

UK Aid Match Round Five theme guidance: Ending preventable deaths

Ending the preventable deaths of mothers, newborns and children under-five years is a priority for the UK government. Pregnancy, childbirth and the early years of life remain a dangerous time in many developing countries. Every day around the world over 800 women die from complications relating to pregnancy and childbirth, 14,500 children die (including 7,000 newborns), and 7,000 babies are stillborn. Most of these deaths occur in the world's poorest and most conflict-affected countries. Most are preventable with access to better health services, healthy diets and safe environments.

Malaria and poor nutrition are two leading causes of preventable death. Malaria is a deadly disease spread by mosquitoes, and even though malaria is treatable and preventable, in 2018 there were 405,000 deaths and 228 million cases.

Malaria mostly affects the poorest people in low income countries, especially children under-five - 67% of all malaria deaths - and pregnant women. Tackling malaria saves lives, improves health, allows children to stay in school, and contributes to economic development. However, COVID-19 is making it harder for countries to keep tackling the disease and threatens to reverse progress.

Poor nutrition is also a key cause of preventable death: undernutrition contributes to over three million child deaths per year – almost half of all child deaths – and malnourished women are at much greater risk of dying during childbirth. One in five deaths globally could be prevented if we improved people's diets.

The theory of change for projects focused on ending preventable deaths - including projects particularly focused on malaria and/or poor nutrition - includes four key outcomes:

- Increase equitable access to quality essential services to prevent and treat causes of preventable death, such as malaria and/or poor nutrition
- Services are embedded within strengthened health systems and are tailored to the needs of populations
- Increase access to healthy diets among women, adolescent girls and children and/or build greater awareness about health-seeking behaviour and healthy diets, particularly in the context of the COVID-19 pandemic
- Citizens can influence government and other decision-makers on the drivers of preventable deaths, including issues such as malaria and poor nutrition

It will seek to do so through funding civil society to implement the following pathways for change:

- **Policy Advocacy:** Strengthening the voice of individuals and communities, especially women and girls, to advocate for quality services and healthy diets that can help end preventable deaths, provided through strengthened health systems and food systems (and not as vertically-funded approaches).
- **Service Delivery:** Support civil society groups to hold formal and informal service providers to account and monitor services to ensure they are more responsive to needs of excluded and marginalised.
- **Empowerment of communities:** Empower communities with evidence-based, locally tailored knowledge about COVID-19-appropriate health-seeking behaviour and healthy diets
- **Developing sustainable models for change:** Testing context-appropriate ways to improve access to healthy diets and essential health services.

Applications for Ending Preventable Deaths projects will be for organisations that can:

- Illustrate how the project will end preventable deaths of mothers, newborns and children in a sustainable way – ideally with a focus on tackling malaria and/or poor nutrition – in the countries most vulnerable to these issues
- Achieve their outcomes by, at a minimum, doing no harm to national health and food systems, and preferably through engaging with and strengthening those systems
- Effectively target and engage with the most poor and marginalised groups in communities
- Use inclusive and empowering approaches for people with disabilities and for women and girls
- Propose mechanisms to allow projects to be adapted based on feedback from communities to achieve better outcomes
- Use evidence and learning from project approaches to contribute better outcomes for mothers, newborns and children at risk of preventable death
- Strengthen the capacity of local organisations to achieve better health outcomes

Theory of change for ending preventable deaths of women, newborns and under-fives, including through tackling malaria and poor nutrition

Issue	<p>Pregnancy, childbirth and the early years of life remain a dangerous time in many developing countries. Malaria and poor nutrition are a leading cause of preventable death, with food and health systems often under-capacitated to meet these challenges for communities at high risk.</p> <p>Assumptions CSOs can deliver demand-led sustainable projects in geographies with high burdens of preventable deaths, including projects that respond to high levels of malaria and poor nutrition.</p>
Inputs	<p>Grants, technical and management support to CSOs working with communities to sustainably lower the burden of preventable deaths in developing countries.</p> <p>Assumptions Grant-holders have sufficient experience and capacity to deliver sustainable projects to help end preventable deaths in ways that complement or strengthen existing food and health systems.</p>
Outputs	<p>CSO projects strengthen the voice of individuals and communities to advocate for quality services and healthy diets provided through strong food and health systems</p> <p>CSO projects empower communities with evidence-based, locally-tailored knowledge about COVID-19 appropriate health-seeking behaviour and healthy diets</p> <p>CSOs use beneficiary feedback mechanisms to improve downward accountability and project delivery</p> <p>CSO projects develop evidence, advocate and share learning on ending preventable deaths of women, newborns and children</p> <p>Assumptions Evidence of changes achieved by CSO projects is used to inform government and donor programmes.</p>
Outcomes	<p>More access to quality services embedded within strong systems. Better access to healthy diets. Greater awareness about health-seeking behaviour and healthy diets,</p>

	<p>particularly in the context of the COVID-19 pandemic. Stronger recognition by decision-makers of drivers of preventable death and needs of populations.</p> <p>Assumptions National and local governments in project locations already have policies and systems in place to end preventable deaths, including from malaria and poor nutrition. Donor-funded activities in these areas reinforce government's stated plans and objectives and increase political will.</p>
Impact	Fewer preventable deaths of mothers, newborns and children through improved access to quality health and nutrition services that are designed to meet the needs of populations.
Meta-impact	Contribution to Sustainable Development Goals (SDGs)

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