



Spectrum



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Rotary Members work to Improve Maternal and Child Health Around the Globe

Posted on July 17, 2023 by Nyreese Castro-Espadas, Area of Focus Manager for Maternal and Child Health



Rotary members from 21 districts, in partnership with UNICEF, are working with local governments to develop and implement immunization programs to protect 100,000 children from rotavirus, pneumococcal disease, and cervical cancer across nine South Pacific Island countries, including Kiribati and Fiji.

The Give Every Child a Future project is committed to strengthening the immunization programs in each country so that these vaccines continue to be delivered to future generations of children. Tarawa, Kiribati. 28 March 2023.

In July, Rotary celebrates **Maternal and Child Health Month**. It is an opportunity to reflect on the current status of maternal and child health around the globe, how Rotary members contribute to addressing issues at the community level, and further take the steps to analyze our collective impacts on health systems.

According to the WHO, poor women in remote areas are the least likely to receive adequate health care. This trend holds true in both developed and developing countries. Low numbers of skilled healthcare professionals in these regions are major contributing factors to limited access to care. Human resources for healthcare remain a challenge, worsening since the COVID-19 pandemic. The data suggest that 99% of births are attended by a trained midwife, doctor, or nurse in most high-income and upper-middle-income countries. This figure drops to 78% in lower-middle-income countries and even further down to 68% in low-income countries where almost 95% of all maternal deaths occur. Many Rotary members have been developing projects that support local health authorities in increasing the capacity of

existing healthcare workers, task shifting by upskilling midwives, training and equipping community health workers and integrating traditional birth attendants, where possible, and providing graduate-level scholarships to support vocations in health care.

In Panama, the Rotary Club of Boquete partnered with the Rotary Club of Skidaway Island, Savannah (United States) to implement the Manchichi midwife health monitoring program. The project aims to enhance prenatal, labor, and postpartum services by providing skills training to local midwives and cultural sensitivity training to medical professionals with a goal to improve maternal outcomes in mothers of the Ngäbe-Buglé indigenous community. This project demonstrated that basic medical knowledge combined with the familiarity of safe cultural practices led more women to adhere to prenatal care recommendations and deliver in facilities where they could be attended by skilled providers.

In Uganda, Rotary members conducted a community assessment to determine that distance between homesteads and medical facilities, and the high costs associated with the journey were the primary barriers to women accessing maternity facilities. Many women delivered before they got to facilities or arrived there tired and exhausted, unable to deliver safely. The local Rotary Club of Nkumba partnered with the Rotary Club of Allschwil-Regio Basel (Switzerland) to implement a project that provided tricycle ambulances (tuktuks) to Health Center IV's in Uganda. The project also trained ambulance drivers and first responders to care for pregnant women during transportation.

The Theory of Change – the expected positive change that will result from the support Rotary members are offering through their projects – is that if we train enough healthcare workers, doctors, nurses, midwives, and community health workers in the principles of obstetric care, equip health facilities with needed tools, and create referral systems and quality improvement processes, we will increase access to quality health care, in turn leading to more births attended by skilled personnel and fewer deaths among mothers and their children. As clubs and districts begin to look for service opportunities during this new Rotary year, I encourage members to consider how to meaningfully contribute to a healthier future for mothers and children. Start by conducting a community assessment; speak with women, local health authorities, doctors, nurses, midwives, and community health workers in your community. Consult with a Maternal and Child Health Cadre member or the Rotary Action Group for Reproductive, Maternal and Child Health for guidance on how to start an assessment or how to design a project to address the findings from a community assessment.

We meet calendar months' 2nd & 4th Saturdays at GPT Group, JC 25, Salt Lake, Kolkata 700098 at 6.00 PM

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Rotary's two official mottos

Service Above Self and One Profits Most Who Serves Best, Rotary's official mottos, can be traced back to the early days of the organization.

In 1911, the second Rotary convention, in Portland, Oregon, USA, approved *He Profits Most Who Serves Best* as the Rotary motto. The wording was adapted from a speech that Rotarian Arthur Frederick Sheldon delivered to the first convention, held in Chicago the previous year. Sheldon declared that "only the science of right conduct toward others pays. Business is the science of human services. He profits most who serves his fellows best."



Arthur Frederick Sheldon, the Rotarian whose convention speech inspired Rotary's secondary motto, One Profits Most Who Serves Best

The Portland gathering also inspired the motto *Service Above Self*. During an outing on the Columbia River, Ben Collins, president of the Rotary Club of Minneapolis, Minnesota, USA, talked with Seattle Rotarian J.E. Pinkham about the proper way to organize a Rotary club, offering the principle his club had adopted: Service, Not Self. Pinkham invited Rotary founder Paul Harris, who also was on the trip, to join their conversation. Harris asked Collins to address the convention, and the phrase Service, Not Self was met with great enthusiasm.

