Social and Behavior Change for Family Planning: Global Influence Landscape and Strategy

August 2018





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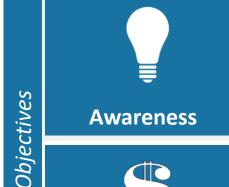


Why an SBC Influence Strategy?

A strategic approach is necessary to coordinate how FP donors and influencers drive adoption of SBC

From...

To...



Limited understanding of SBC

Widely differing appreciation for and awareness of the discipline



Holistic understandings of SBC and its role supporting all FP investments

Understanding SBC as a discipline that should pervade all investments



Limited investment in SBC

Many actors still assume latent demand and approach
FP investments with a clinical mindset



Increased investment in SBC approaches from donors and countries

Including demand creation, changing social norms, improved provider behaviors, improved contraceptives, etc.



Coordination

Limited SBC coordination

Multiple messages on what SBC is; complementary but independent efforts to raise profile of SBC



Coordinated approach supporting a specific strategy

Coming together as SBC practitioners to raise the importance of the discipline among donors and influencers

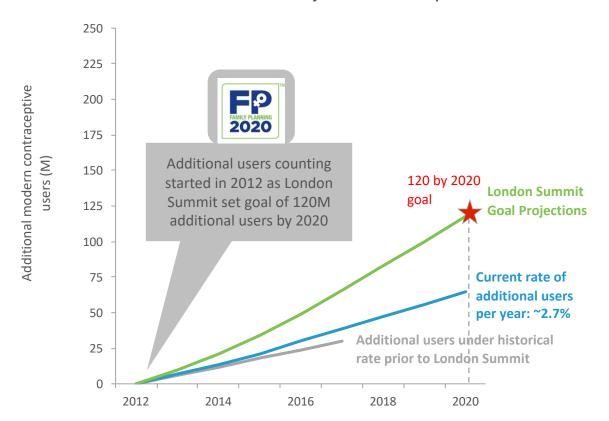




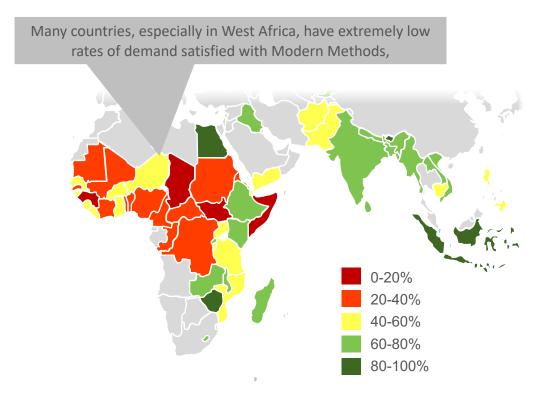
Why Now?

The global FP community needs to use its full set of resources, including SBC investments, to meet SDGs

Measuring Progress Against London Summit Goal Additional users of modern contraception¹



Measuring the Starting Point for SDG 3.7.1 Demand Satisfied with Modern Methods (%)²









How we're defining SBC?

How we define SBC guides how we develop a strategy to increase its use¹

Social and Behavior Change (SBC) is a <u>discipline</u> which <u>uses deep understanding of human and societal behavior and evidence-based interventions</u> to <u>increase the adoption of healthy behaviors by individuals, and influence the social norms</u> that underpin those behaviors.

SBC is used to:

- Increase demand for, or utilization of, available commodities and services
- Increase healthy behaviors of individuals and communities
- Improve communication between health providers, clients, families, couples, and communities
- Engage community leaders and other influencers in promoting healthy behaviors
- Transform social norms that underpin behavior choices

Social and behavior change is a critical component of and complement to existing efforts to strengthen health systems and ensure access to and provision of care.

What is it?
Other options included:
approach, tool, process

What does it do?
What is unique about this approach?

For what purpose?
What are the objectives for these investments?

