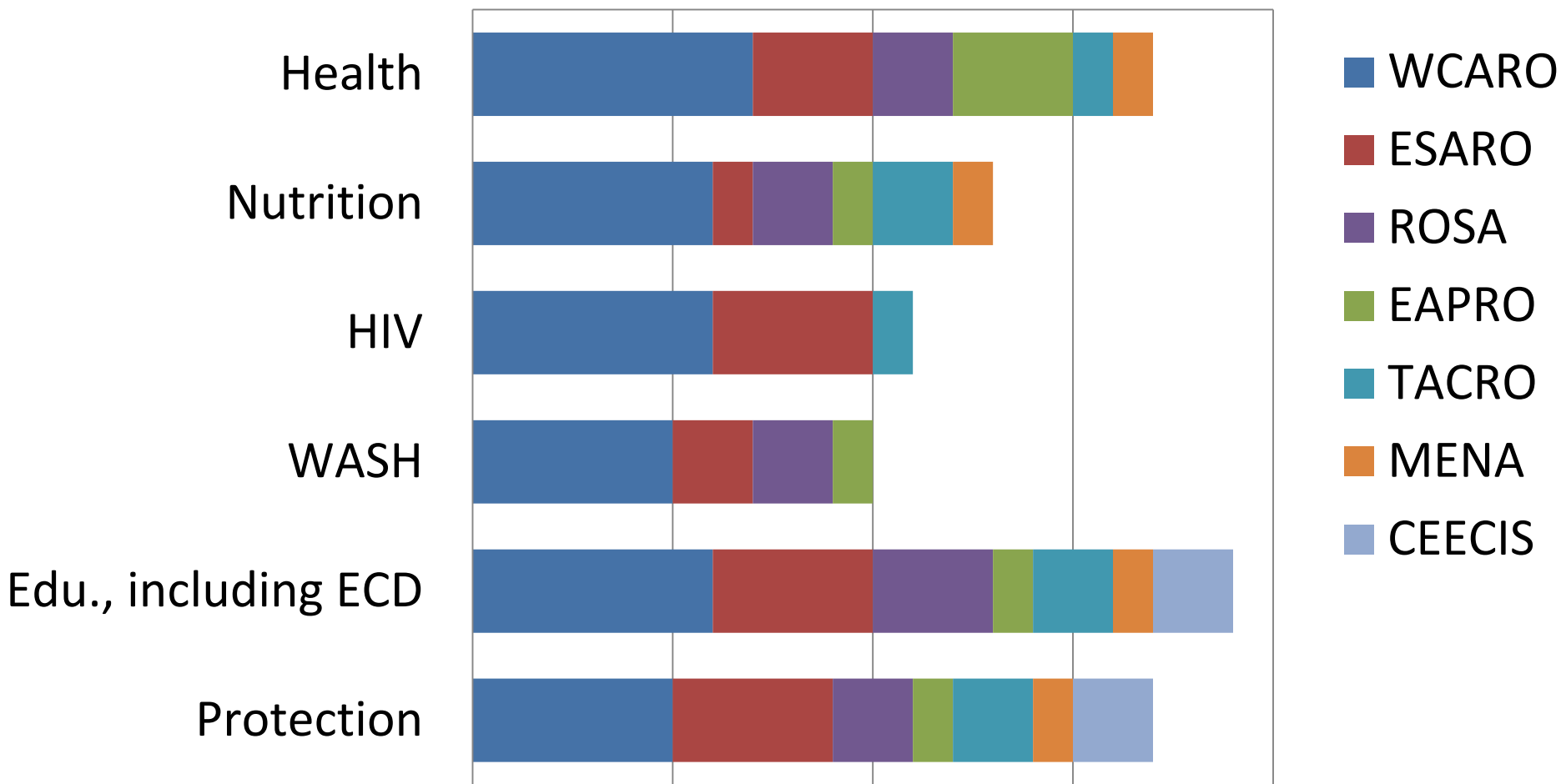


Source Bangladesh, Nepal, Pakistan

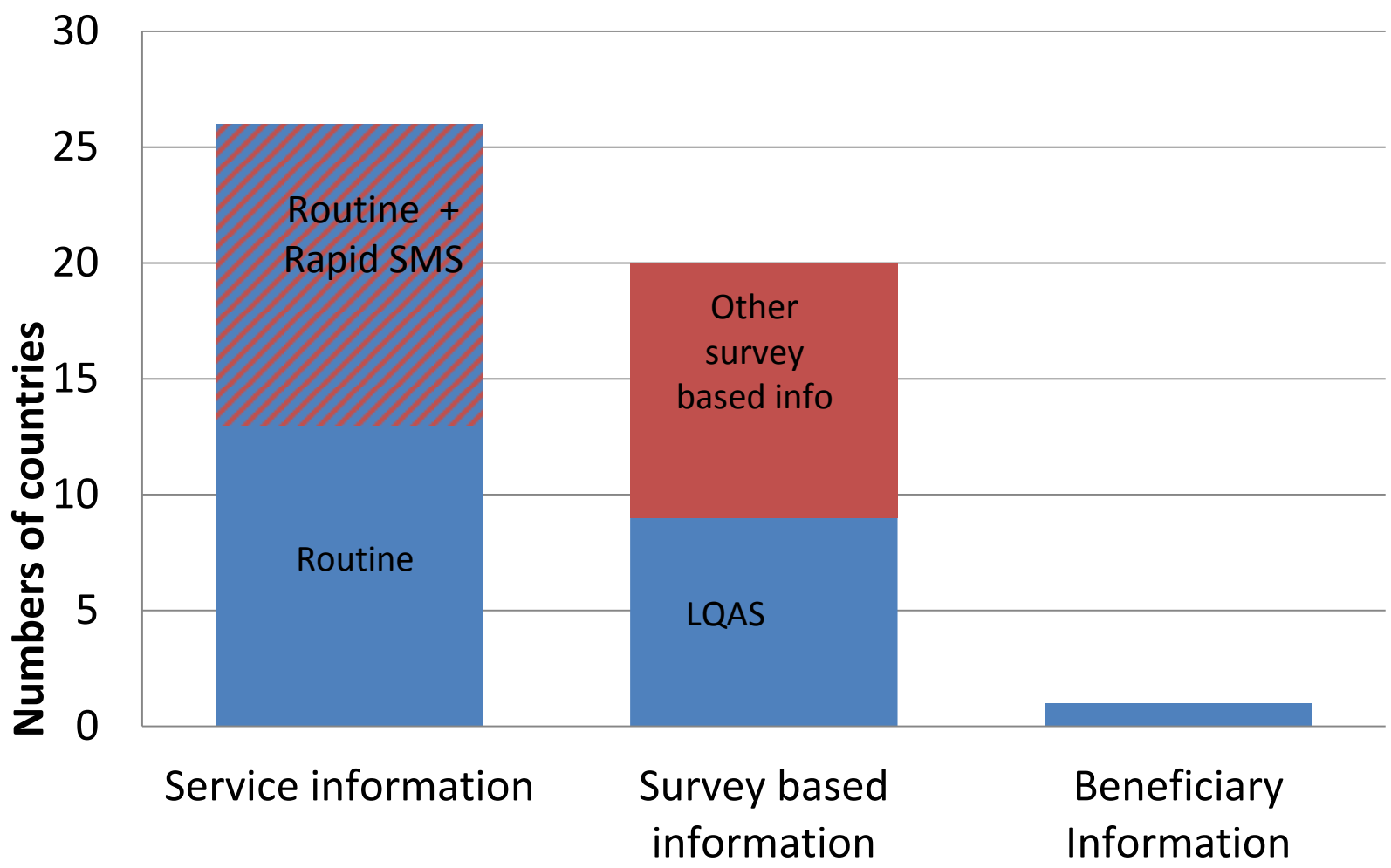
Monitoring of bottlenecks is applicable and useful in all sectors and regions

number of countries (of 27 MoRES first wave countries)

