Our Vision for every child, life in all its fullness.
Our prayer for every heart, the will to make it so.
Building a brighter future for the most vulnerable children of Lao PDR fuels our commitment and motivation, and leads our passion for the 2022-26 Strategy.

While this document provides a clear road map for the next five years, we know that the new normal due to COVID-19, and the dynamic nature of the world around us will necessitate improving our approaches as the external landscape evolves and new lessons are learnt. This strategy intends to define a clear ‘destination’ of where we want to be in 2026, encouraging innovation and creativity throughout the journey. The strategy provides focus to our work and builds on gains achieved in the previous strategy in the selected Child Well-Being Objectives (CWBOs) of Nutrition and Education. In order to ensure greater impact, there has been a slight expansion of selected Core Project Models, and more intentional integration of cross-cutting themes, driven by the country’s needs and priorities, and aligned to the Lao PDR 9th National Socio-Economic Development Plan (Specifically, to improve quality of education and wellbeing, to increase the living standard, poverty reduction, and promote equality. It requires us to rethink how we organize our resources, and where we will focus to create a lasting impact for vulnerable children and their communities in Lao PDR. The strategy strengthens our commitment to children, communities, donors and our partners as essential drivers of positive change. This document will provide the guideline for all our initiatives, across the organisation, ensuring that all functions work towards the realisation of the strategy.

The strategy is focused in its aim to address three key child well-being issues – nutrition, education and child protection/strengthened family relationships – through proven project models. Timed and Targeted Counselling (TTC) and Building Secure Livelihoods (BSL) have been selected as core models in our Nutrition programs, and will be complemented with integrated-WASH (iWASH) where funding enables. Unlock Literacy (UL) and Learning Roots (LR) are the core models for our Education program, and Celebrating Families the core model to support child protection / strengthened family relationships. In addition, Go Baby Go (GBG), and Impact+ are complementary project models to be implemented under additional grant or Private Non-Sponsorship (PNS) funding. Community-Change (C-Change) will be integrated into Technical Programs’ designs to strengthen Gender Equality and Social Inclusion (GESI) and Child Protection (CP) components. Resource planning and management is critical for the organisation to ensure adequate funds are available for effective realisation of the strategy.

In line with World Vision International (WVI)’s global strategy, we have made a choice to deepen our commitment to the most vulnerable children. We will intentionally direct programme interventions into operational areas that enable us to reach and benefit the most vulnerable children. This means expansion into areas where there is a higher percentage of the most vulnerable children, as well as deepening our programming in existing operational areas which remain within the most vulnerable context in country. The process of identification of most vulnerable communities and fragile districts included vulnerability and fragility mapping wherein all the blocks and districts in the country were ranked based on certain indicators and dimensions. Evidence-based external landscape analysis, internal review, and extensive consultations led us to the selection of strategic objectives, strategic geographic priorities and an appropriate implementation plan.

A clear criterion has been developed to select the locations for starting new Area Programs (APs), PNS projects and Grant Programmes. We will achieve our strategic objectives by implementing proven project models in our APs, PNS and Grant projects to create a positive change in the lives of the children and communities. While intentionally allocating our resources to achieve our objectives, we will also ensure the integration of elements of disaster management, safeguarding, gender and disability inclusion. While implementing Grant projects, we will also consider the donor interests, as long as they contribute to our strategic objectives and are in alignment with the overall strategy. We will constantly explore diverse funding opportunities, work with like-minded partners and engage with the government to minimize the risks while maximizing the opportunities in the execution of the strategy.
LAO PDR’s ECONOMIC SITUATION

Poverty declined from 24.6% in 2012/13 to 18.3% in 2018/19 mostly in rural areas. Between 2012/13 and 2018/19, the annual Gross domestic product (GDP) growth rate averaged about 7%, only resulting in a 0.67% decline in the poverty rate. Despite some socio-economic progress being made, the reduction in poverty generated by this growth has lagged behind countries in the same region, due to the disproportionate dependence for growth on the capital intensive natural resources sector, and minor growth to domestic manufacturing or in the service sector.