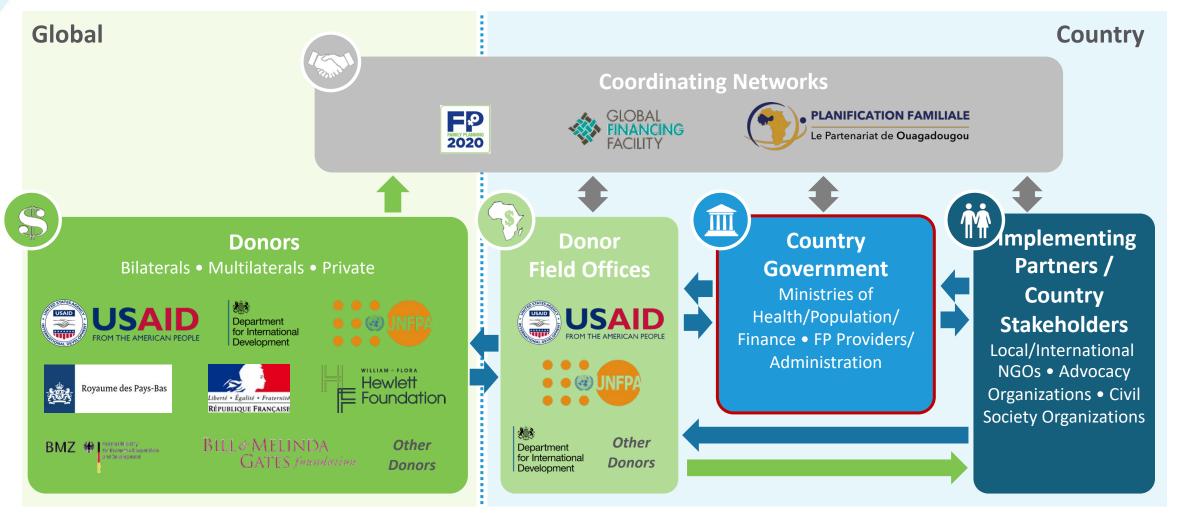






FP Global Architecture

Actors across the FP architecture interact through funding, coordination and other influence









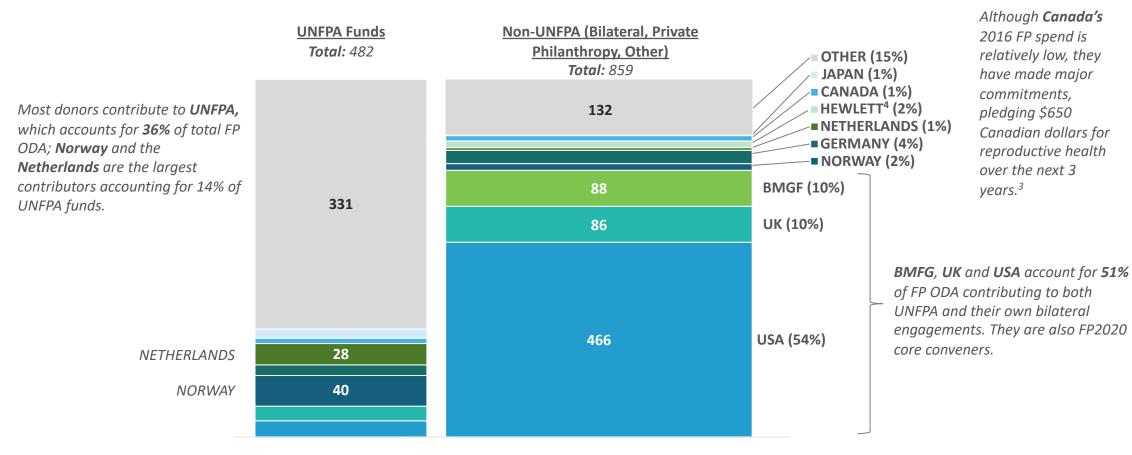




FP Official Donor Assistance

Funds from USA, UK and BMGF, or channeled through UNFPA, account for 84% of FP ODA

2016 ODA for Family Planning (USA \$M)^{1,2}







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Understanding the Challenge Current State of SBC Investments Breakthrough FROM THE AMERICAN PEOPLE

Qualitative Assessment of SBC Use

Range of views presented, but room for improvement envisioned by most interviewees





NGOs sometimes have to pay for these efforts out of their pockets, as some donors won't fund the activity.









