

A photograph of a woman with traditional beaded jewelry holding a baby. The image is semi-transparent, serving as a background for the text.

Implementation at Scale



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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.



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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?



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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.



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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



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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 Trayvon Martin case
 - The Priceless campaign for MasterCard
 - A frontline health worker program for Zinc and ORS
 - Transit safety in Australia



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