Health Strategy

IMA World Health (IMA) is a leading public health organization working to achieve Sustainable Development Goal 3 to ensure health and well-being for all. We operate in the world's most fragile settings to promote healthy behaviors and ensure access to high-quality, equitable and person-centered health services. We co-create innovative ideas and strategies to save lives and build resilient health systems. By partnering with change agents at the local and national level, we advance the health agenda of communities and nations using evidence and expertise to deliver improved health outcomes efficiently and effectively.

Our work is centered on four strategic pillars: global health security, health systems strengthening, social and behavior change, and integrated primary health care support and delivery.

Global Health Security: IMA supports countries and communities in preventing, preparing for and responding to outbreaks or pandemics in accordance with the Global Health Security Agenda. IMA works with state and community actors to support preparedness and health resilience activities, systems strengthening for rapid outbreak and case detection and emergency management activities for immediate response. IMA directly responded to the second largest Ebola outbreak in the world and the largest ever in the Democratic Republic of Congo and continues to strengthen COVID-19 response and prevention across the globe.

Health Systems Strengthening: IMA strengthens integrated, holistic and sustainable health systems that increase access to quality health care in fragile countries. IMA supports health systems at the national, subnational (i.e., district) and community levels, providing tailored assistance and capacity strengthening that boosts engagement, capability and investment at all levels of a country's health system. Our approach encompasses the World Health Organization's (WHO) building blocks of health systems strengthening: improved health service delivery, health workforce development, information systems, access to essential medicines, health system financing and leadership and governance.

Social and Behavior Change: IMA implements high quality social and behavior change (SBC) strategies both as stand-alone interventions and, most frequently, as part of integrated methodologies across our health programming. IMA's approach to SBC is inclusive, human-centered and highly participatory. We work at the community and district level to co-design and co-create activities based on joint needs assessments. By leveraging community expertise, IMA champions local stakeholders and implements programming that considers the social norms and environmental determinants of diverse contexts.

IMA WORLD HEALTH
In concert with Corus International

IMAWORLDHEALTH.ORG

Integrated Primary Health Care Support and Delivery: IMA's integrated primary health care approach provides comprehensive, accessible, community-based care that meets the health needs of individuals throughout their life. We consider the human, financial, social and physical needs of an individual to improve service delivery and advance universal access with an emphasis on women and youth. In accordance with WHO principles, our primary health care approach encompasses three key elements: meet people's health care needs throughout their lives; address the broader determinants of health through multisectoral programming and policy; and empower individuals, families and communities to take charge of their own health.

In Practice

Access to Primary Health Care (ASSP) and Access to Health Systems Support (ASSR)

During eight years of implementation, ASSP and its follow-on project ASSR improved the health of women, adolescents and children through support for outbreak prevention, delivery of integrated primary health care and health systems strengthening in the DRC. With funding from the UK's Foreign, Commonwealth & Development Office (FCDO), the projects supported an estimated 9.7 million people across 52 health zones in five provinces, strengthening the health system by focusing on priority interventions and advancing social and behavior change at the community and district level. Additionally, the projects promoted and strengthened the open-source health data management system DHIS2 to improve data dissemination and to improve decision-making for health service delivery.

MOMENTUM Integrated Health Resilience

IMA leads the five-year, USAID-funded MOMENTUM Integrated Health Resilience project. Working alongside local organizations, governments and humanitarian and development partners in fragile settings, the project helps accelerate reductions in maternal, newborn, and child illness and death by strengthening the capacity of host country institutions and local organizations—including new and underutilized partners—to introduce, deliver, scale up, and sustain the use of evidence-based, quality health care. IMA is increasing public-private partnerships and expanding partnerships between health and non-health organizations, educational institutions, and corporate and philanthropic organizations to diffuse learning, leverage resources and scale efforts to achieve better health outcomes.

The Corus Effect

Founded in 1960, IMA World Health is a leading public health organization operating in some of the world's most fragile settings. Through partnerships with change agents at the local and national level, our work centers on four strategic pillars: global health security, health systems strengthening, social and behavior change, and integrated primary health care support and delivery.

IMA World Health is part of Corus International, an ensemble of global leaders in international development and humanitarian assistance. In addition to IMA World Health, the Corus family of organizations includes global non-governmental organization Lutheran World Relief, U.K.-based technology for development company CGA Technologies, impact investing group Ground Up Investing, and direct trade company Farmers Market Brands.

We operate as permanent partners, integrating expertise, disciplines, approaches and resources to overcome global health challenges, develop productive and stable economies, improve resilience in the face of climate change, and respond to natural disasters and humanitarian crises.

IMA WORLD HEALTH
In concert with Corus International

IMAWORLDHEALTH.ORG