

SHARED AGENDA FOR SOCIAL AND BEHAVIOR CHANGE WEBINAR SERIES

Increasing Coordinated Investment in Social and Behavior Change for Family Planning

January 21, 2020

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Breakthrough RESEARCH **Making the Business Case for Investing** **in** **Social and Behavior Change** **for Family Planning**

January 21, 2020

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The Business Case for Investing in Social and Behavior Change for Family Planning

OCTOBER 2019



Highlights from the Business Case:

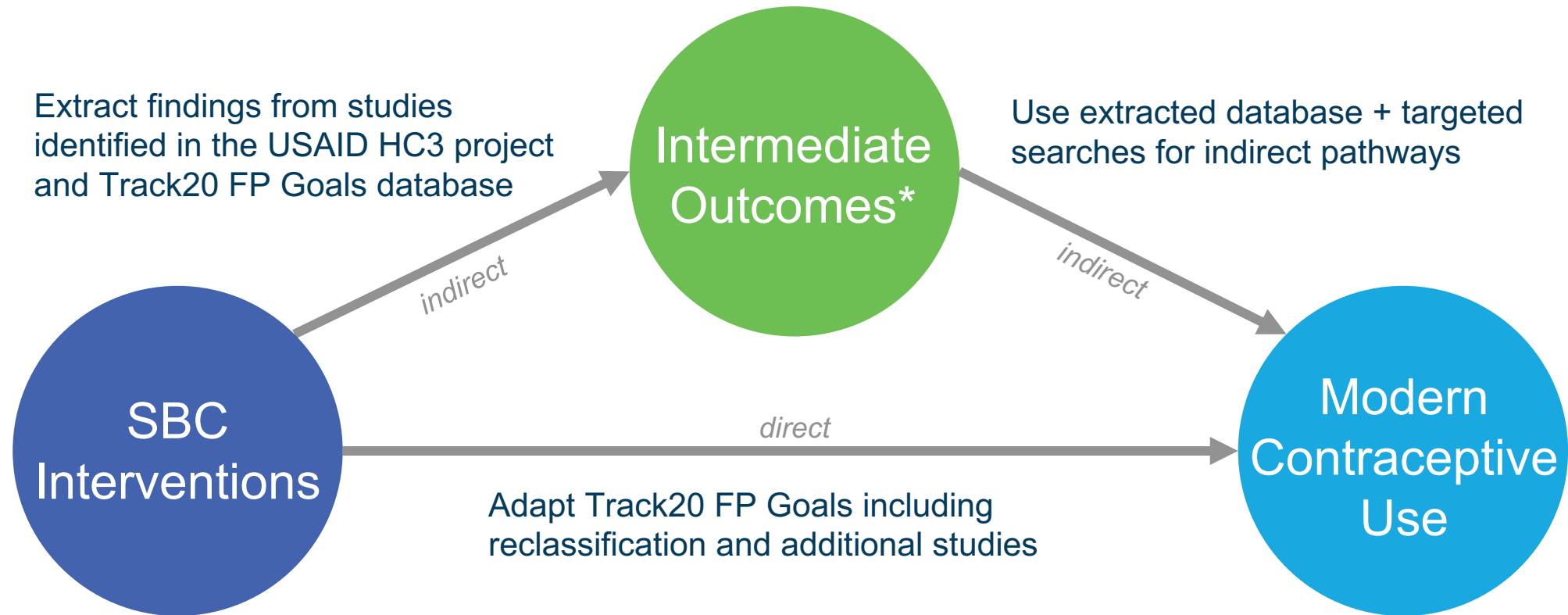
- **Is SBC effective?**
- **How much does SBC cost?**
- **Is SBC cost-effective?**

Available at: <https://breakthroughactionandresearch.org/our-work/costing-and-economic-evaluation/>

**Is SBC effective for family
planning?**

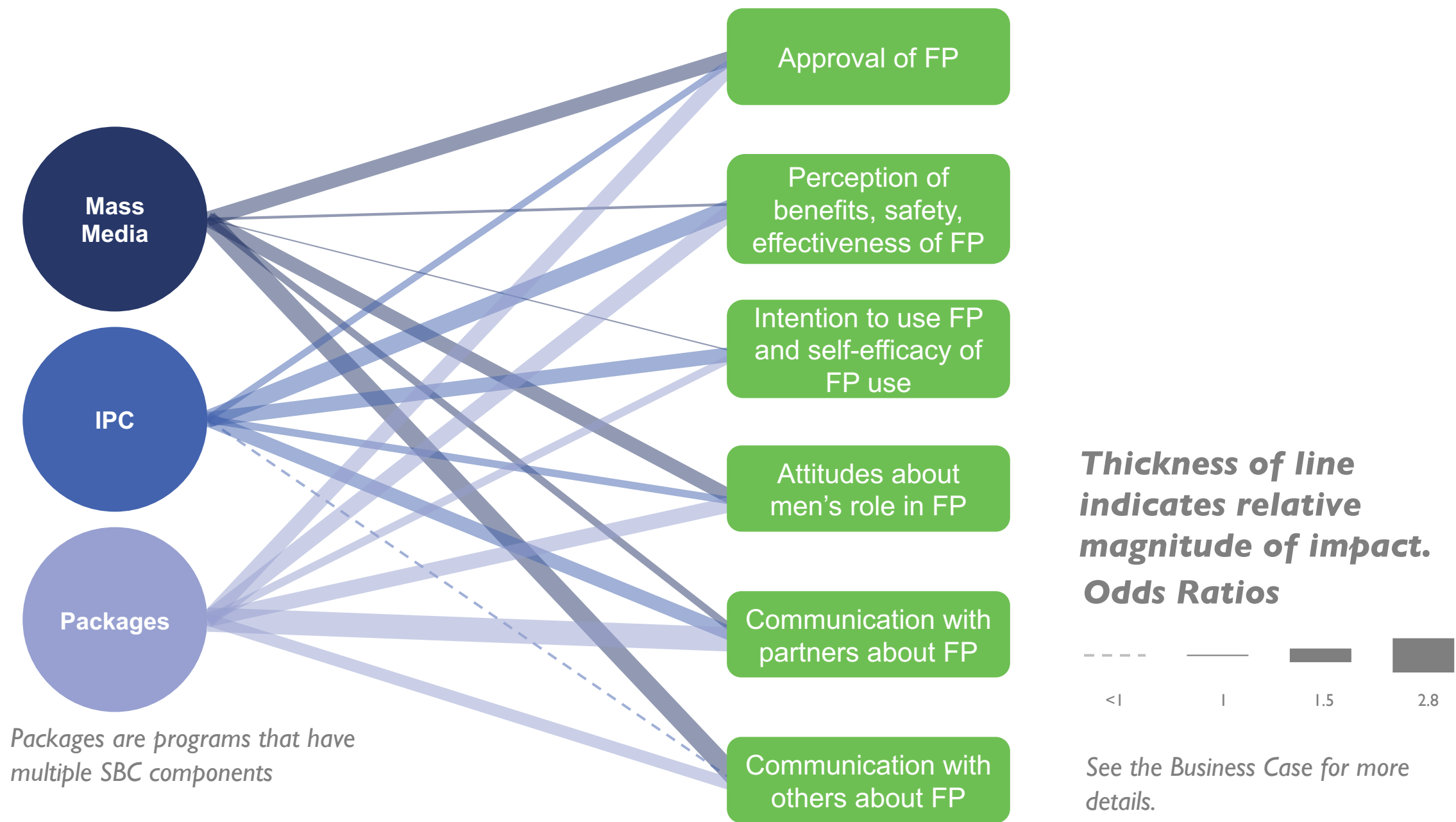
Direct and indirect pathways to effectiveness