With an increasing impact of COVID-19 on economic growth the country faces additional challenges to achieve graduation from Least Developed Country. In the recently released 9th National Social Economic Development Plan (NSEDP) the Government has pushed back targets on social economic development and predicted that poverty may increase to 21.5% due to the ongoing impact of COVID-19.

LAO PDR’S CALLING IN LAO PDR

We believe all children, deserve a chance at a bright future. As a global Christian relief, development and advocacy organisation we help children, families and communities overcome poverty and injustice, irrespective of religion, race, ethnicity or gender. World Vision started working in Laos in 1968, through relief assistance provided to people displaced by the Indochina War. The organization closed in Lao PDR in 1968, through relief assistance provided to people displaced by the Indochina War. The organization closed in 1991, resuming development work in 1975 and reopened in 1991, resuming development work in 1975 and reopened in 1991, resuming development work and focusing on improving the lives of the most vulnerable children. We believe Lao children represent hope for the nation’s future, and our staff work along with the Government and communities, ensuring the wellbeing of children, especially from rural and remote areas, through a development approach focused on education and nutrition.

DEVELOPMENT CHALLENGES

World Vision recognises that vulnerability of children is very high in Lao PDR. A report released by UNICEF in 2018, Measuring Progress on Child Wellbeing in Lao PDR, reported that approximately 70% of children aged below 18 in Lao PDR experience at least two forms of deprivation, with consequences for lifelong productive and social participation. 50% of children are suffering from three or more deprivations at the same time, and only 12% of children experience no deprivation at all. 25% of Lao mothers/caregivers of children aged 1-14 believe that physical punishment is necessary and a high prevalence of child marriage is observed with one in three women aged 20-49 married before they reach the age of 18, with 7% married before age of 15.

Children continue to face significant developmental needs related to health and education (only 2.9% of GDP is spent on education). High needs are observed in maternal and child health with high rates of malnutrition observed in children under 5 years (Stunting 33%, Wasting 9% and underweight 21%); a Maternal Mortality ratio of 185.0, and Adolescent Birth Rate of 65.4 – all the highest prevalence in the East Asia region. In Education, the mean years of school is 5.3 years and the low spending in education is reflected in low education quality and learning. While the average student spends over 108 years in school, he/she learns the equivalent of only 6.4 years during that period. Student comprehensive learning outcomes are concerning with on average, only one in three Grade 3 students meeting literacy standards, and nearly 40% of children under the age of 5 - a crucial period for neural development - having no access to early learning opportunities.

While agriculture is the main source of livelihood in Laos, food security remains challenging, especially for districts affected by unexploded ordnance (UXOs), with more than 2 million tons dropped between 1964 and 1973 with 30% failing to detonate. The impact of these on poverty is clear, with 42 of the 46 poorest districts affected by UXOs.

Laos is also vulnerable to climate changes. In recent years, the frequency and intensity of extreme weather events has increased with damaging floods along the Mekong River. In 2020, Laos rated 9.1/10 with physical exposure to floods and 6/10 in the lack of coping capacity dimension.

Laos’ extreme diversity in ethnicity and geography is another challenge to development. The vulnerability of children increases when living in inaccessible areas (with no road access year-round). This impacts health services and education coverages. Poor infrastructure and government services in remote and mountainous areas continue to place ethnically diverse communities at disadvantage.

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World Vision’s Strategy in Lao PDR

**TARGET AREAS**

World Vision International (WVI) operates across 23 districts in seven provinces of Lao PDR:

- Luang Prabang in the north,
- Khammouane and Vientiane Capital in central zone;
- Savannakhet, Saravane, Attapeu and Champasack in the south.

WVI is strategically making decisions on our footprint based on evidence of the Most Vulnerable Children’s presence, and where most and highest needs are.

During the new strategy, we will further cluster our APs for greater impact. The map shows the 23 districts across Lao PDR where we operate.

