

STRATEGIC PLAN

2010-2014



**AFRICAN DEVELOPMENT
AND EMERGENCY
ORGANISATION**

TABLE OF CONTENT

	Page
Acronyms	3
Foreword	Editing...
Background	4
Corporate Goal	Editing...
Strategic Goal	Editing...
Vision	Editing...
Mission	Editing...
The Core Values	Editing...
Programmatic Themes	5
Cross Cutting Issues	Editing...
Strategic Approaches	Editing...
Organization Development	Editing...
Monitoring and Evaluation Framework	Editing...

ACRONYMS

ADEO	African Development and Emergency Organization
HIV/AIDS	Human Immunodeficiency Virus/Acquired ImmunoDeficiency Syndrome
BCC	Behavior Change Communication
CBO	Community Based Organization
CEO	Chief Executive Officer
CSO	Civil Society Organizaition
DRR	Disaster Risk Reduction
HPSR	Health Professionals for Social Responsibility
IEC	Information Education Communication
IMCI	Integrated Management Childhood Illness
OD	Organizational Development
PHC	Primary Health Care
UNOCHA	United Nations Office for Coordination of Humanitarian Affairs
VCT	Voluntary Counseling and Testing

BACKGROUND

African Development and Emergency Organization (ADEO) is a non-governmental organization legally registered in Kenya since 1999. The organization has its headquarters in Nairobi and currently has operations in Kenya, Uganda, South Sudan, and Somalia. Its office in Sierra Leone, a long-distance education project, was closed 2006 following the return of the Liberian refugees to their country of origin.

ADEO was first registered 1993 under the name 'Health Professionals for Social Responsibility (HPSR)'. In 1998, the HPSR mandate expanded to include to emergency response and the focus changed only Kenya to African region, hence the change of the name to African Development and Emergency Organization (ADEO). The new name, ADEO then got registered in 1999 with the expanded mandate.

PROGRAMMATIC THEMES

ADEO will focus on six thematic areas for the next five years and beyond namely:

1) Primary Health Care

★ Strategic Objective 1

Increase access to the Primary Health Care Services

* Strategies

Promotion of friendly Reproductive Health (RH) services
Capacity building
Advocacy
Promotion of IMCI, BCC and IEC
Reduce the burden of Malaria and TB

★ Strategic Objective 2

Increase knowledge on communicable diseases to influence behaviour change

* Strategies

Capacity building of CBOs, CSOs, and the community
Advocacy of political, traditional and technical leaders

2) HIV and AIDS

★ Strategic Objective 1

Increase access to HIV / AIDS preventive services

* Strategies

Capacity building for CBOs and CSOs
Provision of VCT services
Advocacy and awareness creation
Stigma reduction

★ Strategic Objective 2

Increase access to Home Based Care services

* Strategies

Provision of VCT services

Community support groups

Income generation

Capacity building

3) Nutrition

★ Strategic Objective 1

Reduce malnutrition rates

* Strategies

Social marketing

Capacity building

Nutritional rehabilitation

★ Strategic Objective 2

Promote good quality consumption

* Strategies

Advocacy

Capacity building of communities to demand services

Engaging the media

4) Water, Sanitation and Hygiene Promotion

★ Strategic Objective 1

Increase safe water sources among communities with inadequate water supply

* Strategies

Increase safe water sources

★ Strategic Objective 2

Increase knowledge on hygiene and environment among communities

* Strategies

Sensitisation and mobilization of the communities

5) Educational Support

★ Strategic Objective 1

Contribute to increase opportunities for education

* Strategies

Expand community coverage of schools

Promote sponsorship for girl child

★ Strategic Objective 2

Promote friendly and supportive environment to retain boys and girls in schools to highest possible level of education

* Strategies

Sensitise schools on student drop outs especially girl child

Sensitise the community on the importance of education

Advocate for gender responsive designs and facilities in School

Advocate for school feeding programmes in hardship areas

6) Emergency Preparedness and Response

★ Strategic Objective 1

Reduce morbidity and mortality as a result of disasters

* Strategies

Establish and capacity build communities in early warning systems

Develop emergency strategy

Develop relief operational manuals

Coordinate with host governments and communities to identify and implement relief activities

★ Strategic Objective 2

To alleviate suffering and find mid and long-term solutions for displaced people because of disasters

* Strategies

Develop contingency and emergency response plans

Develop relief operational manuals and train staff

Establish emergency supplies stocks

Train staff in emergency response

ORGANIZATION DEVELOPMENT

In order to implement the strategic plan efficiently and effectively, ADEO will put in place strengthened structures, systems, resources and physical infrastructures. Consequently, within the Organization Development [OD] process, ADEO will pay attention to the following OD thematic areas:

1. Structure and Functions
2. Governance and Leadership
3. Human Resource Capacity
4. Non-Human Resources [Physical Infrastructure] Capacity – Offices, Equipment, Transport, Communication, ICT, etc.
5. Administrative and Operation Support Systems – HRM, FM,
6. Procurement, Logistics, Information Management Etc.
7. Monitoring and Evaluation(M&E)

Institutional strengthening of ADEO to implement the strategic plan efficiently and effectively will include but not limited to:

1. Restructuring the organization to improve communication, reporting channels, and accountability
2. Ensuring a representative Board of Directors and exercising good governance and leadership
3. Develop human resource capacity in terms of training and employ more staff in understaffed departments.