

# IDEAS: Qualitative Study of Scale-Up

---

## What is IDEAS?

IDEAS (Informed **D**ecisions for **A**ctions to improve maternal and newborn health) is a measurement, learning and evaluation project funded between 2010 and 2015 by a grant from the Bill & Melinda Gates Foundation to the London School of Hygiene & Tropical Medicine. We aim to improve evidence for future maternal and newborn health (MNH) programs, ultimately to improve the survival and health of mothers and newborn babies. IDEAS is working in Ethiopia, northeast Nigeria and throughout Uttar Pradesh in India. These areas have high maternal and newborn mortality, where many deaths could be prevented with improved access to effective health care.

In Ethiopia along with our country research partner Jarco we are evaluating the combined effects of Gates-funded MNH innovations to improve the demand for and supply of MNH interventions including the number, quality, efficiency and equity of interactions between families and frontline workers. We are also studying the scale-up of MNH innovations, and if we find innovations that are being scaled-up, we will study whether this leads to better intervention coverage and improved newborn survival. Further information about IDEAS can be found at: <http://ideas.lshtm.ac.uk/>

## What is the purpose of this interview?

We are interviewing experts and professionals in the MNH field in Ethiopia to explore scale-up of MNH innovations. Our key questions are: a) what factors enable and inhibit scale-up of MNH innovations; and b) what approaches to catalysing scale-up of MNH innovations are effective and why? The aim in exploring these questions is to help stakeholders in Ethiopia – including government, foundation grantees, donors and others – to reflect on what approaches to scaling-up MNH interventions have worked well, what has been problematic, and how problems can be effectively overcome. The insights gained through this investigation will link to the broader agenda of scaling-up MNH innovations as part of the Health Extension Programme. Key lessons will include:

- What external donors including the foundation can do to create conditions that enable successful scale-up of MNH innovations;
- What mechanisms for catalyzing scale-up have been effective;
- How government can maximize the value of external donors and their implementers in achieving programmatic aims as part of the HEP in Ethiopia;
- What factors enable or undermine scale-up efforts, and how barriers to scale-up have been overcome;
- Which types of innovations are more amenable to being scaled-up?

Your perspectives will be valuable in generating lessons on the best ways to enable essential community-based services to be scaled-up and offering policy recommendations to government, the Gates foundation and other stakeholders in Ethiopia and internationally. We will produce a range of reports, papers and presentations based on this work in Ethiopia and draw out comparisons with our work in Uttar Pradesh and Nigeria.

## For more information please contact:

Dr Abiyou Hamza [muhiyea@yahoo.com](mailto:muhiyea@yahoo.com)

Dr Feleke Fanta [feleft2@yahoo.com](mailto:feleft2@yahoo.com)

Dr Neil Spicer [neil.spicer@lshtm.ac.uk](mailto:neil.spicer@lshtm.ac.uk)