



CCIHP

TRUNG TÂM SÁNG KIẾN
SỨC KHỎE VÀ DÂN SỐ

CENTRE FOR CREATIVE
INITIATIVES IN HEALTH
AND POPULATION (CCIHP)

BUILDING A HEALTHY FUTURE FOR EVERYONE

STRATEGIC PLAN (2018-2022)



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VISION

A just and equitable society where all people have the opportunity to live healthy and fulfilled lives.

MISSION

To improve the lives of marginalised people through action research and creative initiatives in health that bring about positive and sustainable change.

VALUES

We are:
Passionate about the communities we work with
Bold in tackling complex issues
Creative in experimenting with new ideas
Learning from everything we do
Professional in our dealings with everyone





INTRODUCTION

The Centre for Creative Initiatives in Health and Population (CCIHP) is a Vietnamese organisation that specialises in public health research and interventions. It was founded in 1999, as the Consultancy of Investment in Health Promotion (CIHP). In 2008, when the opportunity arose to register as an NGO, the Centre for Creative Initiatives in Health and Population (CCHIP), under the auspices of the Vietnam Union for Science and Technology (VUSTA).

As it approaches its 20th year of operation, CCIHP continues to believe that everyone should be able to access high quality health care and have the opportunity to live their life to the full.

To help achieve this CCIHP promotes a rights-based approach to health, with a particular focus upon people that are marginalised, disadvantaged and vulnerable. It works closely with the Government of Vietnam (GoV) and other development partners to promote social justice, equality and equity to ensure that everyone can exercise their right to health. CCIHP achieves this by engaging with communities through creative and innovative interventions and by undertaking insightful and meaningful research that helps to inform and influence health policy.

This five-year strategic plan, *Building a Healthy Future for Everyone*, is based upon a series of discussions and consultations with a wide range of stakeholders, including our staff, partners and the people from the communities we work with. It begins with an analysis of the current context, the socio-economic, cultural and political backdrop within which our goals have been shaped. It continues with the mission, vision and values that guide our work. Finally, at the heart of the plan, the goals, objectives, activities and indicators that will guide our work over the next five years are described. These are divided into 5 external goals that shape our programmatic activities and 5 goals related to CCIHP's organisational development that are required to deliver our programmes effectively.

A more detailed version of this Strategic Plan is also available that provides more contextual information on each of the areas in which we work and specifies operational targets and activities that CCIHP will pursue over the next 5 years to achieve each of the goals and their associated priorities.

CONTEXT: CREATING HEALTHY FUTURES IN A CHANGING WORLD

Over the years CCIHP has established a particularly strong reputation in the prevention of gender-based violence (GBV), the realisation of sexual and reproductive health and rights (SRHR) and ensuring that people with disability (PWD) can participate fully in society and it is also known for its innovative interventions in areas such as environmental health and the prevention and control of non-communicable diseases (NCDs). CCIHP's key strength is in using research to develop evidence-based innovations

This strategic plan aims to build upon these strengths and address challenges and opportunities that are emerging in a rapidly changing world. These changes are particularly evident in Vietnam which is undergoing a series of inter-related transitions. Vietnam has one of the fastest growing economies in the world but it is a challenge to ensure that this growth is inclusive and equitable. As well as these economic change, Vietnam is also undergoing both demographic and epidemiological transitions . Well educated young people spurs economic growth, but Vietnam's

population is also ageing. These demographic changes are driving a disease transition. It is conditions such as cardiovascular disease, cancers and diabetes that now place the most demands on the health system which needs to be able to respond to all of these challenges.

CCIHP has developed this strategic plan to respond to such challenges. The plan supports the achievement of the sustainable development goals (SDGs). In particular it is focused upon SDG 3: Good Health and Well-being, SDG 5: Gender Equality SDG 10: Reduced Inequality. The plan describes the key health issues that CCIHP will focus on in the next 5 years and identifies the organisational changes CCIHP needs to undertake to address them.

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OUR PLAN: BUILDING A HEALTHY FUTURE FOR EVERYONE

Five goals towards a just and equitable society where everyone has the opportunity to live healthy and fulfilled lives.

