

World Vision

who **WE** are

“Our vision for every child,
life in all its fullness
Our prayer for every heart,
the will to make it so”



Each ADP is primarily funded by World Vision's Child Sponsorship programme and supports communities in need in one administrative district.

How We Work

Area Development Programme

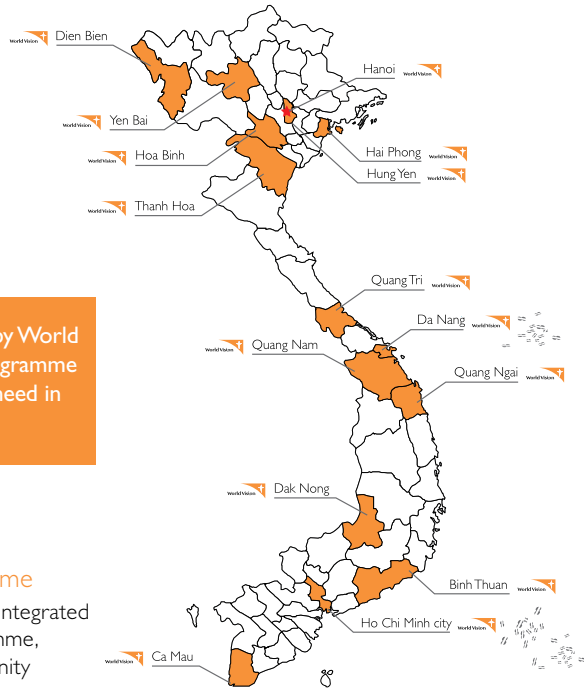
(ADP): An ADP is a 10-15 year integrated community development programme, emphasizing sustainability, community participation and ownership, while addressing the macro and micro causes of poverty. Each ADP is primarily funded by World Vision's Child Sponsorship programme and supports communities in need in one administrative district.

Following are key priorities for ADPs:

- **Livelihoods:** food security, agricultural assistance, micro-enterprise development, economic assistance, disaster relief and mitigation
- **Social development:** education, early childhood care and development, health care, assistance to people living with disabilities, gender equality, child rights and child protection

- **Community involvement:** capacity building of local partners, community participation and child participation

Grant/Special Projects: These projects usually last for 2 to 4 years and are funded by grants from governments, multilateral organizations, private companies or individuals. They are often integrated within ADPs, complementing existing activities yet, respond to specific issues, such as climate change which increases communities' vulnerability.



Our Development Programme Approach

World Vision's development approach aims to improve the well-being of children, especially the most vulnerable and seeks to enable their families, local communities and partners to address the underlying causes of poverty.

This approach is based on good practices we have learned from decades of working with the poor; as well as the success of other organisations. It requires continual reflection and dialogue with children and communities. Engaging communities and establishing local partnerships helps to bring long-term sustainable change for children and their families.

World Vision's approach encompasses the following:

- Contributing toward child well-being
- Equipping community-based staff
- Working effectively with communities and partners
- Basic programme parameters, which are basic elements of program design: geographic size, life span and life cycle. These are flexible parameters, intended to be adapted as appropriate in context.



World Vision Vietnam started to apply this approach in FY11 in two newly-opened ADPs. From FY12, all new ADPs will be required to apply this approach, and established ADPs will be redesigned to integrate it as well.

To successfully apply this approach, World Vision Vietnam is committed to developing our staff's capacity, by equipping them with core competences required to fulfill their role as well as to apply them effectively to the local contexts.



Our Work for Child Well-being

EDUCATED FOR LIFE

World Vision Vietnam's education programme targets children, especially the most vulnerable, to access quality education in order to achieve basic literacy, numeracy, life skills, equipping them for economic opportunities. World Vision does this through partnering with schools, parents and local volunteers in the provision of early childhood care and development (ECCD), basic primary education and vocational training in ADPs nation-wide.

Our education programmes include:

- ECCD projects in kindergartens, home or community-based care centres, parental education sessions, Behavior Change Communication (BCC) campaigns and awareness raising workshops
- Training primary teachers on the "Active Learning Methodology" for key subjects such as Vietnamese, Maths, Sociology, History and Geography, inclusive education, life skills
- Equipping classrooms of primary schools with rich resources such as stationeries, teaching and learning aids, establishing school-based monitoring board to supervise World Vision-supported projects and engaging community members in parent-teacher committees, which manage child reading groups
- Improving school environments by building or renovating classrooms, libraries, toilets or water filters and provide essential learning equipment for disadvantaged students
- Vocational training for adolescents who do not pursue a traditional academic education

ENJOY GOOD HEALTH

World Vision Vietnam implements health activities in communities through various technical approaches, which are participatory and community based. We also support capacity building and foster partnerships, behaviour change interventions and advocacy.



