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.

MOMENTUM Knowledge Accelerator is funded by the U.S. Agency for International Development (USAID) as part of the MOMENTUM suite of awards and implemented by Population Reference Bureau (PRB) with partners JSI Research and Training Institute, Inc. and Ariadne Labs under USAID cooperative agreement #7200AA20CA00003. For more about MOMENTUM, visit www.usaidmomentum.org. The contents of this report are the sole responsibility of PRB and do not necessarily reflect the views of USAID or the United States Government.

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Suggested Citation
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ACRONYMS LIST

BF-APEA  Behaviorally focused applied political economy analysis
CHWs   Community health workers
CS     Cesarean surgery
CSOs   Civil society organizations
DHMTs  District health management teams
EPMM   Ending preventable maternal mortality
FBOs   Faith-based organizations
FLHWs  Frontline health workers
FP     Voluntary family planning
GBV    Gender-based violence
HMIS   Health management information system
IPC    Infection prevention and control
ITOCA  Integrated technical organizational capacity assessment
IUD    Intrauterine device
LARC   Long-acting reversible contraceptives
MNCHN  Maternal, newborn, and child health
MNCH/FP/RH  Maternal, newborn, and child health/voluntary family planning/reproductive health
MNCHN/FP/RH  Maternal, newborn, and child health and nutrition/voluntary family planning/reproductive health
MIP    Malaria in pregnancy
MOH    Ministry of health
MPDSR   Maternal and perinatal death surveillance and response
NGOs   Non-governmental organizations
PHE    Population, health, and environment
PNC    Postnatal care
PPFP   Postpartum family planning
QI     Quality improvement
RED/REC  Reaching every district/reaching every child
<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>RH</td>
<td>Reproductive health</td>
</tr>
<tr>
<td>RMC</td>
<td>Respectful maternity care</td>
</tr>
<tr>
<td>SBCC</td>
<td>Social and behavior change communication</td>
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<tr>
<td>SGBV</td>
<td>Sexual and gender-based violence</td>
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<tr>
<td>SNET</td>
<td>Social norms exploration tool</td>
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<td>SSNB</td>
<td>Small and sick newborn</td>
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<tr>
<td>UN</td>
<td>United Nations</td>
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<tr>
<td>UNICEF</td>
<td>United Nations Children's Fund</td>
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<td>UNFPA</td>
<td>United Nations Population Fund</td>
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<td>WASH</td>
<td>Water, sanitation, and hygiene</td>
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<td>WHO</td>
<td>World Health Organization</td>
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INTRODUCTION

MOMENTUM is a dynamic suite of six distinct yet related awards working with institutions in USAID partner countries to accelerate reductions in maternal, newborn, and child death and disability. 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 maternal, newborn, and child health, nutrition, voluntary family planning, and reproductive health (MNCHN/FP/RH) services and care.

This reference brief provides an overview of MOMENTUM projects and their completed or ongoing activities in the Europe, Eurasia, and the Middle East regions. As of June 2023, MOMENTUM partner countries in these regions include Bosnia & Herzegovina, Jordan, Moldova, North Macedonia, and Serbia.

The six global awards working collectively to support partner country goals to improve MNCHN/FP/RH service delivery, access, and quality across diverse focus areas and settings are described below:

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.
MOMENTUM TOPICS, AREAS, AND THEMES, BY COUNTRY

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 Europe, Eurasia, and Middle East Regions.

<table>
<thead>
<tr>
<th>TOPIC / FOCUS AREA / THEME</th>
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<td><strong>HEALTH TOPICS</strong></td>
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COUNTRY PROJECTS

BOSNIA & HERZEGOVINA

MOMENTUM Routine Immunization Transformation and Equity

MOMENTUM Routine Immunization Transformation and Equity provides technical assistance for COVID-19 vaccination in the Europe & Eurasia region, with a focus on increasing vaccine acceptance and uptake through targeted social and behavior change interventions, addressing mis- and disinformation, building capacity of health workers, and exchanging lessons learned across the region. The project implements similar on-the-ground activities across Bosnia and Herzegovina, Moldova, North Macedonia, and Serbia, and shares learnings with counterparts across all four countries.