**CHILD WELL-BEING OUTCOMES & CORE PROJECT MODELS**

World Vision Lao PDR - National Strategy

<table>
<thead>
<tr>
<th>Integrated Nutrition</th>
<th>Education</th>
<th>Strengthened Families</th>
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<td>CWB05: Increase in children who are well-nourished (0-5 years old)</td>
<td>CWB07: Increase in primary school children who can read</td>
<td>CWB02: Increase in children who have positive and peaceful relationships in their families and communities</td>
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</tbody>
</table>

- Building Secure Livelihood (BSL)
- Timed & Targeted Counselling (TTC)
- Learning Roots (LR)
- Unlock Literacy (UL)
- Celebrating Families (CF)

**Integrated Outcomes in Technical Programs:**


**WORLD VISION’S CALLING in LAO PDR**

- Go Baby Go (GBG)
- Impact +

Building a brighter future for the most vulnerable children in Lao PDR fuels our commitment and motivation, and leads our passion for the new strategy (2022-26). Through our strategic goal and three child well-being objectives, WVI-L strives to impact the lives of 1.3 million girls and boys, including 600,000 of the most vulnerable children (MVC) mainly living in rural and remote areas of Lao PDR.

The wellbeing of children especially the MVC in Laos is our main calling and is at the centre of all our strategic objectives and priorities. We are visioning to improve the well-being of girls and boys through holistic programmes under integrated nutrition, and education.
OBJECTIVE 1
Increase in children who are well nourished

Despite strong economic growth since the early 2000s, Lao PDR has one of the highest rates of child undernutrition in the Western Pacific Region and is currently struggling to achieve the target of Sustainable Development Goal 2 "end hunger, achieve food security and improve Nutrition". Approximately one in three children are stunted (33%), one in five is underweight (21%), and one in ten are wasted (9%). High rates of undernutrition persist in the 18 to 23-month age group which is indicative of suboptimal child nutrition in the early years of life.

This strategic objective seeks to impact children and their caregivers and reduce stunting, wasting and underweight in the first 1000 days. The interventions to be implemented are expected to contribute to an increase in children who are well nourished (US) and protected from disease and infection, reduce household food insecurity, and to build on and strengthen existing health systems using the principles of continuum of care for planning and implementing the technical programs for maternal, child health and nutrition.

KEY PERFORMANCE INDICATORS

1. Proportion of children exclusively breastfed until 6 months of age
2. Prevalence of underweight in children 0-59 months
3. Proportion of parents or caregivers with the means to save money
4. Proportion households facing moderate or severe food insecurity according to the Food Insecurity Experience Scale Global Standard Scale (FIES-GSS)
5. Prevalence of diarrhoea in children under 5
6. Proportion of households using improved sanitation facilities (for defecation)

OUTCOMES

1. Improved access to health care service
2. Improved dietary and care practices of carers of CU5
3. Built resilience to shocks and availability of sufficient, safe and diverse foods years round for target HHs with children under 5 years.
4. Reduced incidence of selected Water, Sanitation and Hygiene related diseases/illness linked to malnutrition
5. Universal access to basic sanitation and hygiene facilities among households (WASH in community)

OBJECTIVE 2
Increase in children who are well prepared for school, and achieve good learning outcomes

The government of Lao (GoL) continues its commitment to improving equity, efficiency and quality across the education sector through the 9th National Socio-Economic Development Plan. Article 60 of the Education Law (2015) also states that 18% of the national budget should go to education. Despite this commitment, the actual allocation to education has remained low and decreased from 15.8% in 2015/2016 to 13.1% in 2020. Lao students experience low learning outcomes with three key factors contributing to the low learning levels in Lao primary schools: unprepared learners, ethnic children most commonly do not speak the language of instruction prior to starting school and nearly 40% of children under the age of 5 have no access to early learning opportunities or preschools. Poorly trained teachers; and a weak monitoring and governance system.

This strategic objective contributes to the child wellbeing objective #7 ‘increase in primary school children who can read through the objective of “Increase in children who are well prepared for school and achieve improved learning outcomes”. WVI-L will focus the education technical program to improve the quality of teaching and learning so Lao children will have functional literacy skills by the end of the five years at primary school.