130 studies contribute evidence across the pathways

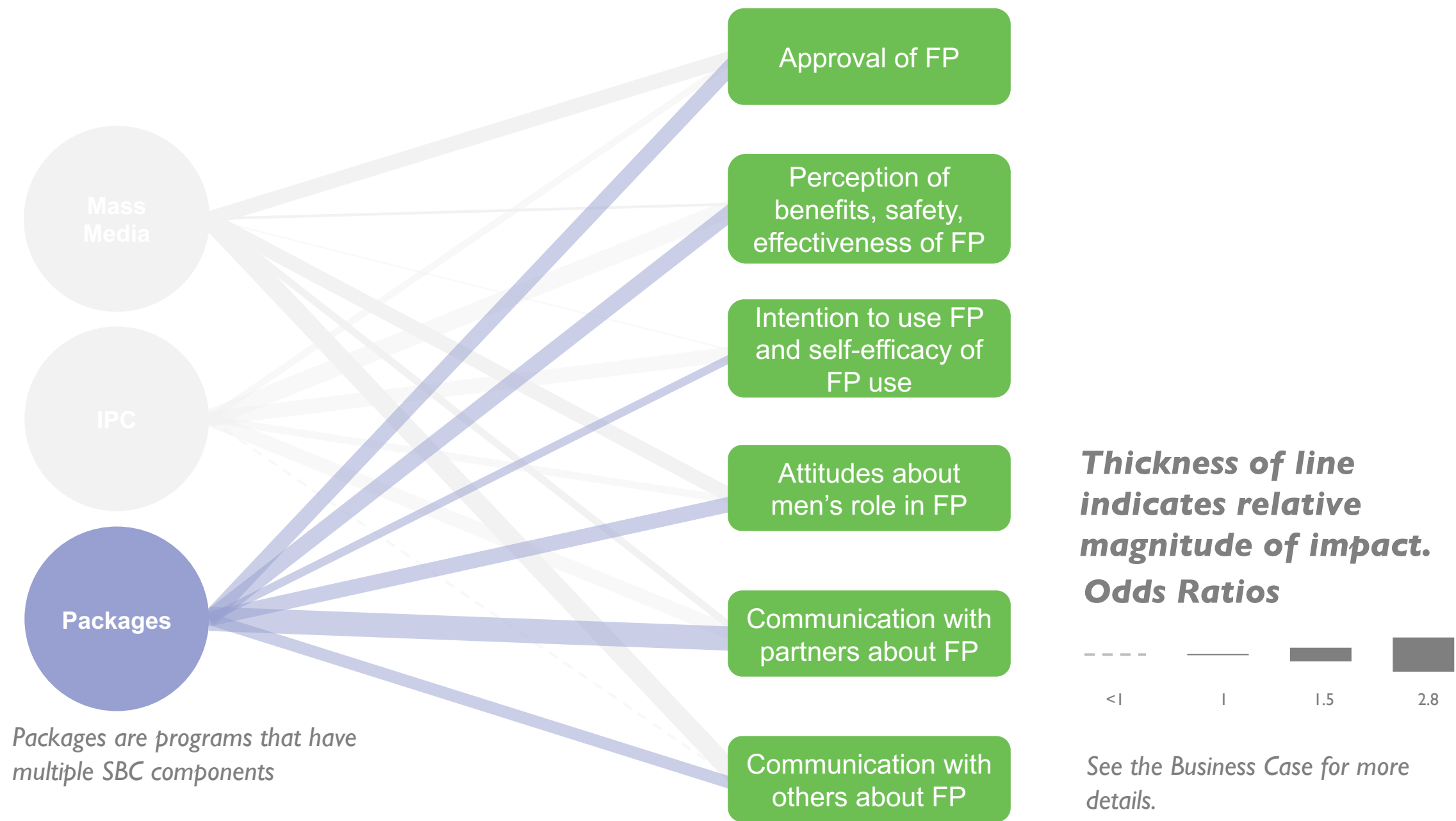


*Intermediate outcomes include attitudes, beliefs, and communication about family planning.

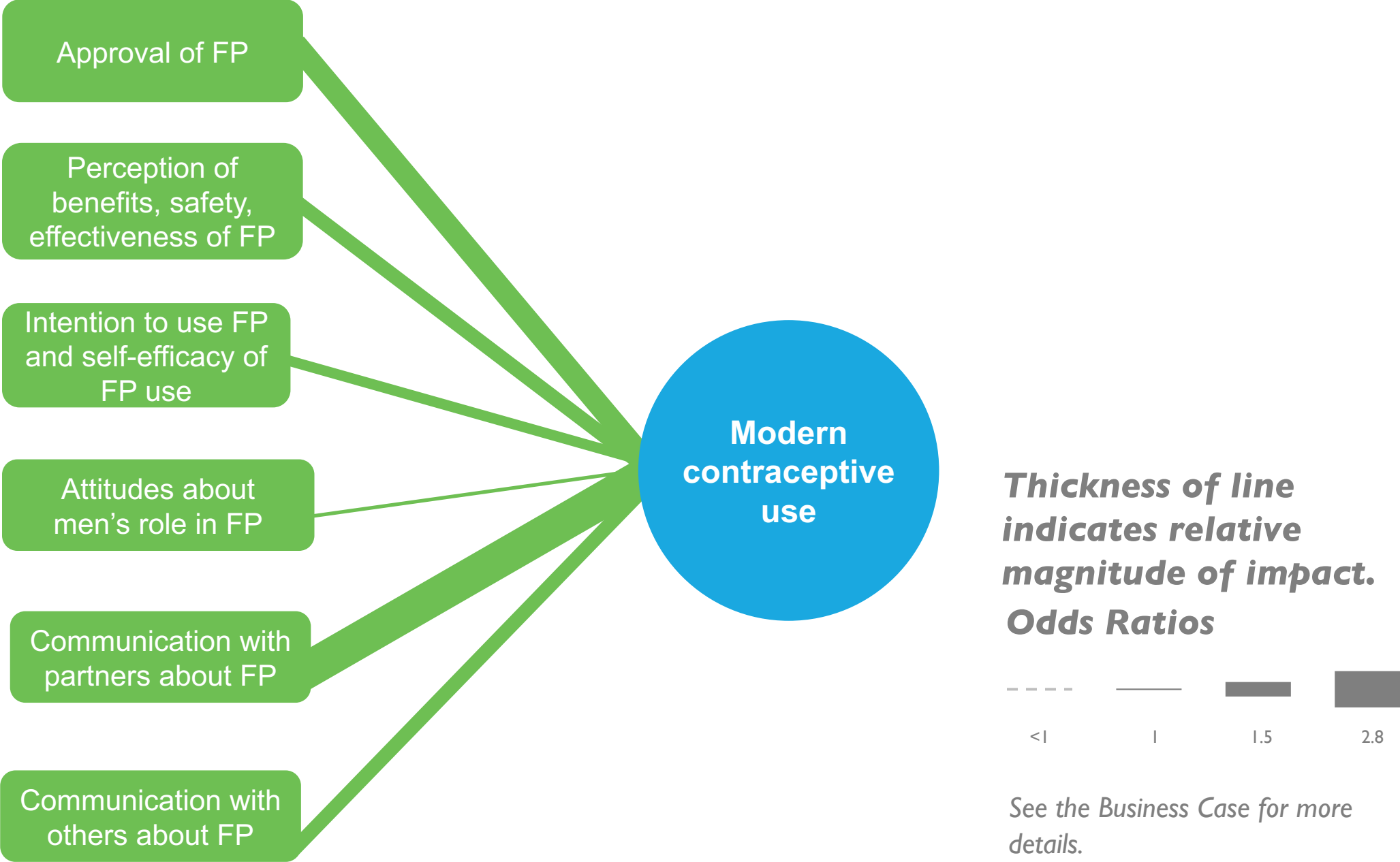
SBC is effective in improving intermediate outcomes



SBC is effective in improving intermediate outcomes



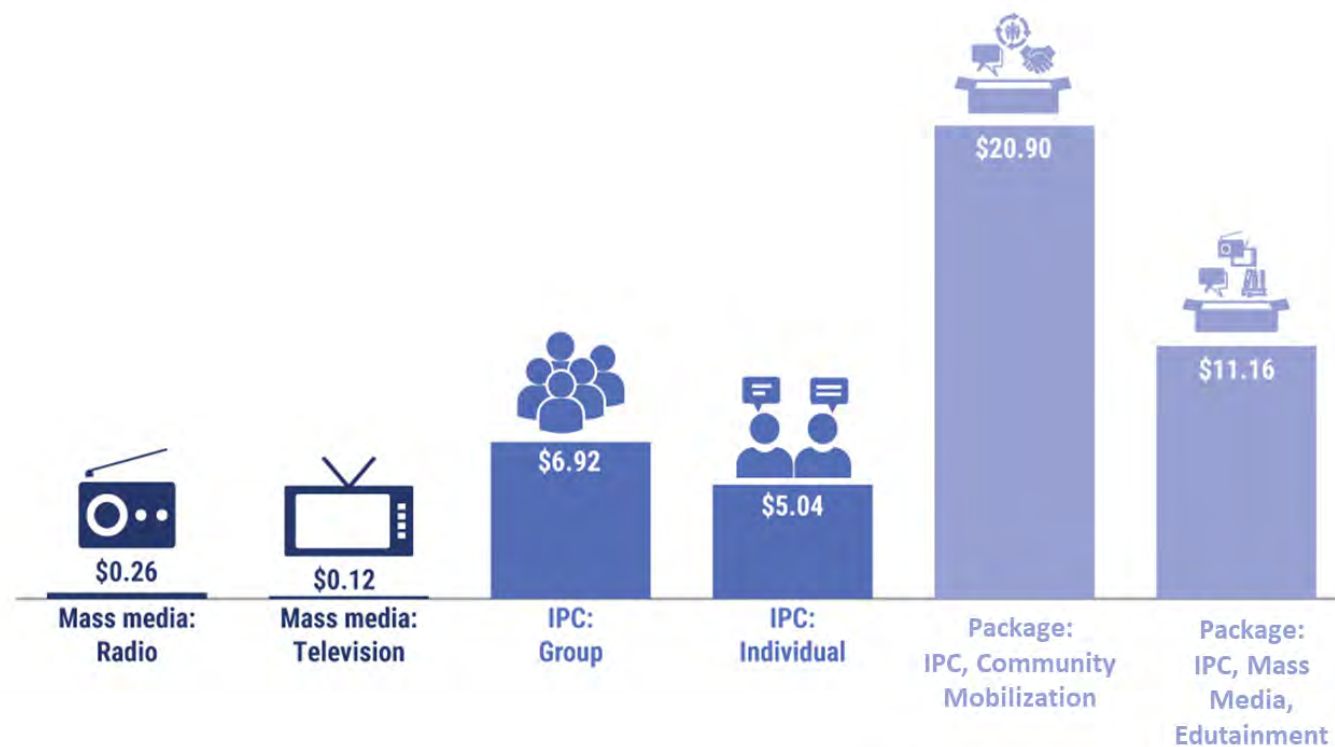
Intermediate outcomes effect modern contraceptive use



