

VillageReach has worked in Malawi since 2008, collaborating with the Ministry of Health (MoH), the private sector and other partners to develop and implement high-impact sustainable solutions and programs. These solutions have strengthened the health system as primary health care (PHC) services become more responsive to provide Malawians with the health care they need to live healthy lives.

## Solution Spotlight

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VillageReach, in radical collaboration with the Malawi MoH and partners, has implemented solutions such as [Chipatala cha pa Foni](#) (CCPF) “Health Center by Phone,” Drones for Health, among other programs such as Kwitanda Community Health Program and OpenLMIS, to improve health access for 18 million Malawians.

### VillageReach builds tech-enabled pathways to primary health care

CCPF is the national health hotline that provides a robust telemedicine service that offers access to free, timely, and quality health information. It has played a critical part in delivering PHC services to Malawians. At the height of the pandemic in 2021, 79,555 COVID-related calls were answered through the hotline as part of the national response. It also served as a platform for social listening helping to address misinformation. “Let’s Talk about Vaccines” is a key qualitative, participatory research study examining determinants of, and potential solutions to immunization dropout among children and as part of supporting responsive PHC solutions in Malawi. Qualitative data and findings on drivers of routine immunization dropout indicate that service quality such as wait times and stockouts can all influence a caregiver's trust in services and willingness to continue the vaccination process for their child.

### VillageReach makes health products available to people when and where they are needed

Drones for Health is an MoH-owned solution that VillageReach supports with local partners. It provides routine delivery of essential medicines and vaccines. It is vital to health care services for women and serves as a responsive supply chain for emergency cases. As part of the vaccine delivery campaign during the pandemic, 6,000 COVID-19 vaccine doses were delivered to 27 health facilities in southern Malawi's Chikwawa and Nsanje districts.

The new priorities will support the government of Malawi in implementing health solutions like these to increase accessibility and utilization of health services and shift towards responsive PHC for 20 million Malawians by 2025.

## The time is now to renew our commitment to UHC

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The VillageReach Malawi Country Priorities have been designed in close consideration of the Malawi Health Sector Strategic Plan III and the United Nations (UN) Sustainable Development Goals (SDGs). The SDGs are a "shared blueprint for peace and prosperity for people and the planet, now and into the future."

The VillageReach Malawi Country Priorities aims to implement responsive PHC solutions to increase accessibility and utilization of health services for Malawians. We have developed our priorities based on more than fifteen years of experience working with the MoH in Malawi, while also adapting to emerging trends in health care and disruptions that require building health solutions and agile systems to improve equity and access for all. These also help to outline our renewed commitment to support the Malawi Health Sector Strategic Plan III implementation and to deliver on the promise of Universal Health Coverage (UHC).

Problem analysis leading to the development of the new priorities highlighted the overall challenge that some individuals cannot access primary health care when and where they need it in Malawi. The World Health Organization ([WHO](#)) indicates, “Only 46% of citizens live within a 5-km radius of any kind of health facility.”

Root causes for this include weak health supply chains, ineffective and fragmented health information systems, and systemic health service bottlenecks including limited human resources capacity and as outlined by the Health Sector Strategic Plan II (2017-2022). These priorities will help us to focus on addressing these challenges.

## Achieving impact through five priorities

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We have identified five country priorities that will help set us on a course toward achieving our goals:

1. **Products to people:** We will ensure increased equitable access to medicines and health products to the under-reached, including mothers, children and youth.
2. **Data for decision-making:** We will support improved availability of actionable data at the point of service, data analysis and interpretation skills, and data quality.
3. **Pathways to primary health care service uptake:** We will support increased pathways to tech-enabled primary health care service uptake for the under-reached.
4. **Organizational sustainability:** We will prioritize operational excellence to attract new business development opportunities that can sustain strategy implementation.
5. **Cross-cutting:** We will support the sustainability of solutions through Measurement and Evaluation, Advocacy and Communications, and Gender Mainstreaming.

## Building on our foundation toward 2025

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These priorities build upon our recent strategy to strengthen our operations and use the Theory of Change to inform implementation.

**Our goals leading toward 2025 include:**

- Strengthen transportation of health products
- Support national and sub-national level supply chain system planning and policy development
- Strengthen support to the immunization supply chain to contribute to zero-dose population reduction
- Strengthen community health supply chains
- Support mechanisms for easy data use including building capacities
- Develop remote training tools to strengthen the capacity of health workers
- Increase pathways to accessing health information and PHC services through the implementation of innovative digital health tools and program interventions like CCPF
- Strengthen private sector engagement with service providers to address the availability of health services.
- Enhance community engagement for responsive service utilization