

## COMMUNITY SCORE CARD<sup>®</sup> PRESENTED BY CARE MALAWI



*For community members, health service providers and government officials, CARE's Community Score Card provides an innovative approach to identifying barriers to better health outcomes, while developing a plan for change that is jointly owned and implemented by citizens and their government.*

### THE PROBLEM

#### Lack of Local Accountability and Solutions

Imagine if you walked hours to see a doctor, only to find they were inexplicably not at their post during normal business hours. Imagine if you sought care and a nurse shouted at you instead. Would you continue to seek care?

When we think of citizens demanding accountability from government, we often picture large protests and dialogue at the highest level of government. However, civic engagement can be most powerful at the local level. Ordinary citizens can hold service providers accountable and work together to create locally-based solutions to improve basic service delivery. How can CARE and other NGOs worldwide support effective and sustainable citizen engagement with local services?



### THE INNOVATION

#### A Voice for Everyone

Community Score Card<sup>®</sup> (CSC) is an innovative approach that brings together community members, health service providers and government officials to define the barriers preventing high-quality services delivery while developing a shared plan for improvement. The CSC model embraces a proven approach, step-by-step approach to give voice to concerns and challenges from both community members and service providers. The model relies on skilled facilitation to move from blame and distrust to shared goals and practical actions. The CSC is simple to use and can be adapted to any sector entailing service delivery.

### OUR CURRENT IMPACT:

#### The CSC Effect:

- Proven sustainable model for improving health services
- Serves a central component of many of CARE projects beyond health
- Adopted by the World Bank, World Vision, and many others.

### POTENTIAL IMPACT:

Over 1 million people!



### THE SCALE X FACTOR:

- Empowers the community
- Strengthens relationships and builds trust
- Effective tool for cultivating government responsiveness and accountability
- Enables women and girls to exercise their rights to sexual, reproductive and maternal health

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## THE IMPACT

### 2020 VISION

By replicating the successful training model, the Community Health Entrepreneurs program holds great promise, with the potential to impact 2.8 million people in Bangladesh by 2018 and 10 million by 2020.

### THE CHALLENGE TO SCALE

One of the consistent challenges of the development sector is that expertise is consistently lost when donor funding and project cycles end. Additionally, expert staff who could potentially support the scaling of successful innovations by training others are not able to free their time from the project they are implementing. Yet there is consistent demand from other organizations for CARE to provide expertise on models such as the community scorecard and even willingness to pay. To tackle these barriers and capitalize on demand, CARE has established a self-sustaining CSC Consulting Group. Purposeful and continuous learning from CSC adaptations will serve to build CSC consultants' expertise and the ability to expand into new markets, accelerating and amplifying the reach and impact of the CSC.

Garnering support, both financial and organizational, for establishing and executing the CSC Consulting Group and accelerating the widespread use of the CSC Consulting Group's services is the most pressing need. The teams' needs include support for marketing and branding their services, learning sales and customer discovery, and capacity building for CARE staff to gain skills in their new role of consultant. Additionally, the CSC team is interested in funding and support to leverage technology to scale.

#### Opportunities include:

Funding  
Training in sales and customer acquisition  
Marketing and Communications  
ICT funding and expertise

## Join us in accelerating change for good!