A Global Partnership for Health and Resilience

MOMENTUM PROJECTS IN SOUTH ASIA
Regional Reference Brief

Updated August 2022
(Next update anticipated in 2023)
MOMENTUM works alongside governments, local and international private and civil society organizations, and other stakeholders to accelerate improvements in maternal, newborn, and child health. Building on existing evidence and experience implementing global health programs and interventions, we help foster new ideas, partnerships, and approaches and strengthen the resiliency of health systems.

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Suggested Citation
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acronyms List</td>
<td>1</td>
</tr>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>MOMENTUM Topics, Areas, and Themes, by Country</td>
<td>4</td>
</tr>
<tr>
<td>Active Country Projects</td>
<td>6</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>6</td>
</tr>
<tr>
<td>MOMENTUM Country and Global Leadership</td>
<td>6</td>
</tr>
<tr>
<td>India</td>
<td>7</td>
</tr>
<tr>
<td>MOMENTUM Country and Global Leadership</td>
<td>7</td>
</tr>
<tr>
<td>MOMENTUM Routine Immunization Transformation and Equity</td>
<td>10</td>
</tr>
<tr>
<td>MOMENTUM Safe Surgery in Family Planning and Obstetrics</td>
<td>12</td>
</tr>
<tr>
<td>Nepal</td>
<td>15</td>
</tr>
<tr>
<td>MOMENTUM Country and Global Leadership</td>
<td>15</td>
</tr>
<tr>
<td>MOMENTUM Private Healthcare Delivery</td>
<td>17</td>
</tr>
<tr>
<td>Pakistan</td>
<td>18</td>
</tr>
<tr>
<td>MOMENTUM Country and Global Leadership</td>
<td>18</td>
</tr>
<tr>
<td>MOMENTUM Private Healthcare Delivery</td>
<td>20</td>
</tr>
<tr>
<td>ACRONYMS LIST</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>BF-APEA</td>
<td>Behaviorally focused applied political economy analysis</td>
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<tr>
<td>CHWs</td>
<td>Community health workers</td>
</tr>
<tr>
<td>CS</td>
<td>Cesarean surgery</td>
</tr>
<tr>
<td>CSOs</td>
<td>Civil society organizations</td>
</tr>
<tr>
<td>DHMTs</td>
<td>District health management teams</td>
</tr>
<tr>
<td>EPMM</td>
<td>Ending preventable maternal mortality</td>
</tr>
<tr>
<td>FBOs</td>
<td>Faith-based organizations</td>
</tr>
<tr>
<td>FLHWs</td>
<td>Frontline health workers</td>
</tr>
<tr>
<td>FP</td>
<td>Voluntary family planning</td>
</tr>
<tr>
<td>GBV</td>
<td>Gender-based violence</td>
</tr>
<tr>
<td>HMIS</td>
<td>Health management information system</td>
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<td>IPC</td>
<td>Infection prevention and control</td>
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<tr>
<td>ITOCA</td>
<td>Integrated technical organizational capacity assessment</td>
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<tr>
<td>IUD</td>
<td>Intrauterine device</td>
</tr>
<tr>
<td>LARC</td>
<td>Long-acting reversible contraceptives</td>
</tr>
<tr>
<td>MNCHN</td>
<td>Maternal, newborn, and child health</td>
</tr>
<tr>
<td>MNCHN/FP/RH</td>
<td>Maternal, newborn, and child health/voluntary family planning/reproductive health</td>
</tr>
<tr>
<td>MNCHN/FP/RH</td>
<td>Maternal, newborn, and child health and nutrition/voluntary family planning/reproductive health</td>
</tr>
<tr>
<td>MIP</td>
<td>Malaria in pregnancy</td>
</tr>
<tr>
<td>MOH</td>
<td>Ministry of health</td>
</tr>
<tr>
<td>MPDSR</td>
<td>Maternal and perinatal death surveillance and response</td>
</tr>
<tr>
<td>NGOs</td>
<td>Non-governmental organizations</td>
</tr>
<tr>
<td>PHE</td>
<td>Population, health, and environment</td>
</tr>
<tr>
<td>PNC</td>
<td>Postnatal care</td>
</tr>
<tr>
<td>PPFP</td>
<td>Postpartum family planning</td>
</tr>
<tr>
<td>QI</td>
<td>Quality improvement</td>
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<td>RED/REC</td>
<td>Reaching every district/reaching every child</td>
</tr>
<tr>
<td>Acronym</td>
<td>Description</td>
</tr>
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<td>------------------------------------------</td>
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<tr>
<td>RH</td>
<td>Reproductive health</td>
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<td>RMC</td>
<td>Respectful maternity care</td>
</tr>
<tr>
<td>SBCC</td>
<td>Social and behavior change communication</td>
</tr>
<tr>
<td>SGBV</td>
<td>Sexual and gender-based violence</td>
</tr>
<tr>
<td>SNET</td>
<td>Social norms exploration tool</td>
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<tr>
<td>SSNB</td>
<td>Small and sick newborn</td>
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<tr>
<td>UN</td>
<td>United Nations</td>
</tr>
<tr>
<td>UNICEF</td>
<td>United Nations Children’s Fund</td>
</tr>
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<td>UNFPA</td>
<td>United Nations Population Fund</td>
</tr>
<tr>
<td>WASH</td>
<td>Water, sanitation, and hygiene</td>
</tr>
<tr>
<td>WHO</td>
<td>World Health Organization</td>
</tr>
</tbody>
</table>
INTRODUCTION

