

Community health

Empowering people to make their own reproductive health choices



“ A model for everyone working to conserve the natural life-support systems of our troubled planet. ”

SIR DAVID ATTENBOROUGH

Unmet family planning and health needs

We work with some of the world's most isolated coastal communities, whose access to health services is severely limited.

In direct response to the unmet family planning needs of Madagascar's semi-nomadic Vezo fishing communities, we have developed a community health programme which upholds their reproductive rights to freely choose the number and spacing of their births. This initiative is known locally as Safidy, meaning "the freedom to choose".

Malagasy women face a **1 in 45** lifetime risk of maternal death

Almost **1 in 5** children in the regions where we work dies before their 5th birthday

Addressing unmet family planning needs within this context can reduce maternal and child mortality by up to **30%**



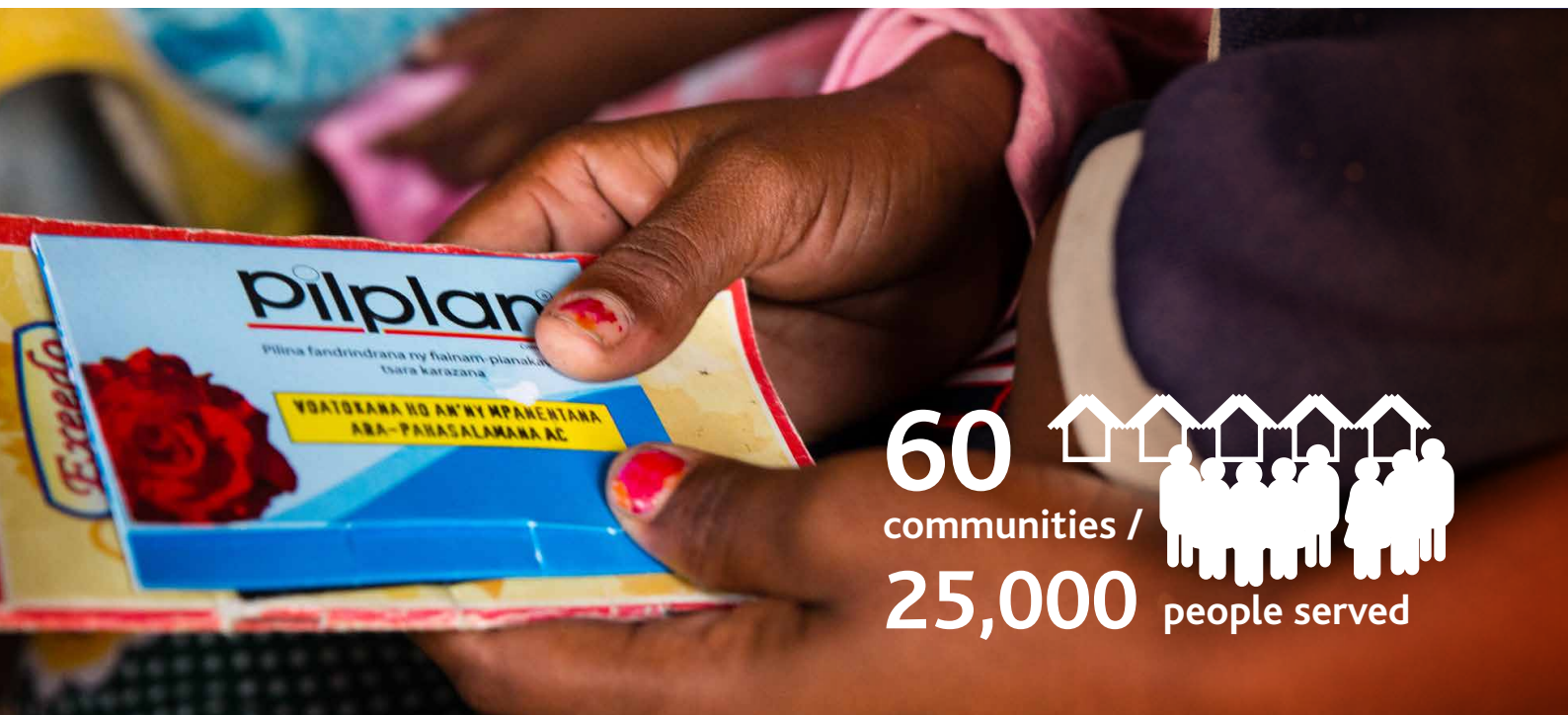
90%
of women
would like to be able to
plan their pregnancies *



A community-based model

We train and support local women to offer community-based reproductive health services, integrated closely with Madagascar's Ministry of Health system as much as possible. We provide them with contraceptives at cost price from Population Services International, which they sell in their villages for a small income. We are currently piloting the use of smart phones to monitor and assure the quality of these services.

Our network of community-based distributors offers counselling and products including condoms, contraceptive pills and injections as well as mosquito nets, water purifying solution, oral rehydration salts and antenatal medication. We also collaborate with Marie Stopes Madagascar to offer long-acting reversible contraceptives (hormonal implants and intra-uterine devices) on a regular basis.



