



The Health Communication Partnership and Child Survival

STRATEGIC COMMUNICATION AND CHILD SURVIVAL

Despite significant advances in child survival during the past decade, a number of countries still experience high rates of child mortality, low birth weight infants, and neonatal deaths. The Health Communication Partnership (HCP) uses strategic communication to strengthen public health worldwide. HCP's child survival programs aim to demonstrate how strategic communication can support ongoing efforts to decrease child morbidity and mortality at scale, while increasing institutional and community capacity, and integrating child survival programs with other health areas.

HCP works with several international children's organizations, including the Global Alliance for Vaccines and Immunizations (GAVI), the Global Alliance for Improving Nutrition (GAIN), the United Nations Children's Fund (UNICEF), and Sesame Workshop. The U.S. Agency for International Development (USAID) supports HCP through a five-year cooperative agreement.

HCP'S APPROACH TO CHILD SURVIVAL

Communication and social change approaches play a crucial role in achieving child health success. HCP is working to do the following:

Develop Comprehensive Guidelines: HCP is reviewing program results and interviewing technical experts to identify the role that communication plays in improving child health and nutrition. HCP will demonstrate what communication can and cannot do, what has worked, what went wrong in those countries where health indicators slid, and what approaches and tools have the best chance of improving child health indicators. HCP plans to distill this information through practical recommendations for scaling up and increasing the impact of child survival programs.

Maximize Program Impact Through Country Program Support: HCP has initially selected the following countries based on their potential for high child health impact at scale.

Nicaragua: HCP is working with an integrated community-based effort to develop and implement a communication initiative to boost child survival impact at the national level. Initial activities include using radio to promote priority child health practices, the development of frontline teaching tools, and strengthening the interpersonal counseling skills for community volunteers and health providers.

Ghana: HCP is working with the Ministry of Health and Ghana Broadcasting Corporation to produce 52 new episodes of the popular Healthier Happier Home (He Ha Ho), a radio magazine show designed to educate families about child health issues. The new episodes will focus on behaviors related to home-based care and prevention of malaria, as well as home treatment and care seeking for other childhood illnesses.

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HCP'S APPROACH TO CHILD SURVIVAL (continued)

Nigeria: HCP is spearheading Nigeria's first-ever Child Health Week in Lagos State. HCP is also working with BASICS II in Nigeria to coordinate community-level interventions to reduce malaria and other childhood illnesses in 20 local government areas. HCP continues to collaborate with several national and international organizations on the communication component of Nigeria's polio eradication campaign.

Zambia: HCP works on the communication component of the USAID-supported Zambia Integrated Health Programme (ZIHP). Child health is one of the priority areas for ZIHP. Twice a year, HCP will help promote Child Health Week, focusing on increasing immunization rates in 72 districts. During 2003, HCP helped design and produce measles-prevention materials, train health workers, and produce television spots in a nationwide program that resulted in five million children being vaccinated.

Ethiopia: HCP is working with JSI, the Linkages Project, UNICEF, and other organizations to harmonize child survival messages and develop a family-friendly health card and other communication tools to facilitate implementation of a large-scale community program.

The Health Communication Partnership



Center for Communication Programs

in partnership with:



Tulane University's School of
Public Health and Tropical Medicine

Also partnering with HCP is a unique group from the developing world, private commercial sector, the educational media field, and the faith-based world. To see a complete list of southern and global partners, go to www.hcpartnership.org.

For more information, contact: hcpinfo@jhucpp.org



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