



Workshop WASH-Nutrition
Ministry of Foreign Affairs, the Netherlands

14 January 2019

Providing children under five a healthy start in life, in the most effective and sustainable way



Max Foundation is founded in 2005, by entrepreneurs Steven and Joke Le Poole in the name of their son Max

How we work



Business-driven



Effective

What we do



WATER



SANITATION



**HYGIEN
E**



NUTRITION



**SAFE
MOTHERHOOD**

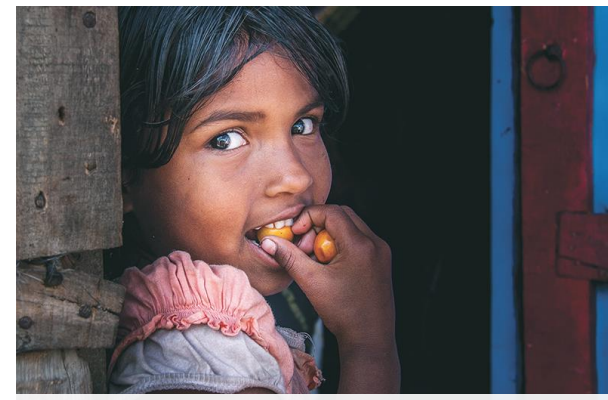
Max Healthy Village is an Integration of WASH, Baby-WASH, Nutrition, Health care for mothers and children, and Local Governance



Interactive Behaviour Change Communication



Child Growth Measurement



Essential Nutrition



WASH Hardware



Health Care Linkages



Entrepreneurship Development

Max healthy Village process: we transfer ownership to local stakeholders to ensure long-term sustainability

Communities

- Ignite community with
 - child growth /stunting data
 - Behaviour change communication
- Increase knowledge in schools
- Community invests on WASH, Nutrition and health care products & Services

Local government

- Invests for the ultra-poor and support entrepreneurs legislation
- Measures progress and declares Healthy villages



Private sector

- Entrepreneurs sell products (WASH, nutrition) to the community
- Sales agents create demand and receive a commission on sales
- Microfinance Institutions support the entrepreneurs and customers

Villages meeting all indicators (>90%) graduated with knowledge and business for sustainability are officially declared as Max Healthy village by local government body

We Mobilize the Whole Community

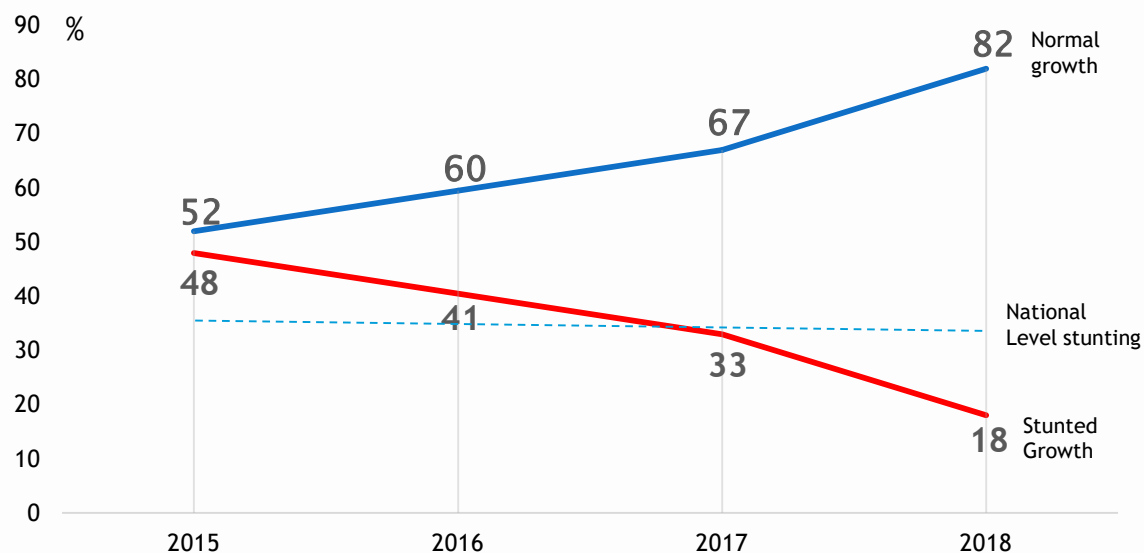


Max Healthy Village Indicators

- Improved latrines, kept clean
- Handwashing at 5 critical times
- Child health: height & weight monitoring, no contact with animal faeces
- Use of sanitary napkins, good menstrual hygiene
- Pre- and post-natal care
- Safe drinking water (water safety plan)
- Essential nutrition actions

Initial findings from a Max Healthy Village pilot project show a great reduction in stunting

