



P H E
ETHIOPIA
consortium

Three Years
Strategic Plan of
PHE Ethiopia Consortium
2011-2013

Three Years Strategic Plan of PHE Ethiopia Consortium 2011-2013

**PHE Ethiopia Consortium
Addis Ababa**

© Copyright 2012

PHE Ethiopia Consortium

Phone: + 251-11-663 0833/ + 251-11-860 8190

Fax: + 251-11-663 8127

P.O.Box - 4408 Addis Ababa, Ethiopia.

E-mail: pheethiopia@gmail.org

info@phe-ethiopia.org

www.phe-ethiopia.org

Edited by

Jason Bremner

Kristen Stelljes

Negash Teklu

Thuria Siraj Adem

Prepared by

PHE Ethiopia Consortium

Supported by

Population Reference Bureau (PRB)

BARR Foundation

Packard Foundation

Table of Content

1 - Executive Summary.....	9
2 - Background Information.....	12
2.1. What is and/or why PHE?.....	12
2.2. Integrating PHE in Ethiopia.....	14
3 - Organization Information.....	16
3.1. Organizational Profile.....	16
3.2. Opportunities for PHE integration.....	18
3.2.1. National Relevance.....	18
3.2.2. International Relevance.....	19
3.3. Challenges in efforts to integrate population, health and environment.....	20
3.4. Vision of PHE Ethiopia Consortium.....	21
3.5. PHE Ethiopia Consortium’s Mission.....	21
3.5.1. Principles/Values.....	21
3.5.2. Strategic /Critical/ Issues.....	22
3.5.3. Strategic Approaches:.....	23
3.6 PHE Ethiopia Consortium’s Objective.....	24
4- Monitoring and evaluation.....	34
PHE Site Map	

Acronyms

BEN	Basic Education Network
CAN	Climate Action Network
CBO	Community Based Organization
CCRDA	Consortium of Christian Relief Development Association
CI	Conservation International
CORHA	Consortium of Reproductive Health Association
CSO	Civil Societies Organizations
DMFSS	Disaster Management and Food Security Sector
DSW	German Foundation for World Population
ECA	Economic Commission for Africa
EIFDDA	Ethiopian Interfaith Forum for Development Dialogue and Action
EPA	Environmental Protection Authority
EU	European Union
FBO	Faith Based Organization
GIS	Geographic Information System
GTP	Growth and Transformation Plan
HIV/AIDS	Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome
HOA-REC	Horn of Africa Regional Environmental Center
IEC	Information Education and Communication
IPPF	International Planned Parenthood Federation
MDG	Millennium Development Goals
MOaRD	Ministry of Agriculture and Rural Development
NEWA	Network of Ethiopian Women's Association
NGO	Non Governmental Organizations
PACJA	Pan African Climate Justice Alliance
PAI	Population Action International
PANE	Poverty Action Network Ethiopia
PASDEP	Plan for Accelerated and Sustained Development to End Poverty
PCCA	Population Climate Change Alliance
PDN	Pro Development Network
PHE	Population Health and Environment
PRB	Population Reference Bureau
PSN	Population for Sustainable Network
RH/FP	Reproductive Health/Family Planning

SLUF	Sustainable Land Use Forum
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNFPA	United Nations Population Fund
USAID	United States Agency for International Development
WB	World Bank
WHO	World Health Organization
WWC	Woodrow Wilson Center
YNSD	Youth Network for Sustainable Development

1 - Executive Summary

In Ethiopia, poverty and demographic pressures are the underlying causes for land degradation, fresh water and biodiversity loss, food insecurity and poor health as well as the ever-increasing vulnerability of both the population and the environment to climatic instability. Valuable ecosystems of the country, such as forests, wetlands, traditional agricultural systems, lowlands and high mountains have lost their biological and physical vigor over the long history of the country, and the remnant ecosystems are losing their vitality at an unprecedented rate. Moreover, lack of adequate awareness on the importance of and/or support for family planning and the impact of population pressures and open grazing on natural resources are serious drawbacks requiring immediate attention. Above all, weakness of integration and coordination among sectors to properly use the available resources and address the root causes of poverty is the key issue that needs concerted and systematic action.

Government organizations, development partners, community-based organizations and national and international NGOs are taking significant actions to resolve the aforementioned problems. But many development practitioners are engaged primarily in single sector approaches with a few of them focusing on food security, others on natural resources conservation and still others on reproductive health and family planning. Unfortunately integrated approaches remain far from being realized. The major weakness of the sector specific approach is that it does not address multiple problems of households or communities which have comprehensive demands and are interconnected. All efforts phase out only after temporary mitigation of the problems in one or few of the sectors. Many organizations have adequately noticed this truth. They have also understood that the unaddressed problems hinder the success and sustainability of the efforts made through those sector-based programs.

The integration of population, health and environment (PHE) interventions in Ethiopia ought to have a much broader meaning than the acronym suggests due to the complexity of the situation. In addition to the core components such as family planning and environmental interventions, program areas employing the PHE integration approach may also deal with interrelated and interdependent issues including education, livelihoods, disaster preparedness, gender mainstreaming,

HIV/AIDS programming, food security, social entrepreneurship, environmental health, poverty alleviation and economic development. This is not, however, to suggest that PHE integration is necessary only in response to mounting population pressures, poor health services and environmental degradation or as a disaster management mechanism. Instead, PHE integration is more effective and less costly when it is implemented proactively as a response to the multiple needs of communities. In general PHE approach contributes for sustainable development as it focuses to integrate social, economic and environmental concerns of communities. Moreover, PHE integration is a reliable approach for climate change adaptation and mitigation because of the interdependence among people, livelihood and the environment.

