Implementation at Scale
Key principles of implementing at scale

• Plan for scale from the start, aiming for equity and sustainability.
• Create integrated approaches that work with contextual factors.
• Create or scale-up mechanisms for engaging systems at multiple levels (eg. public and private systems, formal and informal systems, cultural and economic systems).
• Engage in effective multisectoral partnerships, tapping into existing infrastructures and capacities.
Gaps in the evidence – identified in lit review / by EWG

• What makes interventions work at scale, for whom, when, why, at what cost, and for how long?

• How do interventions compare with each other in terms of impact and cost effectiveness?

• Which skills or capacities are needed to sustain at-scale nutrition SBCC interventions which target individual, household, community, social, or political levels?

• Which characteristics of context are most important for tailoring programs and policies to contexts and designing for scale?
Framing – Session Objectives

• To share ‘WOW’ examples of implementation at-scale

• To draw out key learnings from those examples and identify how they apply to nutrition SBCC

• To explore the complexities of implementation at-scale with everyone in the room.
WOW #1- Care Groups

Tom Davis – Chief Program Officer Feed the Children

– The model has spread organically over the past 20 years – used by 27 organizations in 23 countries.

– Cost-effective at scale. (In Mozambique, the model cost 55 cents per capita per year.)

– Builds in/on mutual accountability. Responsibilities of Care Group leaders (chosen by community) are clearly defined.

– Can be integrated into existing health systems in terms of training, supportive supervision, reporting

– Adaptable to all areas of SBCC
WOW #2 – Key learning from private sector practices

Andrew Schirmer, President, McCann Global Health

– Illustrate how commercial sector principles have been/can be applied to create public sector impact
– Present a range of cases - from developing social movements for change to building and sustaining a global brand:
  • Social media around the Treyvon Martin case
  • The Priceless campaign for MasterCard
  • A frontline health worker program for Zinc and ORS
  • Transit safety in Australia