0 5 10 15 20

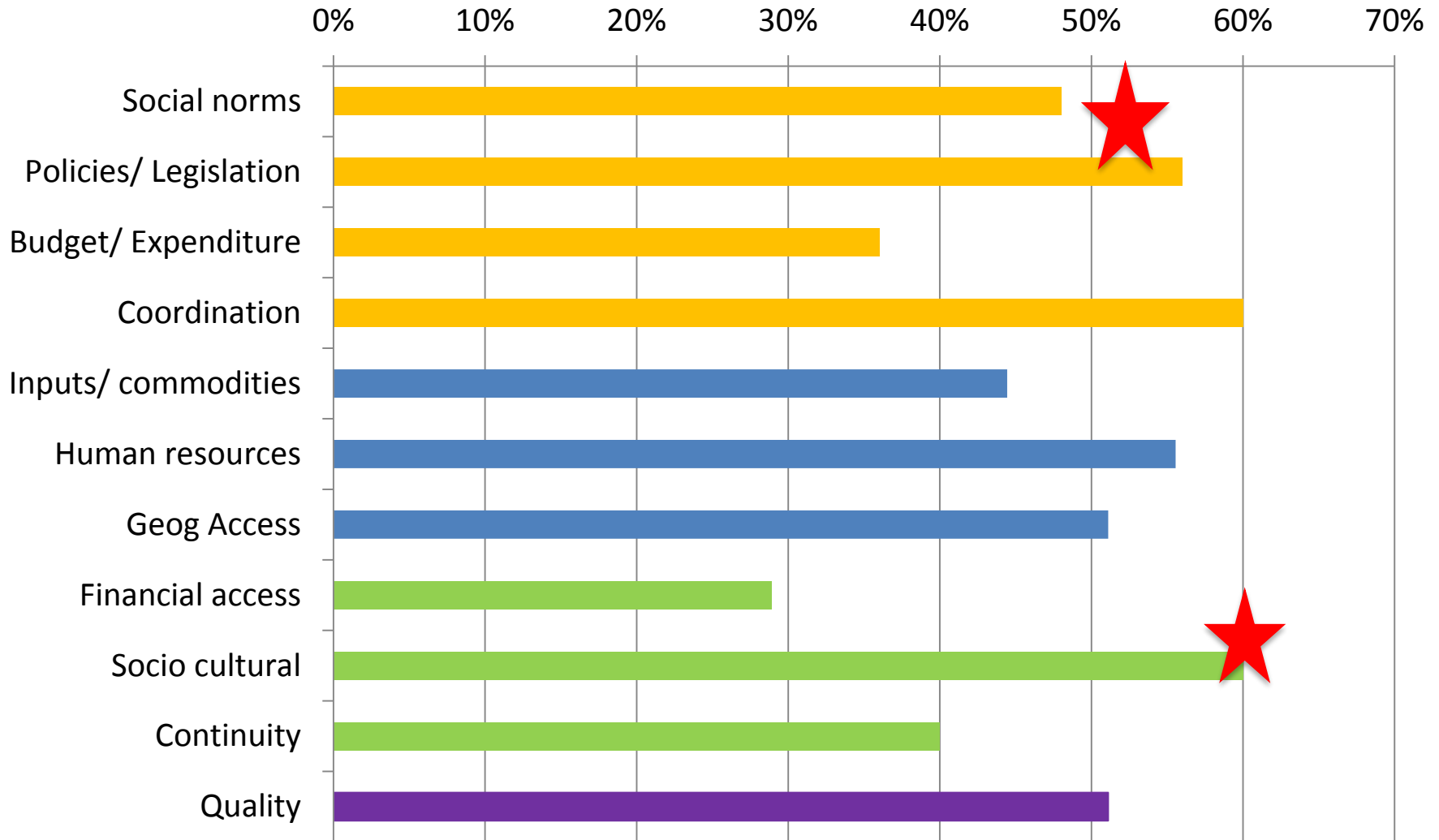


Monitoring of bottlenecks can use a great variety of complementary and innovative information sources



Monitoring can reveal bottlenecks in any determinant depending on the time, context and (sub)-sector concerned

Proportion of countries detecting bottlenecks in:



Monitoring of bottlenecks can stimulate multiple strategic responses and partnerships

Main strategic responses