**MOMENTUM** is a dynamic suite of six distinct yet related awards working with governments and institutions in USAID partner countries to accelerate reductions in maternal, newborn, and child death and disability. The six global awards work collectively across diverse focus areas and settings to support partner country goals to improve maternal, newborn, and child health, nutrition, voluntary family planning, and reproductive health (MNCHN/FP/RH) outcomes, as described in Figure 1 below.

The suite supports countries in their efforts to strengthen the capacity and resilience of community and health systems to introduce, deliver, scale up, and sustain the use of evidence-based, high-quality MNCHN/FP/RH services and care. This reference brief provides an overview of the MOMENTUM awards and their completed or ongoing project activities in the South Asia region. As of May 2022, MOMENTUM partner countries in this region include **Bangladesh**, **India**, **Nepal**, and **Pakistan**.

**FIGURE 1. THE MOMENTUM SUITE OF AWARDS**

- **Integrated Health Resilience**
  Improving MNCHN/FP/RH in fragile and conflict-affected settings.

- **Country and Global Leadership**
  Strengthening country capacity and contributing to global technical leadership and policy dialogue in MNCHN/FP/RH.

- **Private Healthcare Delivery**
  Strengthening private provider contributions to MNCHN/FP/RH.

- **Safe Surgery in Family Planning and Obstetrics**
  Improving access to and use of safe surgery for maternal health and voluntary family planning.

- **Routine Immunization Transformation and Equity**
  Strengthening immunization programs to reach all who are eligible with high-quality vaccination services.

- **Knowledge Accelerator**
  Facilitating learning, adaptation, innovation, knowledge sharing, and strategic communication for MOMENTUM.
The MOMENTUM suite supports partner countries to address a wide range of issues, tailoring project activities to each of their unique contexts and needs. The table below lists where each topic, focus area, or theme is being addressed with MOMENTUM support in the South Asia Region.

