

Facilitating Multi-Sector Partnerships for Healthy and Sustainable Communities in Indonesia



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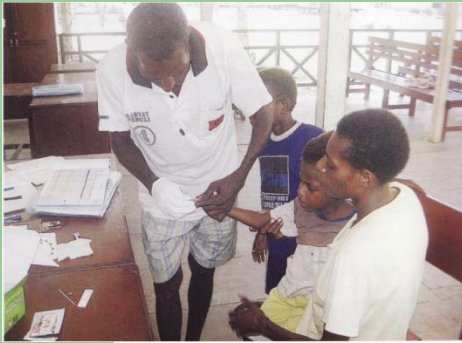
Summary

- CCPHW facilitates local-level partnerships involving companies, NGOs, and local governments for healthier and more sustainable communities
- We help organizations build the trust, knowledge, and skills needed for successful partnerships. Our website, www.ccpwh.org, explains our approach
- The first country project of CCPHW is in Indonesia (CCPHI). It began in 2007 with funding from the Ford Foundation
- CCPHI now works with more than 100 organizations from all sectors; has helped forge new partnerships; and recently became an Indonesian NGO
- Our future efforts include sustaining CCPHI and expanding our work in new countries



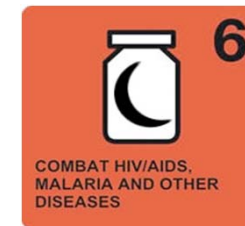
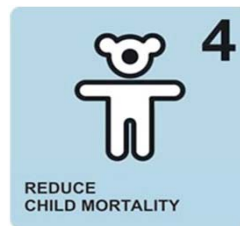
How CCPHW Began

- 2000: CCPHW created after several visits to operations of General Electric (GE) and Freeport McMoran in Indonesia and seeing their efforts to improve women's health
- 2004: surveyed companies worldwide for advice on how to increase business support for women's health services, summarized findings in a paper: "**Private Sector Perspectives on Partnerships to Deliver Women's Health Services in Developing Countries**"
- 2007: first country project began based on the survey results with Ford Foundation funding



Our Rationale

Health is key to sustainable development. Half the Millennium Development Goals (MDGs) adopted by governments worldwide to achieve peace and sustainable development call for improvements in health:



Achieving these goals requires the involvement of all sectors to deliver more health resources to more women.



Our Goals

Our work focuses on health-related partnerships that

- Increase access to health resources, especially among women, in ways that can be sustained;
- Reflect the voice of communities;
- Help companies transition from charity to investments that contribute to sustainability.



Our Approach

We help organizations build the trust, knowledge, and skills needed for successful partnerships

➤ **Build trust**

We consult with organizations individually and in groups to identify sources of mistrust and design mechanisms to overcome the mistrust

➤ **Build knowledge**

We document and use existing partnerships to increase learning on how to partner

➤ **Build skills**

We create tools using the experience of the organizations we work with



To Build Trust

- **Health and Business Roundtable Indonesia (HBRI) is a members-only forum** where companies, NGOs, and associations network, build trust, and learn from each other about how to partner. It is modeled after the Human Rights and Business Roundtable of the Fund for Peace (FfP).

“[HBRI] is very helpful.....it can provide valuable guidance on how to help local communities.” *Arief Latif, Vice President, Social and Local Development, PT Freeport Indonesia*

“...In my 30 years of attending such discussions, I have hardly ever felt I was in such a safe place where people listened...” *Debra Yatim, Founder and Director, Yayasan Komseni, Indonesian environmental NGO*

“...such a great forum! ...I am learning so much.” *Ananta Gondomono, Government Program Manager, Intel Indonesia*

HBRI's 100+ members with different interests are partnering to improve health and community sustainability

- **50 companies** from 8 industries, 7 countries
- **68 NGOs** working on health, environment, education, community and women's empowerment, and governance
- **6 associations** that address health, business relations, and philanthropy
- **1 academic institution**





To Build Knowledge

- **Partnership case studies** describing how partnerships were created and implemented and their unique challenges and results

“We use [our] case study...as a briefing and training tool for students...and NGO leaders from other countries.”