Many "FP personnel are clinicians by trade" with a historical "focus on supply." There was "latent demand" before that allowed this approach to work, but now it's less effective.



There "isn't a lot of resistance to SBC," but it's still "under-invested in and under-understood".

Weak SBC inclusion in FP investments







"Lack of knowledge" really interferes with effective use of SBC; people are unaware of how important and effective it is. When they do implement it, they don't know how to do it well.





We have some SBC experts at HQ, but how it is rolled out at the field level "depends on the country staff."



Some are eager to try "new approaches," but cautious because there are "evidence gaps."





Donor field offices



Country governments



Implementing partners





Strong SBC inclusion

in FP investments

Barriers to Strong SBC Investments

Interviews with FP stakeholders highlight key obstacles to SBC inclusion in investments



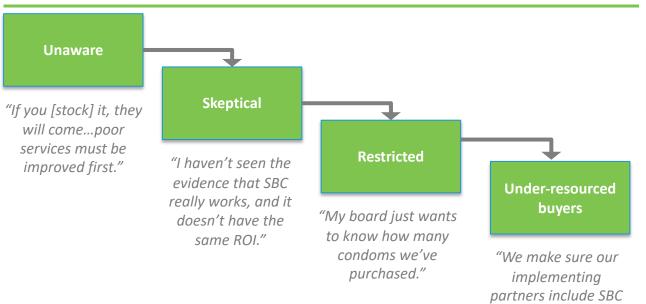


Donor SBC Thinking Evolution





Country Implementation Barriers



but can't really verify the strength of the programs."

Short-term focus

"We need to show results now, i.e., facilities built, contraceptives purchased."

Social norms

"We can't address unmarried youth because that's against our culture." Limited expertise/ **Under-resourced**

"We include SBC; for instance, here's a poster we completed."

"Illustrative quotes"





