

10 LIVES • 10 STORIES QNE MESSAGE

Social and Behavior Change for Better Reproductive Health

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USAID
FROM THE AMERICAN PEOPLE



The 10 Lives, 10 Stories One Message Competition

Competition Winners

A panel of judges composed of experts in SBC and reproductive health from USAID, FP2030, and Breakthrough ACTION selected ten winners whose stories were turned into videos and written briefs.

First Place Winners

- [Grandmother Project: Change Through Culture](#)
- [ZanaAfrica](#)
- [Pathfinder International](#)
- [Abt Associates](#)
- [HealthRight International](#)

Second Place Winners

- [The Institute of Reproductive Health at Georgetown University](#)
- [GOAL Sierra Leone](#)
- [Family Planning Association of Malawi](#)
- [IntraHealth International](#)
- [MOMENTUM Integrated Health Resilience](#)

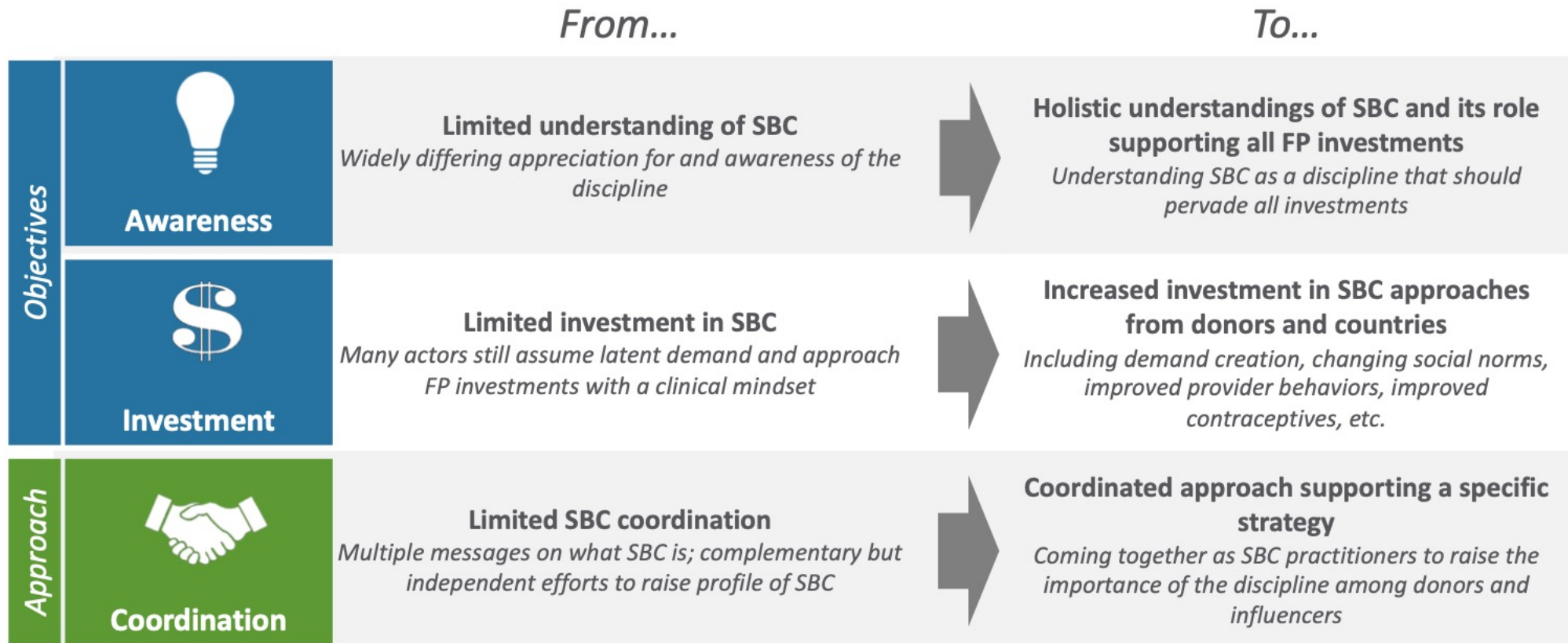
Result

The first-place winners worked with Radiant Media Collaborative to create short videos that brought their stories to life. Second-place winners worked with Breakthrough ACTION to develop stories into technical briefs that grow the body of knowledge in the field of SBC.



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

The Social and Behavior Change Influence Strategy



The Process



Final Product

- Each winner identified a human interest story from their intervention that demonstrated the power of SBC to improve reproductive health.
- Together Breakthrough ACTION and each organization developed five videos and five written stories.
- All ten stories highlight how social behavior change impacted the outcome of their program.

Social and behavior change empowers grandmothers to be respected change agents in their communities and advocate for their grandchildren.

Videos



Results

- 237 People attended the December 2021 Virtual Launch Event.
- Nearly 300 people have visited the website to learn more about the winning stories.
- The videos and stories developed from this competition positively reinforce SBC use in the programs and allow these organizations to use these films and stories as promotional materials to amplify their good work and get more support for it.

Lessons Learned

- Storytelling is a powerful tool because it can
 - Advocate for SBC to be included in FP/RH interventions.
 - Inspire program implementers and researchers to include SBC in their programs.
 - Persuade donors and decision makers to invest in SBC.
 - Shape the future of SBC and FP/RH work.
- These products will help increase an understanding of how SBC contributes to improving RH outcomes and can broaden the SBC community of practice and make SBC approaches an integral part of every FP/RH program.



*To learn more about the
10 Lives, 10 Stories, One
Message competition scan
this QR-code*

Thank you! *Merci!*

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