

III B

Programme policies and strategies

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Mr. Heyward has been the principal architect both in articulating the programme policies and strategies which have followed from these premises and in setting forth the ways they could best be applied at the field level.

Illustrative of some of the main policies and strategies are the following:

- The "country approach", in which UNICEF co-operation is designed in the light of national priorities, organizational, technical and financial possibilities, and related UNICEF policies for co-operation;
- The fitting of UNICEF co-operation into the country's planning cycle whenever possible;
- Accelerating the process of reaching the "unreached", and underreached children through the basic services approach, (one of whose vital elements is primary health care services); this involves emphasis on mutually supporting sectoral services, a high degree of community involvement and responsibility, and the use of relevant and available technology;
- Strengthening and making use, as much as possible, of national and regional institutions and experts;
- Providing UNICEF co-operation in such a way that it forms the nucleus of preparations for extension of services, and attracts larger investments by others;
- A major emphasis on supporting within-country training of those involved in the delivery of services;
- Facilitating the exchange of policy and programming experience among countries.