



MOMENTUM PROJECTS IN EUROPE, EURASIA, & THE MIDDLE EAST

Regional Reference Brief



USAID
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Updated September 2023
(Next update anticipated in 2024)

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

MOMENTUM. *MOMENTUM Projects in Europe, Eurasia, & the Middle East—Regional Reference Brief*. 2023. Washington, DC: USAID MOMENTUM.

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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

RH	Reproductive health
RMC	Respectful maternity care
SBCC	Social and behavior change communication
SGBV	Sexual and gender-based violence
SNET	Social norms exploration tool
SSNB	Small and sick newborn
UN	United Nations
UNICEF	United Nations Children’s Fund
UNFPA	United Nations Population Fund
WASH	Water, sanitation, and hygiene
WHO	World Health Organization

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



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.

	TOPIC / FOCUS AREA / THEME	COUNTRIES
HEALTH TOPICS	 CHILD HEALTH	Not applicable
	 COVID-19	Bosnia & Herzegovina, Moldova, North Macedonia, Serbia
	 IMMUNIZATION	Not applicable
	 MATERNAL HEALTH	Not applicable
	 NEWBORN HEALTH	Not applicable
	 NUTRITION	Not applicable
	 VOLUNTARY FAMILY PLANNING / REPRODUCTIVE HEALTH	Jordan
	 WATER, SANITATION, AND HYGIENE/ INFECTION PREVENTION AND CONTROL	Not applicable
FOCUS AREAS	 CAPACITY STRENGTHENING	Moldova, North Macedonia, Serbia
	 COLLABORATING, LEARNING, AND ADAPTING	Bosnia & Herzegovina, Moldova, North Macedonia, Serbia
	 GLOBAL LEADERSHIP	Not applicable
	 HEALTH RESILIENCE	Not applicable
	 HEALTH SERVICES	Moldova, North Macedonia, Serbia
	 LOCAL ENGAGEMENT	Moldova, North Macedonia, Serbia
	 MEASUREMENT	Not applicable
	 PARTNERSHIPS	Moldova, North Macedonia
	 QUALITY OF CARE	Not applicable
	 SOCIAL AND BEHAVIOR CHANGE	Moldova, North Macedonia, Serbia

	FOCUS AREA / THEME	COUNTRIES
CROSS-CUTTING THEMES	 DIGITAL HEALTH	Bosnia & Herzegovina
	 FRAGILE SETTINGS	Not applicable
	 GENDER	Not applicable
	 POPULATION, ENVIRONMENT, AND DEVELOPMENT	Not applicable
	 URBAN HEALTH	Not applicable
	 MARGINALIZED POPULATIONS	Moldova
	 YOUTH	Not applicable



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.

PROJECT CONTACTS

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USAID MISSION CONTACT

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IN-COUNTRY PARTNERS

UNICEF

PERIOD OF PERFORMANCE

May 2022 – December 2023

GEOGRAPHIC COVERAGE

National-level

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.



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.



JORDAN

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

HEALTH TOPICS



FOCUS AREAS



CROSS-CUTTING THEMES



MOLDOVA

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.

PROJECT CONTACTS

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IN-COUNTRY PARTNERS

[PAS Center](#)

PERIOD OF PERFORMANCE

May 2022 – December 2023

GEOGRAPHIC COVERAGE

Anenii Noi, Cantemir, Drochia, Făleşti, Glodeni, Leova, Nisporeni, Rezina, Ștefan Vodă, Taraclia, Telenești, and districts and the Autonomous Territorial Unit of Gagauzia

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

HEALTH TOPICS



FOCUS AREAS



CROSS-CUTTING THEMES



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.



NORTH MACEDONIA

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 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:

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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

- 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

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.



SERBIA

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:

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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

- 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.
- 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.





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