<table>
<thead>
<tr>
<th>TOPIC / FOCUS AREA / THEME</th>
<th>COUNTRIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHILD HEALTH</td>
<td>Bangladesh</td>
</tr>
<tr>
<td>COVID-19</td>
<td>Bangladesh, India</td>
</tr>
<tr>
<td>IMMUNIZATION</td>
<td>India</td>
</tr>
<tr>
<td>MATERNAL HEALTH</td>
<td>India, Nepal, Pakistan</td>
</tr>
<tr>
<td>NEWBORN HEALTH</td>
<td>Bangladesh, India, Nepal, Pakistan</td>
</tr>
<tr>
<td>NUTRITION</td>
<td>Nepal</td>
</tr>
<tr>
<td>VOLUNTARY FAMILY PLANNING / REPRODUCTIVE HEALTH</td>
<td>India, Nepal, Pakistan</td>
</tr>
<tr>
<td>WATER, SANITATION, AND HYGIENE/ INFECTION PREVENTION AND CONTROL</td>
<td>Bangladesh, India</td>
</tr>
<tr>
<td>CAPACITY STRENGTHENING</td>
<td>Bangladesh, India, Nepal, Pakistan</td>
</tr>
<tr>
<td>COLLABORATING, LEARNING, AND ADAPTING</td>
<td>Bangladesh, India, Nepal, Pakistan</td>
</tr>
<tr>
<td>GLOBAL LEADERSHIP</td>
<td>Nepal</td>
</tr>
<tr>
<td>HEALTH RESILIENCE</td>
<td>Bangladesh</td>
</tr>
<tr>
<td>HEALTH SERVICES</td>
<td>Bangladesh, India, Nepal, Pakistan</td>
</tr>
<tr>
<td>LOCAL ENGAGEMENT</td>
<td>Bangladesh, India, Nepal, Pakistan</td>
</tr>
<tr>
<td>MEASUREMENT</td>
<td>India, Nepal</td>
</tr>
<tr>
<td>PARTNERSHIPS</td>
<td>Bangladesh, India, Nepal, Pakistan</td>
</tr>
<tr>
<td>QUALITY OF CARE</td>
<td>Bangladesh, India, Nepal, Pakistan</td>
</tr>
<tr>
<td>SOCIAL AND BEHAVIOR CHANGE</td>
<td>India, Pakistan</td>
</tr>
<tr>
<td>CROSS-CUTTING THEMES</td>
<td>FOCUS AREA / THEME</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>DIGITAL HEALTH</td>
</tr>
<tr>
<td></td>
<td>FRAGILE SETTINGS</td>
</tr>
<tr>
<td></td>
<td>GENDER</td>
</tr>
<tr>
<td></td>
<td>POPULATION, ENVIRONMENT, AND DEVELOPMENT</td>
</tr>
<tr>
<td></td>
<td>URBAN HEALTH</td>
</tr>
<tr>
<td></td>
<td>MARGINALIZED POPULATIONS</td>
</tr>
<tr>
<td></td>
<td>YOUTH</td>
</tr>
</tbody>
</table>
MOMENTUM Country and Global Leadership

MOMENTUM Country and Global Leadership supports the government of Bangladesh and local partners with targeted and catalytic interventions to improve health outcomes for youth and adolescents and ensure high-quality and safe health care at the facility level. The project achieves this by working with partners to improve practices and standards for water, sanitation, and hygiene (WASH) and infection prevention and control (IPC).

FEATURED ACTIVITIES

At the district level:

- Strengthening the organizational and technical capacity of two faith-based organizations (FBOs) to design and implement gender-transformative health programs for very young adolescents in Dinajpur and Satkhira districts.

At the facility level:

- Supporting 15 public and faith-based facilities to conduct quality of care assessments and identify the improvements needed, including sanitation and IPC measures, to provide safe, sanitary conditions for clients and employees. In addition to technical assistance, supplying critical IPC materials as well as limited rehabilitation of key water and sanitation infrastructure.

- Providing in-person and virtual training on quality improvement for health providers in targeted facilities.

PROJECT CONTACTS

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IN-COUNTRY PARTNERS

LAMB Hospital and World Renew

PERIOD OF PERFORMANCE

April 2021 – May 2022

GEOGRAPHIC COVERAGE

For youth activities: Dinajpur (Mominpur and Habra unions) and Satkhira (Ishiwaripur and Ramjannagar unions) districts

For WASH/IPC activities: Agailjhara, Bakerganj, Banaripara, Hizla, Mehendiganj, and Muladi sub-districts of Barishal district
MOMENTUM Country and Global Leadership

Supporting young people to plan their families and meet their full potential

MOMENTUM Country and Global Leadership: India – Yash contributes to achieving the Government of India’s national family planning goals, with a focus on improving voluntary family planning and reproductive health (FP/RH) outcomes for adolescents and young people. The project supports sustainable development in India by assisting local institutions to strengthen their capacities to deliver quality health services. The project employs USAID India’s strategic approaches of promoting inclusive development, harnessing private sector engagement, and leveraging government commitments and leadership. It promotes the adaptation of evidence-based, high-impact interventions from previous investments and works with partners to implement innovative models to improve FP/RH outcomes. It also supports partners in applying a positive youth development approach to build youth skills, assets, and competencies; foster healthy relationships; and transform systems by engaging young people and their families, communities, and governments to help youth reach their full potential. The project takes a total market approach to increase access to priority health products and FP/RH services.