GOAL 1	GENDER EQUALITY AND PREVENTION GENDER-BASED VIOLENCE	<p>Advancing women's and girls' social inclusion and empowerment by;</p> <p>Developing and improving models of men's and boy's engagement to prevent GBV and support those who have survived it</p> <p>Integrating gender equality and women's empowerment across all areas of CCIHP's work e.g. education, health care, SRHR.</p>
GOAL 2	DISABILITY AND MENTAL HEALTH	<p>Ensuring everyone can meet their full potential by;</p> <p>Helping to ensure that people living disabilities are able to fully and effectively participate in an inclusive society that recognizes their diversity and talents;</p> <p>Empowering people living with disabilities to be actively involved in decision making processes policies and programs including those that directly concern them.</p>
GOAL 3	SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS	<p>Promoting healthy relationships and safe motherhood by;</p> <p>Improving the sexual and reproductive health of vulnerable people, especially adolescents and ethnic minority groups;</p> <p>Helping to ensure that everyone can exercise their rights to have consensual, healthy, pleasurable and safe sexual experiences</p>
GOAL 4	HEALTH EQUITY AND UNIVERSAL HEALTH COVERAGE	<p>Towards equitable and universal access to quality healthcare services by;</p> <p>Contributing to a health system that provides quality services and financial protection to enable people to receive health care when needed;</p> <p>Contributing to a well-functioning health system that is built upon trained and motivated health staff, adequate funding and evidence-based policies.</p>
GOAL 5	NON-COMMUNICABLE DISEASES AND EMERGING ISSUES	<p>Adapting health priorities to meet changing needs;</p> <p>Undertaking research that examines the social and environmental determinants of health and provides the evidence needed to inform health policies;</p> <p>Developing models that take advantage of new technologies and innovation to enable the health system to respond to emerging health challenges.</p>

GOAL 1

GENDER EQUALITY AND PREVENTION OF GENDER-BASED VIOLENCE (GBV)

Advancing women's social inclusion and empowerment

OBJECTIVES

Developing and improving models of men's and boy's engagement to prevent GBV and support those who have survived it

Integrating gender equality and women's empowerment across all areas of CCIHP's work e.g. education, health care, SRHR.

Activities	Indicators
Ensure that gender equality and the prevention of gender-based violence is mainstreamed in all CCIHP activities	Ensure all staff are trained in gender equality and the prevention of GBV
Undertake research and interventions to empower women in vulnerable situations and ensure they are aware of their rights.	Research published and at least 1 intervention to help empower women in vulnerable situations.
Expand models implemented in schools and universities to encourage peer-led initiatives to reduce GBV	Expand prevention of GBV models to at least 5 schools and universities
Expand the influence and membership of GBV-Net	Increase the membership of GBV-Net by 25% and ensure that it holds a national event each year
Undertake research and interventions that engage men and boys (including perpetrators) in the prevention of GBV	Research published and a least 1 intervention undertaken to engage men and boys the prevention of GBV
Undertake communication and media campaigns in remote areas where CCIHP works to prevent GBV in particular trafficking	Undertake 1 media campaign to prevent and take action in remote ethnic minority boarder areas.

EXPECTED IMPACT BY 2022

Vulnerable women are better able to exercise their rights. The network for the prevention of gender-based violence is expanded and undertakes more activity. More projects and interventions engage men and boys in the prevention of GBV. This goal contributes to the achievement of SDG 5: Gender Equality

GOAL 2

DISABILITY AND MENTAL HEALTH

Enabling people to reach their full potential

OBJECTIVES

Enhancing early identification and multi-disciplinary intervention services for people with disabilities and people with mental health issues;

Removing barriers to ensure that people living disabilities are able to fully and effectively participate in an inclusive society that recognizes their diversity;

Activities

Indicators

Develop and scale-up models support early identification and early intervention for children living with developmental disorders and intellectual disability

One new model/ product to support early identification and early intervention developed.

Strengthen service system to better address the needs of inter-disciplinary assessment and rehabilitation for children and adults with disabilities

One new training program for health providers on assessment and rehabilitation for people with disability developed.
Partnerships with new training institutes on rehabilitation and provincial health department developed.

Address the neglected issue of mental health service provision, with an emphasis on maternal depression

Conduct at least 1 action research project in the area of maternal depression and conduct 1 policy dialogue.

Support school-aged children and adults with disability, including people with developmental and intellectual disabilities, to access to education, health care, and sexual and reproductive health rights (SRHR)

One publication on the needs of school-aged and/or young adult with disability disseminated
One model of support school-aged and adults with disability developed and piloted.

Address the neglected issue of mental health service provision, for example, maternal depression

At least 1 action research project carried out and 1 policy dialogue developed

Continue to build capacity and empower disabled peoples' associations (DPOs), and support public raising awareness and advocacy activities to remove barriers for people with disability, and people with mental health and their families from exercising their rights

At least one public education event on disability co-organized biannually.