The lessons gained through the formation of PHE Ethiopia Consortium indicate that there is a need for cross-sectoral integration, support in building the capacity of members and partners and strategic networking with local, national and international partners. The role of the Consortium will be to facilitate the scaling up of the networking process as a means for stakeholders to come together, identify priorities, reinforce evidence based research and strategize on common approaches to attract the attention and the input of the general public, development partners and policymakers for concerted actions. This strategy supports and contributes to expedite the nation's commitment to achieving the Millennium Development Goals (MDGs)¹ and the Growth and Transformation Plan (GTP)².

This document is the result of continuous consultations with practitioners and professionals in the fields of population, health livelihood and environment. The consultation was realized as the result of the collaborative spirit of the consortium, the member organizations and partners.

1. The Millennium Development Goals and targets come from the Millennium Declaration signed by 189 countries, including 147 Heads of State, in September 2000 (www.un.org/documents/ga/res/55/a55r002.pdf A/RES/55/2). They include eradicating extreme poverty, reducing child mortality rates, fighting disease epidemics such as AIDS, and developing a global partnership for development

2. Performance Evaluation of the First Five Years Development Plan (2006-2010) and Growth and Transformation Planning (GTP) Next Five Years (2011-2015). A draft document for discussion with the Regional/ City administrations, Ministry of Finance and Economic Development, July 2010, Addis Ababa.

The challenges in health, environment, and population are not unique to Ethiopia. PHE Ethiopia Consortium is committed to working with other Eastern African organizations that collectively make up The East Africa PHE Network and with African and international partners focusing to integrated approaches towards sustainable development. PHE-Ethiopia recognizes that overcoming the complex problems of Ethiopia and the globe depends on the solidarity and the partnership of a global community against poverty in an integrated manner. In addition, to minimizing the impact of climate change, it needs strong and real partnerships globally.

The strategic plan will cover the vision, mission, and five specific objectives, including:

1. Improve the efficacy of PHE Ethiopia Consortium’s Secretariat, members and partners in the implementation of PHE integration through capacity building, networking and joint implementation of projects;
2. Enhance an enabling environment for the integration of PHE at various levels to contribute for the success of GTP’s; & MDG’s;
3. Improve coordination and communication among members and stakeholders of PHE Ethiopia Consortium;
4. Sustain support for integration of PHE and climate change mitigation and adaptation;
5. Improve a system to monitor, evaluate, research, document and disseminate PHE interventions.

2 - Background Information

2.1. What is and/or why PHE?

Population, Health and Environment (PHE) interventions evolved from single sector approaches in the early 1990s as organizations began to recognize that communities could not engage in adequate stewardship over their environment if their basic needs were not met. Initial projects revealed that as people's health, nutrition and economic needs were met they were more receptive to awareness raising efforts and capable of addressing natural resources and conservation needs. Furthermore, the PHE integrated approach acknowledges that people do not live their lives in single sectors but deal comprehensively with health, livelihood, family, education and environmental needs including cultural, on a daily basis. PHE interventions have gained substantial community support where they are implemented because addressing community needs in an integrated fashion makes sense to the community members.

PHE interventions involve traditional and nontraditional actors in activities such as family planning and natural resources management. For instance, connecting the need to plan and space one's children to food security, livelihoods and health opens up the conversation to include men and boys who are often not a part of the family planning conversation. Further, studies show that women who plan and space their pregnancies have more time and willingness to get involved in income generation for the household which often includes participating in managing the natural resources their community depends on. This type of involvement in nontraditional sectors opens up opportunities for adding value to interventions like gender equity. Finally, PHE interventions make sense to practitioners as they promote organizational partnerships, cost sharing and implementation efficiencies.

The core interventions of a PHE program include population, health, livelihood and environment activities. Attention to family planning and reproductive health needs is an essential aspect of PHE activities. Many projects add interventions based on the need of the target community (economic development, environmentally friendly livelihoods, energy, education). These activities always involve the community in the planning, implementation and evaluation of the project. This is due to the important process of involving community members in identifying their social, economic and environmental basic needs, owning the

interventions in order to encourage sustainability and providing feedback for future programs. The ways in which they are implemented depend on the goals of the organization and community. For instance, if the organization's goal is to protect a certain resource and the community's is to receive family planning services then the implementation may take on an entry point strategy. This would allow the organization to provide the needed family planning service to gain community support for their conservation activities. Interventions can be more or less integrated depending on the community, its understanding of PHE dynamics and the goals of the organization.

While social economic and environment relationships can be identified in many places, PHE interventions are not ideal for all communities. Successful integrated PHE projects have been found in communities where demographic trends like population growth and migration put pressure on the environment, where natural resources that are degraded threaten human health and livelihoods, and in communities that lack health care including reproductive health care which inhibits the sustainable development of that community.

The complexity of problems requires innovative solutions that meet the multiple needs of communities while building resilience to future development and climate change impacts. Climate change adaptation and mitigation activities should aim to help households, communities, societies, and economies cope with these impacts. The adaptation activities should also include consideration of changing climate conditions in the planning and implementation of development projects in areas like health, infrastructure, water, and agriculture, so that these projects are resilient to anticipated climatic changes. Resilient ecological systems are able to absorb larger shocks without changing in fundamental ways³. When massive transformation is inevitable, resilient systems contain the components needed for renewal and reorganization. In other words, they can cope, adapt, or reorganize without sacrificing the provision of ecosystem services. Sustaining this capacity requires understanding and managing feedbacks and interrelations among ecological, social and economic components of systems across temporal and spatial scales.