Dr. Adi Sasongko, Medical Director, Yayasan Kusuma Buana (YKB), Indonesian NGO

- **A list and summaries of existing partnerships in Indonesia and elsewhere**
- **A website , www.ccphw.org**, that provide free access to information and tools on how to partner and **a members-only portal** that helps Roundtable members communicate with each other
- **Special Interest Meetings** on specific health-related issues that include Roundtable members and others, notably government agencies.



Company-Community Partnerships in Indonesia

- **Tupperware/HOPE worldwide** (2006, ongoing): community members implementing activities to improve education, health, environment, adolescent girls' empowerment and women's income opportunities
- **Pertamina/the Indonesian Family Planning Association (IPPA)** (2009, ongoing): community participation approach targeting individuals and families to increase access to RH services
- **ExxonMobil/Farabi** (2008, ongoing): teams of community members installing, managing, and maintaining clean water and latrine units to ensure clean and healthy living behaviors in the communities



Company-Community Partnerships in Indonesia (Cont.)

- **PT Dewhirst/Yayasan Kusuma Buana (YKB)/Marks & Spencer/Medika Pratama** (2003, ongoing): health clinic for workers, families and communities became self-sustaining in under 2 years
- **Chevron/Jhpiego** (2005-2007): district MCH budget increased tenfold in 2 years, “alert village” model program to ensure healthy pregnancies and deliveries adopted by Ministry of Health
- **PT Gajah Tunggal/YKB** (2003, ongoing): NGO training program to educate workers and reach out to nearby communities on HIV/AIDS prevention taken over by company staff
- **Standard Chartered Bank/Helen Keller International** (2004, ongoing): government and private provider capability to distribute Vitamin A and perform surgeries to prevent blindness increased

More partnerships are listed on our website, www.ccphw.org



To Build Skills

- Workshops, brainstorming sessions on partnership skills and issues
- Tools based on HBRI member experiences on how to
 - **find the right partner**
 - **define successful partnerships**
 - **communicate across sectors**
 - **facilitate partnerships**

How to Find the Right Partner

www.ccpwh.org/buildingskills

How do organizations identify and select partners?