How much does SBC cost?

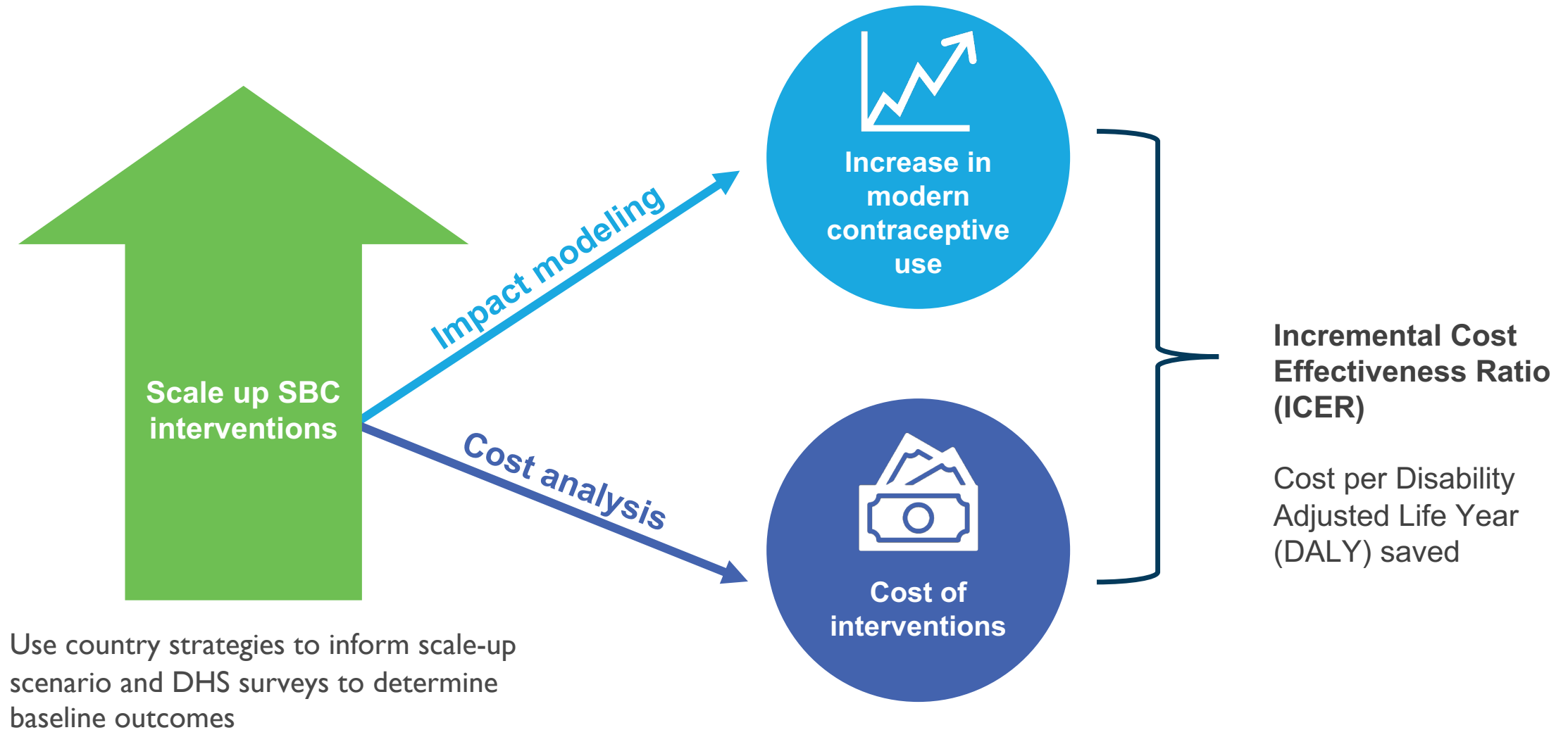
Median unit costs by SBC intervention vary

- **53 studies** contribute to the evidence on unit costs (but gaps exist!)
- Mass media unit costs are **per person exposed**; IPC and package unit costs are **per person participating**
- **Wide ranges** of unit costs **within** SBC intervention types
- Very few cost data for **newer forms of SBC** like social media and digital approaches



Is SBC cost-effective?

Modeling cost-effectiveness for family planning



Scenarios for SBC scale up resulted in positive effects

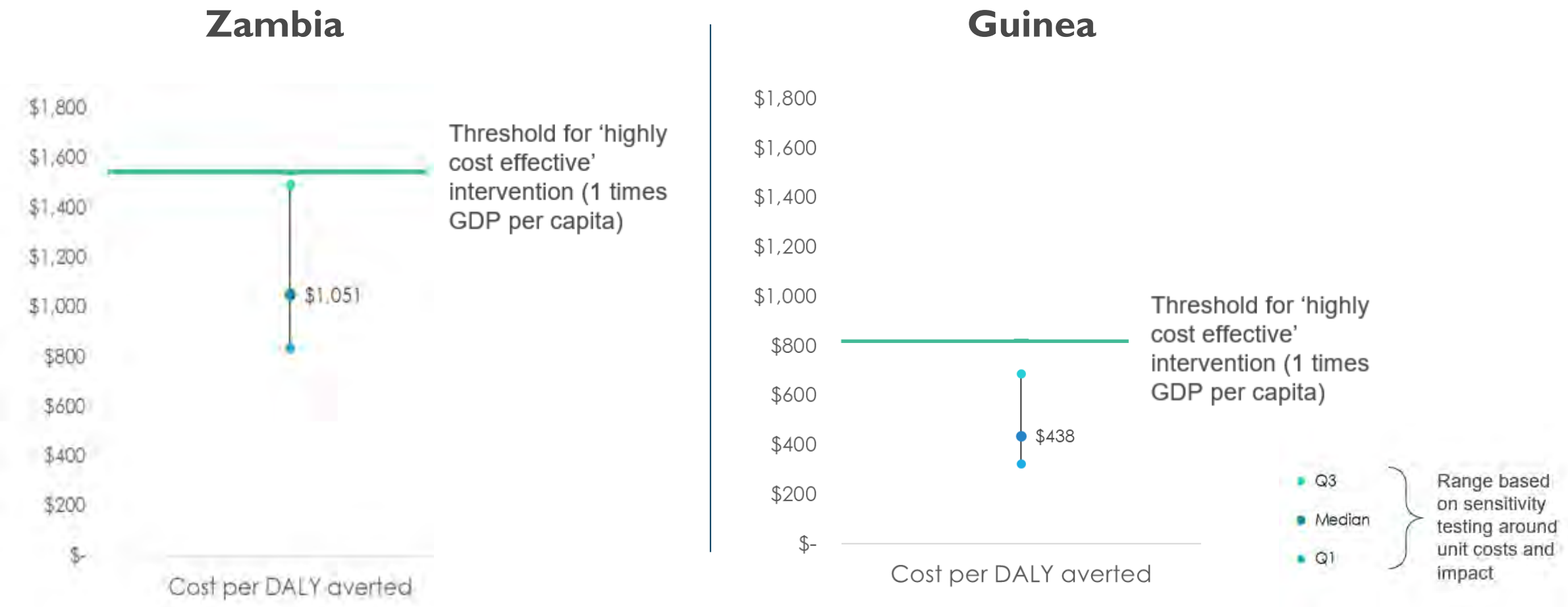
	Zambia ¹	Guinea ²
% point increase in mCPR over 5 years (2019–2023)	5 % pts	3 % pts
Additional users in 2023	535,900	166,500
Pregnancies averted (cumulative)	578,800	135,700
DALYs saved (cumulative)	46,400	34,800
Scale-up cost	\$48.8m	\$15.2m

¹ Zambia's Family Planning Services Integrated Family Planning Scale Up Plan (2013-2020)

² Guinea's National Budget Action Plan for Family Planning (2019-2023)

Scenarios in Zambia and Guinea were highly cost-effective

Results show that SBC scale-up scenario in Zambia and Guinea is **highly cost-effective** since the cost per DALY averted was below the 1 times GDP per capita threshold.