At the 1950 Rotary International Convention in Detroit, Michigan, USA, two slogans were formally approved as the official mottos of Rotary: He Profits Most Who Serves Best and Service Above Self. The 1989 Council on Legislation established Service Above Self as the principal motto of Rotary because it best conveys the philosophy of unselfish volunteer service. He Profits Most Who Serves Best was modified to *They Profit Most Who Serve Best* in 2004 and to its current wording, *One Profits Most Who Serves Best*, in 2010.

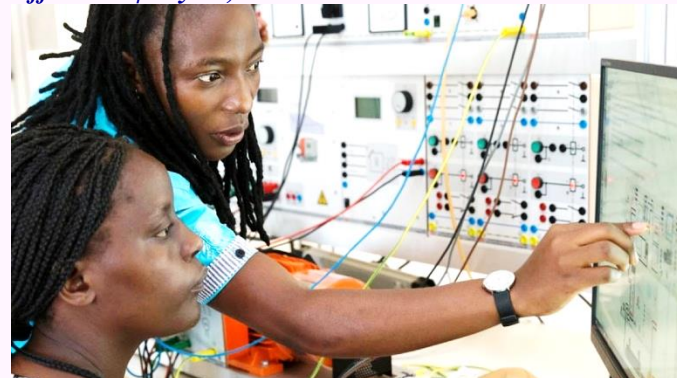


A name badge from the 1928 Rotary International Convention features Rotary's mottos.

Source: Rotary History

To achieve gender equality, business as usual is not an option

By Mamta Murthi, Vice President for Human Development; Emmanuel Nyirinkindi, Vice President, Cross-Cutting Solutions, IFC and Ethiopis Tafara, Vice President and Chief Risk, Legal and Administrative Officer on July 18, 2023



First year Master's students at the World Bank supported African Center of Excellence in Energy and Sustainable Development. Photo credit: Kelley Lynch/World Bank

Gender equality is a fundamental human right, a matter of fairness and justice. It is a foundation for a peaceful and prosperous world and essential for development. It is also at the heart of the World Bank Group's vision to create a world free of poverty on a livable planet.

However, progress in many areas of gender equality is essentially at a standstill. Globally, female labor force participation rates have stagnated for 30 years, one out of three women experiences gender-based violence, and women's access to economic opportunities and leadership positions remain limited in many countries.

Gender equality is under threat across the world and hard-won gains are being reversed. Gendered norms, behaviors, and mindsets are deeply rooted and exacerbate the challenges. Crises, including pandemics, climate change, and forced displacement have disproportionately impacted girls, women, and sexual and gender minorities.

Removing barriers to gender equality unlocks economic productivity, reduces poverty, deepens social cohesion, and enhances well-being for current and future generations. In fact, closing employment gaps between women and men could yield as much as a 20 percent increase in long-term GDP per capita. There is also increasing evidence that women's participation to address climate change is associated with better resource governance, conservation outcomes, and disaster readiness.

The public sector alone cannot remove the barriers women face—sustained support from the private sector and civil society is critical if we are to achieve gender equality in our lifetime. Meaningful progress needs to span public and private sector activities, country laws and policies, and personal lives. It requires sustained and broad commitment, and financing for evidence-based solutions. This is especially difficult in the current global environment of sluggish growth and rising poverty.

Inspiration for the way forward

At the World Bank Group, we have been reflecting on how to advance and accelerate the pace of change toward gender equality through the public and private sectors, building on the experience and lessons from implementing our first joint World Bank Group Gender Strategy (2016-2023). As part of those efforts, we launched the #AccelerateEquality campaign last year to take stock, raise awareness, and hear from partners on challenges and on what works. The launch followed 10 years from the publication of the seminal World Development Report on Gender and Development.

The proposed new World Bank Group Gender Strategy (2024–2030) aims to put forward the bold ambition to accelerate gender equality for a sustainable, resilient, and inclusive future, in alignment with the World Bank Group’s evolution.

The new strategy has three key objectives:

1. Ensure foundational well-being by ending gender-based violence and elevating human capital.
2. Expand and enable economic opportunities by improving equal access to more and better jobs, economic assets, and services such as care, digital, mobility, and other enabling services.
3. Engage more women as leaders for a sustainable, resilient, and inclusive future.

