



CITIZEN VOICE AND ACTION : ZAMBIA

Who We Are

World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families, and their communities to reach their full potential by tackling the root causes of poverty and injustice. World Vision began working in Zambia in 1981 and we are a Zambian Non Government Organization with a local Board of Directors. World Vision has a vast reach in Zambia, with long-term development projects called Area Programmes, as well as short-term grant-funded projects that are spread across the country nationwide. World Vision Zambia implements development projects in the following key areas: health and nutrition; livelihoods and resilience; education; child protection; disaster management; and water, hygiene and sanitation (WASH). We work closely with communities, partners, and the Government to ensure vulnerable children live life in all of its fullness.



40 years

Of experience serving the world's most vulnerable children and communities



Presence in
72 districts, 10 provinces



560+ employees mostly based in the communities World Vision works

Our Programming Approach

Citizen Voice and Action (CVA) is a local advocacy approach that World Vision uses to increase dialogue between ordinary citizens and organizations that provide services to the public. It aims to improve accountability from the administrative and political sections of government (both national and local) in order to improve the delivery and quality of public services. The approach aims to empower communities to realize the potential within to influence the quality, efficiency and accountability of public services.

CVA is a recognized concept for its high quality Social Accountability initiatives across the World Vision partnership. It is a local level advocacy and right-based approach that aims to increase dialogue between three groups:



Service Providers



Service Users



Government - Political and Administrative

Educated, empowered and mobilized citizens are encouraged to assess the performance of public services which are provided in their communities. They are encouraged to compare actual services with the standards of service that their government has committed themselves to providing. Citizens, together with those providing services (service providers), government and local partners identify action to take to improve public services.

This approach is based on the view that individuals and ‘the community’ are citizens of nation states. Each citizen has the right to communicate with, and have a relationship with, their government. Active citizenship and engagement with government, helps governments to work effectively and to provide quality services. The aim of Citizen Voice and Action is to strengthen this relationship between citizens and government, by educating and empowering communities to talk and work with government service providers and government officials about the performance of basic services.

Through the CVA model World Vision Zambia

- Takes an inclusive and community empowerment approach to social accountability;
- Takes a rights-based approach to social accountability;
- Works in partnership, building relationships for impact;
- Increases access to information, in addition, increasing citizens voice by encouraging dialogue among stakeholders;
- Increases capacity for social accountability; and
- Views community members as active partners and not beneficiaries.

We ensure that the views and needs of commonly marginalized or vulnerable groups are represented and served. Our social accountability work encourages inclusivity, participation and transparency in good governance practices.

World Vision Zambia builds capacities and empowers citizens to be able to engage local authorities, elected members, traditional and civic leaders in the planning, implementation and evaluation of service performance in government institutions, to address crucial gaps in service delivery.

Our community working groups work as catalysts in facilitating and supporting the process of social development. CVA working groups endeavor to work with other like-minded organizations and influential individuals, community leaders and teams in positions of power and decision making to foster change. This

collaboration has created platforms, networks, coalitions and other decision making forces.



CVA community working group in Madzimawe Chiefdom in Kasenengwa District - Eastern Province trained in 2018, advocated for more teachers and reading textbooks for pupils at Kamlina Primary School.

World Vision Zambia works with duty bearers to provide information that is available, simplified and translated in local languages, this includes comprehensive plans, budgets and performance reports from authorities both administrative and political. We support the ordinary citizens at community level to understand, contribute and monitor public service performance. We acquire and share relevant materials i.e. government policies, standards and guidelines on basic rights to quality and standard service. We sensitize communities by using drama, leaflets and branded apparel to share information on social accountability, thereby increasing citizens’ access to information on their rights.

The Citizen Voice and Action model uses a simple set of social accountability tools such as monitoring standards and scorecards to collect evidence that inform the plans for improving service performance. We teach citizens to understand government policies, standards and guidelines to establish and maintain a constructive dialogue with public officials, demanding justifications and explanations on the performance gaps in service delivery. Similarly, we also build the capacity of government officials to understand the partnership between authorities and citizens (Citizen-State relation) in the processes of social development. As a result, elected members should provide justifications and explanations to citizens about their decisions on the management and performance of services in government institution.

