

How Can SBC Programming Address Equity and Social Determinants of Health Considerations in FP/RH?

Comment les programmes de CSC peuvent-ils peut-elle aborder les considérations d'équité et de déterminants sociaux de la santé dans la PF/SR ?

April 26, 2022



Today's Agenda

9:00–9:05 ET	Welcome and Housekeeping	Danette Wilkins Program Officer, Johns Hopkins Center for Communication Programs, Breakthrough ACTION
9:05–9:10 ET	Introduction and Overview	Danette Wilkins
9:10–9:55 ET	Panel Discussion	Moderator: Carol Underwood Associate Professor, Johns Hopkins Center for Communication Programs, Breakthrough ACTION Panelists: Babafunke Fagbemi Catherine Lengewa Sara Jewett Nieuwoudt
9:55–10:00 ET	Closing and Announcements	Carol Underwood

Introduction and Overview

Danette Wilkins

Program Officer

Johns Hopkins Center for Communication
Programs, Breakthrough ACTION

FAST FACTS

What?

Eight-year cooperative agreement funded by the United States Agency for International Development (USAID) to lead social and behavior change programming around the world.

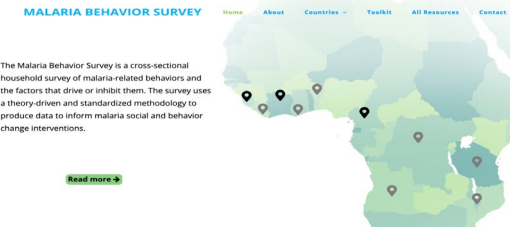
Who?

A partnership led by Johns Hopkins Center for Communication Programs in collaboration with Save the Children, ThinkPlace, ideas42, Camber Collective, International Center for Research on Women, and Viamo.

When?

July 2017 to July 2025

NEW RESOURCES



Key Terminology

Social Determinants of Health

Social determinants of health are conditions in environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

