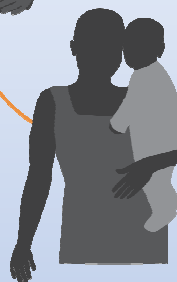


Institutionalizing Community Health Conference



27-30 March 2017 | Johannesburg, South Africa



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Scaling Up Community Engagement in Primary Care Systems

Gail Snetro-Plewman, Lisa-Howard-Grabman,
Sunil Babu, Sorsa Faltamo, Kaosar Afsana,
Melanie Morrow, Ishtiaq Mannan, Arefin Islam
Session #5

What is this session about?

- Develop a common understanding of *scale* and *community engagement approaches*
- Factors that influence the effectiveness of community engagement *at scale*
- Pathways and principles leading to improved integration of community engagement into primary care systems at scale
- Key strategies which influence sustained community engagement

After this session, you will be able to:

- Identify diverse community engagement approaches
- Learn about key factors which affect the institutionalization of community engagement/capacity strengthening at scale

You will leave with this output:

- An improved understanding of how policy and program design pathways can be utilized to effectively integrate community engagement/capacity strengthening approaches into primary care systems *at scale*.

A photograph showing three men working on a brick wall in a rural, hilly area. One man in an orange shirt and red cap is standing on a wooden plank, using a tool to work on the wall. Another man in a green shirt and hat is in the foreground, also working. A third man is partially visible behind the first. The wall is made of red bricks with grey mortar. In the background, there are hills and a clear blue sky. A blue banner with white text is at the bottom left.

Getting to 'Scale'

Dimensions to Scale *Scaling Up the Grassroots* (Uvin 2005)

- **Quantitative**
- **Functional**
- **Political**
- **Organizational**

Quantitative scaling-up

- New target audiences
- New geographic areas
- Approach adopted by new organizations

Functional scaling up

- Expansion from one technical area (health) to another or multiple technical areas (e.g., WASH)

Political Scaling Up

- Broadens reach through policy changes

Organizational Scaling Up

- Organization improves its own or another organization's ability to support an initiative or program in an effective and sustainable manner.
- Includes alliance & network building.

14 Lessons Learned – Key Factors for Successful Scale-Up

Taking Community Empowerment to Scale, Health Communications Partnership, 2007

1. Develop a vision for scale from the beginning
2. Choose pilot sites carefully
3. Aim for high impact
4. Develop solid partnerships with existing organizations at multiple levels
5. Involve partners from other sectors (foster links between sectors favors integration)
6. Work with and foster emergence of dynamic community and influential leaders (formal and non-formal)

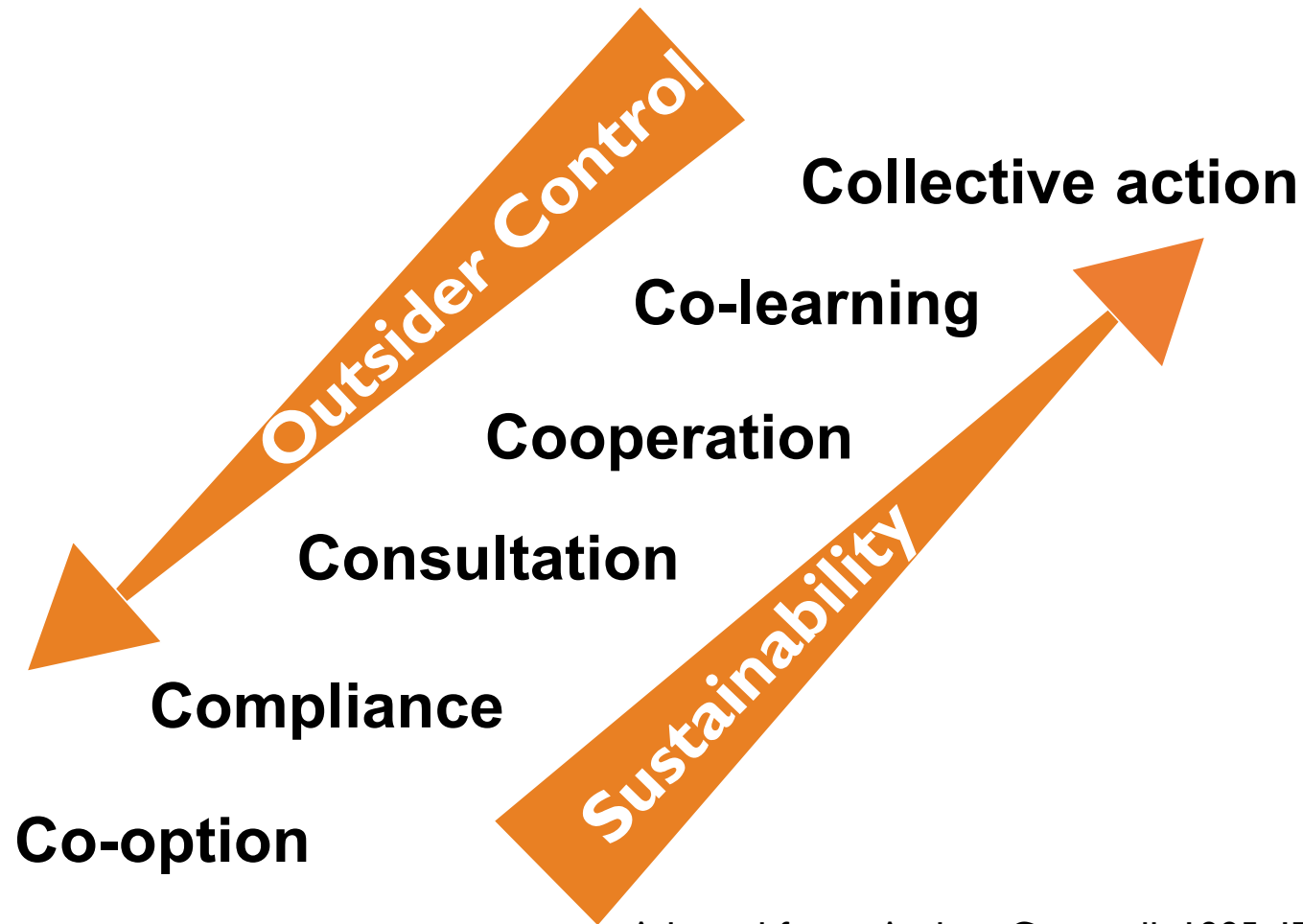
Lessons Learned, cont'd.

