A major issue facing many innovative health programs in low and middle-income countries is how to scale up their demonstration projects. BRAC, a Bangladesh-based NGO which is the world’s largest, has had extensive experience in this area. Over 13 million mothers and child caretakers were taught to prepare and administer oral rehydration therapy (ORT) to treat diarrheal diseases. Bangladesh now has the world’s highest use rate for ORT. Their (DOTS) program for the treatment of tuberculosis now covers a population of over 100 million. How BRAC has scaled up its programs and the lessons for other health interventions such as the treatment and prevention of HIV/AIDS and NCDs will be reviewed in the talk.