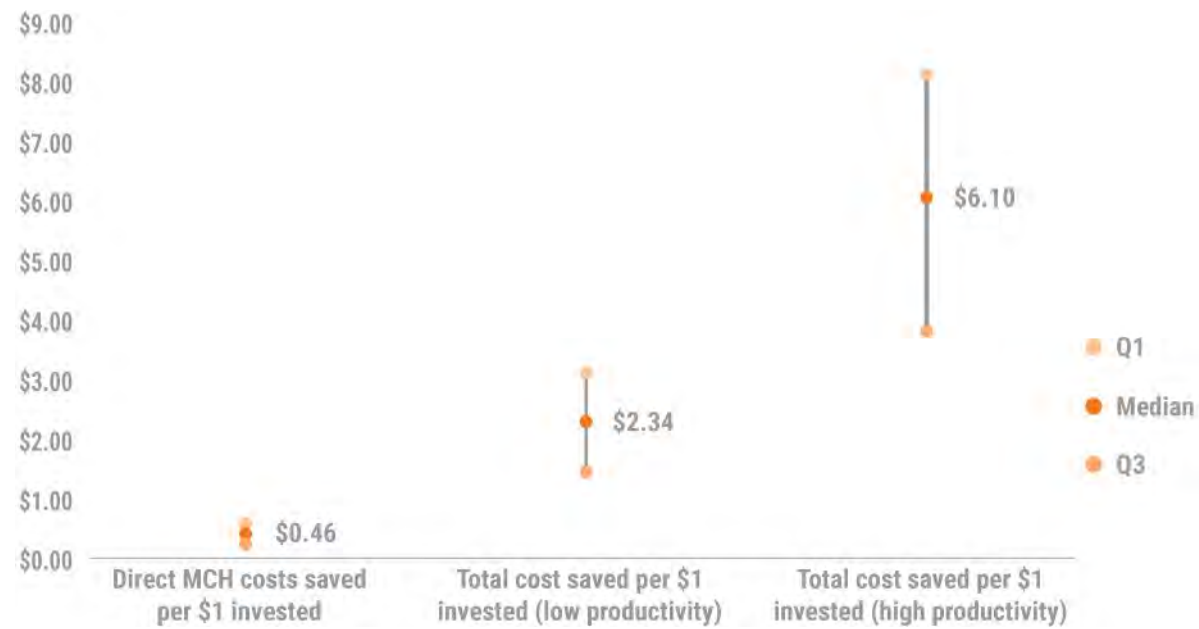
SBC scenarios generated returns on investment



For every \$1 invested in scaling up SBC interventions in **Zambia**, between \$2.40 and \$5.30 in direct health care costs and productivity losses are saved.



For every \$1 invested in scaling up SBC interventions in **Guinea**, between \$2.30 and \$6.10 in direct health care costs and productivity losses are saved.



Range based on sensitivity testing around unit costs and impact

Call to action

Results of this business case for SBC for family planning indicate the need for action:

- **Invest** more in SBC for family planning
- **Advocate** for increased SBC funding
- **Generate** additional evidence of cost and cost-effectiveness using SBC costing guidelines
- **Conduct** more country modeling
- **Provide guidance** on the relative cost-effectiveness of various SBC approaches by applying business case findings

Utilizing the SBC Business Case

- Full Business Case report available for download
<https://breakthroughactionandresearch.org/our-work/costing-and-economic-evaluation/>
- Two-page fact sheets for Guinea and Zambia

Additional products coming this year:

- Interactive infographic
- Additional country applications
- Cost data will be available via Unit Cost Study Repository
- SBC Business Case for Malaria



Uttara Bharath Kumar
Breakthrough ACTION

Social and Behavior Change Message Framework for Advocacy

Uttara Bharath Kumar
ubharat1@jhu.edu

Webinar
January 21, 2020

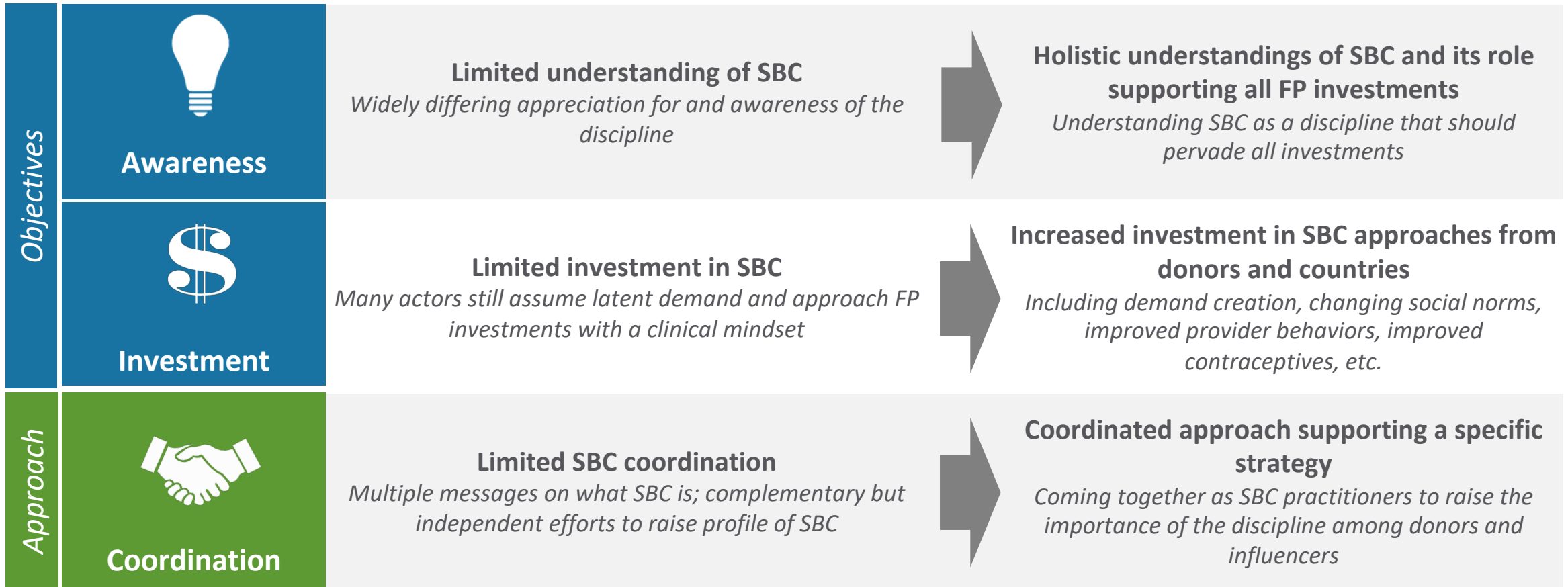


Why an SBC Influence Strategy?