3. Gunderson, J.H and Pritchard, L. editors. 2002. *Resilience and the Behavior of Large-Scale Ecosystems*. Island Press, Washington, DC.

Integrating PHE is the correct choice and mechanism in including family planning and reproductive health interventions in addressing the quality of life and resilience of households by improving natural resource management, promoting sustainable livelihoods, and meeting health needs, as a result achieve the objectives of RH/FP goals.

These interventions would happen in protected parks, forests, lakes, basin catchment areas etc, can range in size and funding level. However, key factors for these interventions are community buy-in and involvement. While they have been implemented and evolving for nearly 20 years there is still much education, skill building, research and advocacy to be done in order to support integrated PHE approaches. The need for organized action to address these needs has led to the development of capacity building, awareness creation and research networks to support practitioners working in this field.

2.2. Integrating PHE in Ethiopia

Integrated PHE interventions in Ethiopia gained momentum after the November 2007 Regional Conference on Population, Health and Environment which was held in Addis Ababa. Following this conference the regional East Africa PHE Network was established along with in country networks including Ethiopia's Consortium for the Integration of Population, Health and Environment (CIPHE at that time and PHE Ethiopia Consortium now). Capacity building activities and funding for PHE pilot projects were also initiated after this conference by Packard foundation., USAID and others.

In addition, core stakeholders were identified that include development organizations working on health, FP/ RH, HIV/AIDS, livelihood, gender, conservation, education, energy etc. from NGOs, government organizations, higher learning organizations, associations and community organizations who can effectively contribute for the wellbeing of the people and the environment, and who can contribute positively for the achievement of the MDGs and PASDEP targets as well as the Growth and Transformation Plan (GTP), which followed.

After one year of PHE funded project implementation and PHE Ethiopia Consortium networking, capacity building and research activities, development practitioners in Ethiopia decided to define what PHE is for Ethiopia. After extensive discussions, representatives from integrated PHE implementing organizations, the Consortium, and PHE

Fellows recognized that integrating PHE in Ethiopia is about livelihoods and people. The following definition was developed specifically for the Ethiopian context:

Population, health and environment (PHE) interventions in Ethiopia are a holistic, participatory and proactive development approach whereby issues of environment, health and population are addressed in an integrated manner for improved livelihoods and sustainable well-being of people and ecosystems.

As a result of several planning meetings PHE Ethiopia Consortium has adopted this definition and developed the following three year strategic plan to guide capacity building, research and networking activities for PHE practitioners in Ethiopia.

3 - Organization Information

3.1. Organizational Profile

In 2007 two meetings laid the foundation for bringing together Eastern African partners and moving the process along for the formation and launch of PHE Networks in the East African region and in Ethiopia. First a coalition-building workshop was held at Hilton Hotel from November 12-13 which was followed by an international conference on “Population, Health, and Environment: Integrated Development for Eastern Africa,” which was held at ECA from November 14 to 16. Both these meetings were hosted by Lem Ethiopia and Population Reference Bureau (PRB) with funding from USAID and Packard Foundation.

At the conclusion of the November 14-16 conference, Ethiopian participants discussed issues raised at the coalition - building workshop and the international conference and the way forward. Seven organizations: Lem Ethiopia, Engender Health, Addis Ababa University, Arbaminch University, Consortium of Reproductive Health Associations (CORHA), Ethiopian Environmental Protection Authority (EPA), and Horn of Africa Regional Environmental Center (HOA-REC) committed themselves to establish an Ad-hoc Committee or core group for the Ethiopian PHE integration approach. EngenderHealth, with the support of the Packard Foundation, agreed and pledged to host and support of the Ad-hoc committee and the coordinator’s service for one year.

With the concerted and aggressive movement of the Ad-hoc committee members and the coordinator, it was possible to organize the Establishment and Launching Conference just after seven months on May 30-31, 2008, with 51 organizations and individuals in Ambo in the presence of the patron, President Girma Woldegiorgis, as well as government and international organizations dignitaries.

PHE Ethiopia Consortium legally registered with the Ministry of Justice in August, 2008 and re-registered in Feb, 2009 under registration number 1496. Its board members were elected with a representative from EngenderHealth as Chair, Addis Ababa University as Vice Chair, and Lem Ethiopia, Environmental Protection Authority (EPA), Network of Ethiopian Women’s Associations (NEWA), Federal Ministry of Health and Integrated Bio-economy Enterprise as members. PHE Ethiopia Consortium has also signed an Operational Agreement with

the government of Ethiopia as represented by the Disaster Management and Food Security Sector (DMFSS) of the Ministry of Agriculture and Rural Development on September 24, 2008.

Since its establishment, PHE Ethiopia Consortium has been connecting and communicating PHE-related information to members and local and international partners on a timely basis through its email list serve and its website (phe-ethiopia.org). In addition, it is strengthening its networking by actively participating in the taskforces such as vetiver grass, bio-fuel forum, wetland forum, reproductive health (RH) forum, the Ethiopian National Climate Change Forum, the Ethiopian Civil Society Climate Change Network, and other focal groups. In addition, it actively participates in National Earth Day, World Environment Day, World Population Day etc.

