Since 1971, Futures Group Global has specialised in the design and implementation of health programmes in developing countries. A global leader in international health, Futures Group provides technical assistance and manages programmes which address: HIV and AIDS; sexual and reproductive health; maternal and child health; and malaria and other infectious diseases.

Futures Group Europe was established in the early 1990s and is committed to tailoring technical assistance and development interventions that focus on strengthening national and local health systems by: undertaking research; assisting in the design and implementation of supportive policies and protocols; helping to forge public-private partnerships; and building national capacity to design, execute and measure effective strategies which address critical health issues.

Futures Group has completed projects in more than 100 countries and our international health and development expertise is drawn from approximately 400 employees worldwide, with more than 250 employees and full-time consultants based in developing countries.

### Service Areas

- Public/Private Sector Capacity Building
- Health Systems Strengthening
- Policy and Advocacy
- Health Communications
- Social Marketing
- Research and Evaluation
- Computer-Based Modelling
- Strategic Consulting
- Programme Management

### Service Overview

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Applications</th>
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</table>
| Health Systems Strengthening          | Improving the scale-up of primary health care and public health services and the effective integration of vertical systems into national health systems. | • Strengthening the stewardship function of government  
• Resource allocation and utilisation  
• Building national capacity |
| Policy and Advocacy                   | Facilitating the achievement of important health goals by developing new policies, reforming existing policies, and strengthening in-country capacity to actively participate in the policymaking process. | • Improving access to services  
• Greater involvement of people living with HIV or AIDS  
• Safeguarding human rights  
• Fostering sustainability and accountability |
| Social Marketing                      | Using marketing principles to “sell” ideas, attitudes, and behaviours, and to stimulate commercial market growth for health products and services. | • Creating sustainable markets  
• Improving quality of health commodities  
• Fostering competition |
| Research and Evaluation               | Facilitating evidence-based policy and programme decision making through appropriate research and evaluation methodologies, ensuring that programmes are on track and deliver results. | • Data analysis  
• Modelling and forecasting  
• Policy and programme planning  
• Logical framework analysis |
| Computer-Based Modelling              | Designing software applications and computer models to support effective policymaking, to analyse existing information, and to help policymakers determine the impact of programmes. | • Spectrum suite of tools  
• Workplace Policy Builder  
• AIDS Impact Model (AIM)  
• Goals Model |
| Strategic Consulting                  | Making fundamental choices about the development of programmes or dealing with specific needs in HIV and AIDS, sexual and reproductive health, maternal health and broader public health. | • Technical assistance  
• Resource allocation  
• Community and non-governmental organisation (NGO) mobilisation |

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### Select Projects Managed by Futures Group Europe

**Funded by the U.K. Department for International Development (DFID)**

<table>
<thead>
<tr>
<th>Project</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reproductive Health Services Framework</td>
<td>• Leading a consortium for a multi-million infinite quantity contract (IQC) covering Reproductive, Maternal and Neonatal health requirements including Social Marketing and Social Franchising services in 27 priority countries in Asia and Africa in which DFID has a bilateral programme.</td>
</tr>
</tbody>
</table>
| Technical Assistance Support Team for the India National AIDS Control Organisation | • Providing technical and management support to the National AIDS Control Organisation, National AIDS Control Programmes and selected State AIDS Prevention and Control Societies.  
  • Strengthening capacity, facilitating policy formulation and guiding implementation to enable a decentralised response to HIV and AIDS which is focussed on context-specific needs. |
| Reproductive and Child Health Programme, Sierra Leone                  | • Ensuring effective and efficient human resources in the Ministry of Health and Sanitation (MOHS) of the Government of Sierra Leone.  
  • Managing the Eastern Region Health Sector support, in order to contribute to delivering essential health services in Sierra Leone. |
| HIV and AIDS Prevention and Care (HAPAC), Kenya                        | • Strengthened the capabilities of two governmental institutions – the National AIDS Control Council and the National AIDS and STDs Control Programme – to reduce the transmission of HIV and AIDS in Kenya.  
  • Offered technical and financial assistance and supported NGOs providing voluntary counselling and testing, home-based care, and prevention programmes.  
  • Received the highest performance rating from DFID on completion of the project in late 2008. |

**Funded by the European Commission (EC)**

<table>
<thead>
<tr>
<th>Project</th>
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</table>
| Institutional and Technical Support Programme, India                    | • Providing technical assistance to the Ministry of Health and Family Welfare in the implementation of the National Rural Health Mission (NRHM) with particular reference to improving results of the Reproductive and Child Health II (RCH–II) programme and to facilitate capacity building to tackle systemic determinants of women and children health.  
  • Strengthening the institutional capacity of the the National and State Institutes of Health and Family Welfare in India in terms of distance health education and health systems research for enhanced service delivery in the health sector, particularly reproductive and child health. |
| HIV and AIDS in the Higher Education Sector, South Africa               | • Enabling the higher education sector, through studies and risk assessments, to understand the threat to its core mandate posed by HIV and AIDS and obtain prevalence statistics and behaviour profiles of staff and students.  
  • Guiding responses to planning and funding for prevention, treatment, care, and support interventions. |

**Funded by the World Bank**

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| The Global Epidemics of HIV in Injecting Drug Users: The Epidemiological and Economic Basis for Scale-up of Key Interventions | • Conducting a global research to provide economic evidence for selected interventions though cost, impact and policy analysis that promotes a global push to reduce unmet need for services for people who inject drugs.  
  • Using evidence-based approaches, systematic reviews of epidemiology and the effectiveness of key interventions selected, and applicable modeling and costing methodologies to undertake the analysis.  
  • Disseminating the analysis in collaboration with WHO, UNAIDS, UNODC, the IAS, and networks of people who inject drugs to maximise its impact on country policymakers. |

**Select Projects Managed by Futures Group International**

**Funded by USAID**

<table>
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<tr>
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</table>
| Health Policy Project (HPP)                                            | • Working in country and regional programs across Africa, Asia and the Near East, Europe and Eurasia, and Latin America and the Caribbean.  
  • Strengthening developing country national and subnational policy, advocacy, and governance for strategic, equitable, and sustainable health programming.  
  • Building capacity of governments and other in-country partners to address key health issues — family planning/reproductive health (FP/RH), HIV, and maternal health — and promoting health systems strengthening and program integration. |
| Communication for Behaviour Change: Expanding Access to Private Sector Health Products and Services in Afghanistan (COMPRI-A) Private Sector Programme (PSP) IQC | • Improving the private sector’s capacity to provide health products/services for reproductive, maternal, and child health.  
  • Establishing an Afghan-owned and managed non-profit social marketing organisation that supports a network of commercial product promoters and distributors.  
  • Supporting products include condoms, contraceptive injectables, oral contraceptive pills, safe water solution, and oral rehydration therapy. |
| MEASURE Evaluation                                                      | • Promoting cost-effective and efficient approaches in data collection, monitoring and evaluation, health, and nutrition services to improve human health and well-being.  
  • Strengthening monitoring and evaluation functions/systems; building institutional capabilities. |

**Funded by the Centers for Disease Control and Prevention (CDC)**

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</table>
| AIDSRelief                                                             | • Assisting in the rapid scale-up of anti-retroviral therapy in nine priority countries, leading the strategic information system component, including monitoring and evaluation, and health management information systems.  
  • Implementing and supporting the IQCare database, which allows users to enter, manage, and analyse HIV patients’ clinical and demographic data. |

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