Our health programmes include:

- Building the capacity of community-based health workers and relevant local stakeholders
- Implementing BCC activities on nutrition and maternal-child health care through community-based networks such as nutrition clubs and home-based care groups
- Integrating nutrition education within other programmes to provide a comprehensive multi-sector approach to health improvement for adults and children
- Seeking to reduce accidents and injuries among children by ensuring safe households, schools and communities
- Implementing health interventions that improve the quality and accessibility to health services for children and their families

Our Work for Child Well-being

BE LOVED and LOVE OTHERS

Child Sponsorship

Child sponsorship connects sponsors from different countries with children from poor communities in Vietnam through correspondences and offers both donors and the children a rich and rewarding experience.

World Vision Vietnam's sponsorship programme is implemented across all ADPs and uses sponsors' donations to improve the well-being of poor children, their families and communities through several activities related to agriculture, education, health, childcare and protection.



Children who are registered in this programme are representatives to communicate with sponsors on the transformation of their communities. There is no difference between registered children, who correspond with donors, and other non-

registered children in terms of participating in and benefiting from our programme.

World Vision Vietnam does not raise funds for local child sponsorship; however, we are responsible for sponsor relations. We receive sponsorship funds through our support offices.

Life Skills and Living value

Life skills and living values defined by World Vision include communication, critical thinking, emotional management, relationship building and social responsibility skills. World Vision aims to equip children with life skills and living values, so that they can lead productive and fulfilled lives.

Since 2010, World Vision Vietnam has partnered with local education and training departments in order to train teachers at kindergartens, primary and secondary schools, our volunteers and members of community-based child participation networks on these topics and skills. Children at our ADPs learn these skills through participating in contests, clubs and through lessons at schools and community-based reading clubs.

Gifts-in-kind

Gifts-in-kind (GIK) allow donors to give tangible products, such as medical supplies, essential drugs, stationary, school kits, books, blankets, toys and clothing for children and adults.

Since 1991, World Vision Vietnam has accepted GIK to provide children and their families with necessary resources to improve their standard of living.

Our Work for Child Well-being

We use various approaches in which children are empowered to be agents of change in transformational community development.

CARED FOR, PROTECTED and PARTICIPATING

As World Vision Vietnam is a child-focused organization, child protection and participation is integrated into all aspects of our programmes. We use various approaches in which children are empowered to be agents of change in transformational community development.

Our child protection work includes:

- Ongoing implementation of our child protection policy among staff and relevant partners and communities
- Contributing to safer communities through the promotion of Government-established child protection systems, which prevent and protect children from abuse, exploitation, neglect, and all forms of violence against children
- Building capacity on protecting children among World Vision staff, partners, communities and children's core groups and especially members of the child protection systems
- Networking with other international non-governmental organisations (INGOs) and Government authorized agencies to advocate for the implementation of policies on children's rights

Our child participation programmes include:

- Offering support to the existing networks of youth groups at schools and communities to build the capacity of children in the areas of children's rights, child participation, life skills, living values and leadership
- Providing various trainings, which create and reinforce long-lasting positive behavior change among World Vision staff, children, teachers, parents and community members
- Strengthening child participation through support networks, from the national to community level
- Involving children in the design, implementation, monitoring and evaluation of our programmes, which affect them and their communities
- Promoting good models of child injury prevention, child protection, village development boards, water and sanitation, humanitarian and emergency affairs and advocacy among children



Our Work for Child Well-being

HUMANITARIAN and EMERGENCY AFFAIRS

As Vietnam is prone to natural disasters and is predicted to be one of the countries worst affected by climate change, World Vision is actively involved in emergency relief, disaster mitigation and climate change adaptation.

