



RFPD's offer to Clubs and Districts as a resource for “Maternal and Child Health”

Since the beginning of this Rotary year the Future Vision Plan with its new grant structure is determinant for all Rotary clubs and districts worldwide. The Future Vision Plan complements the RI strategic plan with six additional areas of focus with the aim of implementing global grant projects in those areas and further shaping the public image of Rotary. Mainly large-scale, international, sustainable projects help Rotary to position itself as an important worldwide service organization.

The six Future Vision Areas of Focus, following the UN Millennium Development Goals, are:

- Peace and Conflict Prevention/Resolution
- Disease Prevention and Treatment
- Water and Sanitation
- Maternal and Child Health
- Basic Education and Literacy
- Economic and Community Development

The Rotarian Action Group for Population & Development (RFPD) is the official Future Vision resource for the area of focus “Maternal and Child Health” (MCH) and supports clubs and districts in planning and implementing professional projects in this area.

How is “Maternal and Child Health” related to “Population and Sustainable Development”?

The improvement of women's health, including providing access to family planning services, is one of the most cost-efficient and profitable investments for the improvement of the overall living conditions in developing countries today. Countries investing in family planning attain immediate social, ecological and health benefits as well as savings in the areas of education and health that far outlast one generation. At the same time they improve the life situations of families significantly.

Universal access to family planning could reduce maternal mortality worldwide by about one third through preventing too early or unwanted pregnancies and abortions and facilitating child spacing. Furthermore, a period of at least two years between two births also helps to lower newborn mortality substantially.

Governments from all over the world focus on fighting poverty and fulfilling a number of health and development goals like those contained in the UN Millennium Development Goals and in the Rotary Areas of Focus. Family planning and the empowerment of women can contribute to the attainment of most of these goals, including the reduction of poverty and hunger, the reduction of child mortality, the improvement of maternal health, the fight against diseases such as HIV/AIDS and the securing of environmental sustainability.

How can RFPD support your Rotary club/district with the implementation of the area of focus “Maternal and Child Health“?

For more than 15 years now, RFPD has been committed to promoting family planning and supporting efforts to improve maternal and child health, adding up to an extensive experience and expertise in this area of focus. We are happy to answer all of your questions concerning this matter, to provide you with information material and to be available for general MCH / project-related presentations. Moreover, we support you in planning, financing and implementing MCH projects and connect you with partner clubs and districts in project countries, if desired. Just send us an email or call us! Our contact details are listed below.

Project ideas and examples

I. Large-scale project: Replication/Scaling Up of the Rotary Model project “Maternal and Child Health“ (MCH Project)

The Model - Overview

In an innovative, comprehensive approach to reduce maternal and newborn mortality, RFPD established a system of quality assurance in obstetrics in ten selected rural hospitals in two federal states of Nigeria. About one million people benefited from the project directly and indirectly. By improving the quality of structure (e.g. provision of necessary medical equipment to the hospitals) and the quality of process (e.g. training of medical staff) maternal mortality was reduced by 50 percent and newborn mortality by 10 percent in the selected hospitals (quality of outcome). Moreover, the model project proved to be sustainable: eight months after project termination maternal mortality dropped a further 10 percent and newborn mortality another 5 percent.

Basic structure of the model:

- Awareness campaign to inform the population in the project area about, inter alia, the importance of antenatal care, responsible parenthood, healthy nutrition and risks of home deliveries.
- Introduction of a system of quality assurance in obstetrics in selected / project hospitals to improve the quality of structure, process and outcome by means of regular data collection, analysis and benchmarking
- Training of medical staff in the selected hospitals to raise the number of professionally attended births
- Provision of necessary medical equipment for the hospitals
- Training of Traditional / Skilled Birth Attendants and health workers in rural communities

- Integration of governments, national and local health authorities and close cooperation with traditional rulers and other stakeholders to ensure the sustainability of the project

Experts regard this approach as a model suitable for replication in other regions and countries. Two replications have already been successfully initiated in three additional federal states of Nigeria, aiming for an integration of the system of quality assurance in obstetrics into the state's health systems. Replications of a pilot project indicate its sustainability; people in other target areas made an effort to implement the same project and sponsors were found to finance the scaling up. This only happens when stakeholders are convinced that a project is a successful approach and sustainable.

