

10 LIVES • 10 STORIES ONE MESSAGE

Social and Behavior Change for Better Reproductive Health

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Breakthrough ACTION invites organizations to submit compelling human-interest stories that demonstrate the power of social and behavior change to improve family planning and reproductive health outcomes.

BACKGROUND

Breakthrough ACTION is a five-year cooperative agreement funded by the United States Agency for International Development (USAID) to lead their social and behavior change (SBC) programming around the world. Breakthrough ACTION is a partnership led by Johns Hopkins Center for Communication Programs (CCP) in collaboration with Save the Children, ThinkPlace, ideas42, Camber Collective, International Center for Research on Women, and Viamo. The project works in partnership with governments, civil society, and communities to implement creative and sustainable SBC programming, nurture SBC champions, mainstream new techniques and technologies, and advocate for strategic and sustained investment in SBC.

The Breakthrough ACTION family planning program develops and tests new SBC tools, provides technical assistance to national, regional, and global partners, and leads work around global and regional level advocacy for SBC in family planning and fostering shared agendas of work among global partners.

OVERVIEW

10 Lives, 10 Stories, One Message is a competition to elicit and share compelling human-interest stories that demonstrate the power of social and behavior change to improve family planning and reproductive health (FP/RH) outcomes.

Five first place and five second place winners will be selected by a panel of judges from Breakthrough ACTION, USAID, and FP2030.

First place winners will each be awarded the opportunity to work with a production company—free of charge—to create a two-minute video that tells their story. The videos will be shared at a launch event and promoted by Breakthrough ACTION, USAID, and FP2030 as global examples of SBC's role in improving reproductive health. These high-quality videos can also be used by finalists for their own media and program promotion.

First place winners will provide content for the videos (e.g., story, videography, and photography), and the production company will be responsible for pre-production planning (e.g., production timelines and storyboards), using winners' content to produce a compelling short video, and editing and revising produced content. The production company will also provide supporting music, graphics, and assist with final crafting of scripts as relevant. Once the two-minute video has been developed, the production company will use the same content to create a shorter, 30–45 second version of the video.

Each of the **second place winners'** stories will be turned into a story brief and promoted alongside the videos at the launch event and by Breakthrough ACTION, USAID, and FP2030. Breakthrough ACTION will use information provided by the second place winners to develop briefs that highlight each organization and program. Breakthrough ACTION will design and write the copy for each brief and otherwise be responsible for all aspects of brief development and promotion. These engaging story briefs can also be used by finalists for their own media and promotion.

OBJECTIVES

10 Lives, 10 Stories, One Message aims to find and support organizations that are passionate about SBC to share compelling human-interest stories about the power of SBC to improve FP/RH outcomes. Through supporting the development and promotion of finalists' stories, we hope to improve knowledge of the power of SBC to improve FP/RH outcomes among the broader FP/RH community.

ELIGIBILITY

Organizations are eligible to submit a human-interest story for consideration. This includes organizations representing a technical working group or community of practice.

The human-interest story submitted must be related to a family planning or reproductive health intervention that:

- Took place in sub-Saharan Africa, Asia, or Latin America and the Caribbean. For a full list of eligible countries, please consult the "Geographic Regions" tab in the [United Nations' Standard country or area codes for statistical use](#).
- Utilized SBC approaches (defined below).

WHAT ARE SOCIAL AND BEHAVIOR CHANGE APPROACHES?

SBC is a discipline that uses a deep understanding of human and societal behavior and evidence-based interventions to increase the adoption of healthy behaviors and influence the individual, social, and structural factors that influence 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 behavioral choices.

- Address structural and environmental factors that influence health behaviors.

For example, SBC interventions may aim to address these factors by using science, data, and creative ideas to do the following:¹

- Change or positively influence social norms about family planning so there is greater approval of the practice
- Foster long-term, normative shifts in behavior in support of increasing the practice of family planning
- Encourage and improve inter-partner communication about family planning
- Model male engagement in family planning
- Improve provider-client interactions during service provision
- Strengthen community support of family planning
- Influence decision-makers and family and peer networks about the importance and value of family planning
- Increase demand for family planning services and products
- Increase correct and consistent use of family planning products and services
- Positively influence policy around family planning access and use
- Encourage an increased capacity for local planning and implementation of family planning efforts

TIMELINE

- Questions about the competition will be accepted through June 18, 2021, 11:59 p.m. (Eastern Time)
- Applications must be submitted by June 25, 2021, at 11:59 p.m. (Eastern Time)
- Judges will select ten finalists in July 2021
- Finalists will be notified of their selection by July 30, 2021

APPLY BY JUNE 25, 2021, AT 11:59 P.M. (EASTERN TIME)

Questions? Submit them to olivia.carlson@jhu.edu by June 18, 2021, 11:59 p.m. (Eastern Time). The answers will be posted [online](#).

¹ *Adapted from <https://sbccimplementationkits.org/about-designing-a-sbcc-strategy-i-kit/>