OUTCOMES

1. Proportion of children in Grade 3 achieving at least a minimum proficiency level in reading.
2. Proportion of pre-school aged children (3-6 years) who are developmentally on track, by sex.
3. Proportion of parents and caregivers who promote learning for children aged 3 to 6 years.
4. Proportion of education facilities with a basic water source

KEY PERFORMANCE INDICATORS

1. Children develop required literacy and numeracy skills by the end of primary school
2. Children age 3 – 6 attend quality ECD programs
3. Parents and community support education for all children
4. School environment promotes health, safety, participation and learning for all children

OUTCOMES

1. Increase in children who are well nourished (US) and protected from disease and infection, reduce household food insecurity, and to build on and strengthen existing health systems using the principles of continuum of care for planning and implementing the technical programs for maternal, child health and nutrition.
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5. Universal access to basic sanitation and hygiene facilities among households (WASH in community)

OUR TARGET GROUPS

- All pregnant women and caregivers of children under 2 years of age
- Malnourished children under five, Most Vulnerable Children (MVC) under five
- Household with children under 18 (Focus to household with MVC and adolescent mother)
- Village health volunteers, District Health Officials

OUTCOMES

1. Proportion of children exclusively breastfed until 6 months of age
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OUR TARGET GROUPS

- Preschool children and teachers at target communities
- Primary school students and teachers at target communities
- Target schools, principles and Village Education Development Committee (VEDC)
- Parents and caregivers
- District and Provincial Education Officials
OBJECTIVE 3
Increase in children who have positive self-value and peaceful relationships

According to a recent report by UNICEF, approximately 70% of children aged 1-14 in Lao PDR experience at least two forms of deprivation, with consequences for lifelong productive and social participation, 50% of children are suffering from three or more deprivations at the same time, and only 12% of children experience no deprivation at all. 25% of Lao mothers/caregivers of children aged 1-14 believe that physical punishment is necessary. 33% of women aged 20-49 are married before they reach the age of 18 and 7% married before age of 15.

Family peaceful relationships and positive value are essential to children’s future and development. In this strategy cycle, WVI-L is committed to protecting children from early marriage and all forms of abuse, violence and exploitation by promoting peaceful and positive relationships in all communities where we work, and encouraging parents to support the dreams and future of their children. This strategic objective is designed to integrate into the integrated Nutrition and Education Technical Programmes. The project model like Celebrating Families will be promoted in all target communities in order to support family unity, trust and peaceful relationships.

OUTCOMES
1 Increase in children who have positive and peaceful relationships in their families and communities.
2 Communities collaborate to improve services in supporting children’s health
3 Communities collaborate to improve services in supporting children’s education

KEY PERFORMANCE INDICATORS
1 % of boys and girls with positive and peaceful relations with their Parent(s)/Caregiver(s) and their peers
2 % of boys and girls who expressed hope for the future
3 Proportion of adolescents who experienced physical attacks in the past 12 months, by sex
4 Proportion of known child protection cases followed up by community child protection committee.

OUR TARGET GROUPS
- Parents with children under 18 especially among MVC families
- Community elders at target villages
- Child Protection Networks and village authorities

OBJECTIVE 4
Strengthen resource acquisition through diversification of portfolio and manage resources effectively

In this strategy period, WVI-L will strengthen resource acquisitions through increasing income from diversified sources of funding, ensure excellence in project management with 90% or above spending through proper planning and realistic budgeting, as well as maintaining 10% or below for NO admin cost.

OUTCOMES
1 Increase income from diversified source of funding
2 Achieve program spend rate of 90% and above through proper planning & budgeting
3 Recover adequate support cost from grant/ PNS budget and maintain NO admin costs within target

KEY PERFORMANCE INDICATORS
1 $ and % increased funding of community sponsorship
2 $ and % increased funding of grants (Refer: Partnership score card)
3 % of projects achieve 90% and above spent rate every quarter.
4 % of NO Admin cost

OBJECTIVE 5
Build strategic partnership for broader impact at all level

Besides increasing funding sources, WVI-L will increasingly improve our operations and demonstrate excellence within the organization and externally through building strategic partnerships for broader impact at all levels. At local level, we will partner with village authorities, community members, local government and agencies. At national level, we will partner with the government, peer INGOs, corporates and UN agencies who share common goals in achieving child wellbeing outcomes.

OUTCOMES
1 Influence government policy, law, and strategies by strengthening technical capability
2 Build a localised community engagement approach with social accountability that empowers community members, children, and youth to do local level advocacy.
3 Increase active partnerships/coalitions and networks that create positive changes at local and national level, including in alignment to national and WVI global campaigns.