Locally, all the big networks including NEWA, Pastoralist Forum, Basic Education Network (BEN), CORHA, HOA-REC, CCRDA, PANE, EIFDDA, SLUF, PDN, YNSD are partner organizations of the Consortium. Government institutions such as the Ministry of Agriculture (MOA), Ministry of Health, Environmental Protection Authority, Population Affairs Directorate of MOFED, Water and Energy, Women, Children and Youth Ministry, the Biodiversity Institute, Culture and Tourism Ministry, Ethiopian Wildlife Authority and the Regional States, have strong partnerships with the PHE-Ethiopia Consortium. As a result the consortium is a member of the national steering and task forces of some line ministries. In addition, the consortium has strong partnerships with private and public higher learning institutes, such as Mekelle, Arba-Minch, Wondogenet College, Hawassa, Dilla, Haromaia, Jimma, Nazareth, Addis Ababa, Gondar and Bahir-Dar universities.

In relation to international partnerships, PHE Ethiopia Consortium has developed a good relationship with the PHE family: mainly with sister East African countries, PHE network groups, Population Reference Bureau, Woodrow Wilson Center (WWC), USAID Washington, Population Action International (PAI), the BALANCE Project, WWF, Conservation International (CI), Population for Sustainable Network (PSN, UK) the Population Climate Change Alliance (PCCA), Philippines PHE Network and others. In addition, PHE Ethiopia Consortium is also a member of climate change related organizations like African Adapt, Climate Action Network (CAN), Pan African Climate Justice Alliance (PACJA) and participates in the COP meetings.

3.2. Opportunities for PHE integration

There are ample opportunities that support the practicality of the PHE integrated approach nationally and internationally.

3.2.1. National Relevance

The government of Ethiopia, in its poverty reduction strategy document (PASDEP), and the new Growth and Transformation Plan (GTP) has duly appreciated and included strategies and actions in all of the Federal and Regional sectors that are the main components of all the strategies and contents of an integrated approach. In addition, the government has expressed commitments to climate change impact reduction and to have Green Economy through the different development programs.

Moreover, the constitution, proclamations, policies and laws which are in place engender ideal conditions for PHE integration into development schemes. In order to facilitate these development approaches, the government has deployed human resources by different governmental and non- governmental organizations (development agents, health extension agents, teachers, etc.) at a grassroots level. The ongoing popular tree planting engagement of the society and watershed management activities within the country open a doorway to incorporate some components of PHE. Currently the coming of the GTP creates an opportunity to coordinate and make commitments to integrated approaches and include PHE in the implementation plans.

The extension of infrastructure into inaccessible areas increases the implementation of PHE in an integrated way. Government institutions have embarked on implementing Business Process Re-engineering and institutional restructuring which will be supportive for the integration by strengthening human resources at the community level while at the same time, adopting best practices for climate change.

There are also existing efforts and experiences in PHE integration of livelihood, health, environment, food security, etc by different non-governmental organizations in different parts of the country and in community level projects.

The commitment of different NGOs and research institutions to casting light on PHE by through different means, as well as the continued growth of membership in the PHE Ethiopia Consortium, are fabulous

and tangible pieces of evidence of national support for the integrated approach.

The Federal Democratic Republic of Ethiopia has clearly spelled out the need for accelerated approaches in development in the eight pillar strategies developed under the Action Plan for Accelerated and Sustained Development to End Poverty (PASDEP)⁴ which were carried forward into GTP. The GTP has seven more pillar strategies complementing those developed in PASDEP.

The vision, mission and objectives of PHE Ethiopia Consortium are consistent with the strategic directions, objectives and implementation strategies stipulated in the Sectors Development Plan of the GTP. This ensures the complementarities of the GTP and the strategy of PHE Ethiopia Consortium to work towards the attainment of the GTP and MDGs in Population, Health, Environment and improvement livelihoods. However there is a clear oversight in both PASDEP and GTP on the relationship between development and ecological footprints⁵ Persistent and rapid development can have significant environmental impact. The Agricultural Led Industrialization will start a chain of reactions on successional, structural and floristic changes in vegetation as well as provoke parallel changes in the animal populations that depend upon them. The commitment of PASDEP and the GTP to protect these resources and offset the impacts needs to be emphasized to ensure sustainability through integration of the strategic pillars as an approach and a system. In addition, it demands strong coordination and partnership of the different sectors and stakeholders including the private and civil society, and strong monitoring and evaluation system and commitment in time of implementation.

4. A Plan for Accelerated and Sustained Development to End Poverty (PASDEP), (2005/06-2009/10), Ministry of Finance and Economic Development (MoFED)

5. Ecological Footprint is defined as “the area of productive land and water ecosystems required to produce the resources that the population consumes and assimilate the wastes that the population produces. - Wackernagel, M., “Ecological Footprint and Appropriated Carrying Capacity: A Tool for Planning Toward Sustainability.” 1994. Ph.D. Thesis, School of Community and Regional Planning, The University of British Columbia.

3.2.2. International Relevance

The MDGs are an obvious opportunity and global witness for the need for an integrated approach to development. Human health, environmental well being, food, education and human welfare all are interrelated problems which need collaborative efforts. The integration approach has therefore become a global agenda. Organizations like the Packard Foundation, USAID, EU, WB, etc. are giving it more focus than ever before on a global level. The PHE approach is one of the examples of integrated approaches that are being piloted globally.

Emerging global warming and climatic disturbances are other issues that need this integration, and PHE is becoming a good example for adaptation and mitigation in relation to climate change impacts. In accordance with this, UNFPA, USAID, IPPF, WHO, etc are developing activities related to the linkage of population, health and climate change. Different media agencies have started producing and broadcasting different programs in the areas of peace, security, poverty, food and water insecurity and their relationships to population and the environment.

There is growing understanding of the need to support the integrated approach at the policy maker and donor level. There are also several research results which show the value of integration in solving problems at household and community levels in the sustainable way. To this end the global initiation, engagement and contribution of Packard Foundation, USAID, PRB, PAI, WWC, DSW, PSN, PCCA etc... should be encouraged and strengthened.