Our Humanitarian and Emergency Affairs programmes include:

- Strengthening capacity of World Vision Vietnam staff on Community-based Disaster Risk Mitigation (CBDRM) and Climate Change Adaptation (CCA)
- Improving the integration of CBDRM and CCA into programming and project planning
- Replicating CBDRM planning at all levels in communities in collaboration with Central Committee for Flood & Storm Control, Red Cross, forest rangers and other relevant partners
- Improving local capacity in disaster preparedness and response, at the community level and pilot CCA projects in selected ADPs
- Mainstreaming child-focused Disaster Risk Reduction (DRR) and CCA into ADPs
- Actively participating in the national networks on climate change and DRR



WATER and SANITATION

World Vision Vietnam's water and sanitation (WATSAN) interventions enable disadvantaged families and school children, including vulnerable children, to have access to improved water and sanitation and develop good hygienic behaviour. And, we aim to reduce WATSAN related diseases, focusing on child health in the communities.

Our WATSAN programmes include:

- Studying and adapting participatory approaches, which can help improve WATSAN in a sustainable way
- Building capacity for relevant community-based partners on the implementation of participatory WATSAN approaches, such as Community-led Total Sanitation, School-based WATSAN, Children's Hygiene and Sanitation Transformation
- BCC activities for children and the community on related topics
- Integrating WATSAN activities into our child participation, education and health projects
- Promoting suitable initiatives to improve WATSAN conditions in communities and schools
- Collaborating with WATSAN relevant agencies and organisations in Vietnam for sharing, learning and contributing to common goals

Our Work for Child Well-being

ADVOCACY

Our advocacy addresses the causes of poverty by changing practices and attitudes and influencing policies that perpetuate injustice among the children and communities we serve.

The enforcement of policies and community empowerment are key elements within our advocacy projects and programming approaches. Our grassroots experience and knowledge enhance our policy influence and recommendation for changes at higher levels.

Our advocacy focuses will be strengthening partnership with our Government partners, United Nations agencies, and NGO partners at the central and provincial level to promote effective implementation, development and revision of policies on child health, child protection and human trafficking.

Our main advocacy activities are:

- Organising advocacy events on child health, education, human trafficking and child protection at the provincial and national levels
- Participating in the revision of the Law on Care, Protection and Education of Children
- Promoting nutrition, breastfeeding and de-worming practices
- Strengthening child protection systems in targeted provinces

ANTI-HUMAN TRAFFICKING

World Vision Vietnam implements the End Trafficking in Persons (ETIP) programme at both the national and local level in response

to the human trafficking problem in the Greater Mekong Sub-region.

Our Anti-Human Trafficking programmes include:

- Establishing community protection mechanisms in collaboration with other community-based organizations, to enhance child protection and prevent human trafficking
- Setting up child volunteer networks for child-to-child education on human trafficking; child volunteers build capacity in life skills and become aware of safe migration to prevent trafficking
- Facilitating the identification of trafficking victims and promote their reintegration into communities
- Enhancing the government's district and provincial anti-trafficking taskforces by strengthening their skills in trafficking prevention, victim identification, protection and reintegration
- Encouraging cross-border collaborative mechanisms between World Vision offices in the Mekong Delta Sub-region, in Vietnam, Thailand, Cambodia, Laos, China and Myanmar and engage with partners in these countries to develop anti-human trafficking laws



Our Work for Child Well-being

DISABILITY

World Vision promotes inclusive development programmes to enable children with disabilities (CWD) and adults with disabilities (AWD) to participate in community development processes, through mainstreaming disability in programming and the management of ADPs.

Our disability strategy focuses on:

- Partnering with local Disabled People Organisation, including supporting the formation and building their members' capacity
- Raising awareness of the rights of CWD and AWD, as defined in international and national legislation
- Providing inclusive education opportunities for CWD, and building capacity of teachers in inclusive education practice

- Supporting CWD and AWD's access to rehabilitative services and establishing preventive practices.
- Providing economic development support for families of CWD and vocational training for AWD
- Identifying and maintaining linkages with resource agencies to help with the inclusion of PWD in communities.
- Strengthening the inclusion of AWD, CWD and their families in initiatives of relevant sectors such as economic development, health and education to improve the child well being.

HIV and AIDS

World Vision Vietnam's goal for our HIV and AIDS programme is to build communities' resilience. HIV prevention activities are included in almost all ADPs. These activities focus on raising awareness about HIV and support communities to tackle the virus. Everyone in the communities, including children, is encouraged to openly talk about HIV and AIDS, leading to increased knowledge and safe behaviour practices.

We also implement projects, which specifically focus on HIV prevention, care and support for people living with HIV as well as children infected and/or affected by HIV and AIDS. Our work involves training peer educators on BCC, providing access to treatment and the provision of counseling services to people living with HIV and other high-risk-behavior groups.