The project helps increase demand for COVID-19 vaccination and uptake among priority populations by identifying the factors that prevent and/or support vaccination uptake and determining the key actors and actions required to address them. The project combats mis- and disinformation by supporting traditional and social media channels and networks, as well as supporting health care workers to disseminate accurate and evidence-based information.

In addition, the project seeks to increase knowledge exchange about COVID-19 vaccination and the use of a behavior integration approach to design effective interventions across the region by establishing new—or building upon existing—networks and channels of shared learning tailored to the needs of both health professionals and practitioners to identify common challenges, and share potential solutions and promising practices while recognizing the diversity of contexts within the region.

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IN-COUNTRY PARTNERS
UNICEF

PERIOD OF PERFORMANCE
May 2022 – December 2023

GEOGRAPHIC COVERAGE
National-level
FEATURED ACTIVITIES

- Developing capacity building resources for journalists, including quarterly media dialogues between journalists and health professionals, and translation of the Let’s Talk Vaccines e-course into Bosnian, Serbian, Romanian, and Russian, in collaboration with Internews. The course covers the science, equitable access, and logistics of vaccine rollout, while providing journalists an interactive experience to promote the production of evidence-based scientific reporting and dispel mis- and disinformation.

- Convening the Eastern Europe and Eurasia Learning Network, which is a cross-country learning exchange among health professionals from Bosnia and Herzegovina, Moldova, North Macedonia, and Serbia. These convening sessions promote cross-country collaboration and discussion among participants on relevant technical issues related to COVID-19.
MOMENTUM Country and Global Leadership

MOMENTUM Country Global Leadership facilitates a family planning (FP) scoping activity to identify catalytic FP interventions that will 1) complement existing FP activities (including the flagship G2G activity) and 2) provide a foundation for future activities in partnership with USAID/Jordan and the Government of Jordan.

FEATURED ACTIVITIES

- Conducting a desk review of existing reports, assessments, evaluations, and data to identify successful models of FP programming, areas of opportunity or innovation, and lessons learned.

- Collaborating with USAID/Jordan and the Government of Jordan to conduct consultations with stakeholders at national and sub-national levels to gather insights on the FP programming environment.

- Presenting and validating the findings of the consultations with a Jordanian Technical Advisory Group and subsequently proposing and refining a set of recommendations for additional USAID investments in FP programming.

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IN-COUNTRY PARTNERS

Government of Jordan, including the government-led, USAID-funded project: Partnership for Health and Family Planning (PHFP)

PERIOD OF PERFORMANCE

February 2023 – August 2023

GEOGRAPHIC COVERAGE

National-level
MOMENTUM Routine Immunization Transformation and Equity

MOMENTUM Routine Immunization Transformation and Equity provides technical assistance for COVID-19 vaccination in the Europe & Eurasia region, with a focus on increasing vaccine acceptance and uptake through targeted social and behavior change (SBC) interventions, addressing mis- and disinformation, building capacity of health workers, and exchanging lessons learned across the region. The project implements similar activities across Bosnia and Herzegovina, Moldova, North Macedonia, and Serbia, and shares learnings with counterparts across all four countries.

The project helps increase demand for COVID-19 vaccination and uptake among priority populations by identifying the factors that prevent and/or support vaccination uptake and determining the key actors and actions required to address them. The project combats mis- and disinformation by supporting traditional and social media channels and networks, as well as supporting health care workers to disseminate accurate and evidence-based information.

In addition, the project seeks to increase knowledge exchange across the region by establishing new—or building upon existing—networks and channels of shared learning tailored to the needs of stakeholders to identify common challenges, and share potential solutions and promising practices while recognizing the diversity of contexts within the region.

FEATURED ACTIVITIES

- Developing an innovative SBC approach focused on behavior integration. This strategy supports the integration of COVID-19 vaccination into primary health care and life course vaccination through a healthy lifestyle approach that:
  - Reframes COVID-19 vaccination as part of a set of practices for a healthy lifestyle.
  - Targets those who can benefit the most from the vaccine (45+ with chronic health...
conditions, pregnant women, and health professionals).

- Builds the capacity of health professionals to provide accurate, timely, and accessible information to their clients.

- Emphasizes collaboration with key supporting actors, such as the Institute of Public Health and journalists.

- Uses communication, advocacy, and collective engagement activities that integrate behavioral science while leveraging the above four points.