3.3. Challenges in efforts to integrate population, health and environment

Despite all these opportunities, there are also drawbacks that may hinder the progress of the integrated approach. Some of the outstanding challenges are:

- As PHE integration is a new approach which is not widely recognized, addressing the lack of adequate awareness among concerned institutions, and donors on how to forge ahead with integrated approaches will require intensive efforts. It will require focused capacity building and advocacy which will require the generation of evidence on the effectiveness of the PHE approach.

- The long tradition of sectoral approaches can block integration. In this respect breaking the tradition will be time and energy consuming but with rewarding results. A lack of environmental impact assessments (positive and negative impacts) for development projects can impede the speed of the integration of PHE.
- In addition, a lack of government institutions which could take hold of a sense of ownership over the integration approach as a system, the sector based division of functions and mandates and lack of coordination among different institutions (in plan preparation, implementation, monitoring and evaluation), and the presence of overlapping and conflict of interest can hold back PHE integration.
- Also the prevailing extreme poverty at grassroots level curtails interest and the endeavor of PHE integration.

3.4. Vision of PHE Ethiopia Consortium

Ethiopia with a healthy population, sustainable resource use, improved livelihood and resilient ecosystems

3.5. PHE Ethiopia Consortium’s Mission

PHE Ethiopia Consortium exists to enhance and promote the integration of population health and environment at various levels for sustainable development.

3.5.1. Principles/Values

- **Sustained commitment to PHE integration:** PHE Ethiopia Consortium and its members are committed to the integration of PHE as a main focus area of intervention.
- **Respect for nature and human well-being:** PHE Ethiopia Consortium strongly believes that human beings are the main focus of development interventions. However, every development intervention has to ensure the health and sustainability of the environment.
- **Scale up through partnership and coalition building:**

Integration of PHE is based on partnerships and coalition-building with stakeholders, government bodies and non-state actors. PHE Ethiopia Consortium seeks to scale up interventions by fostering partnerships among government, member organizations and development partners.

- **Equity:** PHE Ethiopia Consortium works with people from all different walks of life. The views and active participation of people is encouraged despite their age, ability, or any other differences.
- **Accountability and transparency:** PHE Ethiopia Consortium strongly believes in taking full responsibility for its work and builds efficient systems and strategies that clearly show its work transparently to its members and others.
- **Community Empowerment:** PHE Ethiopia Consortium's member organizations and partners need to support community empowerment initiatives on PHE and need to work together by coordinating their activities with others in the community with indigenous knowledge so that the interest of the grassroots community can be fulfilled in an integrated and sustainable way. Community participation enables integration to come alive and promotes creativity, imagination, innovation, and sustainability. Therefore, we need to develop the community empowerment model sites of members and partners.

3.5.2. Strategic /Critical/ Issues

- Rapid population growth and a lack of alternative livelihoods coupled with inadequate natural resource management has resulted in the degradation of various components of the environment (such as soil, water, biodiversity, air quality) and hampered socio-economic development.
- Health problems including environmental health, food insecurity, shortage of water and climatic (rainfall) irregularity, are linked to pressures exerted on the environment.
- Lack of comprehensive integrated approaches within the government structure and implementing development practitioners.

- Lack of awareness and knowledge within the general public on the importance of integrated approaches.
- Inadequate capacity of the Consortium and its members to implement integration approaches.
- The charities and societies directives encourage Consortiums to exist by using administrative costs and to channel funds to members to support the implementation of community development projects.
- Climate change impacts are exacerbating the vulnerability of the people and the country.

3.5.3. Strategic Approaches:

Knowledge base/research;

- Researching the resource efficiency of the PHE approach in terms of eliminating the duplication of efforts and strengthening linkages among sectors working on health, environment and development;
- Sharing of best PHE integration practices;
- Building the knowledge base on PHE integrated approaches and their advantages at a policy, professional and community level;
- Ensuring community participation and gender equity by encouraging the sharing of indigenous knowledge, cultures and Traditions.

Integrated program management;

- Investigating major opportunities and barriers of integration
- Supporting PHE project implementation by members through channeling funds for community development.
- Enhancing a participatory approach through pilot projects and

sharing of best PHE integration practices;

- Having baseline assessment and create and use indicators that demonstrate integration and added-value

Partnership/coordination;

- Promoting scaling up and scaling out of best practices through strengthening networking among stakeholders as well as online services among sectors for sustained development;
- Fostering a forum where different sectors come together and exchange expertise;
- Laying the foundation for workable and sustainable partnerships among key stakeholders of PHE (government and nongovernment partnerships, local and international partnerships, and partnerships between media, academia, research institutions, community based organizations, etc)
- Creating new partnership between members and partners on coordinating joint project activities within the area of their respective interventions

Policy

- Assessing workable linkages between policy, institutions and implementation issues within its members and beyond,
- Use the evidences generated from demonstration sites to influence decision making on implementation of PHE integration at all levels

3.6 PHE Ethiopia Consortium's Objective

3.6.1. Overall Objective

The overall objective of PHE Ethiopia Consortium is to contribute towards Ethiopia's sustainable development through the integration of population, health and environment.

3.6.1.1. Specific Objectives:

The specific objectives of PHE Ethiopia Consortium are to:

1. Improve the efficacy of PHE Ethiopia Consortium's Secretariat, members and partners in the implementation of PHE integration through capacity building, networking and joint implementation of projects;
2. Enhance an enabling environment for the integration of PHE at various levels to contribute for the success of GTP's; & MDG's;
3. Improve coordination and communication among members and stakeholders of PHE Ethiopia Consortium;
4. Sustain support for integration of PHE and climate change mitigation and adaptation;
5. Improve a system to monitor, evaluate, research, document and disseminate PHE interventions.