Source: Healthy People 2030

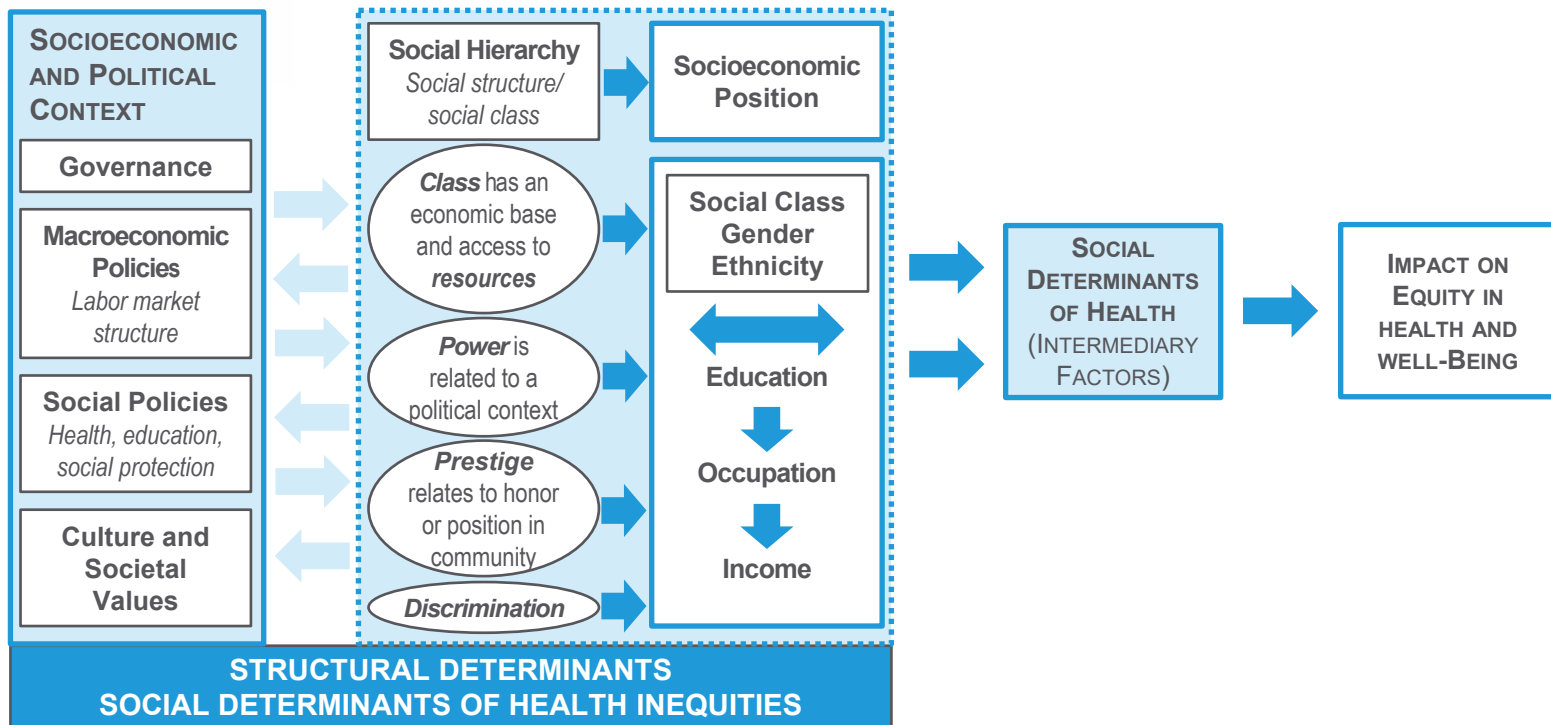
Health Equity

Health equity is the absence of unfair and avoidable or remediable differences in health among population groups defined socially, economically, demographically, or geographically.

Source: World Health Organization

World Health Organization Commission on the Social Determinants of Health

Structural Determinants: The Social Determinants of Health (SDOH) Inequities



Solar, O., & Irwin, A. (2010). A Conceptual Framework for Action on the Social Determinants of Health [Discussion Paper]. Geneva: WHO. https://www.who.int/social_determinants/corner/SDHDP2.pdf?ua=1

Social Determinants of Health Domains

Healthy People 2030 Framework

1. Economic stability
2. Education access and quality
3. Health care access and quality
4. Neighborhood and built environment
5. Social and community context



