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, 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 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

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• A costing study using Breakthrough RESEARCH’s Guidelines for Costing of Social and Behavior Change Health Interventions\(^3\) 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.

**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.

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<tr>
<th>BASELINE</th>
<th>MIDLINE</th>
<th>ENDLINE</th>
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<tr>
<td>September 2019</td>
<td>September 2020</td>
<td>September 2021</td>
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\(^{1}\)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.

\(^{2}\)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.

\(^{3}\)Breakthrough RESEARCH’s Guidelines for Costing of Social and Behavior Change Interventions is available at breakthroughactionandresearch.org.