Capacity Building for PHE Integration

i. Strategies

PHE Ethiopia Consortium will deploy the following strategies to achieve its goal and objectives:

- Coordinate members activity focusing on PHE integration
- Organize and/or facilitate trainings

- Establish a panel of experts which will assist the Board and the Secretariat in gap identification, research and training
- Facilitate experience sharing and networking
- Provide technical assistance to members and stakeholders as appropriate
- Communicate successes and lessons learned to the wider PHE, development and policy community including through online activities.
- Provide funding to members and partners for the implementation of model PHE community development activities.

ii. Develop the capacity of PHE Ethiopia Consortium Secretariat

As the concept of PHE integration is new to our context and has a very broad meaning, there is a need to assess the capacity of PHE Ethiopia Consortium staff and board members and provide training and orientation based on the gaps identified. In addition, the capacity and commitment of the board and members can be enhanced by organizing local and international exposure visits on PHE integration approaches.

The capacity building of PHE Ethiopia Consortium includes activities such as developing skills in monitoring and evaluation of integrated PHE projects, PHE project design, and strategic communications targeting communities, practitioners and policy members. In addition, organizing tailored trainings for staff and board members of PHE Ethiopia Consortium and organizing experience sharing visits and forums locally and internationally will be included.

PHE Ethiopia Consortium will also add staff and strengthen their ability to coordinate and facilitate the different activities related to PHE integration and climate change adaptation and mitigation mechanisms, promotion, research, networking, capacity building, communication, technical advice and support to members and partners on program implementation. The consortium will also develop systems to effectively channel funds to members and oversea projects implemented with funding from the consortium. As a result the secretariat office needs to be strong and well-equipped by qualified staff and facilities.

iii. Develop the capacity of members

PHE Ethiopia Consortium, acknowledging the need for integrated approaches for healthy environment and communities and for improved outcomes, needs to further create an enabling environment for integration of PHE at various levels. The fact that the current working Environment among development practitioners in Ethiopia is one of Sectoralization; the low awareness of the importance of family planning and the impact of population pressures on sustainable natural resource management, and the provision of health services drag developmental efforts even farther away from the GTP and MDG targets.

Creating an enabling environment involves capacity building of member organizations such as providing organizational capacity assessments, strategic plan development, organizing needs-based training, linking members with funding agencies and research institutions and channeling funding from these organizations to members, facilitating partnerships and coordination among members and partners, providing technical backstopping in areas such as project development, monitoring and evaluation, organizing experience sharing visits nationally and internationally, sharing best practices within PHE Ethiopia Consortium members, strengthening communication and networking among members and partners, and focusing on the interests and active participation of members. In addition, through its members, capacity building for community associations will be the focus of attention.

Through the consortiums annual general assembly members, partners, higher learning institutions and the international PHE community will be able to share experiences and participate in decision making for the current activities and future directions of the Consortium.

PHE Ethiopia Consortium will undertake different activities to achieve this objective, including:

- Create talking points about PHE in Ethiopia and PHE Ethiopia Consortium for members to use in a variety of settings, forums, websites, online discussions and trainings, communication workshops, member workshops, radio & TV programs, live discussions, and guest speakers.
- Provide policy communication workshops to help members talk about population, health, environment, gender and climate change

related issues in their communications and also in their policy advocacy efforts.

- Publish and disseminate information through media, newsletters, documentaries, and e-mails highlighting information with links to website, etc.
- Develop manuals and distribute them to members and partners
- Create and establish standardized approaches, including membership criteria with clear roles and expectations for PHE Ethiopia Consortium and vice versa. We aim to standardize major activities and approaches (trainings, integration, etc.),

iv. Expand membership and partnership base of PHE Ethiopia Consortium

The social bases of PHE Ethiopia Consortium are member organizations and their beneficiaries, partners from the private sector, higher learning institutions, non-governmental organizations, government institutions, media and donors.

PHE Ethiopia Consortium will therefore work hard to expand its membership base and to enhance partnerships with government institutions and the private sector to scale up its efforts towards the integration of PHE and climate change adaptation and mitigation in Ethiopia.

v. Expand community base of PHE Ethiopia Consortium

PHE Ethiopia Consortium will expand its community base through its members engagement and itself with school/university clubs, CSOs in environment, partnerships, tree planting, interfaith groups, youth groups, farmers (successful farmers supporting PHE and other farmers), associations (women, youth, farmers), member events, religious institutions, volunteer groups, Population Day, Women Day, Earth Day, Environmental Day, and other community events.

PHE Ethiopia Consortium will work with these groups to develop their understanding of population, health and environment dynamics.

Through this understanding, PHE Ethiopia Consortium will support implementing organizations by helping to create a more enabling environment in target communities for PHE interventions and climate change adaptations, with the objective of healthy communities and a healthy environment.

vi. Support the implementation of members' PHE Projects through channeling funds

PHE Ethiopia Consortium as a coordinator will focus in generating funds that would be channelled to implimenting members social base beneficiaries mainly rural and urban poor communities. In addition, the main target will be for projects that are integrated and have added value for comprehensive demand of the communities.

