

# BEHAVIOR

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### *Evidence in Action*

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## SBC Family Planning Evidence Database Brief

### Circle of Care: Social and Behavior Change Before Services

[Social and behavior change \(SBC\) for service delivery](#) is distinguished by its focus on service interactions: the use of SBC to motivate clients to access services, to improve the client-provider interaction, and to boost adherence and maintenance. This process uses the [Circle of Care](#), a holistic model to show how SBC can be applied across the service continuum—before, during, and after services—to improve health outcomes.

In the **Before** Stage, SBC captures the attention of family planning (FP) clients and inspires them to access services while creating a community and facility environment supportive of FP use. During this stage, SBC interventions can help to:

- Generate demand—Raise awareness of FP services, address knowledge gaps and misperceptions, and increase self-efficacy to access FP services
- Create an enabling environment—Support dialogue between communities and health providers to build mutual understanding of reproductive health needs, and mobilize leaders through advocacy to designate resources or remove barriers to FP use



- Set supportive norms—Foster practices that promote health seeking behavior and social support for FP services by mobilizing communities to discuss FP issues, and influence how and to whom clients talk about their reproductive intentions and health

The following 25 articles selected from the [SBC for Family Planning Evidence Database](#) demonstrate that SBC promotes effective coordination among SBC and service delivery partners in the Before Stage. The [SBC for Family Planning Evidence Database](#), updated in November 2019, compiles and highlights key SBC successes spanning over 20 years (1995–2018). The database presents a collection of over 250 articles describing interventions or studies from low- and middle-income countries addressing FP challenges through SBC approaches.



**SBC generates demand** by raising awareness of FP services, addressing knowledge gaps and misperceptions, and increasing self-efficacy to access FP services.

- **Association of men’s exposure to family planning programming and reported discussion with partner and family planning use: The case of urban Senegal**  
*Speizer, I. S., Corroon, M., Calhoun, L. M., Gueye, A., & Guilkey, D. K.*  
Senegal | 2018
- **Community-based integrated approach to changing women’s family planning behaviour in Pakistan**  
*Najmi, H. H., Ahmed, H., Halepota, G. M., Fatima, R. K., Haq, M., Yaqoob, A., & ... Khursheed, A.*  
Pakistan | 2018
- **Community-based educational intervention on necklace method as a natural family planning amongst reproductive age group women in India**  
*Ramesh, J., & Chandrababu, R.*  
India | 2018
- **Empowering youth for social change through the Shujaaz multimedia platform in Kenya**  
*Hutchinson, P., Mirzoyants, A., & Leyton, A.*  
Kenya | 2018
- **Impact of an antenatal counseling on use of modern family planning methods in the postpartum in rural Guinea**  
*Camara, B. S., Delamou, A., Sidibé, S., Béavogui, A. H., Bouedouno, P., Sylla, M. M., ... Kouanda, S.*  
Guinea | 2018
- **Impact of a social franchise intervention program on the adoption of long and short acting family planning methods in hard to reach communities in Myanmar**  
*Aung, T., Thet, M. M., Sudhinaraset, M., & Diamond-Smith, N.*  
Myanmar | 2018
- **Short message service communication improves exclusive breastfeeding and early postpartum contraception in a low- to middle-income country setting: A randomised trial**  
*Unger, J., Ronen, K., Perrier, T., DeRenzi, B., Slyker, J., Drake, A., ... John-Stewart, G.*  
Kenya | 2018
- **Community health workers as social marketers of injectable contraceptives: A case study from Ethiopia**  
*Weidert, K., Gessesew, A., Bell, S., Godefay, H., & Prata, N.*  
Ethiopia | 2017
- **A peer-led, social media-delivered, safer sex intervention for Chinese college students: Randomized controlled trial**  
*Sun, W. H., Wong, C. K. H., & Wong, W. C. W.*  
China | 2017
- **Impact evaluation of the urban health initiative in urban Uttar Pradesh, India**  
*Achyut, P., Benson, A., Calhoun, L. M., Corroon, M., Guilkey, D. K., Kebede, E., ... Winston, J.*  
India | 2016



**SBC creates an enabling environment** by supporting dialogue between communities and health providers to build mutual understanding of reproductive health needs, and mobilizing leaders through advocacy to designate resources or remove barriers to FP use.

