



# Generating Evidence to Inform Integrated Social and Behavior Change Programming in Nigeria

The Breakthrough RESEARCH project is conducting mixed methods research to inform the delivery of social and behavior change (SBC) programming among women within the first 1,000-day window of opportunity,<sup>1</sup> including integrated interventions to promote malaria prevention and treatment behaviors, antenatal care attendance, delivery with a skilled attendant, early and exclusive breastfeeding, child immunization, timely care-seeking for common childhood illnesses and postpartum contraceptive use. Breakthrough RESEARCH will assess the successes and challenges of integrated SBC programming including its effectiveness and cost-effectiveness.

## HOW WILL THIS ACTIVITY HELP IMPROVE SBC PROGRAMMING?

The results of our portfolio of rigorous mixed methods research will help to improve the delivery of integrated SBC programming across health areas and behaviors in Nigeria and elsewhere. For example, the Breakthrough ACTION project<sup>2</sup> and other implementing partners can use the findings for continuous learning and adaptation of integrated SBC programming. The United States Agency for International Development (USAID), the Government of Nigeria, and other donors can use the results to inform decisions about how best to invest in SBC approaches.

## HOW WILL THIS ACTIVITY BE IMPLEMENTED?

We are conducting a **behavioral sentinel surveillance (BSS)** survey to rigorously assess current practices and behavioral determinants of health outcomes over the lifespan of the Breakthrough ACTION project. Survey participants will be currently pregnant women and women with a child under two years of age who are beneficiaries of SBC programs. Participants will be interviewed at three key points during Breakthrough ACTION's program cycle to monitor changes in health behaviors and key behavioral determinants including knowledge, intentions, risk perceptions, and social norms.

We are also conducting complementary research to further inform the Breakthrough ACTION project as it scales and adapts. This research includes:

## ACTIVITY SNAPSHOT

**Generate evidence to inform integrated SBC programming in Nigeria**

### BREAKTHROUGH RESEARCH CONSORTIUM

Population Council (lead), Tulane University, Avenir Health, ideas42, Population Reference Bureau, Institute for Reproductive Health at Georgetown University

### LEAD RESEARCH PARTNERS

Tulane University, Population Council, Avenir Health, ideas42

### COLLABORATING PARTNERS

Centre for Research, Evaluation Resources and Development Nigeria, Breakthrough ACTION Nigeria, Integrated Health Project Nigeria

### ANTICIPATED TIMELINE

August 2019 – June 2022

### GEOGRAPHIC LOCATION

Kebbi, Sokoto, and Zamfara States

### CONTACT

Dele Abegunde  
dabegunde@popcouncil.org

- A **costing study using Breakthrough RESEARCH's *Guidelines for Costing of Social and Behavior Change Health Interventions***<sup>3</sup> to evaluate the cost-benefit of integrated SBC programs by comparing programs costs with effectiveness data obtained from the BSS survey.
- **Behavioral journey mapping** to explore how “gateway” behaviors such as antenatal care attendance may influence subsequent behaviors across health areas such as postnatal care, breastfeeding, child immunization, and use of insecticide treated bednets.
- **Exploring the role of advocacy among local opinion leaders** to create positive normative change as part of integrated SBC programming. While local opinion leaders have been critical in shaping community norms and individual behaviors to promote birth spacing and vaccination, less is known about their role and effectiveness in promoting other healthy behaviors.
- **Assessing the successes and challenges of sustaining impact as the Breakthrough ACTION project transitions to a community ownership model.** Breakthrough RESEARCH will explore the implications of the program’s model for this transition to sustainability across different health areas and behaviors.

#### ANTICIPATED PRODUCTS AND ENGAGEMENTS

- BSS baseline, midline, and endline survey datasets
- Research reports and scientific articles
- User-friendly briefs and infographics
- Targeted workshops, meetings, and/or webinars for local and global SBC policymakers and practitioners

## TIMELINE

The BSS survey will be conducted at three key points during Breakthrough ACTION’s program cycle to produce baseline, midline, and endline results. Data analysis and results dissemination will follow each survey round. Complementary research will be conducted at strategic times during Breakthrough ACTION’s program cycle.



<sup>1</sup>Research shows that the 1,000-day window between pregnancy and a child's second birthday is the most critical time for positive impact on a child's cognitive and physical development. For more information, see USAID's "The 1,000-Day Window of Opportunity: Technical Guidance Brief," available at [usaid.gov/global-health/health-areas/nutrition/1000-day-window-opportunity](https://www.usaid.gov/global-health/health-areas/nutrition/1000-day-window-opportunity).

<sup>2</sup>Breakthrough ACTION is USAID's flagship SBC project with a goal to increase the adoption and practice of priority health behaviors in the areas of malaria and maternal, newborn, and child health (including nutrition, family planning/reproductive health) in eleven states in Nigeria. For more information, see [breakthroughactionandresearch.org](https://breakthroughactionandresearch.org).

<sup>3</sup>Breakthrough RESEARCH's *Guidelines for Costing of Social and Behavior Change Interventions* is available at [breakthroughactionandresearch.org](https://breakthroughactionandresearch.org).

### Breakthrough RESEARCH

This activity is being implemented as part of Breakthrough RESEARCH. Breakthrough RESEARCH catalyzes social and behavior change (SBC) by conducting state-of-the-art research and evaluation and promoting evidence-based solutions to improve health and development programs around the world. Breakthrough RESEARCH is a consortium led by the Population Council in partnership with Avenir Health, ideas42, Institute for Reproductive Health at Georgetown University, Population Reference Bureau, and Tulane University.

### Acknowledgements

Breakthrough RESEARCH is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of cooperative agreement no. AID-OAA-A-17-00018. The contents of this document are the sole responsibility of Breakthrough RESEARCH and Population Council and do not necessarily reflect the views of USAID or the United States Government.

### Breakthrough RESEARCH

Population Council  
4301 Connecticut Avenue, NW  
Suite 280  
Washington, DC 20008  
Tel: +1 202 237 9400  
[breakthroughactionandresearch.org](https://breakthroughactionandresearch.org)

### Photo Credits

© 2013 Adrian Brooks,  
Courtesy of Photoshare