Close partnerships with the Ministry of Health, businesses, local authorities and communities ensures that our work is sustainable and suitable for the local context and needs of these communities.

Our Work for Child Well-being

AGRICULTURE and ECONOMIC DEVELOPMENT

World Vision Vietnam works with stakeholders to implement agricultural improvement projects through the:

- Promotion and building capacity of agricultural support networks at the community level
- Building of capacity for farmers through trainings or consultations on techniques such as Integrated Crop Management, System of Rice Intensification, organic cultivation, Sloping Agricultural Land Technology and the "VACR" model which focuses on diversifying agricultural production, improving land management and incorporating gardening, fishing and effective livestock management
- Providing of economic assistance, based on collective action approach, to the poor, who have small children, so they are able to apply the techniques

Together with agriculture interventions, World Vision has implemented economic development initiatives to promote enterprises and pro-poor market development, since 2007.

Our initiatives help micro-enterprises and farmers improve their access to:

- Markets, based on a value chain approach, to raise effectiveness and competitiveness for products
- Business development services
- Information through local TV and radio programmes and the Internet
- Loans through community-managed savings, credit activities and the microfinance programme



MICROFINANCE

Since 2005, World Vision Vietnam has promoted Microfinance as one of key sustainability strategies in some of our ADPs. Our goal is to improve the quality of life of the poor, low-income households, and their children through the provision of financial services.

Our microfinance programme in Vietnam includes:

- Providing small business loans, ranging from US\$25 to US\$1,000, to poor and low income households, which are usually used for rural income-generating activities related to farming, animal husbandry and small trades
- Initiating social loans with the sole intention of improving child well-being
- Working closely with ADPs to provide training on animal raising and business development skills
- Working with health and agriculture sectors of ADPs to develop integrated models, for example, the integration of nutrition clubs and microfinance activities.
- Launching the "Credit with Education" course to equip clients with knowledge on household financial management
- Seeking to implement best practices, to constantly balance social responsibility and financial sustainability

Our Work for Child Well-being



Our capacity building approach strengthens programme sustainability because community members learn how to continue the work to support child well-being beyond the life of World Vision's projects.

GENDER IN DEVELOPMENT

To assist communities to become safer and more enjoyable places, World Vision Vietnam integrates gender into programming and organisational policies and procedures to ensure equal and equitable participation and decision making by boys and girls, women and men.

Our priorities are to:

- Support and maintain a friendly working environment within World Vision Vietnam by promoting gender equity and equality through policies, culture and practices
- Build the capacity of our staff so they can mainstream gender into programming and management

- Enhance the knowledge of and skills related to gender equality and domestic violence prevention among communities, using art-based communication, which helps parents build their awareness about their responsibilities to care for, protect and love their children
- Increase the participation of men, women, girls, and boys in the assessment, design, implementation, monitoring and evaluation of programmes
- Strengthen the relationship with governmental agencies and other organisations, which are working for gender equality

CAPACITY BUILDING

World Vision Vietnam aims at strengthening programme management and institutional capacity by developing the human and social capital of community members, local government partners, World Vision project staff, and especially, community-based organisations. Our capacity building approach strengthens programme sustainability because community members learn how to continue the work to support child well-being beyond the life of World Vision's projects.

Our capacity building programmes include:

- Building capacity of cluster officers and ADP staff through trainings, workshops and coaching
- Developing capacity building plans for our partners, based on their needs assessments
- Conducting trainings on project management and participatory community development skills for community leaders and community volunteers
- Supporting community-based organisations and community members to design and manage development initiatives which support child well-being

WORLD VISION VIETNAM

World Vision Vietnam is a Christian relief and development humanitarian organisation, working to improve the quality of life of people, especially children, who are marginalized and living in poverty. We also advocate on issues affecting children and communities. We serve all people regardless of their religion, race, ethnicity or gender.

World Vision started working in Vietnam with emergency relief assistance in 1988 and opened an office in Hanoi in 1990. Since 1990, World Vision has implemented many relief and development programmes, partnering with the Vietnamese Government, NGOs and communities.

As a child-focused organisation, World Vision Vietnam works for the well-being of children, focusing on their health, education, participation, and protection. Every year, more than 2 million children and adults benefit from our programmes.

World Vision Vietnam

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