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

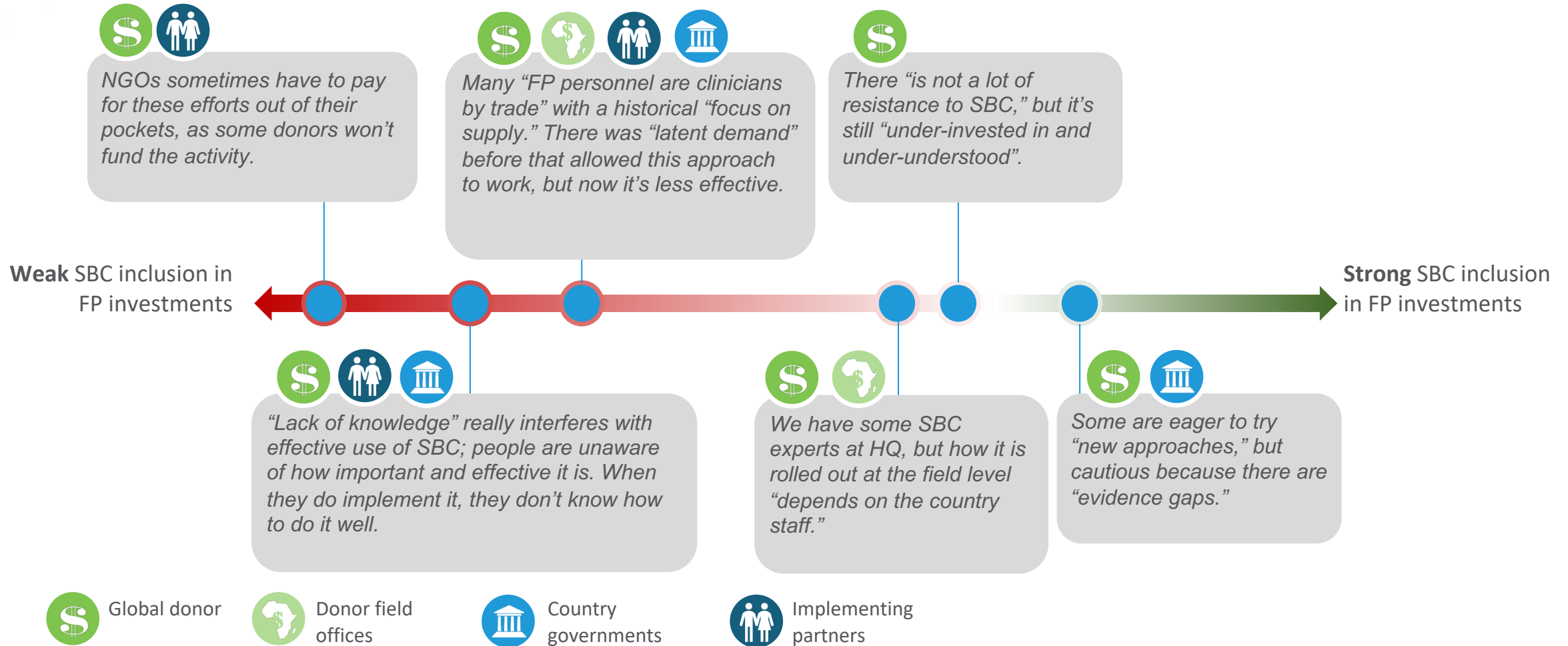
From...

To...



Qualitative Assessment of SBC Use

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



Barriers to Strong SBC Investments

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



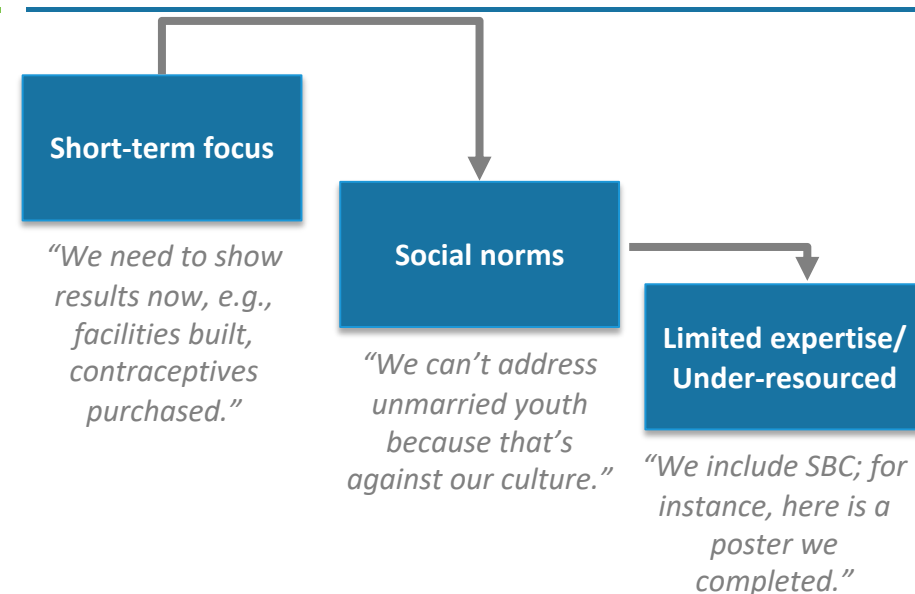
Donor SBC Barriers



“Illustrative quotes”

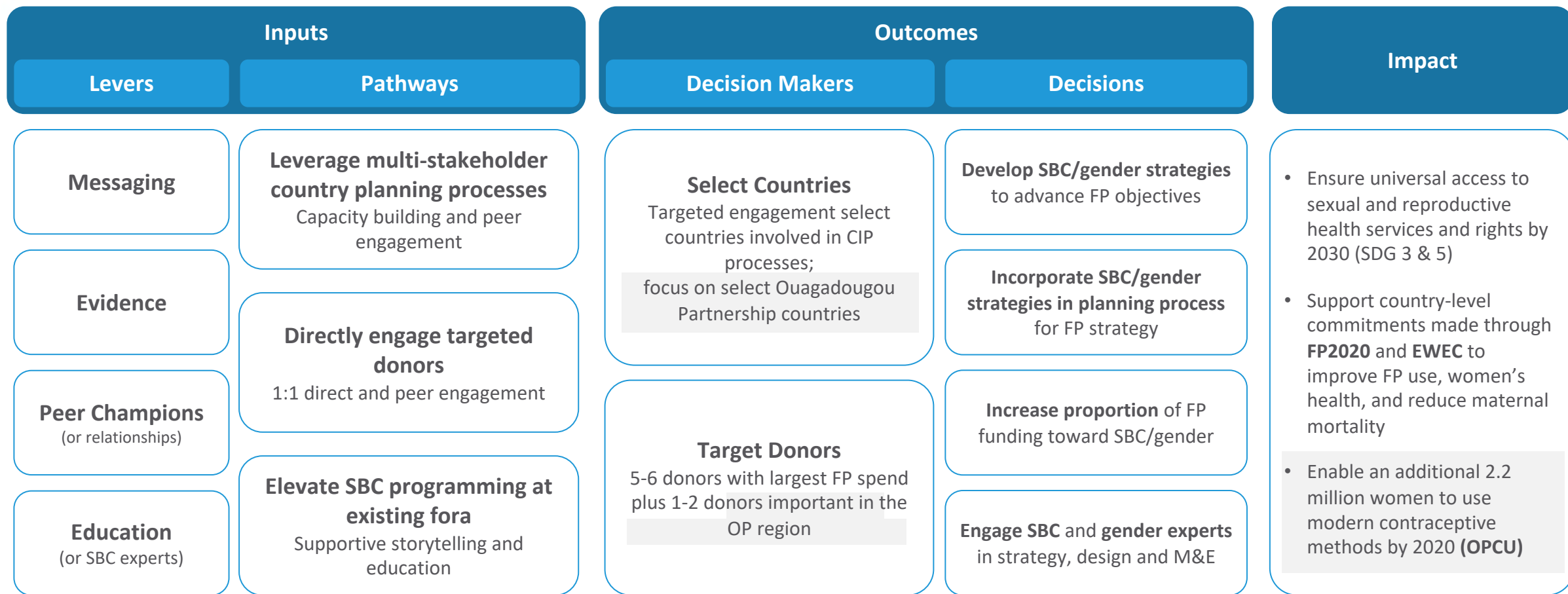


Country Implementation Barriers



Global Influence Strategy Theory of Influence

Three pathways to be prioritized in rollout of Global Influence Strategy



Advocating for Social and Behavior Change in Family Planning Programs

A Message Framework



Key messaging pillars for investment in SBC for FP

Key Messaging Pillars



1

SBC approaches complement service delivery

Supporting Points

- SBC includes a range of approaches that can, and should, be applied across FP programming—not just demand
- Investing in SBC increases effectiveness of clinical investments, services
- Informed by local needs, necessary for achieving country priorities, often developed with community collaboration



2

SBC is rooted in global evidence and best practices

- SBC has clear evidence of increasing successful outcomes in FP interventions
- Strong SBC investments have been refined over 30 years based on high-impact best practices
- Local evidence/data is used to inform SBC programming; examples available from all regions

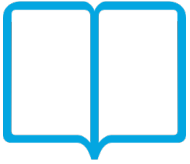


3

SBC demonstrates a high return on investment in both the short and long-term

- SBC maximizes FP investments across contexts and makes use of a variety of affordable approaches
- Strategic SBC uses a variety of affordable approaches to generate demand
- Both short-term and long-term results are reached and measured with effective evaluation

Stakeholder SEGMENTS



Unaware

Definition

Stakeholders are unaware of how important and effective SBC is

Illustrative Quotes

"If you [stock] it, they will come...the default is to think about supply"



Skeptical

Stakeholders are skeptical of whether SBC works and if it is worth the cost

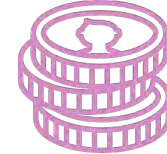
"I haven't seen the evidence that SBC really works, and it is too expensive."



