The Several Moving Parts of an Integrated SBC Program



Using an approach that blends communication, behavioral economics and human-centered design methodologies, panelists will highlight novel approaches to the implementation and evaluation of a large-scale SBC program in Nigeria operating across

many states and levels of society to address individual and social determinants of behavior across multiple health areas including RMNCH, Malaria, Nutrition, TB, COVID-19, Zoonotic diseases and more.





Breakthrough ACTION-Nigeria (BA-N) Overview

Ian Tweedie, BA-N Project Director



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BA-Nigeria by the Numbers

Implementing Agencies, Time Frame and Resources

- USAID's Flagship Social and Behavior Change (SBC) Project
- Prime Implementing Partner:
 - Johns Hopkins Center for Communication Programs
- Sub-Implementing Partners in Nigeria:
 - Save the Children, ThinkPlace, ideas42, Viamo
 - Nigerian Centre for Communication and Social Impact (CCSI)
- Breakthrough RESEARCH Evaluation Agency
- Time Period: 2017-2025
- Budget Ceiling: \$123,000,000
- Abuja Country Office plus 12 State Offices
- 200+ staff and partners





Dynamic Continuum: Supply, Services, SBC/Demand

Government Agencies and Collaborating Implementing Partners

Dynamic Continuum between:



Coordinate/collaborate with:

- National and State Level Ministries, Departments and Agencies
 - S/MOHs, S/NPHCDAs, NTBLCP, NMEP, NCDC, etc
- USAID Implementing Partners
 - Quality of Services, IHP
 - Commodity Supply, GHSC-PSM
 - SBC/Demand- BA-N
 - Health Systems Strength





Health Areas and Geographic Coverage

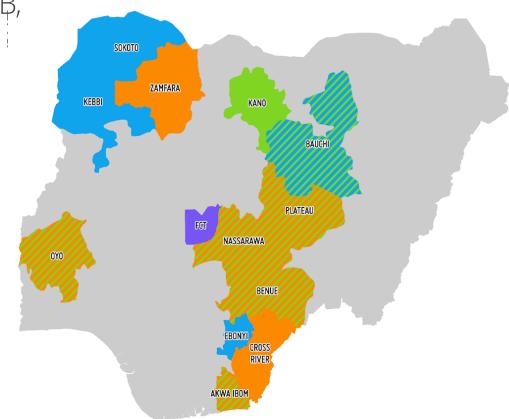
Health Focal Areas:

 MNCH, FP, Nutrition, Malaria, TB, COVID-19, Zoonotic Diseases (including Lassa Fever, Yellow Fever, Mpox, others)

National, State and Local Levels

- Different health focal areas in each state
- Integrated SBC: 5 States
 MNCH, Nutrition, FP, Malaria
- Malaria SBC: +7 States
- TB SBC: 7 States
- Risk Communication:
 - Global Health Security: 3 States
 - COVID: 22 States







Coordinated, Multichannel Approach Community, Mass Media, Mobile/Digital, Provider Behavior Change, Religious & Traditional Leaders

Community Level

- Community SBC
 - Community Volunteers conducting household visits and community events
- Strengthening Community Capacity and Structures
 - Community leaders identifying, funding, implementing and assessing their own priority health activities

• Special Community Initiatives

- Women's Empowerment Groups (WEGs)
- School-based Malaria Clubs
- Other





WEG income generation demonstration. Kebbi State.



Coordinated, Multichannel Approach

Community, Mass Media, Mobile/Digital, Provider Behavior Change, Religious & Traditional Leaders

• Mass Media

- Radio and TV Spots
- Radio drama shows
- Media Partnership Programming

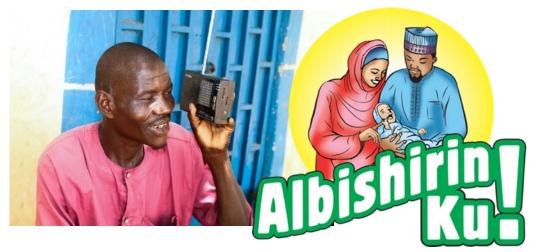
Mobile/Digital

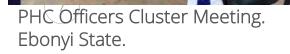
- Mobile Phones
 - Airtel 321, mobile community referral reminders, other
- Social Media

Provider Behavior Change

- Focus on attitudinal & social normative perceptions among providers
- Peer-to-peer approaches
- Behavioral Economics methodologies









Coordinated, Multichannel Approach

Community, Mass Media, Mobile/Digital, Provider Behavior Change, Religious & Traditional Leaders

- Religious & Traditional Leaders
 - Peer Advocacy
 - Speak Outs on media, congregations and communities
 - Influence social normative perceptions in the society







Federation of Muslim Women Associations in Nigeria (FOMWAN). FCT.