Donors and Partners



Save the Children



Foreign, Commonwealth & Development Office



UKaid
from the British people

Our Achievements



Between 2009 and 2021 **10,222** people trained in advocacy and engagement skills, and made aware of their entitlements through public policy awareness



30 Civil Society Organizations work with World Vision using the CVA model



366 government institutions are using the CVA model as a social accountability tool to monitor their performance with regards to service delivery standards



As a result of the interactions between the community (service users) and the government using the CVA model **163** qualified teachers and **57** health workers (service providers) have been deployed between 2019 and 2021



60,000 people sensitized in various human rights entitlements including rights to quality education, health, water, hygiene and sanitation in communities and urban areas



Over **90** children's councils have been established and strengthened using CVA methodology in World Vision's operation areas. A manual was developed to guide the formation of school councils at district level



More than **120** advocacy actions, engagement sessions and interface meetings have been held by community members



68 health and educational facilities have been constructed across the country through CVA between 2017 and 2021.

Funding Management and portfolio

PROJECT	BUDGET/PARTNERS	DURATION	DESCRIPTION
E-Page	BP£ 1 Million UKAID/British Council	2016 - 2019	Strengthen school and community governance by improving youth governing skills to participate in school management; education governance structures; and education service delivery in Central, Southern and Western provinces benefiting 1,036 beneficiaries and 36 schools.
Social Accountability	US\$ 128,000 UNICEF	2019	Mobilize and empower Neighbourhood Health Committee's (NHC) to become Social Accountability Community Working Groups demanding quality and improved service delivery in health facilities. Trained and mentored 433 NHCs in Kalabo, Senanga, Chibombo and Mkushi districts. Who conducted 90 community orientation meetings consisting of 2375 community members.
Improved Access to Health and Education Services	US\$ 275,075 DFID	2011-2014	Improved access to quality services in maternal, newborn, child health and education in Chibombo, Mumbwa, Lufwanyama districts. Target beneficiaries XXXX
Community Based Performance Monitoring (CVA)	US\$ 336,241 World Vision UK	2009 - 2011	Implemented in World Vision operation areas - Keembe, Mubwa and Kaindu in Central Province; Keembe in Chibombo District; and Mumbwa and Kaindu in Mumbwa District. Target Beneficiaries - 6,900 in Keembe; 8,435 in Lufwanyama; 4,350 in Kaindu and 17,000 in Mumbwa.

Key Results

Citizen Voice and Action helped improve access to health and education services in Chibombo, Mumbwa, Lufwanyama districts.

- 4 out of 5 health facilities received qualified staff
- Medical deliveries conducted at health centers in Chibombo and Lufwanyama district increased from 7% in 2011 to 64% in 2021
- Under 5 immunization increased by 3% from 2011 - 2012 in Chibombo district
- Community members engaged a local Non-Government Organization and the Ministry of Health which contributed to the construction of a maternity annex in Keembe
- Musoka Primary School received 5 additional teachers and Chisenga Primary School received 1 additional teacher
- 2 staff houses built at Kabulwebulwe primary school
- 60 desks delivered to Musoka Primary School reducing desk-pupil ratio from 1:6 to 1:3
- Through successes that were achieved and recorded through CVA interventions, World Vision Zambia secured funding for the E-PAGE project from the British Council and Zambia Accountability Programme
- A local Social Accountability Church Based Organization was formed and registered with the Registrar of Societies Zambia. This group is leading advocacy interventions and is providing capacity building to other Districts and Provinces

Citizen Voice and Action helped community working groups demand quality and improved service delivery in health facilities through the Social Accountability Project.

- Qualified Nurse deployed to Katuba Health Post in Mkushi district
- Borehole at Kaluba Health Post in Kalabo district has been serviced and now providing clean water to the community and the health post.
- Mothers shelter constructed at Namunga Health Center in Senanga district
- 4 toilets and an incinerator build at Liangati Health Center in Senanga district

Citizen Voice and Action helped strengthen school and community governance by improving youth governing skills through the E-Page Project

- 36 schools in Kapiri Mposhi, Chibombo, Nkeyema, Lumpa, Sinazongwe and Pemba Districts benefited from the project
- 36 school councils and 36 community working groups (CWGs) formed
- An ablution block with a Menstrual Hygiene Management facility constructed at Chimwala Primary School in Kapiri Mposhi

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