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IN-COUNTRY PARTNERS

The Associated Chambers of Commerce & Industry of India (ASSOCHAM), Centre for Catalyzing Change, Child in Need Institute (CINI), Final Mile, Indian Association of Parliamentarians on Population & Development, International Center for Research on Women, Purpose, Restless Development, Tata Institute for Social Sciences, and Villgro

PERIOD OF PERFORMANCE

July 2021 – September 2024

GEOGRAPHIC COVERAGE

Assam, Chhattisgarh, Jharkhand, Madhya Pradesh, and Odisha states
FEATURED ACTIVITIES

- Collaborating with partners to establish the Family Planning and Reproductive Health and Rights Lab, which will foster a sustained youth-led movement by building the agency of adolescents and young people in demanding high-quality family planning and reproductive health services.

- Aiding private and public service providers to provide non-judgmental, high-quality FP/RH counseling and services to young people, especially those who are unmarried.

- Supporting the expansion of the Advocacy and Accountability Collaborative in India to elevate voices from civil society organizations, shifting the focus to youth-led advocacy for FP and sexual and reproductive health and rights.

- Forging strategic partnerships with public and private-public sector organizations and youth networks to improve family planning and reproductive health outcomes, assist in the prevention of and response to gender-based violence for young people, and make health systems resilient to external shocks such as the COVID-19 pandemic.

- Cultivating an enabling environment for the introduction of newer family planning methods in public-private health systems and the mobilization of community and policy support for young people’s health and well-being.

Strengthening facility readiness through improved water, sanitation, and hygiene and infection prevention and control

The COVID-19 pandemic made it harder for Indian women and children to access essential health services safely. To help the country’s health system respond to the pandemic, MOMENTUM Country and Global Leadership worked with state Ministries of Health to support facilities to improve their WASH services and IPC measures so essential health services could continue.

FEATURED ACTIVITIES

- Conducted in-person and virtual training for health facility staff on quality improvement and mentoring to foster improvements in their WASH/IPC practices to ensure continuity of MNCHN/FP/RH care during the COVID-19 pandemic.

- Supported facilities to ensure that infrastructure repairs and critical IPC supplies were available to meet WASH and IPC standards.

- Engaged with technology partners to use artificial intelligence technology to promote hand hygiene and implement innovative solutions to sterilize and reuse personal protective equipment in health facilities.

MOMENTUM COUNTRY AND GLOBAL LEADERSHIP WASH/IPC PROJECT CONTACTS

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State Ministries of Health (Chhattisgarh, Jharkhand, and Madhya Pradesh), Chakr DeCoV, and Datakalp

PERIOD OF PERFORMANCE

July 2020 – September 2021

GEOGRAPHIC COVERAGE

Chhattisgarh (Baloda Bazar, Mahasamund, and Rajnandgaon districts), Jharkhand (Bokaro and East Singhbhum districts), and Madhya Pradesh (Betul, Hoshangabad, and Vidisha districts) states
Coached and galvanized facility-based IPC committees to create a sustainable environment for WASH/IPC standards at intervention facilities and ensure adherence to recommended WASH/IPC practices for all WASH/IPC interventions.

Increasing coverage of care by nurses and midwives

MOMENTUM Country and Global Leadership works with partners to foster policy dialogue with federal and state governments to implement the recommendations from State of the World Nursing (SoWN), State of the World Midwifery (SoWMy), and WHO Strategic Directions for Nursing and Midwifery (SDNM) 2021-2025 reports for India. This partnership with the World Health Organization (WHO), the Indian Nursing Council, and the United Nations Population Fund (UNFPA) identifies gaps in national policies and current policies’ implementation. It also makes recommendations in line with global standards to increase the coverage of care delivered by nurses and midwives in target geographies.