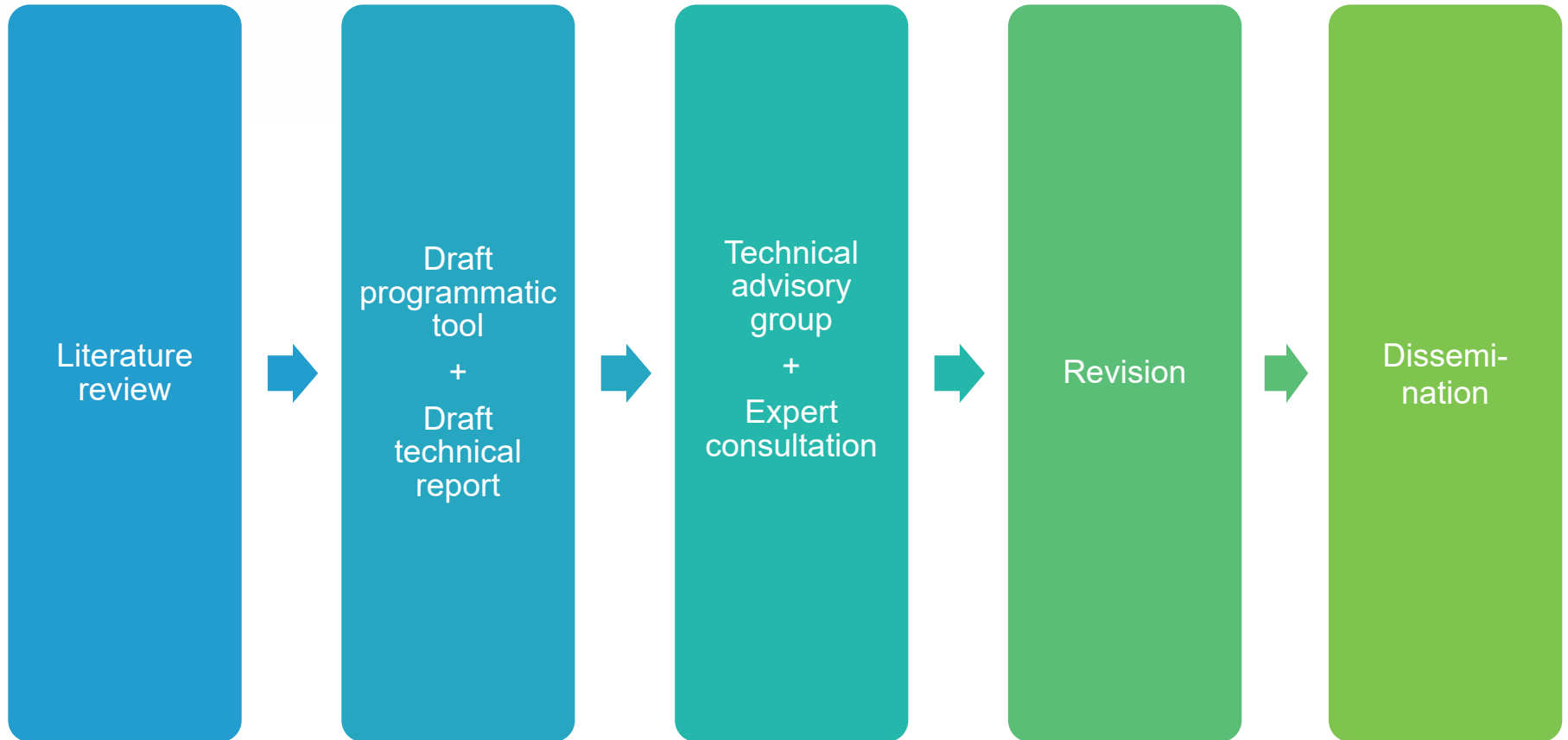
Source: *Healthy People 2030*

What is SBC?

“Social and behavior change is a discipline that uses a deep understanding of human and societal behavior and evidence-based interventions to increase the adoption of healthy behaviors by individuals and influence the social... [and structural factors] that underpin them.”¹

Breakthrough ACTION. (2018). Social and behavior change for family planning: Global influence landscape and strategy. <https://breakthroughactionandresearch.org/wp-content/uploads/2019/05/SBC-Global-Influence-Strategy.pdf>