Restricted

Stakeholders are restricted in what they can spend tight budgets on and need to link investments to concrete outputs

"My board just wants to know how many condoms we've purchased."



Under-resourced

Stakeholders do not think they have funds to implement SBC so do it half-heartedly or forego it altogether

"I don't see many lower income countries prioritize SBC from their own domestic revenues...their top priority is always supplies."

General Overview

Stakeholder: Enter stakeholder type here

Organization: Enter organization name here

Role and Key Decision Rights

Information on the person, including their role, and assumed ability to influence decisions

Current SBC Views

Review of both the person's and the organization's views on SBC

Barriers/Drivers

Specific barriers to implementing SBC, or drivers for their decision making in general

Audience Segment

Based on the information above, select your audience segment: Unaware, Skeptical, Restricted, or Under-resourced. This selection will inform your inputs below.

SBC Engagement

Goals

How you want this person to engage in SBC

Notes on Previous Conversations

Information on the previous conversations, confidential interviews, and input to influence strategy

Pillar



Choose 1:

- SBC approaches complement service delivery
- SBC is rooted in global evidence and best practices
- SBC consists of high-impact practices for short- and long-term wins

Applied Messaging Framework

Prioritized Supporting Points

Enter first supporting point here

Enter second supporting point here

Enter third supporting point here

Key Additional Evidence/Anecdotes

Identify key evidence points to keep in mind for the stakeholders

Identify key evidence points to keep in mind for the stakeholders

Identify key evidence points to keep in mind for the stakeholders

Ask

What will you ask the stakeholder to do?

Organization: Zambia National Family Planning Technical Working Group

General Overview

Role and Key Decision Rights

The technical working group (TWG) is the national body that influences the development of the Costed Implementation Plan (CIP) for FP every year.

Earlier SBC Views

They doubted the effectiveness of SBC and its ability to generate quick wins reportable as achievements. Without convincing evidence that SBC has been effective globally, and that it will help decrease unplanned pregnancies among adolescents, they were unlikely to support it.

Barriers/Drivers

They needed proof and persuasive evidence that SBC activities are effective in increasing use of FP to be convinced of the need to include it strategically in the CIP.

SBC Engagement

Audience Segment: Skeptical

Goals

Increase the SBC TWG's belief that including strategic SBC activities in the CIP and funding them will help increase family planning uptake in Zambia, especially among adolescents.

Notes on Previous Conversations

Gathering of stakeholders from the FP TWG showed that they were keen to meet the FP2020 goals and were short on their targets. They were looking for ways to understand why they were falling short. Open to hearing about how SBC could play a role, especially with adolescent pregnancies which is a big challenge for Zambia.



Pillar: SBC is rooted in global evidence and best practices

Applied Messaging Framework

Prioritized Supporting Points	Investing in SBC can help increase your program impact and there is evidence from the last 30 years to support this claim to share with your superiors	There is evidence from various countries that support the cost-effectiveness and impact of SBC	A small investment in SBC can further strengthen and complement your service delivery investments
Key Additional Evidence/Anecdotes	FP SBC Evidence Database	Breakthrough RESEARCH business cases	Case study and animated film from Nigeria (NURHI)

Ask: Will you consider including strategic SBC activities (and supporting them) in the 2020 CIP to complement your service-side investments?



Sohail Agha

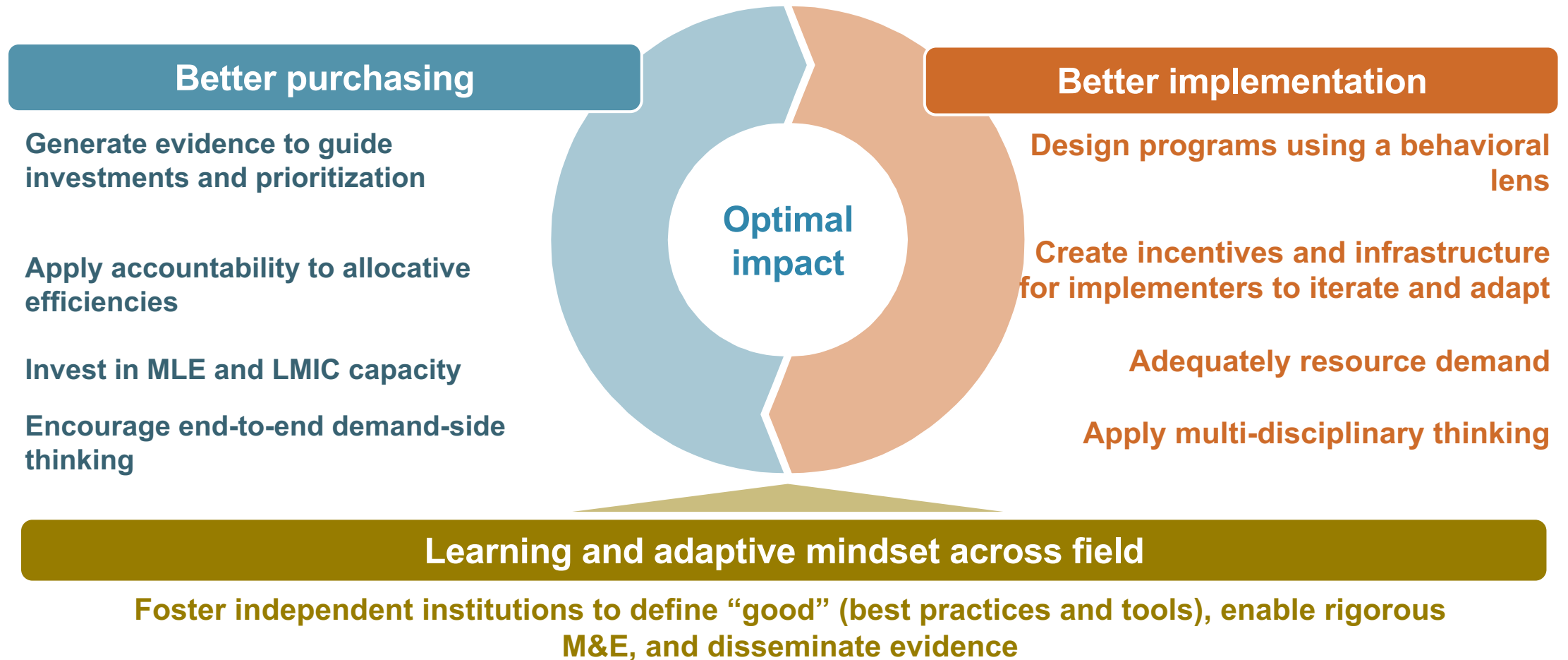


Perri Sutton

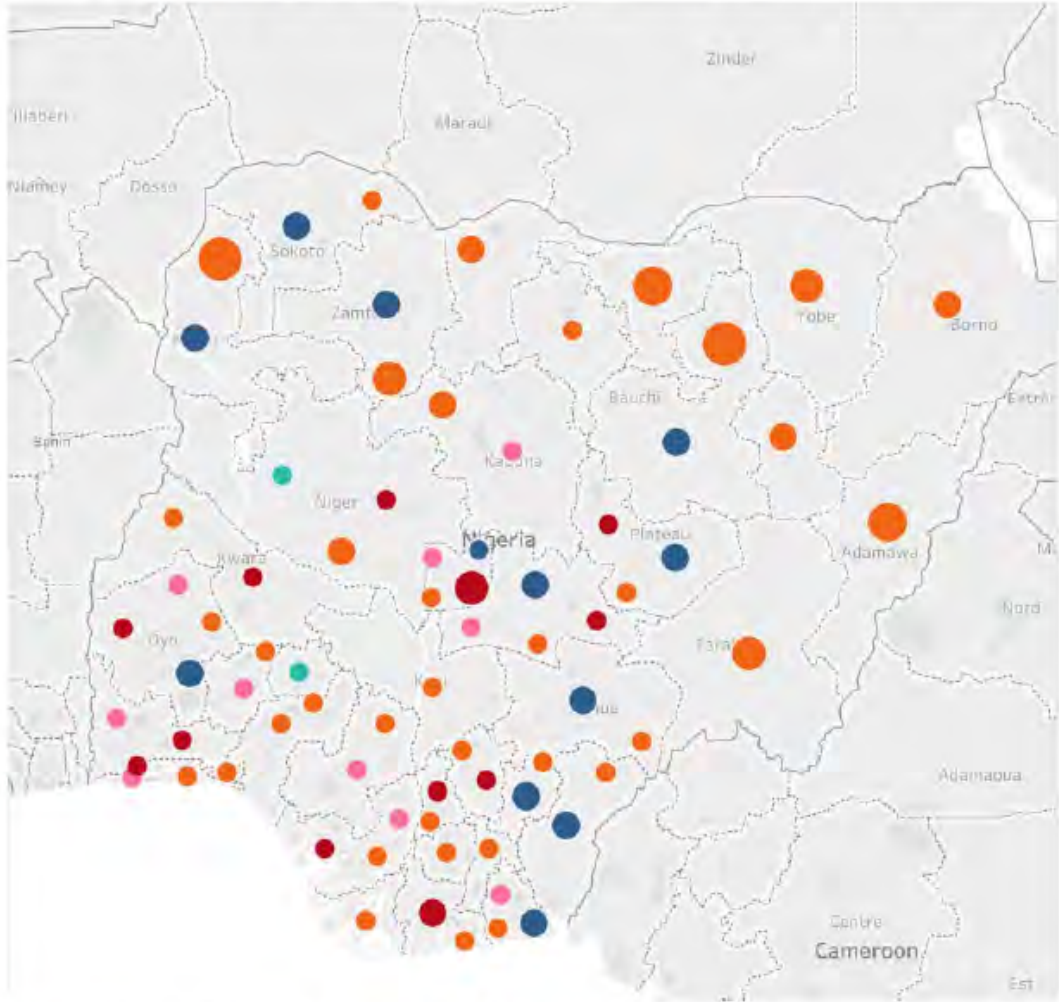
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SBC KNOWLEDGE MANAGEMENT

