

PUBLIC PRIVATE PARTNERSHIP

Partnership: Health of the Capital's Children Astana Project Launch

On March 3, 2004, the groundbreaking joint project entitled, “Partnership: Improving the Health of the Capital’s Children” was launched in Astana, heralding the first Global Development Alliance project—with equal funding from the U.S. government and a private company—in Central Asia. Representatives from the Ministry of Health of Kazakhstan, the Astana City Health Department and Astana Akimat, the World Health Organization, ExxonMobil, the United States Agency for International Development (USAID), the USAID-funded ZdravPlus Project, and the Kazakhstan Association of Family Physicians (KAFFP) were present for the opening ceremony.

Partnership is the pivotal theme of this project, with equal funding from USAID and the private company ExxonMobil.

The project includes several key components implemented by ZdravPlus and KAFP, including training in the Integrated Management of Childhood Illnesses (IMCI) strategy for doctors; and a “Keeping Children Healthy” campaign to raise awareness of two of the conditions addressed by the IMCI strategy: diarrhea and acute respiratory infections (ARIs) in children ages five and under.

As Mazhid Shaidarov, Director of the Astana City Health Department, noted in his speech on March 3, “The introduction of the IMCI strategy in Astana will help not only to improve the practical skills of the medical workers, thus reducing the number of children who come down with these diseases and reducing the mortality rates for those who do, but it will also serve as a clear example of cooperation between government and public organizations in supporting the realization of the program of the Government of Kazakhstan’s *Health of the Population*.”



M. Shaidarov, Director of the
Astana City Health Department



The USAID-funded ZdravPlus Program provides technical assistance and training to improve the health of Central Asian populations by improving health delivery systems

Training for doctors on IMCI is set to begin in mid-April. Doctors from the city’s seven Family Group Practices as well as from one polyclinic will receive training in IMCI and in Interpersonal Communication Skills. Following the official opening ceremony on March 3, representative doctors from the participating health facilities met in working groups to further discuss the proposed training and plan for its implementation.



Journalists interviewing presenters at the launch event on March 3, 2004

The project will also include two health promotion campaigns, with the goal of improving the knowledge, attitudes, and practices of young mothers and other primary caretakers for children ages five and under. Each campaign will include dissemination of brochures to the population, posters hung in public places, large community events, and television and radio spots. The first campaign will focus on diarrhea and will be conducted in late spring/early summer, and the second, on ARIs, will take place in fall.

Additionally, the participating FGPs and polyclinic will be provided with the basic equipment necessary for the provision of IMCI, including scales and measuring sticks for babies and adults, and wall clocks with second hands to be placed in the examination rooms.

ZdravPlus is honored to be a part of the first Global Development Alliance in the region and welcomes the opportunity to apply its nearly 10 years of experience with health promotion campaigns and training of medical professionals to this very meaningful project.

For more information about ZdravPlus:

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