FEATURED ACTIVITIES

- Hosting orientation meetings for nursing and midwifery leaders on SoWN, SoWMy, and SDNM reports and recommendations and discussing and prioritizing the critical policy dialogues needed to address health coverage at national and state levels.

- Reviewing SoWN, SoWMy, and SDNM report materials and country-specific data with core nursing leaders from state governments, regulatory bodies, and professional associations to develop an action plan to strengthen nursing and midwifery in India.

- Engaging with parliamentarians in meetings to discuss critical issues and challenges in nursing and midwifery and the recommendations of SoWN, SoWMy, and SDNM reports to gather the highest levels of political support for policy dialogue.
MOMENTUM Routine Immunization Transformation and Equity

The second wave of the COVID-19 pandemic in 2021 resulted in a massive surge of cases and deaths in India, putting the public health system under tremendous strain. MOMENTUM Routine Immunization Transformation and Equity is providing technical assistance to the Government of India and select state governments to strengthen their COVID-19 response activities and address disruptions to immunization services impacted by the pandemic. The project focuses on supporting national and state partners’ efforts to increase demand for, distribution of, and uptake of COVID-19 vaccination. These efforts include improving the vaccine supply chain, training and expanding the vaccine workforce, addressing gaps in last-mile delivery of COVID-19 vaccines, strengthening demand creation activities, and disseminating best practices in vaccine administration and monitoring to improve service delivery.

FEATURED ACTIVITIES

- Strengthening the supply chain by providing technical support to partners to improve real-time information management at the national and state levels to enhance monitoring of and planning for vaccine supplies from manufacturing to distribution.

- Supporting the national Universal Immunization Programme (UIP) to enhance training and expand the

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IN-COUNTRY PARTNERS

HelpAge India, Indian Social Responsibility Network (ISRN), John Snow India Private Limited, Karuna Trust, Lords Education and Health Society (LEHS), and MAMTA Health Institute for Mother and Child. Additional local non-governmental organizations (NGOs) will be identified in 2022.

PERIOD OF PERFORMANCE

August 2021 – January 2023

GEOGRAPHIC COVERAGE

Arunachal Pradesh, Assam, Chhattisgarh, Jammu & Kashmir, Jharkhand, Karnataka, Ladakh, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Punjab, Rajasthan, Tamil Nadu, and Tripura states
vaccine workforce by identifying and addressing gaps and vacancies in the health workforce and assisting in expanding the cadres of health workers engaged in routine immunizations.

• Assisting state governments to address gaps in last-mile delivery by strengthening their microplanning processes, including mapping public and private sector facilities, to develop tailored approaches in each state that leverage all available service delivery points for COVID-19 vaccine administration.

• Helping NGO partners’ efforts to strengthen community mobilization activities that address vaccine hesitancy, create COVID-19 vaccine demand, and increase uptake to improve COVID-19 vaccination coverage for everyone, especially marginalized populations.

• Collaborating with the Ministry of Health and Family Welfare, state governments, and NGO partners to develop a learning agenda prioritizing topics that will help improve project implementation and the UIP’s impact.
MOMENTUM Safe Surgery in Family Planning and Obstetrics

Improving equitable access to high-quality surgical obstetric and family planning care

MOMENTUM Safe Surgery in Family Planning and Obstetrics supports the Government of India to sustainably increase awareness of, equitable access to, and provision of high-quality, voluntary, indicated, and consented safe surgical maternal health and FP care. The project supports collaboration among public and private stakeholders to improve technical and clinical capacity; works with community organizations in human-centered design and implementation of social and behavior change strategies; and strengthens the ability of partner institutions to effectively use data to guide design, monitoring, and provision of high-quality surgical obstetric and FP care.

FEATURED ACTIVITIES

- Partnering with select medical colleges and district hospitals to strengthen their capacity to serve as resource centers for surgical teams in other sub-district facilities so they can implement and model standards for safe surgical care for maternal health and FP.