There is an increased awareness of intellectual and developmental disorders, and common mental health conditions such as depression and the impact these conditions have on people's lives. People with disabilities will have greater access to early identification services and affordable, quality non-discriminatory health services that address their needs. This goal contributes to SDG3 Good Health and Well-being.

GOAL 3

SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR)

Promoting healthy relationships and safe motherhood

Objectives

Improve the sexual and reproductive health of vulnerable people, especially adolescents and ethnic minority groups. **Help ensure that everyone can exercise their rights to have consensual, healthy, pleasurable and safe sexual experiences**

Activities	Indicators
Conduct research into barriers of access to SRH services and make recommendations to overcome these barriers.	At least 2 publications are produced and discussed in at least 4 events.
Involve more young people in peer-led SRHR education initiatives.	At least 300 young people are included within peer-led SRHR initiatives. Scale-up these initiatives to include schools outside of urban areas, with a focus on schools in remote ethnic minority areas.
Promote comprehensive sexuality education CSE in schools and universities	Design and develop 2 CSE materials suitable for incorporation within school curricula. Use these materials in 5 schools and 2 Universities.
Improve access to and utilization of SRH services with a particular emphasis on ethnic minority youth and young couples.	Creative interventions on SRHR services are implemented in 2 mountainous provinces
Expand the use of digital communications and social media to make SRHR information more accessible to young people.	Promote the use of on-line youth platforms such as Vietnam Youth Action for Choice. (VYAC). Increase use of these channels by 20 % at least 3,000 young people.
Undertake interventions and creative communication events that celebrate diversity and help empower people to realize their sexual and reproductive health rights.	Conduct and/or participate in at least 1 public event per year that helps to reduce stigma and discrimination against marginalized populations such as LGBTIQI people

EXPECTED IMPACT BY 2022

More people will be able to access quality SRHR services that are more suited to their particular needs. Young people in particular are able to access accurate and high quality SRHR information both on-line and in their schools. The activities support progress towards the SRHR targets associated with SDG 3 Good Health and Well-being and SDG 5 Gender Equality.



GOAL 4

HEALTH EQUITY AND UNIVERSAL HEALTH COVERAGE (UHC)

Towards equitable and universal access to quality healthcare services

OBJECTIVES

Contribute to a health system that provides quality services and financial protection to enable people to receive health care when needed.

Contributing to a well-functioning health system that is built upon trained and motivated health staff, adequate funding and evidence-based policies.

Activities	Indicators
Maintain work on health equity issues	News about health equity is regularly updated on the website of PAHE
Conduct health research into the area of health equity and universal health coverage to assess gaps between policy and implementation.	Produce at least 1 publication on health equity and UHC and hold at least 2 policy dialogues on these issues.
Implement models to address these gaps with a particular focus on hard-to-reach and marginalized populations.	Conduct 1 intervention to trial different approaches.
Undertake communication campaigns to improve relationships between health care workers and patients.	Undertake at least 1 communications and media campaign to improve relationships between health workers and patients. Introduce a model for making and resolving complaints against health workers. Introduce a model to reduce violence against health workers.

EXPECTED IMPACT BY 2022

More marginalized people have access to and use of quality health care services. People are more satisfied with health service provision. This goal is related to SDG 3 Good Health and Well-being and SDG 10 Reducing Inequality.

GOAL 5

NON-COMMUNICABLE DISEASES AND EMERGING ISSUES:
Adapting health priorities to meet changing needs

OBJECTIVES

Undertake research that examines the social and environmental determinants of health and provide evidence to inform health policies

Develop models that take advantage of new technologies and innovation to enable the health system to respond to emerging challenges.

Activities	Indicators
Undertake research to identify emerging health priorities	In partnership with others undertake research to identify and prioritize emerging health issues within health research agenda.
Continue research and interventions in the areas of prevention of hypertension and diabetes.	Undertake at least 1 intervention in control of hypertension and at least 1 intervention in control of diabetes and publish and disseminate results.
Expand research and interventions into at least one other non-communicable disease	Undertake at least 1 other intervention into at least 1 other non-communicable disease.
Continue work in environmental determinants of health particularly air and water pollution, and impacts of climate change on health	Undertake at least 1 research and 1 intervention in the area of environmental health
Develop and expand innovative models for tackling environmental health.	Develop 1 new model for tackling environmental and expand existing innovative models such as the social enterprise Soap for Hope.

EXPECTED IMPACT BY 2022

Greater research and knowledge on emerging health trends in Vietnam with a focus on hypertension and environmental health. CCIHP expands its involvement with media organization's and social enterprises to tackle these issues. This goal contributes to the achievement of SDG 5 Good Health and Wellbeing