



4th Sector Health

Alliances and Exchanges in Latin America

Objectives


Donors and governments increasingly recognize the importance of partnering across private, public and civil society sectors in development. The hybrid alliances resulting from this work are often called “working in the fourth sector.” Through the new five-year USAID project 4th Sector Health, Abt Associates Inc. is contributing to the development and strengthening of partnerships to improve health outcomes in Latin America and the Caribbean (LAC). The project builds upon the many successes achieved with USAID’s Global Development Alliance (GDA) model. Mobilizing the resources of local and multinational corporations, foundations, NGOs, and governments interested in joining forces to improve the region’s health problems, 4th Sector Health brings partners together to work on priority disease and health issues such as HIV, tuberculosis, malaria, maternal and child health, and reproductive health. The Project’s two main objectives are forging public-private alliances focused on health and facilitating south-to-south exchanges of best practices throughout the region.

Principal Activities

4th Sector Health will work with corporate and other private sector entities and local implementing organizations to forge regional partnerships, and, with USAID funding, bring additional resources and solutions to health issues of the poor in the LAC region. The Project is innovative in that it leverages the resources of each involved partner. Businesses interested in supporting public health benefit by associating with 4th Sector Health’s established network of national and regional NGOs, which work effectively on critical health issues. National governments and NGOs benefit by improving their links with the corporate sector and developing business skills to ensure that health partnerships are effective. Through this project, USAID serves in an alliance-building and investment capacity.

Specific project activities include: identifying and developing public-private partnerships, working with companies to develop and implement corporate social responsibility agendas, supporting cause-related marketing, and developing media and communication alliances to promote public health investment. When appropriate, 4th Sector Health will invest USAID funds as seed capital to leverage contributions from private sector partners.





Simultaneously, the project will work to improve capacities of NGOs and local governments to develop and manage public-private partnerships and create opportunities to share experiences on health programming through interpersonal and virtual exchanges. By supporting organizations such as the Centers for Disease Control and Prevention, we will create interactive communities of practice using technology to facilitate sharing and learning between countries in areas of health programming. These exchanges will strengthen the health information networks in LAC and help to network companies and organizations in the region.

Abt Associates leads a project team that includes RTI International and Forum One Communications. 4th Sector Health is an Associate Award to USAID's Health Systems 20/20 Project, also led by Abt

Associates, and takes full advantage of our expertise in strengthening health systems, working effectively with the private sector in health, and creating successful public-private partnerships. The Project builds on the many public-private partnerships in LAC established using the GDA model, as well as Abt Associates' extensive experience providing technical assistance, building local capacity, and contributing to improving health and health systems through comprehensive USAID health programs and regional initiatives.

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