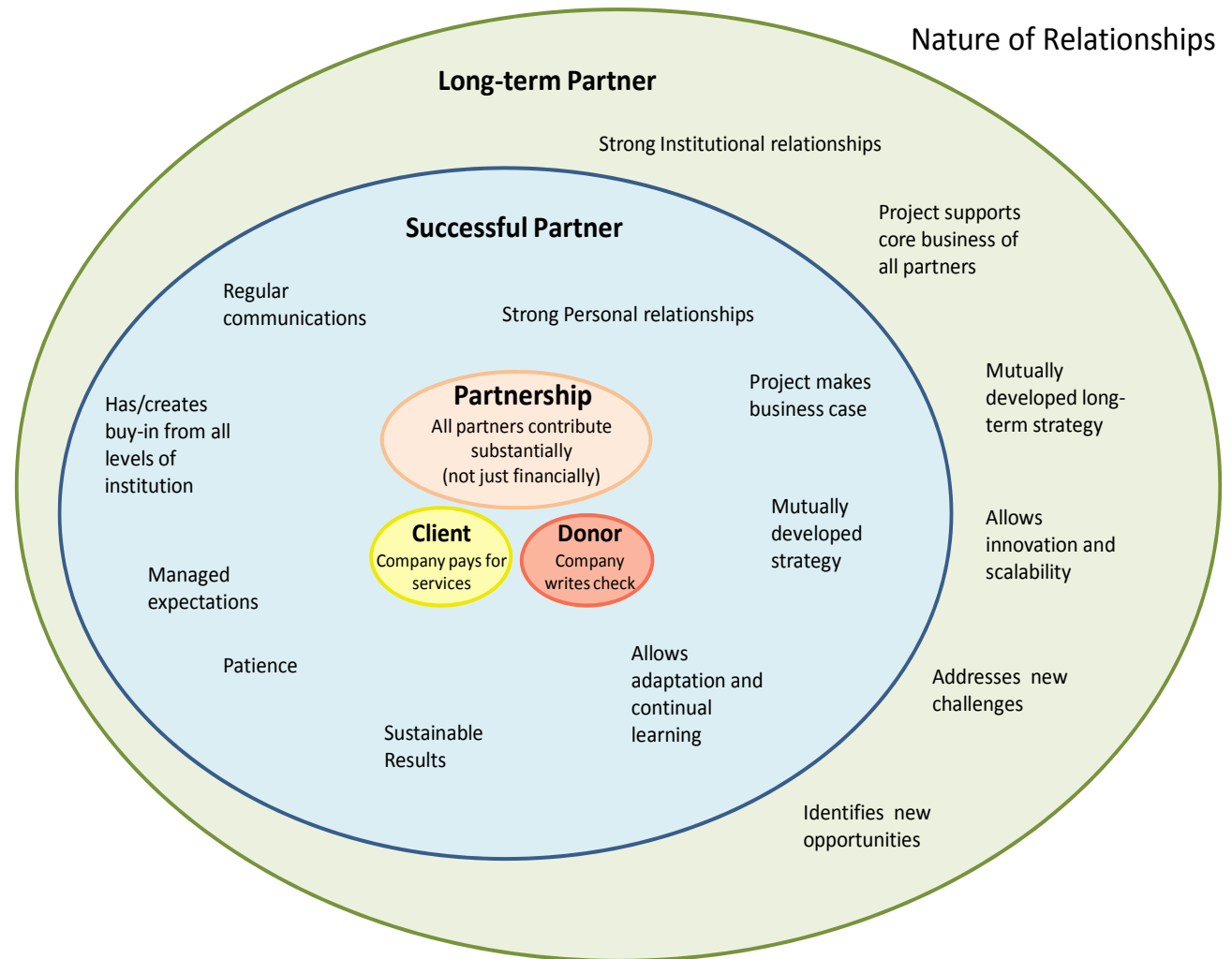
Preferred Partner has:	Preferred NGO Partner has:	Most Successful Partnerships have:
Shared values	Appropriate funding expectations	Clear, specific, measurable goals and targets
Shared concerns	Collaborative reputation (including with local government)	Mutual respect
Track record of positive impact	Reputation for quality work	Personal relationships
Partnership experience	Willingness to start small and grow	Needs that match expertise
Common geographic area	Appropriate absorptive capacity	Complementary skill sets
Integrity	Innovation - replicability and scalability	Sustainability addressed early on
Responsiveness		Appropriate expectations regarding limitations - i.e. slow response time
Patience	Preferred Corporate Partner has:	Regular review process for needed adjustments
Flexibility	Access to target groups	Communications strategies, internal and external
Commitment	Willingness to extend programs beyond the workforce	Idea of long-term strategic plans of partners
Learning attitude	Reputation for social responsibility	Clarity in points of contact
Trustworthiness	Public reputation that does not negatively outweigh the benefits of partnering	True engagement
Transparency	Compassion	Mutual trust - site visits encouraged "seeing is believing"
Cooperative Attitude	Acceptable and not overly onerous policy requirements	Sustainability addressed early on
Available concise information about the organization readily available	Top-level support for project	
Ability to help partners build other relationships		
Willingness to compromise		

What is a Partnership?

www.ccpwh.org/buildingskills

What distinguishes a partnership from other relationships?

What defines a successful partnership?





Results

- Three new partnerships:
 - Bank Syariah/Indonesian Midwives Association
 - PT Freeport Indonesia/LPMAK/YPCII
 - PT Dewhirst, YKB, Medika Pratama, and local government Health Center

- Many new relationships between companies and NGOs

- CCPHI is an advisor to the Government of Indonesia on how partnerships are contributing to the MDGs

- CCPHI is now an Indonesian NGO serving all sectors as a resource on partnership building for healthier and more sustainable communities.



Where to now?

Future Plans:

- Ensure CCPHI sustainability as an NGO
- Identify opportunities for CCPHW in other countries
- Continue to increase knowledge and build skills for partnering across sectors

Our Team



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Thank You!

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www.ccphw.org

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