- **Role of religious leaders in promoting contraceptive use in Nigeria: Evidence from the Nigerian Urban Reproductive Health Initiative**  
*Adedini, S. A., Babalola, S., Ibeawuchi, C., Omotoso, O., Akiode, A., & Odekuc, M.*  
Nigeria | 2018
- **Improving family planning services delivery and uptake: Experiences from the “Reversing the Stall in Fertility Decline in Western Kenya Project”**  
*Amo-Adjei, J., Mutua, M., Athero, S., Izugbara, C., & Ezeh, A.*  
Kenya | 2017
- **Preventing pregnancy in Kenya through distribution and use of the Cyclebeads mobile application**  
*Shelus, V., Ashcroft, N., Burgess, S., Giuffrida, M., & Jennings, V.*  
Kenya | 2017
- **The impact of a community driven mass media campaign on the utilisation of maternal health care services in rural Malawi**  
*Zamawe, C. O. F., Banda, M., & Dube, A. N.*  
Malawi | 2016



**SBC sets supportive norms** by fostering practices that promote health-seeking behaviors and social support for FP services, mobilizing communities to discuss FP issues, and influencing how and to whom clients talk about their reproductive intentions and health.

- **Evaluation of a male engagement intervention to transform gender norms and improve family planning and HIV service uptake in Kabale, Uganda**  
*Ghanotakis, E., Hoke, T., Wilcher, R., Field, S., Mercer, S., Bobrow, E. A., ... Mander, I.*  
Uganda | 2018
- **Developing a digital marketplace for family planning: Pilot randomized encouragement trial**  
*Green, E. P., Augustine, A., Naanyu, V., Hess, A. K., & Kiwinda, L.*  
Kenya | 2018
- **Increasing contraceptive use among young married couples in Bihar, India: Evidence from a decade of implementation of the PRACHAR Project**  
*Subramanian, L., Simon, C., & Daniel, E. E.*  
India | 2018
- **“Our Voices Matter:” A before-after assessment of the effect of a community-participatory intervention to promote uptake of maternal and child health services in Kwale, Kenya**  
*Mochache, V., Irungu, E., El-Busaidy H., Temmerman, M., & Gichangi, P.*  
Kenya | 2018
- **Contraceptive uptake after training community health workers in couples counseling: A cluster randomized trial**  
*Lemani, C., Tang, J. H., Kopp, D., Phiri, B., Kumvula, C., Chikosi, L., ... Rosenberg, N. E.*  
Malawi | 2017

- **Making the continuum of care work for mothers and infants: Does gender equity matter? Findings from a quasi-experimental study in Bihar, India**  
*McDougal, L., Atmavilas, Y., Hay, K., Silverman, J. G., Tarigopula, U. K., & Raj, A.*  
 India | 2017
- **Effect of the PREPARE intervention on sexual initiation and condom use among adolescents aged 12-14: A cluster randomised controlled trial in Dar es Salaam, Tanzania**  
*Mmbaga, E. J., Kajula, L., Aarø, L. E., Kilonzo, M., Wubs, A. G., Eggers, S. M., ... Kaaya, S.*  
 Tanzania | 2017
- **Evaluation of the Nigerian Urban Reproductive Health Initiative Program**  
*Atagame, K. L., Benson, A., Calhoun, L., Corroon, M., Guilkey, D., Iyiwose, P., ... Winston, J.*  
 Nigeria | 2017
- **Evaluating a LARC expansion program in 14 sub-Saharan African countries: A service delivery model for meeting FP2020 goals**  
*Ngo, T. D., Nuccio, O., Pereira, S. K., Footman, K., & Reiss, K.*  
 14 sub-Saharan African countries | 2016
- **Increasing uptake of HIV, sexually transmitted infection, and family planning services, and reducing HIV-related risk behaviors among youth living with HIV in Uganda**  
*Vu, L., Burnett-Zieman, B., Banura, C., Okal, J., Elang, M., Ampwera, R., ... Yam, E.*  
 Uganda | 2017
- **Community dialogue to shift social norms and enable family planning: An evaluation of the family planning results initiative in Kenya**  
*Wegs, C., Creanga, A. A., Galavotti, C., & Wamalwa, E.*  
 Kenya | 2016



Summaries of these articles and additional studies on the influence of SBC on attitudes and behaviors among clients and providers are accessible through the [SBC for Family Planning Evidence Database](#). The six SBC Evidence Databases, which together host over 600 articles, compile and highlight key SBC successes spanning over 20 years.

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