Emir of Dass Speaking at Work ACTION + RESEARCH Week. Bauchi State.

Thank You

For more information, please contact:

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n) @breakthrough-action-research

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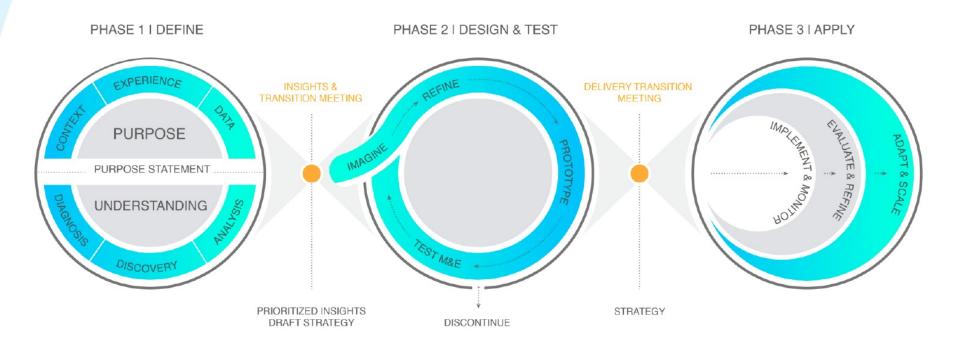


Integrated SBC





SBC Flowchart







DESIGN CHALLENGE

How might we radically improve maternal, newborn and child health and nutrition in northern Nigeria?



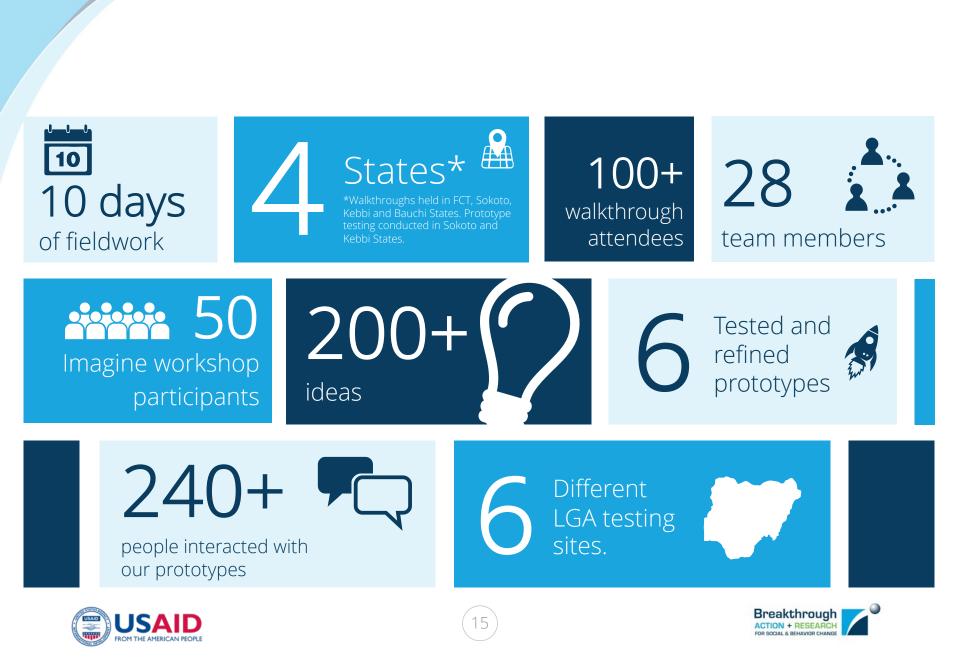
A Short Documentary



14













A Short Documentary

Albishirin Ku! Campaign will help to address the social and behavioral norms influencing maternal, newborn and child health, nutrition, family planning, and malaria. Through:







A SEGMENTS 25 MINUTES EPISODE



19102 Energo offers

18





13 EPISODES, 5 SEASONS

19





2 6 RADIO STATIONS ADROSS 4 STATES 8 MILLION FREE CALLS 1 MILLION CALLERS 2 3 MILLION MINUTES [FY22]