- Using data from the behavior integration approach to develop a capacity-building course for health providers to strengthen their skills in recommending and providing COVID-19 vaccinations to priority populations and effectively responding to questions from their patients. The course will be adapted for use by doctors, nurses, and pharmacists. It includes topics on vaccinations in general, COVID-19 vaccination specifically, interpersonal communication with patients, and quality customer service. An accompanying guidebook also contains frequently asked questions about COVID-19 vaccination and appropriate responses.

- Developing capacity building resources for journalists, including quarterly media dialogues between journalists and health professionals, and translation of the Let’s Talk Vaccines e-course into Bosnian, Serbian, Romanian, and Russian, in collaboration with Internews. The course covers the science, equitable access, and logistics of vaccine rollout, while providing journalists an interactive experience to promote the production of evidence-based scientific reporting and dispel mis- and disinformation.

- Convening the Eastern Europe and Eurasia Learning Network, which is a cross-country learning exchange among health professionals from the Republic of Moldova, North Macedonia, Serbia, and Bosnia and Herzegovina. The network’s sessions promote cross-country collaboration and discussion on relevant technical issues related to COVID-19 among participants.
MOMENTUM Routine Immunization Transformation and Equity provides technical assistance for COVID-19 vaccination in the Europe & Eurasia region, with a focus on increasing vaccine acceptance and uptake through targeted social and behavior change (SBC) interventions, addressing mis- and disinformation, building capacity of health professionals, and exchanging lessons learned across the region. The project implements similar activities across Bosnia and Herzegovina, Moldova, North Macedonia, and Serbia, and shares learnings with counterparts across all four countries.

In North Macedonia, the project helps increase demand for COVID-19 vaccination and uptake among priority populations by identifying the factors that prevent and/or support vaccination uptake and determining the key actors and actions required to address them. The project combats mis- and disinformation by supporting traditional and social media channels and networks, as well as supporting health care workers to disseminate accurate and evidence-based information.

In addition, the project seeks to increase knowledge exchange across the region by establishing new—or building upon existing—networks and channels of shared learning tailored to the needs of stakeholders to identify common challenges, and share potential solutions and promising practices while recognizing the diversity of contexts within the region.

FEATURED ACTIVITIES

- Developing an innovative SBC approach focused on behavior integration. This strategy supports the integration of COVID-19 vaccination into primary health care and life course vaccination through a healthy lifestyle approach that:
  - Reframes COVID-19 vaccination as part of a set of practices for a healthy lifestyle.
  - Targets those who can benefit the most from the vaccine (45+ with chronic health conditions and health professionals).
  - Builds the capacity of health professionals to provide accurate, timely, and accessible information to their clients.
  - Emphasizes collaboration with key supporting actors, such as the Institute of Public Health and journalists.
  - Uses communication, advocacy, and collective engagement activities that integrate behavioral science while leveraging the above four points.
- Using data from the behavior integration approach to develop a capacity-building course for health providers to strengthen their skills in

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IN-COUNTRY PARTNERS
Association for Emancipation, Solidarity and Equality of Women (ESE)

PERIOD OF PERFORMANCE
May 2022 – December 2023

GEOGRAPHIC COVERAGE
CJZ Kumanovo, CJZ Strumica, CJZ Prilep, PE Sveti Nikole, and CJZ Skopje
recommending and providing COVID-19 vaccinations to priority populations and effectively responding to questions from their patients. This course was submitted for continuing medical education credit and is pending approval and will be adapted for use by doctors, nurses, and pharmacists. It includes topics on vaccinations in general, COVID-19 vaccination specifically, interpersonal communication with patients, and quality customer service. An accompanying guidebook also contains frequently asked questions about COVID-19 vaccination and appropriate responses.

- Developing capacity building resources for journalists, including quarterly media dialogues between journalists and health professionals, and translation of the Let’s Talk Vaccines e-course into Bosnian, Serbian, Romanian, and Russian, in collaboration with Internews. The course covers the science, equitable access, and logistics of vaccine rollout, while providing journalists an interactive experience to promote the production of evidence-based scientific reporting and dispel mis- and disinformation.