The new strategy will reaffirm the World Bank Group commitment to nondiscrimination, inclusion, and equality of opportunity, encompassing sexual and gender minorities. It will acknowledge the disadvantages facing men and boys as well as the vulnerabilities arising from the intersection of gender with poverty, ethnicity, disability, and other characteristics. It will propose to involve men and boys to address issues specific to them as well as those that affect gender equality.

To drive change on gender equality, the World Bank Group will innovate, finance, and foster collective action in line with its comparative advantage. The world needs solutions based on data and evidence—as our causal evidence briefs and thematic policy notes show. Securing, allocating, and mobilizing resources effectively in and through the public and private sectors is essential, especially in this period of fiscal constraints. And accelerating progress toward gender equality will require concerted collective engagement with public and private sector actors, civil society, and international agencies.

No country, community, or economy can achieve its potential or meet the challenges of the 21st century without the full and equal participation of everyone. The World Bank Group will approach these complex challenges with realism and long-term commitment, acting together with our partners for a more equal and prosperous world for all. We invite you to read the proposed strategy and share your thoughts on it before it is launched in 2024.

The draft World Bank Group Gender Strategy 2024-2030: Accelerate gender equality for a sustainable, resilient, and inclusive future has just been released. We invite you to engage with us in our formal consultations from July to end-November 2023 as we develop the final strategy, which will be launched in 2024.

This current draft was informed by engagement and dialogue with stakeholders, partners and clients who have helped shape its current focus.

A Culture of Continuous Improvement Begins with Leadership

By Steve Kane on July 20th, 2023



Continuous improvement brings many benefits to an organization. Things, such as reduction in waste, improved quality, less rework, faster responses, elimination of costs, and improved customer experience.

Leaders set the environment for this culture of continuous improvement.

Everyone always wants to blame the failure to set a culture, or a bad culture, on leadership. Leaders are responsible for setting the culture, but it takes more than leadership. I do not believe it is fair to blame all of the cultural woes on leadership. In fact, I think that leaders shoulder way too much blame for poor culture.

The most impactful stakeholder group, aside from leadership, to influence your culture of continuous improvement is your employees. Cultures form based on the accepted and allowed norms in a company.

Two things in a company will always form regardless of leadership action. These two things are the brand and the culture. This is because they represent the observed behaviors of the company and its stakeholders.

However, this does not give a free pass to leaders when it comes to culture. They are as important as the organization and the employees when it comes to forming and maintaining a culture.

With that being said, a Continuous Improvement Culture that I described in my article last month, begins with leadership. If this culture is not understood, influenced, and supported by leaders, the company is doomed to struggle and fail. Thus, it takes significant leadership engagement to create and maintain a culture where all employees are continuously improving what they do every day.

Understand that when I use the word Leadership, I mean both leaders and managers – what I refer to as Leaderment. It takes both good leadership and management to change a culture.

Let me explain the strategic culture model that I employ with organizations, which I first learned about during change management training at Georgetown University several years ago.

Vision.

Every organization should have a Vision. Without a vision, we are like the Cheshire Cat in Alice in Wonderland, and any road will take us where we are going. The problem is that we are not all going in the same place and we have no idea where we want to end up. I propose that any and every organization should have a vision where all employees are

improving their own processes every day. This is a vision of having a culture of continuous improvement. With this vision, everyone in the organization knows what they are working to achieve and can align behind it. This vision provides the direction for the organization's culture – without the vision, little else matters. Leaders set the vision and managers communicate the vision.

Values and Principles.

Leaders influence the culture by establishing values and principles, and then they live them through operating styles and behaviors. Managers influence the culture through the implementation of plans through the mission, goals, objectives, and actions. As you can see, all leaders still need to operate as managers and all managers still need to operate like leaders. This is why Leadership is such a key term for building this type of continuous improvement culture.

The leader also focuses on bringing about change through their side of the culture equation, while managers ensure predictability in operation through their side. Obviously, these two conflict, so it takes both a good leader and manager to balance these two items to generate results that are aligned with the vision.

This model is true of any organizational direction.

As I said earlier, leaders are just one part of the effort to institute a culture. If the organization itself is not designed well or does not have the right mission alignment, obtaining the desired culture will be a challenge. Also, as the old saying goes, "You can lead a horse to water, but you can't make him drink." If your employees choose not to embrace and follow the culture, then it will not materialize. However, leadership (and management) must first set the environment and this is why culture begins with leadership.

Building a Culture of Continuous Improvement is a multi-issue article that will span the next several months. Next month, we will focus on crafting your continuous improvement strategy.

