

Improving coordination between siloed partners

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**SOCIAL & BEHAVIOR CHANGE
FOR SERVICE DELIVERY**



**C O M M U N I T Y
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SOCIAL & BEHAVIOR CHANGE FOR SERVICE DELIVERY

COMMUNITY OF PRACTICE

The **SBC for Service Delivery Community of Practice** is a group of professionals committed to improving the practice of integrating SBC across the service continuum to improve RMCH outcomes. Service delivery and SBC professionals work together to improve coordination between partners and apply SBC principles to service delivery activities.

Circle of Care & Service
Implementation Kit

SBC for Service
Delivery Community of
Practice Formed

SBC for Service Delivery
Shared Agenda

COVID-19
pandemic

Updated SBC for Service
Delivery Shared Agenda

2016

2018

2018

2020

2023

As of November 2022, the Service Delivery Community of Practice has **236**
members from **36 different countries**.



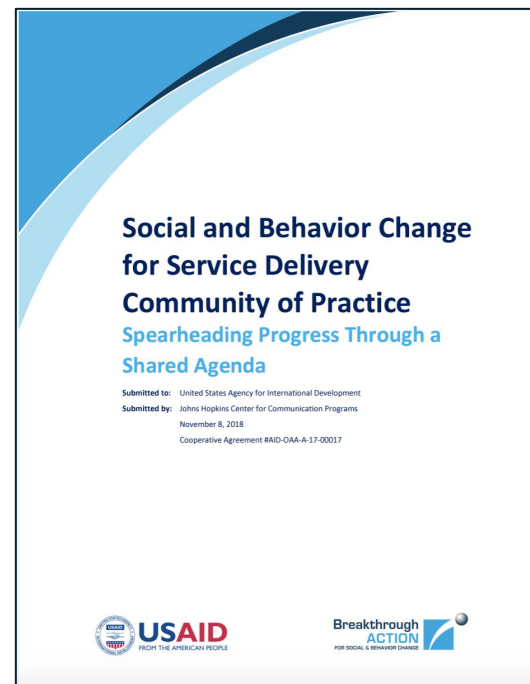
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CoP Objectives

Establish and maintain a Shared Agenda to unite SBC and service delivery practitioners in RMCH around key priority areas.

Advance these priority areas by

- Sharing research, evidence, case studies, and best practices
- Developing programmatic tools and guidance
- Advocating for SBC for service delivery and setting the agenda
- Providing opportunities for professional development and SBC capacity strengthening



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Gems

- ✓ In just a few years, the CoP has become a **cohesive community with a shared set of goals and desire to learn from one another**
- ✓ CoP members have developed **several joint deliverables** to meet the needs of CoP members and advance the field
- ✓ By request, **learnings from the CoP** have been shared with groups interested in starting local chapters

Key contributions



From Vision to Action:
Guidance for Implementing the Circle of Care Model®

INDICATOR BANK

Indicator Type: Client Behavioral outcome Community Provider Behavioral outcome Individual Intermediate outcome Health service delivery Output Policy and environment Reach coverage

Service Delivery Indicators Only: Yes No

Additional Key Terms: Additional Key Terms

CONSTRUCT INDICATOR POTENTIAL DISAGGREGATION

Support of IP collaboration and coordination Number of meetings that foster individual IP coordination and

BEHAVIOR

IMPACT
Evidence in Action

behaviorchangeimpact.org

Demand, Comfort, and Continuity
Aligning service delivery and social and behavior change efforts to improve family planning outcomes

Social and behavior change (SBC) activities support service delivery programs by addressing barriers and driving demand for existing services to ensure that needs of clients and health providers are met. This document provides a framework for aligning SBC and service delivery efforts to improve family planning outcomes. It outlines the SBC approach across the service continuum, SBC goals and the role of SBC activities.

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SBC Family Planning Evidence Database Brief
Circle of Care Social and Behavior Change Before Services

Social and behavior change (SBC) activities address barriers to adoption and use of family planning services to improve the client population. This document provides a framework for aligning SBC and service delivery efforts to improve family planning outcomes. It outlines the SBC approach across the service continuum, SBC goals and the role of SBC activities.

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SBC Family Planning Evidence Database Brief
Circle of Care Social and Behavior Change During Services

Social and behavior change (SBC) activities address barriers to adoption and use of family planning services to improve the client population. This document provides a framework for aligning SBC and service delivery efforts to improve family planning outcomes. It outlines the SBC approach across the service continuum, SBC goals and the role of SBC activities.

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SBC Family Planning Evidence Database Brief
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Social and behavior change (SBC) activities address barriers to adoption and use of family planning services to improve the client population. This document provides a framework for aligning SBC and service delivery efforts to improve family planning outcomes. It outlines the SBC approach across the service continuum, SBC goals and the role of SBC activities.

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Sticky Issues

1. Ensuring membership reflects the global SBC and service delivery communities
2. Engagement in large, virtual meetings
3. Meaningful member contributions to voluntary activities

Thank you!

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Website



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