CONCLUSION







Malaria SBC Highlight





Malaria Priority Behaviours

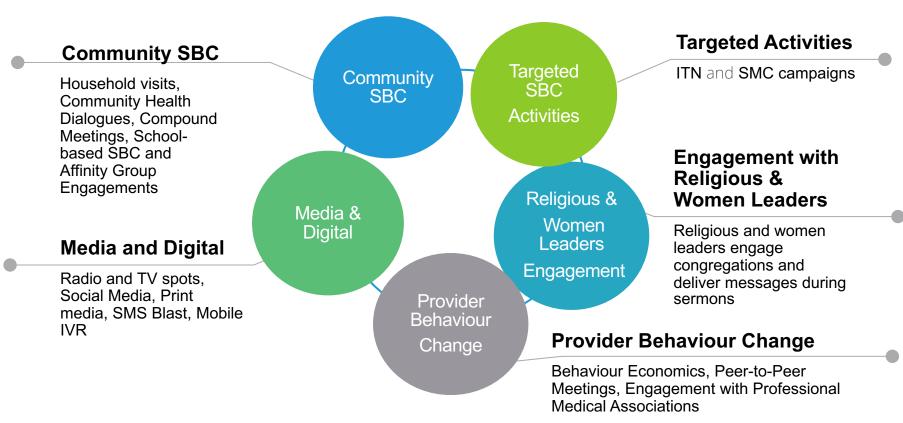
Individual and Household	Health Care Providers
Individuals sleep inside an insecticide-treated net (ITN)	Providers adhere to national malaria case management (diagnosis and treatment) guidelines
Caregivers seek prompt and appropriate care for fever	Providers adhere to national malaria in pregnancy guidelines
Pregnant women take intermittent preventive treatment of malaria (IPTp) during ANC visits	e
Caregivers demand test before treatment and adhere to the full course of ACT treatment, as	





prescribed

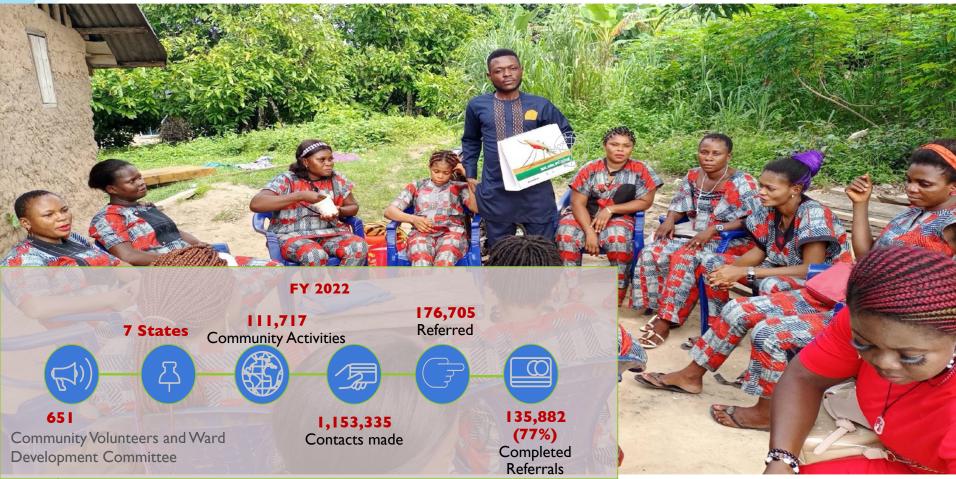
Implementation Approach







Community SBC



Development Committee





Targeted SBC Activities

- Over the past 5 years we have provided SBC support to over 14 state-level ITN distribution campaigns.
- We have also supported annual Seasonal malaria chemoprophylaxis (SMC)
 Campaigns in Benue and Zamfara states.



An Health Educator at an ITN Distribution point giving health talk to Beneficiaries





Provider Behaviour Change



Fatima holds her baby as Mu'Awya Saidu administers a rapid malaria test during check-in at a health center in Kebbi State, Nigeria in early 2020. Photo by Breakthrough ACTION

- Provider group meetings
- Collaborations and meetings with professional associations
- Streamlining processes to reduce hassles to adherence for providers