Growth trend of children <2* **



Highlights

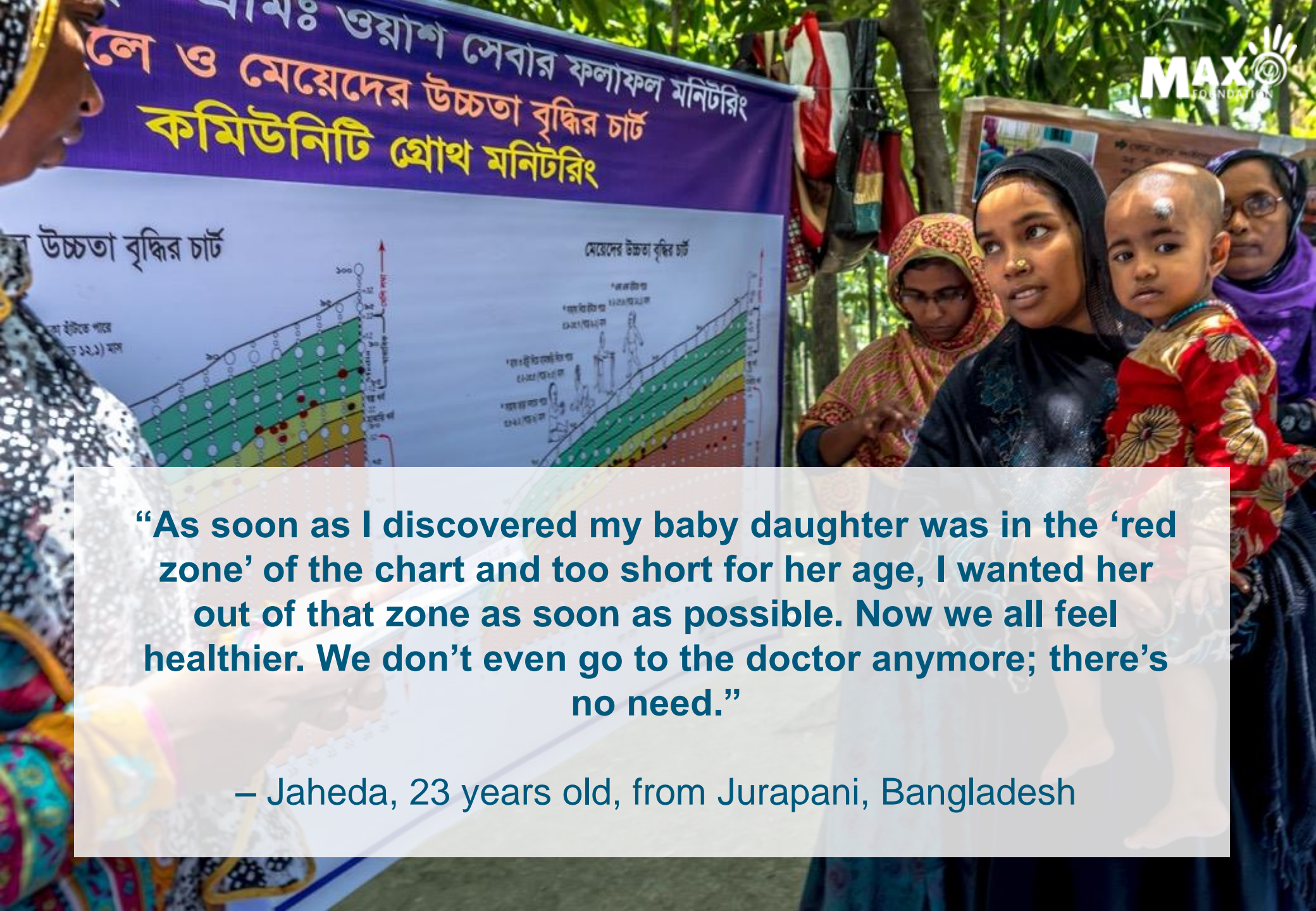
- Stunting significantly reduced from 48% to 18% (**)
- Stunting further reduced when incorporated integrated approach of WASH, nutrition and SRHR

Leverage:

- On hardware investment: 94% by community, 6% by MF
- A rough estimation of 80 euro invested per household to enhance their WASH situation

*) Data is internal program data, not academic checked or validate data. Max Value for Child Growth (2015-2018)

***) Data used here is derived from own collection, measurement and evaluation and has not yet been externally verified



“As soon as I discovered my baby daughter was in the ‘red zone’ of the chart and too short for her age, I wanted her out of that zone as soon as possible. Now we all feel healthier. We don’t even go to the doctor anymore; there’s no need.”

– Jaheda, 23 years old, from Jurapani, Bangladesh

11

When Max Foundation started working in our area, I was actively involved in the community support group as the adolescents' representative.

Our impact with Max Healthy Village in (rural) south-coastal Bangladesh in 2018-2021

We aim for full coverage but *targeting hard-to-reach, marginalized households*

Beneficiaries

1,300,000

people in 1,674 villages signed on to the Max Healthy Village process

441,000

people with access to improved sanitation

240,000

people with access to a handwashing device

13,000

people with access to safe water

Ultimate outcomes



466,000

people living in 600 Healthy Villages



30,000

children U5 with stunting reduced

Lives Improved

Scale-up ambition

Expand phase 2020-2030, Bangladesh

17.5 million beneficiaries

11,000 Max Healthy Villages

- Uptake by partners

Expand phase 2020-2025, Ethiopia



Riad Mahmud

Country Director
Bangladesh

+881 7-11 23 2093
www.maxfoundation.org
riad@maxfoundation.org

“Our programmes are designed for people themselves to invest in and improve their situation, which is far more effective and sustainable than old school charity funding”