60

communities /

25,000



people served

blue ventures

beyond conservation



Creating health-enabling social environments

We facilitate a diverse range of behaviour change communication activities designed to foster critical thinking about social norms and support the sustained adoption of healthy practices by all community members.

Radio shows, interactive theatre and small group discussions engage men, women and youth in topics ranging from sexual health to fisheries management.

Our integrated approach fosters broad community participation, for example, opening up discussions about family planning with men by relating food security concerns to reproductive health.

We also support male and female peer educators to do condom outreach in bars.



Our impact

We enable people to make their own reproductive health choices, while equipping them with the skills they need to manage their resources sustainably.

Gaining access to family planning services improves maternal and child health outcomes, allows girls to delay their first pregnancy until after they have completed their education, and affords women more opportunities to become economically active.

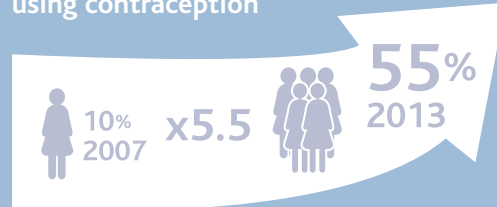
Couples are empowered to plan and better provide for their families; improving food security, and boosting local conservation efforts. Coastal communities are able to live more healthily and sustainably with their marine environment, building social and ecological resilience to climate change.



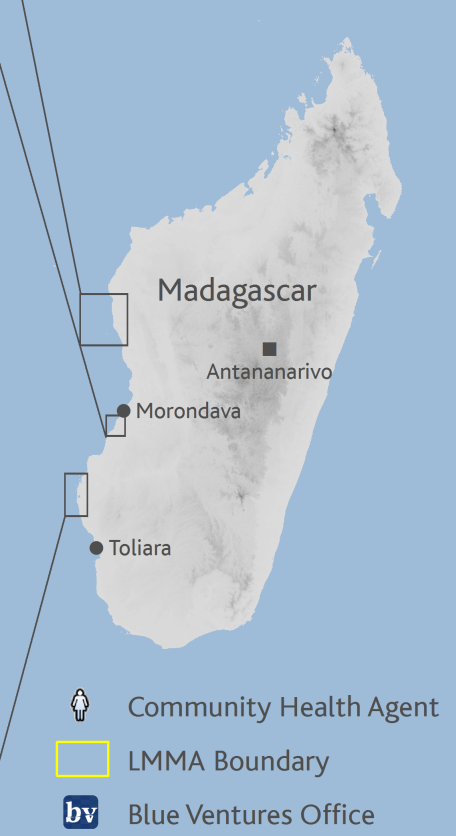
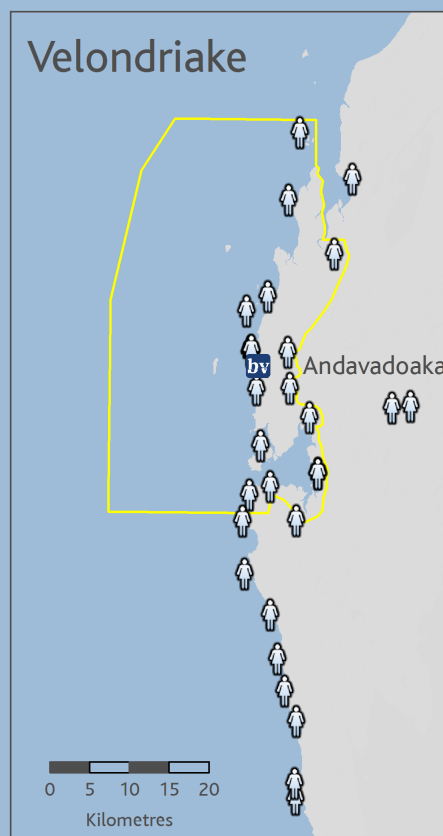
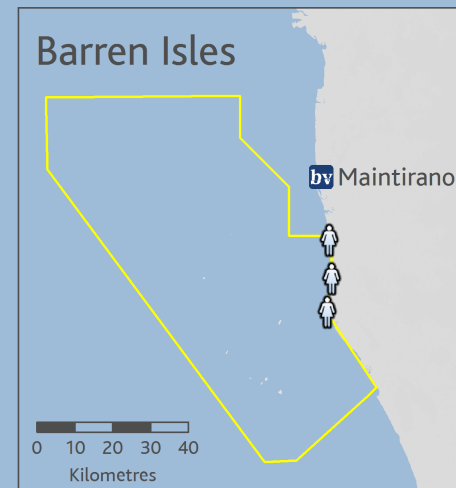
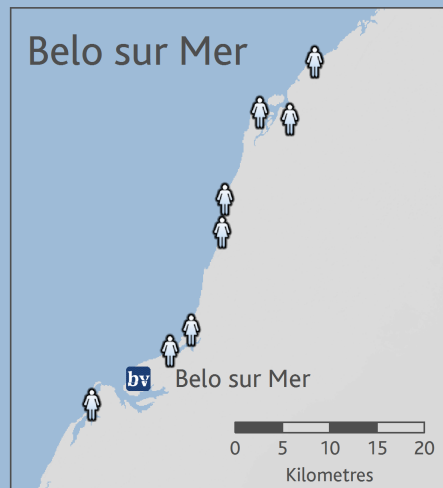
“ I heard about family planning from the village outreach events and decided to use it to space my births, so that I can earn income for my family and send my children to school. I would like to have one more child, but I want to space my births to make sure that I can provide well for my family. ”