- Strengthening the capacity of facility providers and health managers, in both public and private sectors, to provide and deliver high-quality, patient-centered surgical obstetric and FP care and services in select districts. Focus areas for strengthening include facility staff empathy, unbiased and nonjudgmental attitudes, gender sensitivity, and respect in interactions with clients.

- Using human-centered design—a collaborative problem-solving approach that involves the people affected by the problems—with partners to develop

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IN-COUNTRY PARTNERS

Government of India Ministry of Health and Family Welfare, various State Ministries of Health (Assam, Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, and Odisha states), Center for Communication and Change - India (CCC-I), The George Institute for Global Health, John Hopkins Center for Communication Programs (JHCCP), MAMTA Health Institute for Mother and Child, and Solidarity and Action Against The HIV Infection in India

PERIOD OF PERFORMANCE

April 2021 – September 2025

GEOGRAPHIC COVERAGE

25 districts across Assam, Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, and Odisha states
communication strategies that address behavioral factors among providers and within the community that affect facility-based service provision. The strategies will promote a variety of health services, including antenatal care, FP counseling, and FP services for women postpartum and postabortion, as well as FP services for youth.

- Improving referral mechanisms for cesarean deliveries and FP by developing a digital application for health care providers to improve efficiency of care.

- Identifying and collaborating with a local partner to develop and pilot a system to conduct a digital audit of cesarean delivery services. The digital audits use real-time collection and analysis of data from both public and private facilities to review cesarean surgery (CS) cases and improve the quality of care in supported facilities. They will improve understanding of the profile of clients who undergo CS, the circumstances under which the decision to conduct a CS were taken, and the outcomes of each surgery.

- Conducting formative qualitative research on counseling, consent, and debriefing procedures in surgical obstetric care in facilities to assess the quality of respectful maternity care. Findings from the formative research will inform the development of counseling tools to help health care providers improve the quality of counseling and debriefing services.

- Working with community partners to support development of social behavior change materials and approaches for health care providers and train community workers to provide accurate information, promote preventive and care-seeking behaviors, and address social and gender norms related to use of health services. These activities seek to increase demand for and utilization of quality MNCH/FP/RH interventions and care related to family planning, childbirth, cesarean delivery, and sexual and gender-based violence (SGBV).

- Supporting community health workers to increase engagement of men as partners and FP users through community dialogues and other outreach activities that increase men’s awareness of FP options and promote care for people experiencing maternity and childbirth and survivors of SGBV.
Building a supportive environment to address and reduce gender-based violence

The COVID-19 pandemic has caused tremendous social disruption, including an increase in violence and abuse perpetrated against women.\(^1\) Data from India’s National Commission for Women suggest domestic violence and sexual assaults increased more than two-fold and reported police apathy toward crimes against women rose three-fold in the first weeks after lockdowns were put in place in 2020. MOMENTUM Safe Surgery in Family Planning and Obstetrics is collaborating with partners in India to:

- Strengthen individual, community, and health system capacity to prevent, identify, and respond to sexual and gender-based violence (SGBV).
- Identify, adapt, and disseminate digital resources that connect community health workers with mental health services and support for survivors of SGBV.
- Build the resilience of the health care system by strengthening the capacity of providers in facilities offering in-patient services so they can better manage COVID-19-related emergency cases among newborns, adolescents, and women of reproductive age.

FEATURED ACTIVITIES

- Training providers using a gender, youth, and social inclusion curriculum that addresses the unique context of COVID-19 and helps identify and overcome personal biases that influence the quality of care delivered to women and girls.
- Partnering with community youth and male champions who help promote gender equality, challenge negative norms around masculinity, and spread information on resources available for survivors of SGBV.
- Assisting partners to strengthen the psychosocial support services at SGBV referral centers by training and mentoring counselors.
- Developing content for existing digital apps for health workers, including community health workers, that emphasize self-care, link to available resources that promote resilience and well-being, and facilitate connections to specialist care when needed.
- Adapting training materials for emergency care of COVID-19 cases and establishing linkages between lower-level health facilities to higher-level health centers or resource centers at regional medical colleges and district hospitals.
- Providing supportive supervision and on-site monitoring for COVID-19 case management.
- Coordinating with district health facilities to ensure availability of essential supplies for COVID-19 management.