Project offering “Replication of the successful MCH model“:

We offer your club our model for replication / scaling up, for example in the third Rotary district in Nigeria (9110), in other countries of sub-Saharan Africa or in India. In these countries maternal and newborn mortality are particularly high. At the same time, the access to family planning services is highly restricted.

It is up to you / your club how much you want to or can contribute to the financing of the project (cash and/or District Designated Funds (DDF)). Many clubs/districts can contribute to the project and shoulder the large-scale project together. The financial contribution of your club/district will be multiplied in any case: RFPD will co-finance the project and will also take care of additional co-funding of the project, for example with support of the German Federal Ministry for Economic Cooperation and Development (BMZ) or foundations. Contributions of clubs/districts within Rotary Global Grants will still be matched by the Rotary Foundation (TRF) (DDF 100%, cash 50%).

II. Large-scale project “Holistic Community Development“

The pilot project - Overview

The large-scale project “Holistic Community Development“ of district 1870 started in May 2011. More than 20 clubs are involved in the project implementation. The goal of the integrated project approach is a comprehensive improvement of the living conditions of the 5.600 inhabitants in the village Angolela, Ethiopia. The project is based on the principle of self-help, integrating the villagers from the very beginning into the planning and implementation of project activities, thereby giving them the chance to escape the poverty trap in a sustainable way.

Project modules

- Improvement/set up of infrastructure (e.g. drinking water supply, connection to power supply, road connections)
- Health care, hygiene, counseling: provision of primary health care (nurses, treatment room), information about family planning, child spacing, HIV/AIDS prevention, personal hygiene, risks of teenage pregnancies and female genital mutilation; counseling for pregnant women
- Securing school education: renovation of the school including construction of sanitary facilities and accommodation for teachers

- Advancement of local agriculture (e.g. by means of improved irrigation and cultivation methods, sustainable management) and livestock farming (e.g. by vaccinations and visitations of veterinarians)
- Creation of alternative livelihoods in agricultural economy, craft and trade

Project offering “Community development – Escaping the poverty trap“:

We offer your club this project concept for replication in rural communities of other regions and countries. Especially in sub-Saharan Africa exists a great need for holistic development projects like this one. The scope of the project can be adjusted to individual needs and depends on the results of the needs assessment carried out in the respective village/community. The contribution of your club is also variable, depending on whether your club wants to take on one or several project modules and how many clubs/districts join together. Of course, RFPD will help you with the conception of the project and support you with a co-financing.

III. Single Interventions / supplementing projects

RFPD also supports you in planning and implementing smaller projects (so called single interventions), helping to improve maternal and child health. These single interventions can either be implemented as single projects or as supplementing “satellite projects“ of large-scale projects. RFPD has already co-financed and provided support to a great number of successful single interventions (club/district projects), among them:

- Supply of magnesium sulfate to hospitals and health centers. Often, there is no or not enough magnesium sulfate available in health facilities. It is necessary for the therapy of eclampsia, that can cause an undersupply of the unborn, possibly followed by a retardation of its growth or, in the worst case, even a miscarriage.
- Training of Traditional Birth Attendants (TBAs) and community health workers (CHEWs) in rural areas and supply of TBAs and CHEWs with “birthing kits”, a set with the most important utensils necessary to carry out a hygienic delivery far away from the next hospital. TBAs and CHEWs are trained to carry out simple health care services, to recognize complications during a pregnancy at an early stage, and to transport pregnant women to the next hospital if required.
- The supply of mosquito nets to hospitals and communities. In earlier projects, the distribution of mosquito nets achieved a threefold impact:
 1. Prevention of malaria;
 2. Mothers receiving a mosquito net agreed to a vaccination of their children against diseases such as polio;
 3. Promotion of antenatal care: women receiving mosquito nets were more likely to accept the offered antenatal care services
- The financing of fistula operations including rehabilitation, vocational training and/or primary education for patients. Such a project may additionally be extended to a provision of micro credits for healed fistula patients, enabling them to build up their own businesses, earning their own living and providing for their families.

