



Quick Guide Global health and nutrition strategy

What is the purpose of the strategy?

The global health and nutrition strategy is a strategic framework meant to refocus World Vision’s health programming. It emphasises World Vision’s areas of comparative advantage while aligning with global, evidence-based best practices. The strategy equips World Vision to be more intentional about what services it provides and builds expertise in, moving from doing many ‘good’ practices to fewer ‘best’ practices.

The global health and nutrition strategy is a critical step forward in addressing the health needs of women and children in the communities where World Vision works. It defines World Vision’s advocacy niche, leading the organisation to ‘be an authoritative voice at all levels driving change’ and take advantage of its size on behalf of many children with great health and nutrition needs.

What are the components of the strategy?

The global health and nutrition strategy includes a core focus area where principle-level investment decisions have been made and technical competencies will be built, as well as priority outcomes that World Vision will work to assure are achieved. It also details what World Vision will not do and should phase out over time, either because it contravenes policy or falls outside the organisation’s strategic choices.

Components	Description
Core focus (Do)	<ul style="list-style-type: none"> Promote the well-being of women and children through community-based Maternal Child Health and Nutrition (MCHN), the public health/preventive approach Provide health in emergencies
Core focus (Assure)	<ul style="list-style-type: none"> Promote and facilitate equitable access to quality primary health care for families and communities
Phase down/transition (Don’t do)	<ul style="list-style-type: none"> Do not support reproductive health interventions that are abortive in nature Do not provide health benefits only to sponsored children at the exclusion of children of a similar status within the same programme focus area

To encourage widespread adoption within World Vision of core focus programming, the Global Health and Nutrition team has developed an initial package of evidence-based, integrated interventions called ‘7-11’. Seven interventions address maternal issues such as birth spacing and de-worming, while 11 address the health of children under 2 such as appropriate breastfeeding and hand washing.

Two additional components to the strategic framework provide guidance for interventions in other areas. ‘Additions’ are areas that are new and of high health risk but are complementary to the core focus, including: injury prevention, chronic disease prevention, parenting, nurturing for early child development and secondary/tertiary health care. ‘Exceptions’ require justification and consideration in the appropriate context analysis, such as: health infrastructure, annual medical check-ups, buying or dispensing speciality care medications and purchasing or providing lab equipment.

Global Health & Nutrition



Empower

Equip

Advocate

Why is the strategy needed and how was it developed?

By strategically focusing on community-based maternal and child health and nutrition, and promoting equitable access to quality primary health care, World Vision will be able to achieve better health outcomes for women and children. Given its community presence and renewed strategic priorities, World Vision has the potential to help achieve the Millennium Development Goals – specifically 1 (eradicate extreme poverty and hunger), 4 (reduce child mortality), 5 (improve maternal health) and 6 (combat HIV and AIDS, malaria and other diseases).

The strategy was developed because World Vision realised it had the potential to make an even greater impact on children's health due to its community-based approach. Research indicates the most cost-effective and sustainable interventions are population-based preventive interventions that provide a healthy environment for the entire community.

World Vision commissioned a one-year assessment of its current health programmes before developing the core focus. After interviews with diverse staff were conducted and field trips were made to World Vision's programme areas, it became clear there was a strong consensus across all regions on what World Vision should prioritise.

What are the expected benefits of the strategy?

The global health and nutrition strategy will lead to significant improvements in children's well-being, maximising their God-given potential and delivering on World Vision's promise to donors and communities. Expected benefits are:

- Preventing children from getting sick and requiring medical treatment by focusing on underlying community prevention opportunities.
- Empowering communities to care for themselves by equipping families with the skills and knowledge needed to maintain good health in their homes for the long term.
- Strengthening national health systems so they are able to assume responsibility for caring for their populations by enhancing access to quality and equitable primary health care.
- Increasing World Vision's capacity and impact at the local level through a strong technical focus, the modelling of world-class standards and strategic mainstreaming.
- Achieving broader child-focused outcomes for World Vision, enhancing synergy and increasing accountability through a multi-sectoral and integrated approach.
- Enhancing World Vision's core work and addressing the wider scope of community health needs by strengthening partnerships with other organisations.

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