OUR TARGET GROUPS
- Parents with children under 18 especially among MVC families
- Community elders at target villages
- Child Protection Networks and village authorities

KEY PERFORMANCE INDICATORS
1 # of policy influenced
2 # of APs adopting the Social Accountability approach
3 # and % of partners with appropriate capacity to make sustained contributions to child wellbeing (Going further scorecard)
OBJECTIVE 6
Strengthen M&E and simplify business processes and systems for program impact

With an ambition to impact the lives of children, WVI-L will continue to strengthen our evidence-based monitoring, evaluation and learning processes and systems. We will focus on strengthening an integrated M&E system for all funding sources to ensure quality data collection, data analysis, sharing of evidence and learnings, and reporting of impact. Under this strategic objective, WVI-L will intentionally strengthen MVC identification and inclusion in programming. In addition, we will further simplify existing business processes through continuous improvement and innovation for greater impact and efficiency.

OUTCOMES

1. Strengthen an integrated M&E system for TPs, PNS and Grants
2. Strengthen identification and inclusion of the Most Vulnerable Children
3. Simplify existing business processes through continuous improvement & innovation

KEY PERFORMANCE INDICATORS

1. # of reports published externally with validated, accurate data
2. Proportion of most vulnerable children (MVC) reached by WV programming
3. # of existing business processes simplified

OBJECTIVE 7
Strengthen WV’s reputation as a preferred implementing partner for child well-being by key stakeholders (donors, partners and Government)

WVI-L will purposefully strengthen WV’s reputation as a preferred implementing partner for child wellbeing by key stakeholders (donors, partners and Government). To do this, there are two outcomes to be implemented in this strategy. The first is to promote organizational culture and support the sense of calling in working for the MVC for all staff especially among leadership. The second is to improve and enhance visibility of the impact of our work on the lives of children and communities, for both internal and external audiences.

OUTCOMES

1. Ensure WVI-L leadership and staff have a sense of calling for the MVC, adopt the values and ethos of WV and are advocates of our organization.
2. Strengthen WV Laos visibility for internal audiences and external stakeholders.

KEY PERFORMANCE INDICATORS

1. Our Voice statement: “In my organization, the people I work with use the OP mindset and behavior wise stewardship to guide what they do and how they do it”
2. # of external products published

OBJECTIVE 8
Promote a high-performance culture

As we aim to demonstrate organizational excellence, WVI-L will promote a high-performance culture in staff with an increasing percentage of staff performing with strong achievement. WVI-L aims to build an adaptive and innovative organizational culture where all levels of leadership model self-management, influence, accountability, and motivate growth of their colleagues. Decision making that leads to improved quality of programs will be nurtured and encouraged at all levels.

OUTCOMES

1. Leadership at all levels model self-management, accountability, influence and grow others.
2. Innovation culture rewarded across the organization.
3. Staff able to make decisions that improve quality of work.

KEY PERFORMANCE INDICATORS

1. % of staff in talent pool supported with capacity and competency, and offered growth opportunities when available.
2. % of female staff in grades 15 and above
3. # of staff that completed the Integrated Competency Development (ICD)

OBJECTIVE 9
Strengthen organizational talents

All staff will be strengthened with core technical capacity to deliver high quality programming and operations as well as enhancing career growth and stronger organizational talents. Gender equality and social inclusion will be further strengthened through intentional planning and action.

OUTCOMES

1. Identify and develop potential successors for critical roles.
2. Promote gender equality and inclusion in the workplace.
3. Strengthen staff technical capacity to deliver high quality programming.

KEY PERFORMANCE INDICATORS

1. % of staff in talent pool supported with capacity and competency, and offered growth opportunities when available.
2. % of female staff in grades 15 and above
3. # of staff that completed the Integrated Competency Development (ICD)
Cross-cutting themes

**Disaster Risk Reduction and Climate Change**

According to 2020 global risk index, Laos is ranked the 42nd most vulnerable country to climate change, being rated at 91/10 for physical exposure to floods, while rated only at 6/10 for coping capacity. Therefore, in this strategy cycle WVI-L will sustain our rapid response during major disasters including flood, drought and landslides, especially among our target villages across Laos. In addition, we will continue to respond to prolonged disasters including to emerging diseases such as the Covid-19 pandemic. We will be open in collaborations with other international organizations responding to this and other crisis as well as initiating potential grant projects addressing identified needs and deepening impact in our rural community development work.