MOMENTUM Country and Global Leadership

MOMENTUM Country and Global Leadership supports the government of Nepal and country partners with targeted and catalytic interventions to improve MNCHN/FP/RH outcomes for women and their families. The project seeks to improve the availability of high-quality care for small and sick newborns (SSNB); strengthen implementation of the maternal and perinatal death and surveillance response (MPDSR) system at subnational level; and generate learning about intrapartum nutrition practices.

FEATURED ACTIVITIES

- Partnering with the Ministry of Health and Population (MOHP) to co-design a contextualized model of SSNB care that aligns global recommendations with Nepal’s priorities and context. The project will also work with country partners to pilot the SSNB care model at subnational level, possibly including a family-centered care approach.

- Conducting a formative assessment of SSNB feeding practices to inform the design of the SSNB care model.

- Supporting the MOHP to strengthen MPDSR systems in Province 1, including capacity building and strategies for strengthening the response step of the MPDSR cycle to ensure recommended actions link to district/facility improvement aims. The project will also apply the Behaviorally Focused Applied Political Economy Analysis (BF-APEA) ap-

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IN-COUNTRY PARTNERS

Nepal Ministry of Health and Population (MOHP), Family Welfare Division (FWD), USAID Strengthening Systems for Better Health (SSBH) project, USAID Suaahara II project, UNICEF, and WHO

PERIOD OF PERFORMANCE

For small and sick newborn care activities: December 2021 – September 2024 (Note: Continuation of the small and sick newborn care activities is subject to the continued availability of funding beyond FY2022)

For MPDSR activities: November 2021 – September 2023

For the intrapartum nutrition activity: June 2021 – June 2022

GEOGRAPHIC COVERAGE

To be confirmed
approach to identify systemic factors that contribute to and inhibit effective application of MPDSR at a sub-national level.

- Conducting a formative assessment to understand current practices and gaps in oral fluid and food intake for Nepalese women at low risk for cesarean section during the first stage of labor. Findings will inform recommendations to support facility-level adherence to WHO recommendations in Nepal and strengthen global understanding of intrapartum nutrition practices in low- and middle-income countries.
MOMENTUM Private Healthcare Delivery

In support of the Government of Nepal’s Health Sector Strategy, MOMENTUM Private Healthcare Delivery seeks to initiate a successful private sector model to deliver high-quality voluntary FP services to adolescents and young adults in Nepal. The project focuses on improving the technical capacity of private health care providers to deliver high-quality, client-centered FP services, focusing on adolescents and young adults ages 15 to 29 years. The project also supports private facilities to improve their overall managerial and institutional capacity, understand and elevate private providers’ motivations, and find ways to promote equitable access to services that make business sense for private providers.

KEY ACTIVITIES

- Conducting a rapid review of regulatory and operational frameworks impacting Nepal’s private health care sector to identify challenges faced by private providers and opportunities to address them.

- Engaging private sector facility owners and providers to understand and advance their motivations and co-create solutions, in alignment with principles for private sector engagement, to improve access to services and quality of care.

- Establishing feedback systems and using human-centered design approaches to elevate client perspectives of care and recommend adaptations to ensure services can better respond to clients’ needs.

- Training and supporting private providers on quality assurance and improvement, business acumen, and meeting the needs of supported populations. Facilitating engagement between private facility owners and providers and national and sub-national health authorities to jointly identify and prioritize public-private engagement areas, with a focus on meeting the FP needs of young people in Nepal.

- Engaging local actors, including local organizations and private-sector platforms, to spotlight challenges and opportunities for private-sector engagement at the national and subnational levels.

