

Global Partnerships for Healthy Homes Initiative

Institute for Corporate Responsibility

The George Washington University

THE CHALLENGES

Private sector approaches to solving global environmental health problems have attracted considerable attention from practitioners, policymakers, and businesses in recent years. Despite the growing interest in this field, there is limited understanding of the ways to build and manage successful multi-sectoral partnerships. Many organizations engaged in international development lack the experience and capacity to identify partnership opportunities, negotiate outcomes, and engage the private and public sectors for long-term, successful partnerships. Moreover, constrained by expertise and resources, these organizations are often ill equipped to meet their partners' increasing demand for project impact assessment.

The **Global Partnerships for Healthy Homes Initiative (GPH²I)** is a multi-disciplinary research initiative launched by the Institute for Corporate Responsibility in partnership with The George Washington University School of Public Health and Health Services and Trachtenberg School of Public Policy and Public Administration. It brings together faculty and students from the three schools to conduct research in developing and managing innovative approaches to environmental health issues.

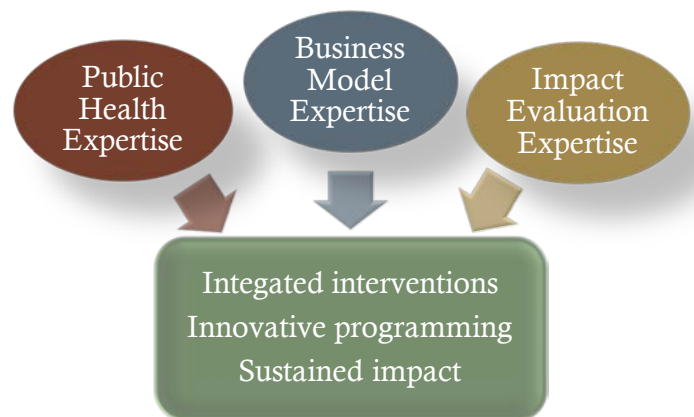
OUR VISION

GPH²I aims to help develop healthy living environments – including access to safe water, low-cost sanitation, improved hygiene, and reduced indoor air pollution – through the integration of research and action. Our goal is to maximize disease prevention and quality of life

in communities and households through carefully researched and designed interventions that result in benefits that persist beyond the life of projects.

OUR APPROACH

GPH²I uses applied public health, business and policy research to develop, test and evaluate holistic and multi-disciplinary interventions, which include public and private sector actors. With our combined expertise in environmental health, business model, and impact evaluation, our approach integrates action across a variety of factors that affect the health and quality of life of households and communities. This integrated approach allows us to address environmental health challenges effectively.



Illustrative research questions include:

- *How to measure household willingness to pay and quantify household preferences for public health goods and services?*
- *How to design incentive structures to improve uptake and use of public health goods and services?*

- *How to design cross-subsidies and alternative financing to reach vulnerable households when direct cost recovery is infeasible?*
- *How to monitor and evaluate market-based intervention approaches?*
- *How to design effective public private partnerships?*
- *How to monitor and evaluate impact of public private partnerships?*

AREA OF EXPERTISE

Market-based Solutions

There are numerous challenges for development practitioners in applying the market principles to health intervention. While some case studies of successful business models are available, the contextual complexities of each case make it difficult to identify best practices and models for broader application.

Leveraging our knowledge in the subject area, **GPH²I** can help our partner organization assess appropriate conditions for market-based programs, identify the target markets, and develop business models that match the program objectives and local conditions.

Public-Private Partnership

Based on our diverse research and project experience, we have accumulated in-depth knowledge in building successful and resilient multi-sectoral partnerships. We have found a number of key factors in leadership and organization that allow for parties in a network to establish collaborative working relationships. We also understand the importance for program design to integrate the value for businesses, as well as the mechanisms through which such values can be delivered.

GPH²I researches the best practices and the key lessons learned in the environmental health sector to inform the partnership designs. We apply our multi-disciplinary expertise and networks to assist international development organizations to design programs in a way that generate mutual benefits for all partners.

Innovative Financing

In the face of tighter budgetary constraints for donor communities to address local public health needs in developing countries, organizations are under an increasing pressure to seek alternative financing sources to accomplish their missions.

GPH²I analyzes the potential for leveraging private financing and the conditions for long-term financial sustainability by assessing a wide range of alternative financing models and the underlying conditions for success. This will also enable us to determine the program's scalability and applicability to different communities or different circumstances.

Impact Evaluation

Despite remarkable progresses made in the global health sector, resource constraints and knowledge gap, among other factors, continue to hinder organizations' efforts to improve the measurement of their programs' impact beyond immediate outcomes and short-term results.

GPH²I houses renowned experts and years of practical experience in program evaluation to provide technical assistance to our partner organizations. We design and implement both integrated and independent program evaluations that are cost effective and useful for the intended users of the information. Our evaluation approach combines both quantitative and qualitative methods and integrates evaluation

principles throughout the program design and implementation phases. As an academic institution deeply committed to bridging the world of knowledge and the world of practice, we conduct vigorous, objective, and cost-effectiveness research to help our partners improve the health and quality of life of households and communities around the world.

CAPABILITIES

Lead researchers for **GPH²I** are:

John Forrer

Dr. John Forrer is Associate Research Professor of Strategic Management and Public Policy, School of Business; Associate Director of the GW Institute for Corporate Responsibility (ICR); and, Associate Faculty, Trachtenberg School of Public Policy and Public Administration at The George Washington University. His research examines issues at the crossroads of business, globalization, and policy, including business and peace, public-private partnerships, integrated governance networks, sustainable global commodities, and economic sanctions.

Jay Graham

Dr. Jay Graham is Assistant Professor in the Department of Environmental and Occupational Health and the Department of Global Health. A global environmental health specialist, Dr. Graham's focus on international water supply, sanitation and hygiene development has had him working in over a dozen of countries. Dr. Graham worked for five years on the US-México border—mainly in informal settlements of Ciudad Juárez, MX—developing, managing and evaluating environmental health research and outreach projects. Between 2008 and 2011, he served as the lead technical advisor on sanitation and indoor air quality for the Environmental Health Team within the Bureau for Global Health at the United States Agency for International Development (USAID).

Kathryn Newcomer

Dr. Kathryn Newcomer is the Director of the Trachtenberg School of Public Policy and Public Administration at the George Washington University where she teaches public and nonprofit, program evaluation, research design, and applied statistics. She is a non-residential Fellow in Governance Studies at the Brookings Institution, and an elected member of the Board of Directors of the American Evaluation Association. She routinely conducts research and training for federal, local, and foreign government agencies and nonprofit organizations on performance measurement and program evaluation, and has designed and conducted evaluations for several U.S. federal agencies and dozens of nonprofit organizations. Dr. Newcomer has published five books, a volume of *New Directions for Public Program Evaluation*, and numerous articles in journals. She has also received numerous awards including two Fulbright awards and the Elmer Staats Award for Achievements in Government Accountability.

Karen Mo

Karen Mo is an international development professional and private sector approach specialist. Capitalizing on her six years of international business and international development experience, Karen has undertaken research, project management, and impact assessment for various private and nonprofit organizations across the US and Asia. Her areas of expertise include value chain analysis, entrepreneurship and SME development, microfinance, and public-private partnership. She holds an M.A. in International Development Studies from Elliott School of International Affairs, George Washington University, and a B.A. in International Relations from Mount Allison University.

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