About the author

Steve is responsible for Gemba Academy's lean coaching and certifications.



Steve Kane

Prior to Gemba Academy, Steve had a diverse career ranging from being responsible for a large medical device sales territory, plant manager where he leveraged lean methods to drive improvement, and VP Operations at Specialty Silicone Fabricators where he led the lean efforts of the company.

He has served on the western region board of The Association for Manufacturing Excellence and has worked with the Michigan Lean Learning Consortium and the California Central Coast Lean Forum.

The 22nd Anemia screening and treatment camp under Global Grant 1991152 titled "Matri Raksha" shall be on Sunday, July 23, 2023 at Ram Krishna Biddha Asram, Panihati, North 24 Parganas in association with Rotary Aabahamaan, who would also conduct Eye Screening.

July is Maternal and Child Health Month

QUOTE

"This new report shows that the cost of inaction over the last decade was 152 million babies born too soon. While some regions are more affected, preterm birth threatens health progress in every country. Greater investment in the care of vulnerable newborns can save millions of families from heartbreak. More work is also needed to prevent preterm birth, which will also improve progress in reducing stillbirths and maternal deaths. Together these twin tracks of preterm prevention and care will produce healthier individuals and societies to deliver on economic and social development. Our next generation depends on us all acting now -- the investment may not be small but the returns on this investment will be major for every country"

Prof. Joy Lawn, London School of Hygiene & Tropical Medicine Co-lead, Born too soon: decade of action on preterm birth (2023) and Born too soon (2012)

UNWIND

"The whole purpose of places like Starbucks is for people with no decision-making ability whatsoever to make six decisions just to buy one cup of coffee. Short, tall, light, dark, caf, decaf, low-fat, non-fat. So people who don't know what they're doing, or who on earth they are can, for only \$2.95, get not just a cup of coffee but an absolutely defining sense of self."

—Joe Fox (Tom Hanks), You've Got Mail

TAILPIECE

THE TELEGRAPH SALT LAKE FRIDAY 21 JULY 2023 **HEALTH TALK** 5

Keep anaemia at bay

Dr Aruna Tantia checks the haemoglobin count of a patient at CK-CL community hall. *Picture by Brijda Sarkar*

Diet elements for healthy blood count

Near and far

The government runs a campaign called Anemia Raksha Bharat focusing on children and pregnant women so far from Rotary, we are targeting others," said Tantia. Men can get anaemia in special cases too, if they have gastric ulcers and the like. "We want to cover 50,000 women across the state. We started this project in 2020 from DA Block, on the edge of Salt Lake, where we got support from Duttah. Later when we went back to check on them, we saw all but three women there anaemia free," she said.

The Rotarians have conducted camps at other added areas of the township such as Chhainabhi, the hinterland of Rajarhat, the Sundarban etc. "Government statistics say 68 per cent of women are anaemic but we are getting an average of 58 per cent," said Tantia. "It's only in India, where we found tribal women anaemic. They had diabetes, hypertension and very low instances of anaemia whereas in Salt Lake it's 60 per cent," said Tantia, urging other block associations to get in touch if they want to conduct this camp in their localities.

Brijda Sarkar

Treat it right

Anaemia is treatable with iron tablets and correct nutrition and results can be seen in three to six months. Patients at the camp were getting their blood tested on spot, and if their haemoglobin level was less than 12, received free iron tablets for several months. They were also counselled.

"Don't eat with the sole motive of filling your stomach. There is more nutrition than eating than rice and boiled potatoes. You need different kinds of vegetables – spinach, lady's finger, moolgi, soya dal, bhindi," said Tantia, laying special emphasis on the juice of kolibhara leaves. "No medicine works as well as this to combat anaemia."

She also recommended dates, sesame, beet, carrots and pomegranate. "Apples are good but expensive," she said.

Saranjan Chakrabarti, a 67-year-old Tantia, laying special emphasis on the juice of kolibhara leaves. "No medicine works as well as this to combat anaemia."

She also recommended dates, sesame, beet, carrots and pomegranate. "Apples are good but expensive," she said.

Saranjan Chakrabarti, a 67-year-old

The Salt Lake supplement of the Telegraph dated July 21, 2023 carried adequately RCSLMK's Anemia Screening and treatment camp titled, "Matri Raksha" held at CK-CL Community Hall, Salt Lake on Sunday, June 11, 2023. The live photograph of the story, just below the headline, "Keep anaemia at bay" has the caption, "Dr Aruna Tantia checks haemoglobin count of a patient at CK-CL Community Hall."