Enhance an enabling environment for the integration of PHE at various levels

i. Establish a viable communications system/enhance communication exchange among stakeholders/members

Through the PHE Ethiopia Consortium website and email list serve, PHE and climate change related information will be regularly channelled to all stakeholders. In addition, various documents such as printouts and electronic and visual media will be used to disseminate information about PHE issues in various languages as appropriate. Other formats such as songs, dances, storytelling and field events will also be used. In addition, PHE Ethiopia Consortium will develop and disseminate IEC materials on PHE and develop PHE manuals in different local languages.

ii. Document best practices and lessons learned

PHE Ethiopia Consortium, in collaboration with members and partner organizations, will develop criteria for identifying best practices in the integration of PHE and climate change adaptation, and through its Spotlight publication, newsletter, website, etc. and will disseminate these practices to relevant organizations and institutions both locally and internationally.

iii. Encourage positive engagement with government and other stakeholders

PHE Ethiopia Consortium needs to improve coordination and communication with government institutions at the federal level and with the different regional states and other stakeholders to enhance an enabling environment for the integration of PHE at various levels in a sustainable way and to increase visibility and success of development initiatives and campaigns nationally. To meet this objective, PHE Ethiopia Consortium will develop a partnership guideline and sign memoranda of understanding with various government institutions and stakeholders as appropriate.

iv. Establish a strong media connection and partnership

PHE Ethiopia Consortium will inform and involve the media on integrated PHE approaches and climate change, success stories and challenges and develop a media resource database for media institutions and journalists, establishing a good connection with those affiliated with integrated PHE issues.

PHE Ethiopia Consortium will also encourage a strong media role in development conversations and the use of mass media by organizing briefings and field trips, developing media-friendly information packages, employing traditional media, engaging charity theses, involving media people in PHE trainings and capacity building programs, and conducting PHE trainings for media so they can become advocates of PHE.

Improve coordination and communication among members and stakeholders of PHE Ethiopia Consortium

i. Develop mapping of member organizations

PHE Ethiopia Consortium will map members' activities and geographic locations and identify possible areas of integration through simple questionnaires, analyses, validation by members, geographic mapping showing implementation areas and documentation of all activities, including GIS, if possible.

PHE Ethiopia Consortium will also create working groups on specific

thematic issues in order to address immediate organizational and practice needs, identify gaps, and create work plans which would be supported and facilitated by the PHE Ethiopia Consortium Secretariat in partnership with members and partners.

ii. Facilitate/ joint program development among member organizations

PHE Ethiopia Consortium will facilitate and provide technical assistance to members to develop joint programs to integrate PHE and climate change activities. This will enable organizations working on separate issues such as population, health or environment to work together in addressing the integration of PHE and climate change adaptation in a specific area where they have existing interventions and/or plan to work.

iii. Foster Partnerships and networking for and among members

PHE Ethiopia Consortium will facilitate partnerships and collaboration among its member organizations and stakeholders locally and internationally to address PHE in an integrated, standardized and sustainable way. PHE Ethiopia Consortium has begun and will continue to engage itself in the protected parks, river basins bio-fuel, wetland, forestry, reproductive health, gender, vetiver grass, food security and climate change groups and networks to achieve this objective. In addition, we will have activities including the facilitation of social activities for members for networking purposes, such as PHE Happy Hours, visitations, presentations, guest speakers, and Facebook, Twitter, LinkedIn, Yahoo and Google groups through the internet.

Sustain support for integration of PHE and climate change mitigation and adaptation

i. Develop fundraising policy/materials

PHE Ethiopia Consortium will develop a fundraising policy document that will give direction on how to generate funds and material support from local, international, and other sources.

ii. Develop Project Proposals

PHE Ethiopia Consortium will assist with the development of project proposals where PHE Ethiopia Consortium can be the bridge for

members and donors, and vice versa, in relation to integrated PHE approaches and climate change as well as a coordinating body to channel funds to members for project implementation.

iii. **Local Resource mobilization**

Local resources identified are the Rotary Club, local interns, human and technical resources, cost sharing, connecting member organizations with each other, corporate sponsorships like Ethiopian Airlines (tickets), construction companies, flower farms, public sector (road authority), climate change forums, etc.

Creative fundraising ideas identified are public events/series, facilitation activities, internet café, members helping to raise funds through their grants and joint proposal development, PHE (member organized) carbon trade, social marketing with the private sector, partnerships with environment-friendly private sector, awards, mobilization campaigns related to Earth Day or other idea events that promote PHE Ethiopia Consortium, ecotourism/development tourism, event sponsorships (in-kind), training programs, organizing national and regional telethons, and online donations.

iv. **International Support**

Support from our international partners and donors are essential for strengthening and promoting PHE integration in Ethiopia, and for furthering this vision for the well being of humanity.

Monitoring, evaluation, research, document and disseminate PHE interventions

i. **Facilitate integrated PHE-related research**

Identify and prioritize a research agenda on demand driven development issues and the integration of PHE in partnership with public and private research centers and or higher learning institutions and develop a strong partnership guide line through signing memorandum of understanding. Commission PHE Ethiopia Consortium members and/or establish a research unit under the secretariat, and disseminate research findings of PHE Ethiopia Consortium and others.

ii. **Use the research outputs for evidence-based Promotion**

The Consortium will compile and disseminate research findings to concerned bodies and will use them for policy promotion to scale up integration, inform people, identify priority areas and understand possible policy and program options for PHE in Ethiopia. In order to do so, PHE Ethiopia Consortium will:

- Develop a documentation strategy
- Develop a resource center and/or strengthen existing resource centers of member organizations so that organizations, government institutions, FBOS, CBOs, researchers, journalists and students can access integrated PHE-related information easily, through soft and hard copies.

iii. **Regular reporting**

PHE Ethiopia Consortium will develop appropriate formats to monitor its interventions and share reports with board members, member organizations, and appropriate government offices and donors on a regular basis.