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IN-COUNTRY PARTNERS

Nepal CRS Company

PERIOD OF PERFORMANCE

May 2021 – September 2022

GEOGRAPHIC COVERAGE

Province 2 and Karnali Province
MOMENTUM Country and Global Leadership

In Pakistan, MOMENTUM Country and Global Leadership works closely with the Government of Khyber Pakhtunkhwa (GoKP) province to enhance coordination and partnership between the Department of Health (DoH) and the Population Welfare Department (PWD). The project is collaborating with the DoH and PWD to co-create and design plans to better integrate postpartum family planning (PPFP) into MNCH services and improve service quality in two districts to be selected with the GoKP. Project activities will focus on strengthening the technical rigor of PPFP programming, including improving data quality, use, and management, as well as addressing gaps in young people’s access to FP information and counseling. The project will work closely with provincial partners to improve the implementation of the government’s MNCH/FP and PPFP policies and strategies by helping to overcome challenges in select health facilities in the two target districts.

FEATURED ACTIVITIES

- Applying the Behaviorally Focused Applied Political Economy Analysis (BF-APEA) methodology with partners to assess the implementation context for PPFP in Khyber Pakhtunkhwa and address implementation and coordination challenges between the DoH and PWD. The project will use assessment findings in a co-collaborative design approach with the two departments to:
  - Identify sustainable solutions for functional integration between the DoH and PWD at multiple levels of the health system.
  - Develop a detailed implementation plan focused on GoKP priorities, including quality service delivery, supportive supervision, and supply chain management.

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IN-COUNTRY PARTNERS

Government of Khyber Pakhtunkhwa (Department of Health and Population Welfare Department) and local partners (to be determined)

PERIOD OF PERFORMANCE

January 2022 – June 2023

GEOGRAPHIC COVERAGE

Khyber Pakhtunkhwa province
• Conducting review meetings with stakeholders in the two target districts to develop the first-ever district-level FP/PPFP action plans, in keeping with the government’s strategy, and to support select basic health units and rural health centers to serve as 24/7 service delivery points.

• Supporting the GoKP to conduct a series of orientations for district and health facility management teams in intervention districts on QI standards, with a focus on improving services for adolescent girls, young women, people with disabilities, clients at high risk of multiple closely spaced pregnancies, and individuals with underlying health issues who face challenges in accessing care.

• Using the Social Norms Exploration Tool to identify opportunities within the local context to address harmful gender and social norms and establish positive dynamics early in a couple’s life course. The project will explore opportunities to improve couples’ communication, FP and contraceptive choice and decision-making.
MOMENTUM Private Healthcare Delivery

MOMENTUM Private Healthcare Delivery collaborates with partners in Pakistan to implement gender transformative approaches to empower both men and women to make informed FP/RH health decisions. The project focuses on engaging men and key decision-makers to address harmful myths and norms around FP use and RH behaviors. The project is working alongside the Government of Sindh to develop and roll out a comprehensive male engagement strategy as part of its efforts to improve FP programming in the province.

FEATURED ACTIVITIES

- Strengthening and supporting community outreach strategies to reach men and other influencers of FP decision-making with key messages and information related to FP, including dispelling myths and misconceptions. The project provides training and capacity strengthening to male social mobilizers to form partnerships with community groups to reach men, such as factory workers and police officers, and engage them in conversations about FP. Other outreach strategies include developing and disseminating videos, developing awareness-raising messages for radio broadcasts, and launching digital campaigns with FP information designed to reach and influence men.

- Designing and managing the first chatbot in Pakistan that focuses on male engagement and men as supportive partners in FP decision-making. The project will develop gender-transformative messages for the chatbot that will include linkages to e-commerce services for SRH products and services.

- Partnering with the Sindh government to disseminate messages through customized communications materials to young couples and newlyweds on policies that support FP counseling and provision of services.

- Strengthening the quality of FP/RH care delivered by private sector health providers by providing training and materials on male engagement and gender transformative approaches to service delivery. The training and materials will help address provider biases that impede men’s and women’s access to quality FP/RH care and improve providers’ use of gender-inclusive counseling approaches.

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IN-COUNTRY PARTNERS
Population Welfare Department

PERIOD OF PERFORMANCE
September 2021 – March 2023

GEOGRAPHIC COVERAGE
Karachi Malir and Karachi South districts and Larkana in the Sindh province