- Convening the Eastern Europe and Eurasia Learning Network, which is a cross-country learning exchange among health professionals from North Macedonia, Moldova, Serbia, and Bosnia and Herzegovina. These learning sessions promote cross-country collaboration and discussion on relevant technical issues related to COVID-19 among participants.
MOMENTUM Routine Immunization Transformation and Equity

MOMENTUM Routine Immunization Transformation and Equity provides technical assistance for COVID-19 vaccination in the Europe & Eurasia region, with a focus on increasing vaccine acceptance and uptake through targeted social and behavior change (SBC) interventions, addressing mis- and disinformation, building capacity of health workers, and exchanging lessons learned across the region. The project implements similar on-the-ground activities across Bosnia and Herzegovina, Moldova, North Macedonia, and Serbia, and shares learnings with counterparts across all four countries.

The project helps increase demand for COVID-19 vaccination and uptake among priority populations by identifying the factors that prevent and/or support vaccination uptake and determining the key actors and actions required to address them. In Serbia, the project is combating mis- and disinformation by supporting traditional and social media channels and networks, as well as supporting health care workers to disseminate accurate and evidence-based information.

In addition, the project seeks to increase knowledge exchange across the region by establishing new—or building upon existing—networks and channels of shared learning tailored to the needs of stakeholders to identify common challenges, and share potential solutions and promising practices while recognizing the diversity of contexts within the region.

FEATURED ACTIVITIES

- Developing an innovative SBC approach focused on behavior integration. This strategy supports the integration of COVID-19 vaccination into primary health care and life course vaccination through a healthy lifestyle approach that:
  - Reframes COVID-19 vaccination as part of a set of practices for a healthy lifestyle.
  - Targets those who can benefit the most from the vaccine (45+ with chronic health conditions, pregnant women, and health professionals).
  - Builds the capacity of health professionals to provide accurate, timely, and accessible information to their clients.
  - Emphasizes collaboration with key supporting actors, such as the Institute of Public Health and journalists.

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IN-COUNTRY PARTNERS

Asocijacija Duga and National Alliance for Local Economic Development (NALED)

PERIOD OF PERFORMANCE

June 2022 – December 2023

GEOGRAPHIC COVERAGE

Belgrade, Bor, Braničevo, Central Banat, Jablanica, Mačva, North Bačka, Pčinja, Podunavlje, South Bačka, South Banat, Srem, and Šumadija districts
- Uses communication, advocacy, and collective engagement activities that integrate behavioral science while leveraging the above four points.

- Operationalizing the MOMENTUM Routine Immunization Transformation and Equity-supported COVID-19 Scientific Advisory Group. This group comprises individuals from the University of Belgrade Faculty of Medicine, Faculty of Pharmacy, and Faculty of Philosophy. The group provides evidence-based answers to questions and concerns regarding COVID-19 vaccination in the country and communicates with the public and media.

- Facilitating a workshop with representatives from the MOMENTUM Routine Immunization Transformation and Equity-supported COVID-19 scientific advisory group; Institutes of Gynecology and Obstetrics, Epidemiology, Physiology, Public Health, Social Medicine, and Immunology; United Nations International Children's Fund (UNICEF); USAID; and the University of Belgrade School of Public Health to vet and validate the SBC approach and messaging for priority populations.

- Using data from the behavior integration approach to develop a capacity-building course for health providers to strengthen their skills in recommending and providing COVID-19 vaccinations to priority populations and effectively responding to questions from their patients. This course was accredited for continuing medical education credit and will be adapted for use by doctors, nurses, and pharmacists. It includes topics on vaccinations in general, COVID-19 vaccination, interpersonal communication with patients, and quality customer service. An accompanying guidebook also contains frequently asked questions about COVID-19 vaccination and appropriate responses.

- Developing capacity building resources for journalists, including quarterly media dialogues between journalists and health professionals, and translation of the Let's Talk Vaccines e-course into Bosnian, Serbian, Romanian, and Russian, in collaboration with Internews. The course covers the science, equitable access, and logistics of vaccine rollout, while providing journalists an interactive experience to promote the production of evidence-based scientific reporting and dispel mis- and disinformation.

- Convening the Eastern Europe and Eurasia Learning Network, which is a cross-country learning exchange among health professionals from Serbia, North Macedonia, Moldova, and Bosnia and Herzegovina. These learning sessions promote cross-country collaboration and discussion on relevant technical issues related to COVID-19 among participants.