A DEMAND ORIENTATION CAN ENHANCE CYCLE OF IMPACT IN GLOBAL HEALTH AND DEVELOPMENT



Demand & Behavior Change Investment Map – Nigeria



Total demand & behavior change investments in Nigeria (including national):

AFD			Surgo		
CIFF	2		UNICEF	5	
DfID	2		USAID	2	
EC			Wellcome		
BMGF	7		World Bank	4	
Hewlett			WHO		
Packard					



EXAMPLE:

THE OUAGADOUGOU PARTNERSHIP



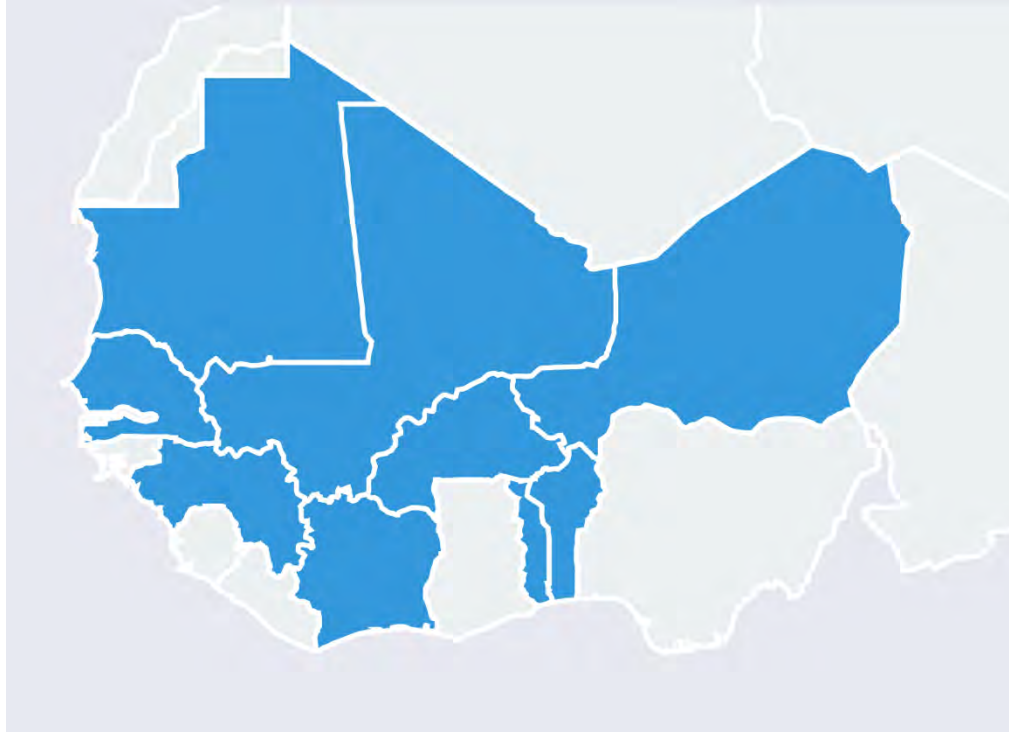
The Ouagadougou Partnership was established in 2010 to respond to an urgent need for action on family planning in francophone West Africa



PLANIFICATION FAMILIALE

Le Partenariat de Ouagadougou

DONOR PARTNERS



Kingdom of the Netherlands



Global Affairs
Canada
Affaires mondiales
Canada

THE WILLIAM AND FLORA
HEWLETT
FOUNDATION



BILL & MELINDA
GATES foundation

SUCCESS FACTORS OF A REGIONAL MOVEMENT



- Shared regional goal
- Country Owned Costed Implementation Plans
- Data visibility and progress monitoring
- Diversity of members
- Mutual accountability
- Interest in collaboration, information and resource sharing

COORDINATION TO CREATE CHANGE

Mechanisms

- Coordination Unit
- Website and social media:
partenariatouaga.org
Twitter: @POuagaPF
Facebook: @PartenariatdeOuagadougou
- Annual convenings:
2-day Donor Meeting
Country Caravan
Annual Membership Meeting
- Monthly calls
- Funding analyses every two years
- Interest groups
- Exchange and Learning Fund
- Representation at global convenings





Pranab Rajbhandari
Breakthrough ACTION



USAID
FROM THE AMERICAN PEOPLE



Government of Nepal
Ministry of Health and Population
National Health Education, Information
and Communication Center
Teku, Kathmandu

Strengthening local level investment in SBC in Nepal

Pranab Rajbhandari
Breakthrough ACTION Nepal



“Only if we
understand, can
we care. Only if
we care, we will
help.”

Jane Goodall



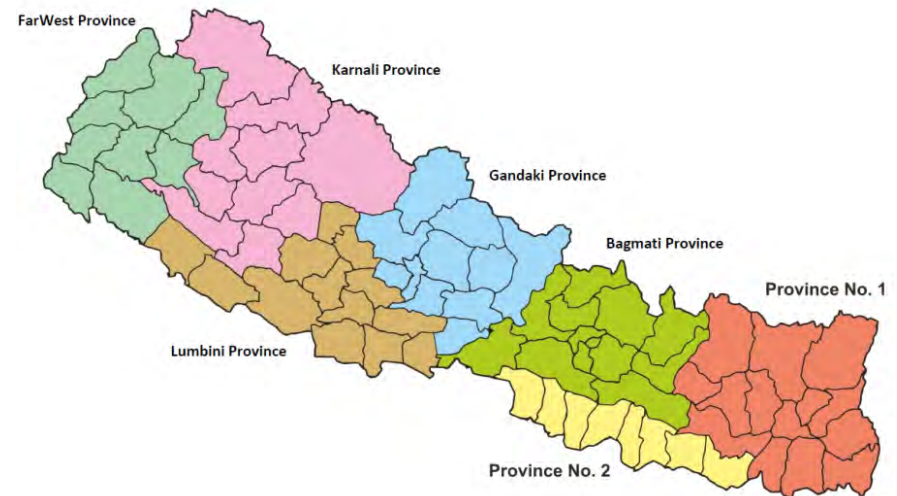
The *SBC Palika Package* used in Nepal helped Breakthrough ACTION strengthen local level decision making around SBC for health.