NOMENY, 23 YEARS OLD,
MARRIED WITH 2 CHILDREN

Increase in the proportion of women in Velondriake using contraception



1,125+ unintended pregnancies averted in Velondriake and Belo sur Mer to date among a population of **20,000**



- Community Health Agent
- LMMA Boundary
- Blue Ventures Office



Winner of the Excellence in Leadership for Family Planning (EXCELL) Award

Working across sectors for real change

This community health programme is a key component of Blue Ventures' critically acclaimed Population-Health-Environment (PHE) approach, which addresses the interconnected challenges of unmet family planning needs, food insecurity, environmental degradation and vulnerability to climate change in a holistic way.

Having experienced the immense value of integrating reproductive health services with locally led marine conservation initiatives, we are now assisting other organisations to adopt this approach.

We are supporting the development of a national PHE network in collaboration with Voahary Salama, bringing together health and conservation NGOs, donors and policy makers to facilitate cross-sector partnerships.

We are offering technical advice and mentoring to conservation organisations starting to implement PHE with health partners such as Marie Stopes Madagascar, proposing learning exchanges and training courses, convening meetings to share experiences, and collating impact data to communicate to a variety of stakeholders.



35 health and conservation partners are involved in the Madagascar PHE Network including the Government of Madagascar, Voahary Salama, Marie Stopes Madagascar, JSI/MAHEFA, WWF, Conservation International and WCS



We rebuild tropical fisheries with coastal communities

Blue Ventures works with coastal communities to develop transformative approaches for catalysing and sustaining locally led marine conservation.

We work in places where the ocean is vital to local cultures and economies, and are committed to protecting marine biodiversity in ways that benefit coastal people. Our conservation models are designed to demonstrate that effective management improves food security and makes economic sense.

Over the past decade, our innovations have guided national fisheries policy and been replicated by communities, NGOs, businesses, donors and government agencies along thousands of kilometres of coastline. So far our work has impacted the lives of more than 150,000 coastal people.

Working holistically

Blue Ventures recognises that improving fisheries management alone is not enough to overcome the numerous and interrelated drivers of marine environmental degradation.

Our programmes in Madagascar encompass locally led marine conservation, sustainable fisheries management, community-based aquaculture and ecotourism businesses, educational scholarships and reproductive health services.

This integrated approach addresses the interconnected challenges of poor health, unmet family planning needs, environmental degradation and food insecurity in a holistic way. It enables communities to manage their resources sustainably, both now and for the future.



Communities first

Above all, we listen to community needs, responding in a sensitive and pragmatic way for lasting benefits.



Passion & belief

Our mission is urgent and critical, we believe that our models work, and we are determined to get the job done.



Valued people & effective teams

We work in diverse and inclusive teams where all members have a voice and influence. We are effective because our work is integrated across teams and projects.



Innovation & courage

We are resourceful and creative. We are prepared to take risks and challenge broken paradigms.



Openness & humility

We are an open source social enterprise. We work in a transparent and collaborative way to pass on what we learn to others who share our vision and passion.



Grounded in evidence

We have high standards and are not afraid to be self-critical. If we see that something doesn't work, we change tack until we're on the right course.

blue ventures

beyond conservation

IN PARTNERSHIP WITH



For further information or to discuss partnership opportunities please contact:



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Winner, Buckminster Fuller Challenge, 2011
For work to protect marine resources and improve the livelihoods of poor coastal communities in Madagascar.



Observer Ethical Awards, runner-up 2010.
Blue Ventures was commended for creating the Indian Ocean's first replicable blueprint for community-centred marine and coastal conservation planning.



Condé Nast Traveler Environmental Award, 2009
For two decades, Condé Nast Traveler has been honouring environmental visionaries around the world who have found innovative solutions to seemingly intractable problems.



Responsible Tourism Awards 2004: highly commended for "Best in a Marine Environment"



Responsible Tourism Awards 2006: highly commended for "Best Volunteering Organisation"



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Responsible Tourism Awards 2009: highly commended for "Best in a marine environment"



Responsible Tourism Awards 2010: Winner for "Best volunteering organisation"



Ashoka & National Geographic Geotourism Challenge 2008: finalist



Changemakers & National Geographic Geotourism Challenge 2010: finalist



United Nations SEED Award 2005: winner, "Madagascar's first experimental community-run MPA"



Enterprise Young Brits 2005 & 2006: highly commended, "Social and Environment"



United Nations Development Programme Equator Prize 2006: the Village of Andavadoaka, winner (in partnership)



Skal Ecotourism Awards 2006: Winner, "General Countryside"