7. Strengthen systems and organizational capacity
 8. Promote horizontal networking between communities
 9. Test the approach
 10. Consolidate, define and refine
 11. Document with guides and tools
 12. Continuous monitor and evaluate!
 13. Recognize achievement and share/promote results
 14. Diversify the funding base and encourage community partnership & ownership
- Others?.....



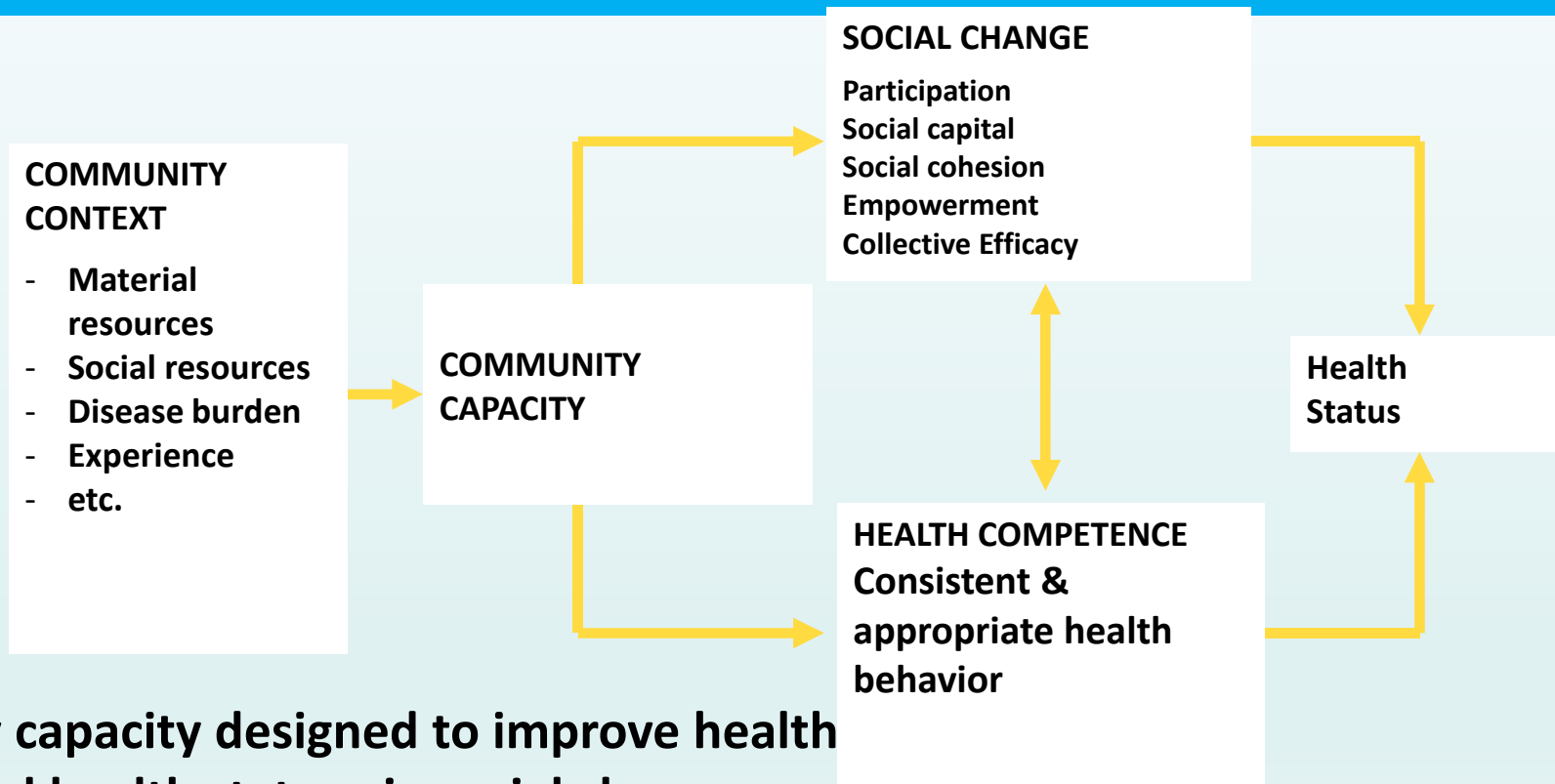
Defining Community Engagement

Dimensions of Community Participation



Adapted from: Andrea Cornwall, 1995, IDS

Community-capacity interventions as a means and as an end



Community capacity designed to improve health behavior and health status via social change

Community Engagement Approaches/Strategies

Social and Behavioral Change: “Grounded in different disciplines, including SBCC, marketing, advocacy, behavioral economics, or human-centered design” (USAID)

Behavior Change Communication: Behavior Change + Health Communication (strategic communication to persuade individuals to modify behavior, make better choices)

C4D: Development Communication (combining behavior change with social mobilization and advocacy)

Social and Behavior Change Communication: Health + Development Communication (focus on context as enabling environment, participatory methods, less message more dialogue, includes CM)

Social Marketing: Using marketing concepts (products, price, place, promotion) to influence demand uptake and other behaviors

Health Education: As part of Health Promotion (often didactic information transfer)

Interpersonal Counseling: Couples counseling; service delivery counseling; CHW family-centered dialogue

IEC: Information, Education, Communication (simple support materials development)

Community Engagement Approaches/Strategies

Small Group Support: Pregnancy Support Groups; Care Groups; self-help groups, etc.

Community-Facility Quality Improvement Efforts – communities engaged in defining and supporting quality improvements in service delivery; humanization of care

Community Mobilization – A capacity-building process through which community members, groups or organizations plan, carry out and evaluate activities to [achieve a common goal] on a participatory and sustained basis, either on their own initiative or stimulated by others. (one of many approaches to strengthening community capacity. (*How to Mobilize Communities for Health and Social Change*, 2003)