Focal municipalities allocated funding for SBC for health in their budgets for the first time ever and planned local SBC activities

\$35,000 USD (by 4 municipalities)

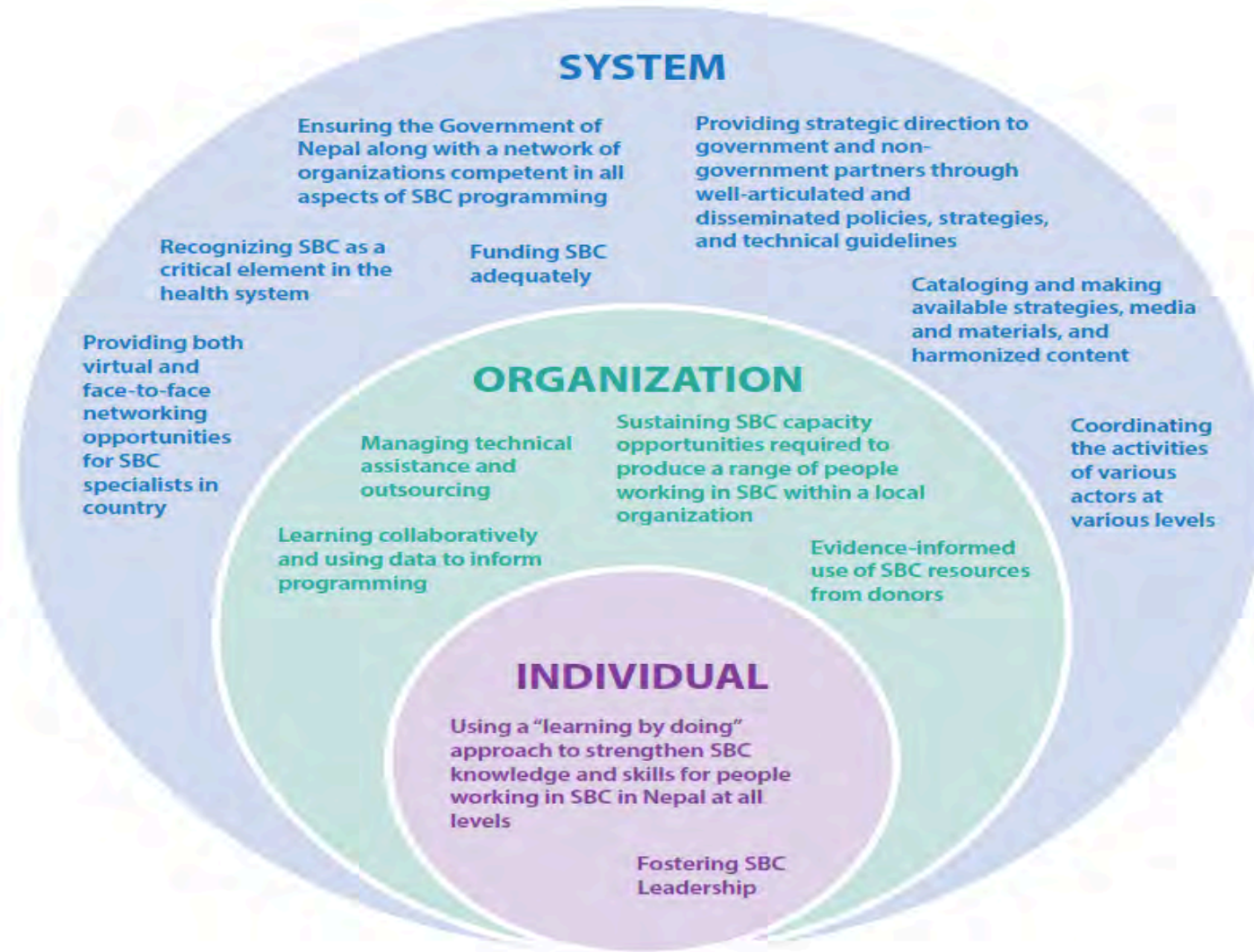
Nepal

- Nepal has recently federalized its governing structure.
- Three levels of government
 - Federal
 - Provincial
 - Municipal (*Palika*)
- Local municipalities have resources and self-governance authority



How to strengthen SBC systems?

Strengthening SBC System Capacity



SBC Palika Package

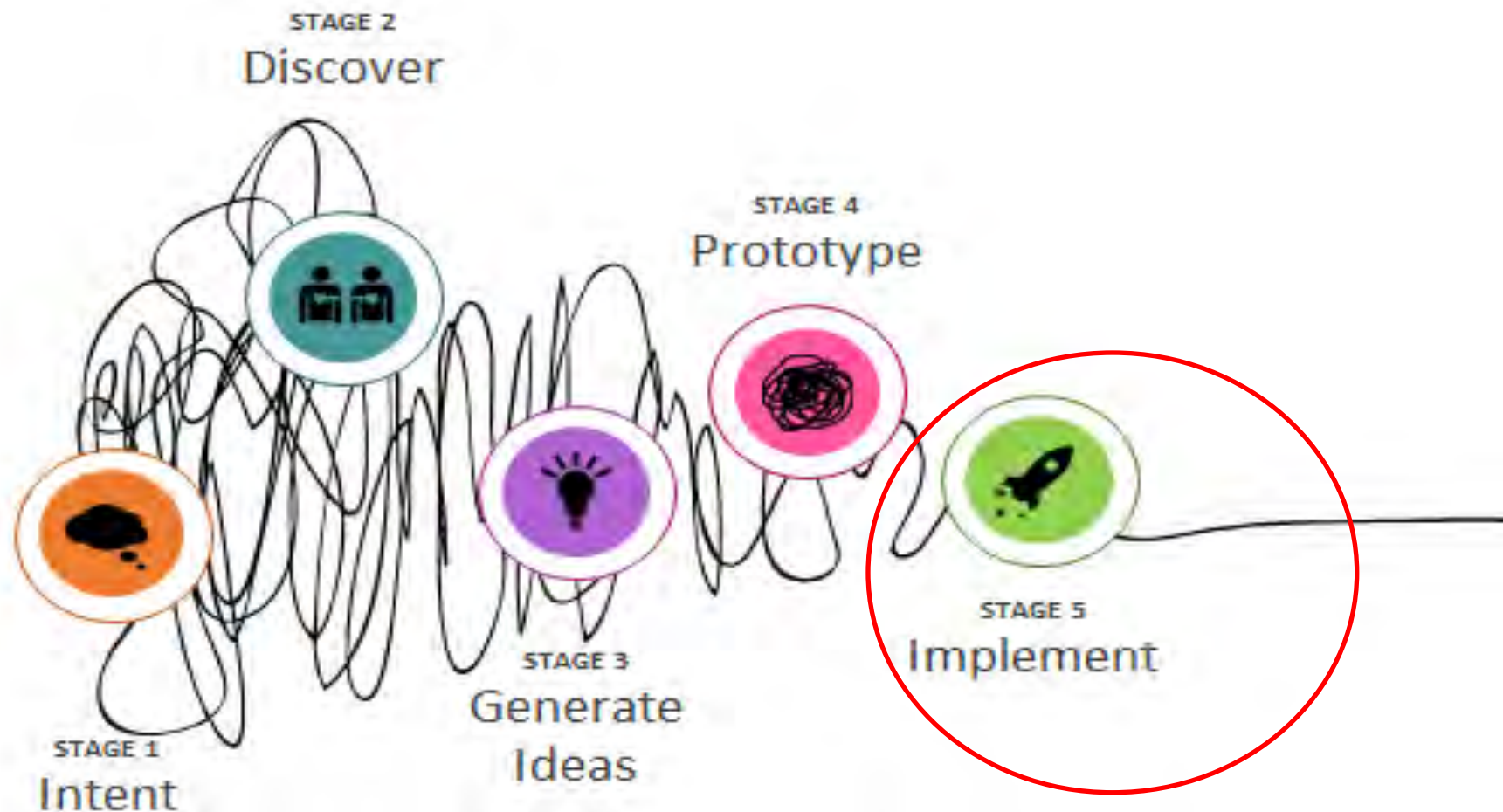
Social Behavior Change Capacity Strengthening Support Material

For Local Level

For social behavior change program development, implementation, monitoring and evaluation



SBC Palika Package Development



SBC Palika Package

- Step-by-step guidance for SBC programming
- Effective
 - Planning
 - Implementation
 - Advocacy
 - Monitoring of SBC programs and activities

- **Preparation:** Quantitative and qualitative evidence generation, local-level discussions, reflections, prioritization, need verifications
- **Advocacy:** During the set 7-step local planning process, evidence-based fight for resources, systematic resource allocation
- **Action:** Plan, implement, monitor

If SBC is understood, then they care.

Lesson for Family Planning SBC

Create an Enabling Environment for SBC

- Federal, provincial, and local policies reflect SBC needs
- Understand the bureaucratic process
- Best utilize the timeline of issue prioritization and budget allocation

Get Local Decision Maker Buy-in for SBC

- Understanding of social behavioral issues and its value
 - Tied to their local constituents/intended audience-focused
 - SBC enabling deeper behavior understanding and being able to bring about positive change in their communities

Emphasize Evidence for SBC

- Base it on evidence generation (quantitative and qualitative) and use
 - Emphasize qualitative to gain deeper behavioral understanding for SBC
- Evidence for planning and monitoring
- Get everyone asking for evidence and using it

- The *SBC Palika Package* used in Nepal helped Breakthrough ACTION strengthen local-level decision making around SBC for health.
- As a result of using the *SBC Palika Package*, focal municipalities allocated funding for SBC for health in their budgets for the first time ever and planned local SBC activities

“Only if we
understand,
can we care.
Only if we care,
we will help.”
Jane Goodall

Thank You!

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