



TECHNICAL OVERVIEW

Promoting High-Impact Health Practices

Corus International promotes the adoption and sustained use of evidence-based health practices that improve well-being for individuals, households and communities. Through our Promoting High-Impact Health Practices (PHIHP) Framework, Corus and our family of organizations, including IMA World Health and Lutheran World Relief, support locally led solutions that strengthen trust between communities and health systems while increasing the adoption and maintenance of life-saving practices.

Our approach recognizes that health outcomes are shaped not only by access to services but also by social norms, community engagement and trust in health systems. Corus works with communities, governments and local partners to address the social, cultural and environmental drivers that influence health practices. Through participatory processes and evidence-informed strategies, we strengthen both community demand for services and provider responsiveness.

We promote high-impact health practices by following a collaborative and iterative process:

- Programs begin with qualitative and quantitative research to identify barriers, motivators and contextual factors shaping health practices.
- Community members, health workers, civil society organizations and government partners co-design solutions tailored to local priorities and cultural contexts.
- Corus works collaboratively alongside local partners and government institutions to implement interventions that

strengthen service delivery and increase community engagement with health systems.

- Participatory programs combine accountable monitoring with community-driven learning approaches to generate insights, refine interventions and scale effective strategies.

This process ensures that programs remain locally driven, evidence-informed and responsive to evolving community needs.

Our proactive approach

Across sectors and geographies, Corus promotes high-impact health practices through several complementary program approaches.

Community engagement and social accountability

Corus programs strengthen trust between communities and health systems through participatory engagement mechanisms such as community scorecards, health committees and dialogue forums. These approaches improve transparency, address misinformation and create channels for



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communities to shape service delivery.

Local capacity strengthening through accompaniment

Through its accompaniment model, Corus strengthens the ability of governments, civil society organizations and community leaders to sustain improvements in health practices. This collaborative process supports institutional learning, joint problem solving and long-term system strengthening.

Whole-system collaboration

Health practices are shaped by interconnected systems. Corus facilitates participatory, multi-stakeholder processes that bring together communities, providers and policymakers to identify challenges and develop solutions. This “whole system” approach strengthens alignment across sectors and builds shared ownership of outcomes.

Adaptive learning and complexity-aware monitoring

Recognizing that social norms and behaviors evolve over time, Corus programs integrate adaptive monitoring and evaluation approaches that combine quantitative data with qualitative insights. Methods such as participatory storytelling and most significant change techniques help programs understand lived experiences and continuously improve implementation.

In Practice

MOMENTUM Integrated Health Resilience

Through the U.S. government-funded MOMENTUM Integrated Health Resilience program, Corus organization IMA World Health strengthens maternal, newborn and child health systems in fragile settings. Applying the PHIH framework, the program increases demand for quality health services while strengthening trust, communication and accountability between communities, health workers and government institutions.

Addressing Stunting in Tanzania Early (ASTUTE)

Through the U.K. government-funded Addressing Stunting in Tanzania Early (ASTUTE) program, IMA World Health partnered with local governments to promote improved maternal and child nutrition practices across Tanzania’s Lake Zone. Using community engagement, mass media and health worker training, the program contributed to a 7–12 percent reduction in stunting across five regions while strengthening the capacity of community and health systems to support recommended nutrition behaviors.

Sesame Marketing and Exports (SESAME)

Through the USDA Food for Progress Sesame Marketing and Exports (SESAME) project in Burkina Faso, Corus organization

Lutheran World Relief, with support from IMA World Health, integrated PHIH approaches into agricultural programming during the COVID-19 pandemic. Using agricultural extension networks, the project delivered health and safety guidance that helped farmers adopt practices to protect their health and livelihoods while maintaining agricultural production and market access.

Improving Health and Nutrition in Guatemala’s Western Highlands

In partnership with FundaSistemas, Lutheran World Relief improved nutrition and health outcomes in Guatemala’s Western Highlands by promoting healthy food consumption, agricultural diversification, maternal and child health, and WASH practices. Through home visits, technical assistance and community mobilization, the project strengthened local capacity to sustain positive health and nutrition behaviors.

Contact

Get in touch with us to partner and learn more:

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The Corus Effect

Corus is a social impact organization that unites global public health leader IMA World Health, international development and aid organization Lutheran World Relief, education and technology for development consultancy CGA Technologies, impact investing firm Ground Up Investing, direct-trade company Farmers Market Brands, and land administration and geospatial technology organization Cadasta.

Corus brings together the traditional and nontraditional approaches to deliver the multi-dimensional, holistic solutions needed to truly achieve lasting change.



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