Project offering “Awareness and family planning“:

Project components:

- Awareness campaign
- Provision and distribution of information material to women and families
- Training of medical doctors and nurses in advising patients on family planning, methods and use of different contraceptives as well as training in logistics (requirement planning and inventory control)
- Provision and distribution of an (emergency) stock of contraceptives in health centers

Project financing (example calculation):

Rotary Club (international partner club):	US\$	5.000
RFPD:	US\$	5.000
TRF Matching:	US\$	5.000
(subtotal US\$ 15.000)		
DDF:	US\$	10.000
TRF Matching:	US\$	10.000
(subtotal US\$ 20.000)		
Project amount	<u>US\$</u>	<u>35.000</u>

Financial contributions from the respective Rotary clubs/districts in the target country (host club/district) will be subtracted from the contribution of the international partner/Rotary clubs (in cash and DDF).

Of course, there are numerous other project ideas and possibilities. Attached you will find a list of eligible (project) activities in the area of focus “Maternal and Child Health“ (published by RI/TRF). Please feel free to contact us any time. We will help you find a suitable project for your club and partner clubs in the target country.

Maternal and Child Health is an issue of central importance with leverage effect. It aims at the root of major challenges of our time instead of just tackling the symptoms. Get active!

For further information about RFPD and/or RFPD-supported projects, please visit www.rifpd.org and our project website www.maternal-health.org.

Contact details:

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- Attachment -

**Eligible activities in the area of focus
"Maternal and Child Health"**

(excerpt from the RI/TRF Areas of Focus Policy Statements (May 2013))

TRF considers activities targeting the following to be within the scope of the maternal and child health area of focus:

1. Prenatal care for pregnant women;
2. Labor and delivery services for pregnant women;
3. Providing medical equipment to underserved clinics and hospital maternity wards, when provided in conjunction with prenatal care educational activities;
4. Training and/or "train the trainer" initiatives for maternal and child health professionals and leaders (i.e. doctors, nurses, community health workers, and midwives);
5. Training and/or "train the trainer" initiatives for skilled birth attendants;
6. Prenatal and child care educational activities for parents and families;
7. Initiatives that build upon and/or improve capacity of existing community initiatives and/or local women's groups pertaining to maternal and child health;
8. Education about and access to birth control, family planning and/or disease prevention and reduction initiatives, inclusive of HIV/AIDS and human papillomavirus (HPV);
9. Education and training on sexual health, particularly for adolescent girls;
10. Vocational training teams that focus on educational components related to activities outlined above, whether intended for the public, traditional health leaders or health professionals in the recipient community;
11. Scholarships for graduate-level study in programs related to maternal and child health;
12. Relevant immunization for children under five;
13. Relevant immunizations for women and adolescent girls;
14. Interventions to combat pneumonia, diarrhea, malaria, and/or measles for mothers and children under five;
15. Interventions to reduce the impact of sexually transmitted disease in women, e.g., HIV/AIDS, cancer of the cervix, gonorrhea and syphilis, etc.
16. Preventing mother-to-child transmission of HIV;
17. Promotion of breastfeeding and other interventions to fight malnutrition;
18. Surgical repair of fistula;
19. Surgeries/procedures to correct cleft palates;
20. Lifesaving surgeries and surgeries to address congenital problems provided they are supported by the local health infrastructure and include appropriate follow-up care.