iv. **Capturing success stories**

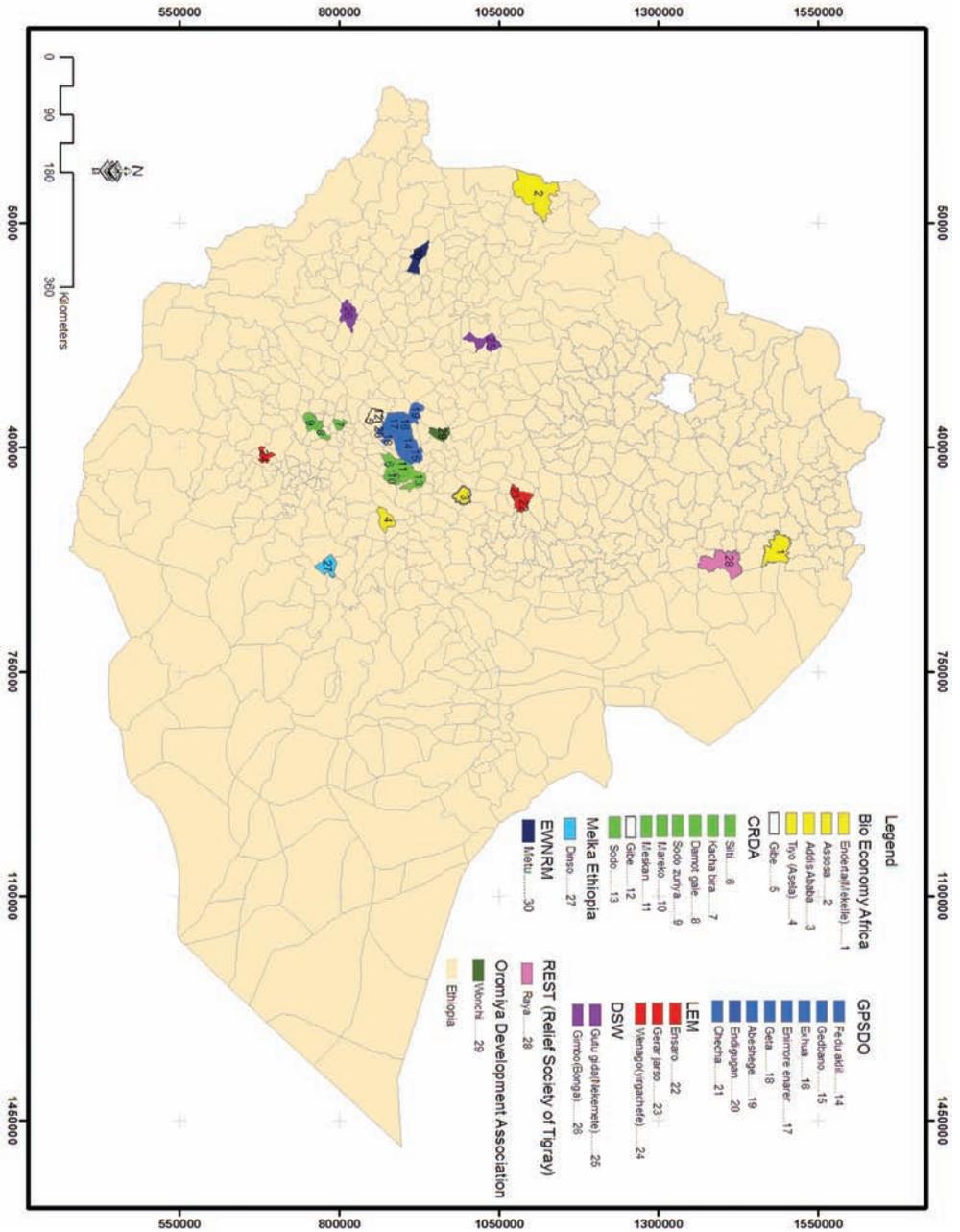
PHE Ethiopia Consortium will establish evidence based system and follow-up on reported PHE success stories and lessons learned to develop resources for PHE practitioners to learn from PHE interventions that have been implemented in Ethiopia.

v. **Evaluation**

PHE Ethiopia Consortium will undertake evaluations of its interventions basing the national targets of the GTP and MDG's with external consultants, and/or a team comprising of members or partners according to the agreements it has entered into with funding agencies. The findings of the evaluations will be shared with member organizations, government offices and the like. They will also be posted on PHE Ethiopia Consortium's website for wider use.

4- Monitoring and evaluation

The organization will handle monitoring and evaluation activities as a system in collaboration with members and partners at all levels. Monitoring and evaluation will be accomplished by basing official national targets and data's through reporting and direct joint field observation. The sub grantees will provide reports to the PHE Ethiopia Consortium secretariat based on their baseline data and agreed monitoring time. The secretariat will undertake field observation to see the performance of its sub grantees. The PHE Ethiopia Board, donors, sub grantees, local administration, and stakeholders from the health, environment, agriculture, population, biodiversity, education, water, higher learning inistitutions and women affairs ministries will take part in the project monitoring and evaluation process. Representatives of beneficiary communities will also play vital a role in the monitoring and evaluation.



>> PHE Site Map



PHE Ethiopia Consortium

Phone: + 251-11-663 0833/ + 251-11-860 8190

Fax: + 251-11-663 8127

P.O.Box - 4408 Addis Ababa, Ethiopia.

E-mail: pheethiopia@gmail.org

info@phe-ethiopia.org

www.phe-ethiopia.org