Media & Digital Channels

Mama Put Correct Sense Fever Treatment





Correct Sense Malaria Treatment Do test If na malaria Finish ya medicine

🔽 🚺 no be malaria nko

Your health worker go tell you wetin to do

Mama put sticker

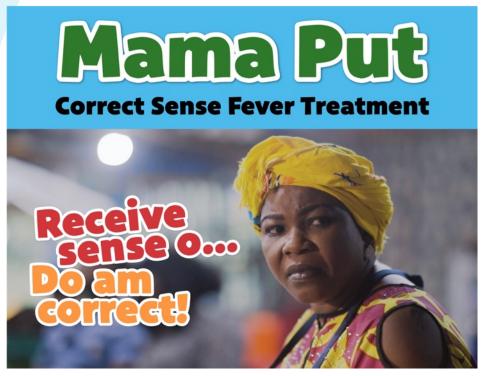
- Centerpiece radio and TV shows and spots
- Media partnerships with health stakeholders
- Build the SBC capacity of media personnel
- 65% of respondents were able to recall malaria messages from the 2021 omnibus survey
- Interactive Voice Response (IVR)
- SMS Blasts

2-minute Mama Put video





Media & Digital Channels



- Centerpiece radio and TV shows and spots
- Media partnerships with health stakeholders
- Build the SBC capacity of media personnel
- 65% of respondents were able to recall malaria messages from the 2021 omnibus survey
- Interactive Voice Response (IVR)
- SMS Blasts





Thank you!

Risk Communication and Community Engagement (RCCE)

Dr. Olayinka Umar-Farouk Deputy Project Director, RCCE

International SBCC Summit, Morocco December 5 - 9, 2022







COVID-19 OPERATION

CARD NUMBER 337









SBC in an Emergency





How can you change behaviour amid uncertainty, fear and distrust to save lives?









Coordinating communication among stakeholders







Involving and engaging those who have been affected







Involving and engaging those who have been affected









Being transparent and fast with the first and all (subsequent) communication

"We are no longer scared, as we have all we need to manage patients successfully. This year, all the 25 health care workers infected with Lassa Fever were managed at the treatment centre and they all survived"

Dr. Ibrahim Mahmood Maigari





Being proactive in public communication







Building national capacity and support national ownership

40











The right messenger will get the message to the targeted audience at the right time using the channel appropriate to the audience and save life in a timely manner.











For more information, please contact:

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Get in touch!

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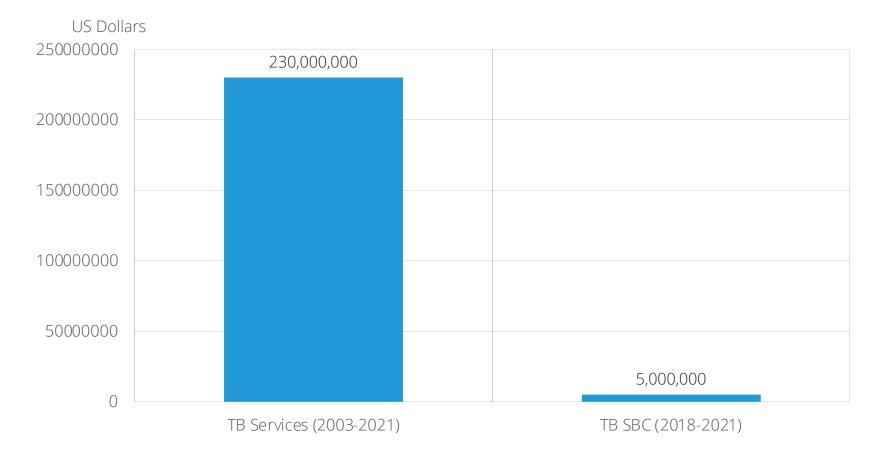
Using Human-Centered Design to Increase TB Case Finding in Nigeria

Ian Tweedie, Project Director





USAID Investment in TB Services and TB SBC in Nigeria 2003-2021

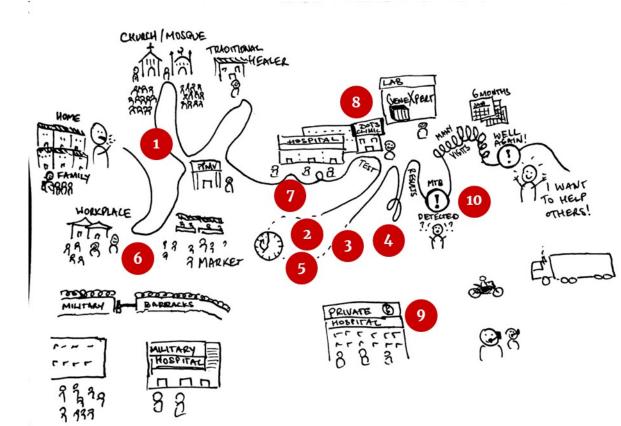




Breakthrough ACTION + RESEARCH FOR SOCIAL & BEHAVIOR CHANGE

Human-Centered Design Methodology

- With NTP and partners, conducted HCD in 2018-19
- Identified barriers to seeking services
- Developed Journey Map and other key insights
- Used findings to cocreate SBC interventions





