



MOMENTUM THEORY OF CHANGE

Video Transcript

The following transcript accompanies the video on the MOMENTUM Theory of Change, found [here](#).

Time	Narration/Video Audio
0:08	While the world has made considerable progress in reducing maternal, newborn, and child deaths in recent decades, progress has lagged in some parts of the world. Many of these deaths are preventable. USAID's MOMENTUM works to accelerate reductions in deaths and illness so that mothers, children, and families can all reach their full potential.
0:33	MOMENTUM is a suite of six distinct yet interrelated awards that work in diverse contexts to improve maternal, newborn, and child health, voluntary family planning, and reproductive health services through increasing and leveraging capacity in USAID partner countries. While each award is designed to support countries in a particular phase of development or on priority technical areas, they collectively contribute to a common purpose. This has the potential to amplify expertise, experience, and knowledge, resulting in greater reach and impact.
1:07	This unique structure necessitates coordination, collaboration, and shared learning with diverse stakeholders across the globe. MOMENTUM awards have a shared roadmap to reach their common goal. This roadmap is known as MOMENTUM's Theory of Change.
1:24	This video takes you on a journey along MOMENTUM's theory of change and describes how it supports project design, implementation, and learning.
1:35	Each award has its own theory of change, describing how it works to achieve its desired results and goals. MOMENTUM's theory of change provides an overarching framework for how the suite of awards' work will lead to improved health outcomes. These specific areas of work should be monitored during the life of the award so that we understand the conditions in which activities are being implemented and, where possible, make adjustments to increase the chances of achieving MOMENTUM objectives.
2:08	<p>The awards primarily work to strengthen public and private health service delivery, address social factors influencing health, including issues specific to youth and varying by gender, and strengthen health resilience. Awards' actions occur at the national level, at subnational levels, within health facilities, and with community organizations.</p> <p>For example, MOMENTUM Safe Surgery in Family Planning and Obstetrics and MOMENTUM Private Healthcare Delivery support training for health care workers to improve the quality of care in public and private health facilities, while MOMENTUM Country and Global Leadership is working with national authorities to integrate the latest evidence-based maternal, newborn, and child health interventions into national guidelines.</p>
2:57	<p>We assume that MOMENTUM's <u>actions</u> will lead to <u>changes</u> that generate improvements in health outcomes for women and children. Some of these changes include</p> <ul style="list-style-type: none"> Increased high-quality, evidence-based best practices in facilities and in households,

	<ul style="list-style-type: none"> Increased investments tailored to partner country contexts, and Strengthened and innovative partnerships across multiple sectors, such as food security, emergencies, and climate resilience.
3:26	These outcomes contribute to improving coverage, equitable access to, and quality of information, services, and interventions in public and private health sectors—ultimately leading to reduced maternal, newborn, and child illness and deaths.
3:43	<p>Each award focuses on iterative collaboration and learning. This learning allows MOMENTUM to review and adapt strategies and approaches to best achieve its objectives.</p> <p>For example, in the Democratic Republic of Congo, MOMENTUM Strengthening Routine Immunization, Transformation, and Equity—in collaboration with the Ministry of Health—used different participatory, adaptive approaches to identify challenges and solutions to improve equitable immunization coverage.</p>
4:13	MOMENTUM operates within broader contexts. Factors such as sociocultural and economic environments, government, and stakeholder commitment, and predictable as well as unforeseen shocks and stresses, such as the COVID-19 pandemic, may influence MOMENTUM’s progress. Strategies and approaches need to be designed with these factors in mind. These factors are also monitored so that we understand the conditions in which activities are being implemented and, where possible, make adjustments to increase the chances of achieving MOMENTUM objectives.
4:54	<p>Within MOMENTUM, the theory of change helps orient new staff, partners, and country stakeholders about how the suite of awards is designed to operate and achieve.</p> <p>The MOMENTUM Theory of Change should be used when planning country programs to ensure alignment with MOMENTUM objectives. For example, MOMENTUM Integrated Health Resilience aims to build health systems resilience to expand access and increase demand for quality health services in Mali. That means ensuring prioritized actions and intermediate outcomes lead to scaled up accessible health services that reaches subpopulations equitably.</p> <p>The Theory of Change also helps MOMENTUM to check its assumptions and make adaptations based on changing contexts, such as changing government priorities, global pandemics, or new evidence of effective interventions.</p>
5:46	<p>The MOMENTUM theory of change also guides learning and how we capture the pathways that are helping the suite to achieve progress. MOMENTUM Knowledge Accelerator collaborates with all awards to regularly review data and information to identify lessons learned and program adaptations. MOMENTUM can share these lessons with stakeholders working in MOMENTUM countries and the global reproductive, maternal, newborn, and child health community. This learning also enables us to tell a holistic and persuasive story about our work to prevent maternal and child deaths.</p>
6:22	MOMENTUM’s unique suite design assumes that contributions from individual awards will synergistically accelerate reductions in preventable death and illness among women and children so that families and communities have the opportunity to thrive and reach their full potential. The MOMENTUM Theory of Change guides how the awards will work together to achieve shared objectives and long-term goals.