

# MOMENTUM

## KNOWLEDGE ACCELERATOR

### Leveraging MOMENTUM's Learning and Evidence to Tell a Shared Story and Create Broader Impact

**MOMENTUM KNOWLEDGE ACCELERATOR** is part of a suite of innovative awards funded by the U.S. Agency for International Development (USAID) to holistically improve family planning and maternal and child health in partner countries around the world.

MOMENTUM Knowledge Accelerator coordinates across all MOMENTUM awards by harmonizing data collection and analysis, prioritizing and synthesizing learning, and catalyzing change and engagement through knowledge management and strategic communications. The project documents and shares the impact of improvements achieved through MOMENTUM's work alongside local partners to help mothers, newborns, and children survive and thrive.



### KNOWLEDGE ACCELERATOR

#### COORDINATION ACROSS AWARDS

- Knowledge Management
- Adaptive Learning
- Strategic Communications
- Monitoring & Evaluation

### ACTIVITIES AND APPROACHES

MOMENTUM Knowledge Accelerator works with the other MOMENTUM awards to develop tools and approaches that advance collaboration, learning, and adaptation ([CLA](#)) and collective storytelling across the MOMENTUM suite. These include:



**MOMENTUM** seeks to accelerate reductions in maternal, newborn, and child mortality and morbidity in USAID partner countries.

- A [theory of change](#) and a [framework for monitoring, evaluation and learning](#) across the suite of MOMENTUM awards. The framework includes harmonized tools and guidance to measure and analyze health service delivery, quality, and equity and track project performance across countries where MOMENTUM operates.
- A [learning agenda](#) to provide the MOMENTUM awards with the right information to make real-time changes and learn from each other through ongoing review, reflection, and adaptation. The project provides guidance and supports analyses to address learning gaps, test innovations and better capture information.
- Knowledge management tools, resources, and events to harness and share information to improve work across the MOMENTUM suite. The project's knowledge management approach fosters a culture of learning and sharing, leveraging insights from other health partners to enhance effectiveness.
- [Communications materials, platforms and strategies](#) to tell the story of MOMENTUM's mission and work. The project coordinates across the MOMENTUM awards to unify and amplify messages, engage external audiences, distill and disseminate information, and elevate voices from the countries where MOMENTUM operates.

## EXPECTED RESULTS

MOMENTUM Knowledge Accelerator's systems and resources for measurement, knowledge sharing, learning, and storytelling reflect the unique needs of the MOMENTUM suite, while also offering cutting-edge applicability for broader global health programming. These include:

- A guide to integrating adaptive learning into program design and implementation, with real-world examples that drive continuous learning and improvement.
- A new framework to map and monitor organizational capacity that focuses on systems thinking and agile change.
- A central platform for knowledge sharing across the MOMENTUM suite that links team members to key resources, news, and events, and offers engagement with functional and thematic working groups.
- MAKLab: a measurement, adaptive learning, and knowledge management innovation approach that offers customized expertise to address challenges and spread solutions across MOMENTUM.
- In-depth workshops for MOMENTUM staff on blogs, videos, and other storytelling formats, accompanied by social media live events and interactive web features that amplify the collective MOMENTUM story with key stakeholders.

## KEY FACTS

### DURATION

December 2019 –  
December 2024

### TOTAL 5-YEAR BUDGET

\$29.7 million

### IMPLEMENTING PARTNERS

- Population Reference Bureau (lead)
- JSI
- Ariadne Labs

### PARTNER CONTACT




**ELIZABETH MADSEN**,  
Project Director  
Population Reference Bureau  
Email: emadsen@prb.org

### USAID CONTACT

**SHAWN MALARCHER**, AOR  
Email: smalarcher@usaid.gov  
**BARBARA RAWLINS**, Alternate AOR  
Email: brawlins@usaid.gov

### FOR MORE INFORMATION

[www.USAIDMomentum.org](http://www.USAIDMomentum.org)

 @USAID\_MOMENTUM  
 @USAIDMomentum  
 USAID MOMENTUM