Exploring the Adaptation of the RED/REC Approach to Other RMNCH Areas in Haiti, Kenya, and Uganda

INTRODUCTION

The Maternal and Child Survival Program (MCSP) is a global, $560 million, 5-year cooperative agreement funded by the United States Agency for International Development (USAID) to introduce and support scale-up of high-impact health interventions among USAID’s 25 maternal and child health priority countries, as well as other countries. MCSP is focused on ensuring that all women, newborns and children most in need have equitable access to quality health care services to save lives. MCSP supports programming in maternal, newborn and child health, immunization, family planning (FP) and reproductive health, nutrition, health systems strengthening, water/sanitation/hygiene, malaria, prevention of mother-to-child transmission of HIV, and pediatric HIV care and treatment.

In all countries where MCSP supported immunization programs, MCSP provided technical support to countries to implement Reaching Every District/Reaching Every Community/Reaching Every Child (RED/REC). The RED/REC approach is a management approach with five interrelated components aimed at improving immunization services, maximizing the use of available resources, and guaranteeing sustainable and equitable immunization coverage for every eligible person.

ADAPTING THE RED/REC APPROACH TO OTHER HEALTH AREAS

RED/REC has proven effective for improving immunization coverage and reaching eligible populations, and there is potential to use these same strategies to strengthen other reproductive, maternal, newborn, and child health (RMNCH) areas. In recognition of this potential, MCSP country programs in Haiti, Kenya, Uganda, and Mozambique supported the ministries of health (MOHs) to adapt some or all of the five components of the approach at district and facility levels to improve management of other RMNCH interventions or particular elements of them. Adaptation of the RED/REC strategy consisted of applying some or all of the five core components to another health intervention area, which differed across the countries. MCSP country adaptation of the

1 USAID’s 25 high-priority countries are Afghanistan, Bangladesh, Burma, Democratic Republic of Congo, Ethiopia, Ghana, Haiti, India, Indonesia, Kenya, Liberia, Madagascar, Malawi, Mali, Mozambique, Nepal, Nigeria, Pakistan, Rwanda, Senegal, South Sudan, Tanzania, Uganda, Yemen, and Zambia.
2 The World Health Organization’s Regional Office for Africa defines this approach as Reaching Every District. However, as countries have adapted the approach to their contexts, some have renamed the approach Reaching Every Community, Reaching Every Child, or Reaching Every Ward, depending on the country.