

ACCELERATE

Strengthening the ability of EPCMD countries to have a measurable impact on maternal and child survival by integrating Accelerator Behavior programming into their health strategies

As part of the global **Ending Preventable Child and Maternal Deaths (EPCMD)** initiative, USAID will support work in 24 high priority countries that account for 70% of the world’s maternal and child deaths and half of the unmet need for family planning. The USAID 2015 “Acting on the Call” progress report stated that speeding up the adoption of the **highest impact interventions centered on families, communities and health systems could save 15 million children and 600,000 mothers by 2020**. These interventions rely on improving **Accelerator Behaviors**, identified for their potential to hasten the decline of child and maternal deaths.

ACCELERATE (2015-2020) expands the capabilities of stakeholders in the 24 EPCMD countries to implement high quality Accelerator Behavior programming and ensures these efforts are integrated into their health strategies.

ACCELERATE works primarily with USAID Missions and secondarily with others whose combined efforts further reduce maternal and child deaths: other U.S. government agencies, host country governments, donor organizations, NGOs, media, academia, and the private sector.

ACCELERATE key objectives and outputs:

1. Increase national and Mission level access to and support for Accelerator Behavior programming	2. Design and apply innovative, effective, high quality Accelerator Behavior programming, based on country context	3. Track and measure Accelerator Behavior programming	4. Provide technical assistance to Missions on an as needed basis and share lessons with EPCMD partners
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✓ E-Platform that shares data, methods, tools, and materials	✓ Decision-making tools for prioritizing Accelerator Behaviors	✓ Re-imagined digital tools for near-real time tracking of Accelerator Behaviors	✓ Virtual lateral learning network established among partners
✓ Innovations Library of behavior change approaches	✓ Evidence-based, context-specific programming approaches and methods	✓ Existing data used to support improved programming	✓ Accelerator Behavior programming integrated into Mission health portfolios

ACCELERATE focuses on 10 Accelerator Behaviors:

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| 1. Recognize the symptoms of malaria and seek prompt care | 2. After a live birth, use a modern contraceptive to avoid pregnancy for at least 24 months |
| 3. Provide appropriate treatment for children with diarrhea at onset | 4. Initiate breastfeeding early and exclusively for 6 months |
| 5. Seek prompt and appropriate care for acute respiratory infection | 6. Attend antenatal care |
| 7. Seek full course of timely vaccinations for infants | 8. Attend health facility for delivery |
| 9. Wash hands with soap at critical times | 10. Seek care for newborn illnesses |