



USAID
FROM THE AMERICAN PEOPLE

ALLIANCES IN ACTION

HEALTHY FAMILY - HEALTHY COUNTRY ALLIANCE

DEVELOPMENT CHALLENGE

Since the fall of Communism and end of central economic planning, the quality of life in industrial towns throughout Russia has suffered. Less financial and economic support from the federal government means municipal governments must struggle to provide their citizens with an adequate social support structure. Municipal governments rely on industry for help in funding municipal services, but community members are excluded from the decision-making processes. As a result, many Russians seeking better standards of living, leave in favor of more prosperous cities.

BUSINESS CHALLENGE

Russian businesses located in less prosperous cities, are seeing their labor force shrink as youth and other laborers migrate to other cities.

APPROACH

USAID and Eurochem have joined together to improve the quality of life in Nevinnomyssk, in the Stavropol Kray region of southern Russia. As one of the world's largest fertilizer producers, Eurochem is the main industrial presence and employer in the city as well as a significant investor in the municipal government. To support better municipal government service provision, partners are working to improve health service delivery, promote healthy lifestyle behaviors, and encourage civic participation in environmental protection and natural resource preservation. The partnership, which was launched on World Family Day, provides local health providers with training and counseling around youth-related health issues; healthy lifestyle education programs which are being integrated into school curriculum; and a hotline to provide residents with health information.

PARTNERS



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RESULTS

- The alliance convened a city-wide health fair, attracting more than 15,000 local residents.
- A reproductive health center for teenagers was established, which has already served more than 100 youth.
- More than 50 percent of local gynecologists have been trained, as well as 10 health providers and 30 specialists on health-focused programs.
- A hotline providing health information to local community has been set up, training pediatricians and nurses to counsel clients on breast feeding by phone.

FAST FACTS

START: 2006 END: 2009

PARTNER CONTRIBUTIONS:

\$887,600

November 2009