Community and Media Interventions

Community interventions:

- Motorized campaigns
- Religious Settings
- Affinity Groups
- Medicine Vendors (PPMVs)
- Multimedia campaign:
 "Check Am O!"
 - Mass Media: Radio & TV
 - Social Media
- Referrals to TB testing sites
 - Directory of sites on social media & NTP website is top search
 - PPMVs & Community groups refer presumptive TB cases for testing



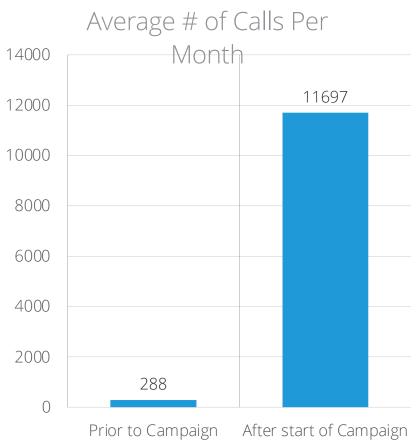


Improved and Promoted National TB Call Center

• Short code: 3340

- Promoted on all campaign channels
- Expanded & Trained Call Center Staff
- Added Interactive Voice Response (IVR)

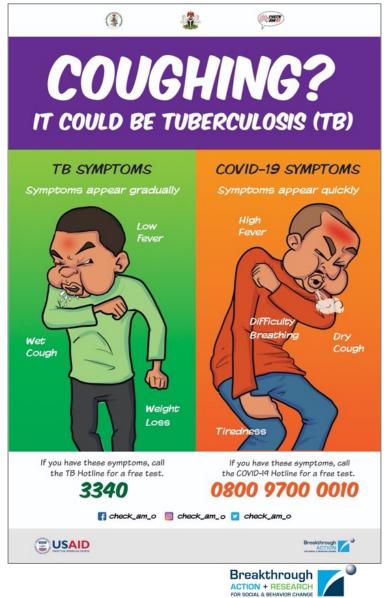






TB in the Context of COVID

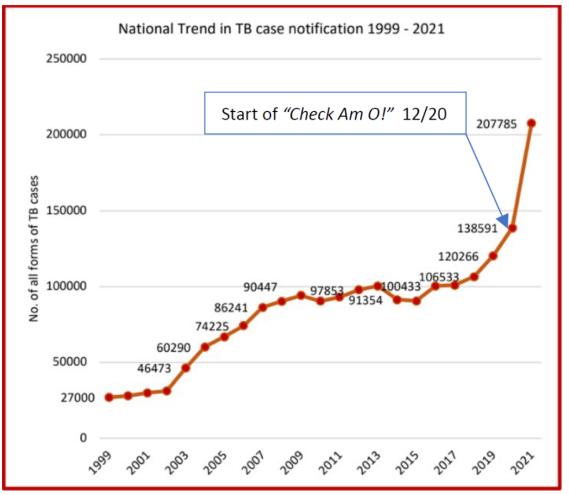
- Launch of "Check Am O!" originally scheduled for March 2020.
- COVID-19 hit
- Postponed launch
- Revised all materials to focus on "TB in the context of COVID"
- Launched in December 2020





TB Case Finding in Nigeria Increases Dramatically after Start of *Check Am O!* Campaign

- Case finding increased sharply after start of "Check Am O!"
- Campaign contributed to increases in concert with improvements to services
- Recognized by NTP as a Best Practice







To learn more:

- 1. Visit our gallery walk after this session
- 2. Participate in Auxiliary Session on Friday:

Title: Meeting people where they are: Using Behavioral Science to improve referral pathways
Date: Friday 9th December
Time: 7-9am

Host: Genesis Analytics







For more information, please contact:

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BA-N CCS experience Halima's story













CCS activites priority audience are **Ward Development Committee**, Village Development Committees, representatives of women groups, youth groups, community leaders, TBAs and other community structures.



















A Community Action Story