Donor field offices



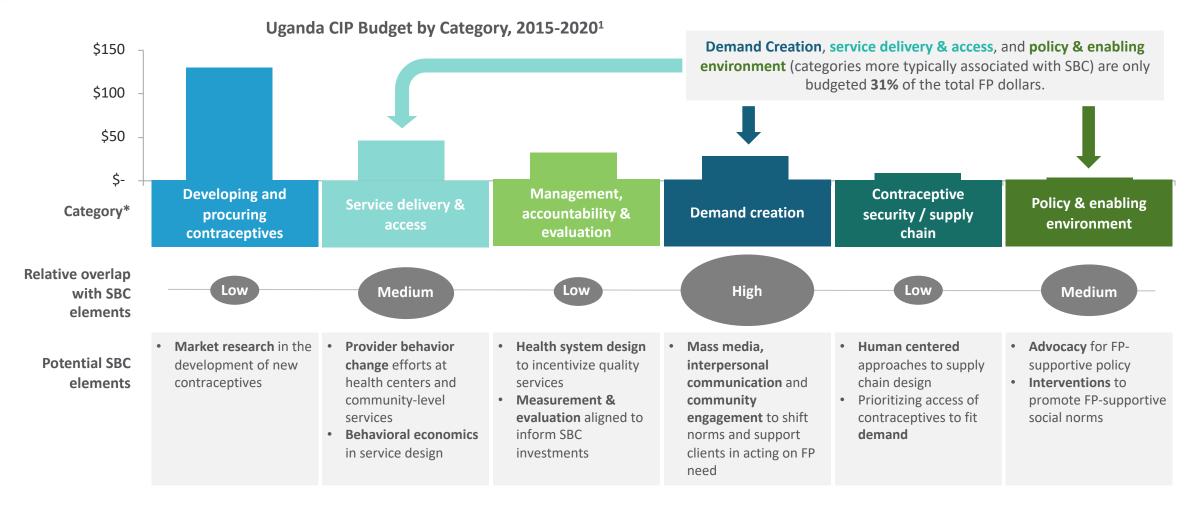






Budgets focused toward contraceptives

However, SBC is potentially included across categories, occluding current spend









A Model for an SBC Theory of Influence

How we think about policy and funding change at global and country levels

Actors Levers Levers **Impact Pathways Decision Makers Decisions** Levers What are most Who are the What are the What is our shared Who are core What **tools** are effective and ultimate implementers of most critical choices ultimate goal for Description most critical to efficient decision makers we the influence or actions do we this work, in terms mechanisms for drive influence? are trying to strategy? want to influence? of human impact? influence? influence? Leading funders Evidence • 1:1 (direct or Country Invest more Major sectoral goals Advocates Messaging influencer) Donor Allocate differently SDGs Implementers Champions Coordinating Coordinating Change policy Specific outcomes **Examples** • Media mechanisms (global, Adopt procedures (e.g., decreased TFR, entities Mobilization Hire experts Increased mCPR) regional, country) Implementing Media channels partners Constituents





Ouagadougou Partnership Influence Strategy Theory of Influence

Global Influence Framework Adapted for OP Needs and Context

Inputs		Outcomes		
Levers	Pathways	Decision Makers	Decisions	Impact
Messaging	Leverage multi-stakeholder country planning processes Capacity building and peer engagement Directly engage targeted donors	Select Countries Targeted engagement select countries involved in CIP	Develop SBC/gender strategies to advance FP objectives	Ensure universal access to sexual & reproductive health services and rights
Evidence		processes; focus on select Ouagadougou Partnership countries	Incorporate SBC/gender strategies in planning process for FP strategy	 by 2030 (SDG 3 & 5) Support country-level commitments made through FP2020 and EWEC
Peer champions (or relationships)	1:1 direct and peer engagement	Target denors	Increase proportion of FP funding toward SBC/gender	to improve FP use, women's health and reduce maternal mortality

Education

(or SBC experts)

Elevate SBC programming at existing fora

Supportive storytelling and education

Target donors

5-6 donors with largest FP spend plus 1-2 donors important in the OP region

Engage SBC and gender experts in strategy, design and M&E

 Enable an additional 2.2 million women to use modern contraceptive methods by 2020 (OPCU)





Overview of Key Pathways

Three pathways build off each other to more effectively drive decision making

1

Leverage Multi-Stakeholder Country Planning Processes

Ensure SBC features prominently in country programming (both country and donor) by ensuring greater inclusion in country implementation plans; use planning tools and processes as platforms to inform key decision makers about SBC best-practices

2

Directly Engage Targeted Donors

Leverage peer champions to engage donors to build awareness and prioritization of SBC as an integral component of their FP strategies, providing sufficient resources and supportive policies to enable country investment

3

Elevate SBC Programming at Existing Fora

Utilize regional coordinating workshops and other major FP convenings to share messages on SBC and make SBC experts available to provide technical assistance as needed



Scalable way to affect decision making at country-level, where most policy decisions are made

With a high concentration of funds among select donors, working with a small set of contacts can yield impact

Elevating SBC in an clear, organized way can increase reception of new SBC proposals



Influence over donor spending in country can be limited, with partial donor adhesion to country plans

Changing funding decisions at global donor level may not always filter through to country level

Agenda setting alone is often not effective at overcoming inertia to change decision making





Activating the Influence Strategy

What can you do?

1

Leverage Multi-Stakeholder Country Planning Processes

2

Directly Engage Targeted Donors

3

Elevate SBC Programming at Existing Fora

- Participate in country planning processes (e.g., FP2020 CIPs, GFF, etc.), identifying ways to increase SBC inclusion
- Work with key stakeholders in governments, raising awareness of, and respect for, the impact that SBC can bring
- Identify contacts at major donors and elevate the importance of SBC (Support for specific messaging currently in development)
- Identify ways for increasing investment within your role and organization
- Propose new panels / learning sessions supporting SBC (share successes, new techniques, case studies, etc.)
- Identify key stakeholders at events with whom to promote SBC or connect with SBC experts

If you are interested in finding out more, or seeing additional materials on messaging SBC, please reach out to **Hope Hempstone** at USAID or **Lynn Van Lith** at Breakthrough Action







Thank You

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