Community Capacity Development – The process through which communities obtain, strengthen and maintain the capabilities to set and achieve their own development objectives over time.

Community capacity development



Community governance, leadership and management



Community technical capacity (health)



Capacity of program team

Roundtable Presenters – Community Engagement at Scale

- **Roundtable #1: Impacting mortality indicators by strengthening facility-community linkages at scale: Experience from very low birth-weight tracking intervention in Bihar, India:** Dr. Sunil Babu, Senior Director, CARE India
- **Roundtable #2: Federal Ministry of Health Ethiopia: The Health Extension Program and Scaling up a Health Development Army:** Sorsa Faltamo, Federal Ministry of Health Ethiopia
- **Roundtable #3: The Manoshi Project/Bangladesh -improving the health status of poor urban mothers, newborns and children through community frontline workers:** Kaosar Afsana MD MPH PhD: Director, Health, Nutrition and Population at BRAC/Bangladesh
- **Roundtable #4: The Care Group Approach – Integrity of Design and Considerations for Scale:** Melanie Morrow/ICF
- **Roundtable #5: Scaling Up Innovation: Pro-people Community Health Initiatives in Bangladesh,** Dr. Ishtiaq Mannan, Deputy Country Director, Save the Children/Bangladesh and Arefin Islam, Save the Children.

Roundtable Tasks (15 minutes per table)

- ❑ Presenter will share community engagement program at scale (10 minutes)

- ❑ Questions and Discussions (5 minutes)

Use your Scale & Community Engagement Checklists to analyse which approaches/strategies were used for each program

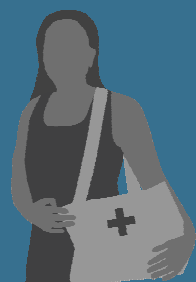
- ❑ Rotate to closest next table (clockwise)

Pair/Trio Task: Vision Board

- Discuss with the person next to you the program design and or policy implications for community engagement at scale in primary care systems
 - ***Ideally, what would community engagement at scale look like in your country context?***
 - ***What can [you/your country] do to make this happen?***
- Write down on small cards your vision and what you can do to make it happen and post your cards on the vision board.



What will you apply
to your work going
forward?



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