In emergency contexts, we will ensure that women, children, and people with disabilities are identified as the most vulnerable groups in our prioritised list when providing necessary humanitarian assistance. WVI-Lao PDR will ensure accurate identification of disaster-prone areas, and provide training on Disaster Risk Reduction and Disaster Preparedness under the theme of “Build Back Better and leave no one behind” and support of mitigation measures.

We will introduce Climate Change Adaptation topics including “Build sustainable and resilient communities” across our programming especially in areas prone to disaster and climate change, and raise awareness of the increased fragility of vulnerable communities to climate change and global warming. We will be responsive to Green climate opportunities where they support our strategy.

**Gender Equality and Social Inclusion**

WVI-L seeks to remain responsive and to embed cross-cutting issues of gender equity, disability inclusive development and social inclusion through all program models, designs and specific activities implemented to raise awareness within the communities we partner with. Community engagement will remain central to all our programming as WVI-L seeks to strengthen the focus on inclusion and equity as a guiding principle. WVI-L acknowledges SDG 10 which guides us to reduce inequality within and among communities to support the needs of disadvantaged and marginalized populations. In order to remain relevant and maximise efficiency, WVI-L will look to introduce digital solutions where they support greater impact and reach to the most vulnerable.

**Focusing our Ministry for Greater Impact**

Throughout the strategy cycle we will consistently conduct Program Quality Self-Reviews to assess program implementation, apply learnings and enhance sustainability.

From past learnings four priority areas for strengthening in this this strategy cycle include:

1. Expand reach and monitoring of MVC in all APs and Grant projects.

2. Conduct regular reflection and improve community feedback mechanisms developed during the last strategy cycle in order to ensure that the mechanism is functioning effectively. Strengthen governance through Integration of contextualised Citizen Voice and Action (CVA) into existing project models.

3. Improving staff capacity on collaboration through conducting Partnership workshops and training.

4. Utilizing Advocacy Strategic Measurement to link local advocacy issue with national advocacy work.

**Collaborating and Advocating for Broader Impact**

In the next five-year strategy, we will continue collaborating and advocating for broader impact that will enable us to respond quickly to both development and humanitarian needs of the most vulnerable communities in Laos. WVI-L will continue the Community-Change for Social Action (C-Change) model, an evidence-based approach is being implemented through AHAN to influence social and behaviour communication change at village level to build inclusive communities. Through this approach, women and people with disabilities will have the opportunity to be involved in community decision making. This will be implemented across programs embedded in our community engagement activities.
HOW WORLD VISION CONTRIBUTES TO LAO PDR’S NATIONAL SUSTAINABLE DEVELOPMENT GOALS’ PLAN AND GLOBAL IMPACT FRAMEWORK

WVI-L strategy is developed by selecting Child Well-being Objectives (CWBOs) that are aligned and contribute to the Global Impact Goals in WV’s Global Impact Framework and Local SDGs. Below table shows the contributions.

<table>
<thead>
<tr>
<th>Child Well Being Objective</th>
<th>Contribute to Sustainable Development Goal</th>
<th>Contribute to Global Impact Framework</th>
</tr>
</thead>
</table>
| Increase in children who have positive and peaceful relationships in their families and communities | **SDG #16**: Peace, Justice and Strong Institution  
SDG #5: Gender Equality  
SDG #17: Partnerships for the goals | All children feel loved and supported, have increased dignity and hope, and improve their spiritual well-being.  
By 2030, all forms of violence, exploitation and harmful practices against girls and boys are eliminated. |
| Increase in children who are well-nourished (ages 0-5) | **SDG #2**: Zero Hunger  
SDG #3: Good Health and Well-Being  
SDG #6: Clean water and sanitation | By 2030, all forms of child malnutrition are eliminated.  
By 2030, all children and their families have access to safe and nutritious food all year around. |
| Increase in primary school children who can read | **SDG #4**: Quality Education | By 2030, all girls and boys complete free, equitable and quality primary education, leading to relevant learning outcomes.  
By 2030, all primary school girls and boys achieve literacy and numeracy |