



A2Z Micronutrient Nutrition: Program Integration and Innovation Meeting

AGENDA

May 4, 2011

AED Academy Hall
1825 Connecticut Ave, NW
Washington, DC

1 Micronutrient Metrics

2 Program Integration and Innovation

3 Program Experiences and Challenges



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Objectives:

- To showcase and discuss examples of integrated programs, highlighting successes and failures and steps taken during the integration process so that participants come away with clear ideas about how and when to increase nutrition program integration. The day will close by asking participants to share their examples of integration and innovation.
- To build awareness, encourage action and share stores of innovation – developing, identifying, targeting, and using innovative tools, technologies and approaches that could be used to improve nutrition programs and outcomes, and to think critically about what constitutes an innovation.

Working Definitions:

Integration is a term used to describe service delivery and systems management strategies that highlight coordination of care and sharing of resources.

Innovation is defined as an approach or practice that introduces novel ways of addressing critical operational barriers for improving the delivery and use of high impact interventions in vulnerable populations and strengthening health systems, ultimately leading to increased scale of these interventions and improved health outcomes. Innovations require challenging existing paradigms in order to address an identified need by key stakeholders at national and global levels.

***Please note:** A2Z will be filming a short video of all willing participants as part of “A2Z Talks,” where participants will be prompted to quickly discuss (in 180 seconds or less) their thoughts on innovation and/or integration (please see the related handout in the meeting folder for a list of proposed questions to address).

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8:30 **Registration and Breakfast**

9:00 **Opening**

Welcome	Nadra Franklin , Project Director, A2Z, AED
Global Health Initiative	Jim Hazen , Food Security Advisor, USAID
Keynote speaker	Bill Smith , Editor, <i>Social Marketing Quarterly</i>

9:30 **Panel 1: Integration of nutrition programming into other health platforms**

Chair: Stephanie Martin, Behavior Change Communication Specialist, Infant and Young Child Nutrition Project, PATH

- Integrating nutrition into HIV care and treatment, **Tony Castleman**, FANTA-2, AED
- Integration of nutrition in Zambia: PMTCT and the continuum of care, **Nanthalile Mugala**, Former IYCN country coordinator, Zambia
- Considering the case for integrating vitamin A supplementation in Tanzania, **Margaret Benjamin**, HKI Tanzania
- Integrating child vision screening programming into existing school feeding programs in Lao, **Beth Yeager**, Senior Technical Officer, Health Unit, IRD

Discussion *Chair*

11:15 **Coffee Break**

11:30 **Panel 2: Integration of anemia programming into multiple program platforms: Program innovation or best practice?**

Chair: Halima Mwenesi, Senior Director, MAPS Project and Senior Health Advisor Center for Private Sector Health Initiatives, AED

- Girl Guides Anemia Prevention Badge Program: Integrating anemia prevention activities into existing community organizations, **Kristen Cashin**, FANTA-2, AED
- Integrating a child anemia reduction package into an existing public health and nutrition program in India, **Amy Rice**, A2Z, AED
- Integrating NTD drug packages into a child nutrition campaign, **Achille Kabore**, NTD Control Program
- Integrating maternal anemia activities with a quality control component into an existing RH/FP project, **Ciro Franco**, Uganda STRIDES Project

Discussion *Chair*

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1:00

Lunch

* TED Talk – “Where Good Ideas Come From” – by Steven Johnson will be played on a loop during lunch; talk is 17 minutes in duration

2:00

Panel 3: Innovations in program delivery

Chair: Sandy Remancus, Deputy Director Operations and Management, FANTA-2, AED

- A tool to critically test “good” ideas in fortification of edible products, **Omar Dary**, Food Fortification Specialist, A2Z, AED
- A social franchise model for infant and young child feeding counseling in Vietnam, **Luann Martin**, the Alive & Thrive Initiative, AED-ARTS
- The Nutrition Impact Assessment Tool: Focusing agriculture on nutritional outcomes , **Tom Schaezel**, IYCN Project, The Manoff Group
- Mixing It Up: How Social Innovation Can Enhance Nutrition Programming
- A Case Study of the GAIN Global Premix Procurement Facility, **Katharine Kreis**, Director, Policy and Advocacy, Global Alliance for Improved Nutrition

Discussion

Chair

3:30

Closing

Plenary conclusion of integration
Nutrition Division

Nadra Franklin, Project Director, A2Z, AED
Jessica Tilahun, Technical Nutrition Advisor, USAID

4:00

Coffee reception



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