Exploring Equity in SBC Programming

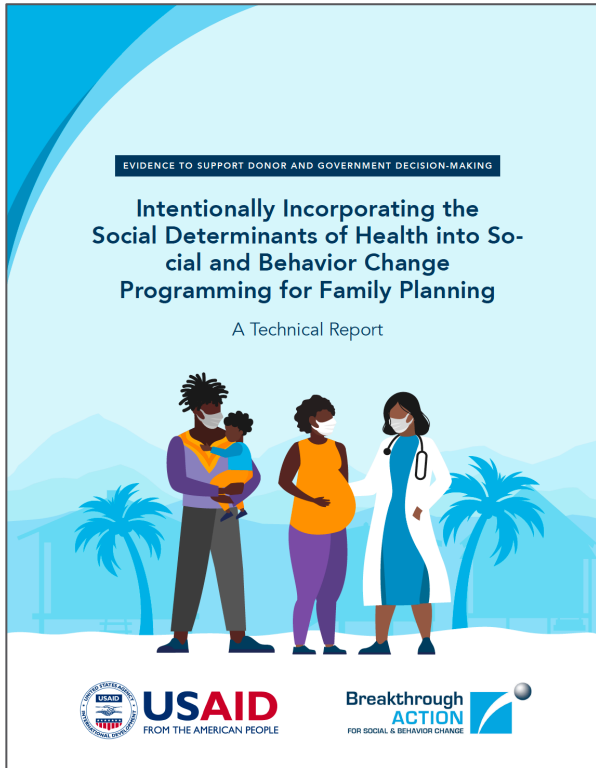


Resource for Governments and Donors

Technical Report

Key Considerations

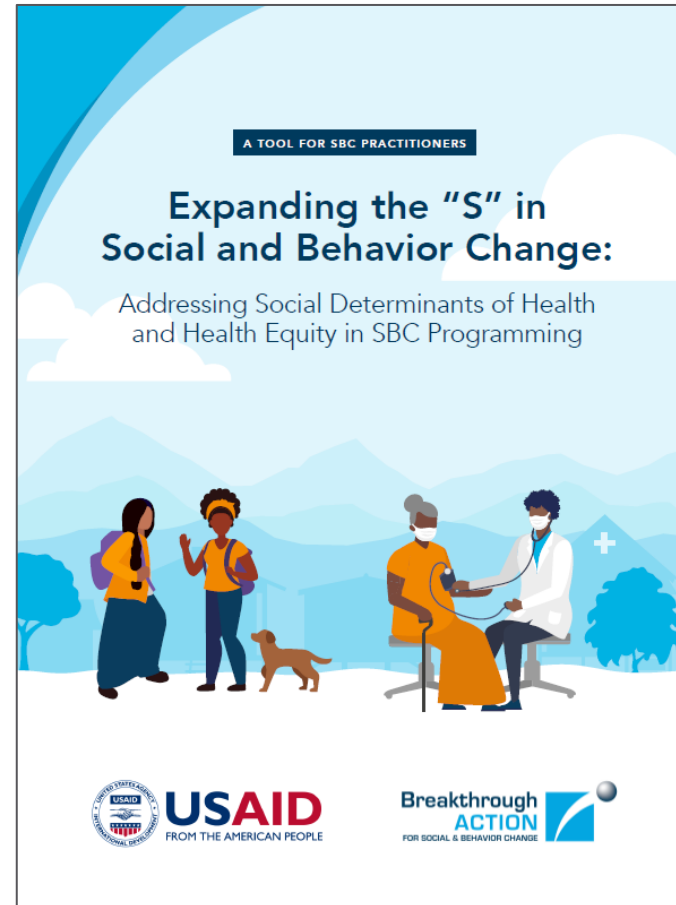
- Explore long-term, multi-sectoral, and co-funded partnerships
- Require meaningful partnership with communities ensuring activities are driven by community needs and values
- Prioritize interventions addressing structural and intermediary determinants of family planning and reproductive health outcomes
- Ensure equitable coverage
- Require gender integration
- Incorporate a life-course perspective
- Encourage community-based, participatory approaches
- Strengthen national and global health equity surveillance systems
- Use intersectional lens to address SDOH that disadvantage specific subgroups



Resource for SBC Practitioners

Programmatic Tool

1. Introduction: Why Expand the “S” in Social and Behavior Change?
2. Operationalizing a Framework to Address the Social Determinants
3. Addressing Social Determinants of Health and Health Equity in SBC Programming
4. Conclusion
5. Appendix: Case Studies



Programmatic Tool

How does this tool help address SDOH in SBC programming?



**Programmatic
Tool**



Key Considerations

Identifying and Prioritizing the Most Impacted Individuals and Groups

Developing Essential Partnerships and Coalitions

Identifying and Analyzing Social Determinants of Health and Health Inequities

Engaging Community Members from Start to Finish

Selecting, Designing, and Implementing Appropriate Strategies and Activities

Measuring Social Determinants of Health and Health Equity



Continuing the conversation ...

Panel Discussion



Moderator:
Carol Underwood, PhD
Associate Professor
Johns Hopkins Center for Communication
Programs, Breakthrough ACTION

Panelists



Catherine Lengewa, PhD
Partnerships and Strategy
Director
Centre for Behaviour
Change and Communication
Kenya



Babafunke Fagbemi, MCA, MBA
Executive Director
Centre for Communication
and Social Impact
Nigeria



Sara Jewett Nieuwoudt, PhD
Senior Lecturer and
Coordinator of the Social and
Behaviour Change
Communication Division
University of Witwatersrand
South Africa

Closing and Announcements

Stay engaged in this conversation!

Springboard Discussion Board

How Can SBC Programming Address Equity and Social Determinants of Health Considerations in FP/RH?

Forum de discussion

Comment les programmes de CSC peuvent-ils peut-elle aborder les considérations d'équité et de déterminants sociaux de la santé dans la PF/SR ?

<https://springboardforsbc.org/forum/t/1241889>

Webinar Series

Webinar 1:

**Why Do We Need to Elevate the “S”
in SBC to Improve FP/RH
Outcomes?**

Wednesday, March 23

9:00–10:00am EDT (Washington DC)

Webinar 2:

**How Can SBC Programming
Address Equity and Social
Determinants of Health
Considerations in FP/RH?**

Tuesday, April 26

9:00–10:00am EDT (Washington DC)

Webinar 3:

**What Does It Mean to Prioritize
Social Accountability in SBC
Programming to Address Equity and
Social Determinants of Health in
FP/RH?**

Wednesday, May 25

9:00–10:00am EDT (Washington DC)

Thank You

For more information, please contact:

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 www.breakthroughactionandresearch.org

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