

# Why Support Social and Behavior Change for Family Planning and Reproductive Health?

## A Resource Collection Guide for Service Delivery Implementing Partners



Photo credit: Breakthrough ACTION

**PURPOSE OF THIS GUIDE:** This guide was developed by Breakthrough ACTION to help service delivery implementing partners address challenges in supporting social and behavior change (SBC) for family planning (FP) and reproductive health (RH) and advocating for its inclusion in FP/RH programming.

### HOW TO USE THIS GUIDE

- Review the opportunities to see how you might enact them.
- Use the resources to address the challenges you face in supporting and advocating for increased investment in SBC for FP/RH.

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# Collection Contents

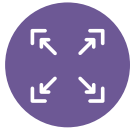
The resources in this collection address implementing partners' specific needs and challenges related to service delivery, support, and advocacy of increased investment in SBC for FP/RH. The resources are categorized in the following themes representing specific opportunities to address the challenges identified. You will see these icons next to each opportunity identifying which set of resources respond to that opportunity and challenge.



Showcase SBC impact



Understand costing of SBC



Broaden view of SBC



Build SBC skills



Address social and structural barriers



Advocate for inclusion of SBC in guiding documents and goals

## Background

To meet global FP and RH goals by 2030 and ensure all people can fulfill their reproductive intentions, the FP/RH community must use its full set of resources, including SBC.<sup>1</sup> Working with donors and country-level decision-makers, service delivery implementing partners can use SBC approaches and strategies to advocate for increased investment in SBC to ensure equitable FP/RH access and autonomy for all.

The work of service delivery implementing partners is often tied to specific goals for service delivery or health systems strengthening. SBC is a critical facilitator of these goals by ensuring equitable access and improved quality of care. Limited time, mandates, and resources make it difficult for service delivery implementing partners to include SBC in their FP/RH scopes of work and planned activities. Greater knowledge of SBC's impact on, support of, and advocacy for FP/RH and coordination with partners implementing SBC for FP/RH strategies and approaches can help service delivery implementing partners meet global FP/RH goals and ensure all people can fulfill their reproductive intentions.

## What is Social and Behavior Change (SBC)?

SBC is a proven, cost-effective approach to achieving FP/RH goals. Using a deep understanding of human and societal behavior and evidence-based interventions, SBC can increase adoption of healthy behaviors and influence the underlying social norms and structures. SBC should be included as part of all FP/RH programs, particularly those focused on service delivery, for three key reasons:

- SBC has been shown to increase successful outcomes in FP/RH by creating enabling environments to address harmful social norms, improve couples' communication, and increase uptake of contraception.<sup>2</sup>
- SBC approaches complement and amplify service delivery investments and can be used before, during, and after service encounters to improve FP/RH outcomes. The field of SBC recognizes that factors beyond the biomedical model affect health and well-being at individual, household, community, organizational, and societal levels.
- SBC is a cost-effective way to reach FP/RH goals in both the short term and long term.<sup>3</sup>

## Funding and Implementation Context

Service delivery implementing partners work directly with country-level decision-makers and donors to set and carry out the agenda and priorities for FP/RH programming. Through their technical assistance, implementing partners—particularly large bilateral entities led by service delivery organizations— influence the design of key FP/RH policies and plans. For example, they generally fund the development and implementation of strategies within country implementation plans. Country-level decision-makers often defer to implementing partners to make decisions about what strategies to invest in. They also consider implementing partners' priorities as indicators of donors' priorities and want to align with them to ensure continued funding.

<sup>1</sup> Breakthrough ACTION. (August 2018). Social and Behavior Change for Family Planning: Global Influence Strategy and Landscape. <https://breakthroughactionandresearch.org/wp-content/uploads/2019/05/SBC-Global-Influence-Strategy.pdf>

<sup>2</sup> Rosen, J.E., Bellows, N., Bollinger, L., Plosky, W.D., & Weinberger, M. (2019). The business case for investing in social and behavior change for family planning. Population Council.

<sup>3</sup> Ibid.

Donor-funded programs strive to align with national FP/RH plans and strategies. These strategies are typically organized according to the World Health Organization's (WHO's) Health Systems Framework,<sup>4</sup> which does not explicitly include SBC. Additionally, implementing partners are tied to specific activities and expected outcomes as laid out in their agreements with donors, which makes it challenging for them to include SBC in their FP/RH programs. When implementing partners include SBC, it is often defined narrowly in terms of demand generation, and the only measure of interest is direct contribution to modern contraceptive uptake, as highlighted in the quote below.

***“We don’t have a specific SBC strategy at the [country] mission level. We want to have results, that is to say, we have objectives: that the mCPR increases.”***

— Interview respondent

## Insights

As part of its development of the SBC for FP Global Influence Strategy,<sup>5</sup> the USAID-funded Breakthrough ACTION project conducted interviews with global FP/RH stakeholders, including donors and country-level decision makers, to better understand the challenges they and other key influencers (e.g., service delivery implementing partners) face and the current state of SBC for FP/RH investments. More recently, Breakthrough ACTION conducted additional interviews with donors and country-level decision makers to further identify behavioral barriers and needs related to SBC for FP/RH investment. This section presents the key challenges faced by service delivery implementing partners, as revealed from these interviews, as well as opportunities to address these challenges and provide resources.

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<sup>4</sup> World Health Organization. (2007). Everybody's business. Strengthening health systems to improve health outcomes: WHO's framework for action. <https://apps.who.int/iris/handle/10665/43918>

<sup>5</sup> 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>

**1 CHALLENGE:** Service delivery implementing partners must show quick results with limited resources and link programming to concrete outcomes, such as the number of contraceptives distributed to clients or the number of first-time FP users. Service delivery implementing partners may be unclear as to how SBC can reach these outcomes or amplify impact.



**Opportunity:** Review and familiarize yourself with the evidence base and compelling examples of SBC’s demonstrated impact on FP/RH outcomes to better understand its value-add.

Resource	Title	Resource description	How to use this resource
	<p><a href="#"><u>Behavior Change Impact: Family Planning Evidence Database</u></a></p>	<p>The SBC for Family Planning Evidence Database, developed by Breakthrough ACTION, compiles and highlights key SBC initiatives for FP/RH successes spanning 20 years (1995–2018), including over 280 articles describing interventions and studies in low- and middle-income countries to address FP challenges through SBC approaches. Most articles are peer-reviewed, quantitative studies of SBC interventions demonstrating significant increases in FP method uptake. Many articles describe interventions using proven and promising <a href="#"><u>high impact practices (HIPS)</u></a>, including <a href="#"><u>mass media</u></a>, <a href="#"><u>community engagement</u></a>, <a href="#"><u>digital technologies</u></a> and interpersonal counseling.</p>	<p>You can use the database to learn about the evidence supporting key SBC for FP/RH approaches, which can inform the planning, design, and implementation of future programs.</p>

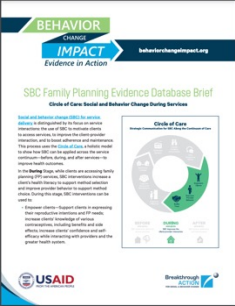
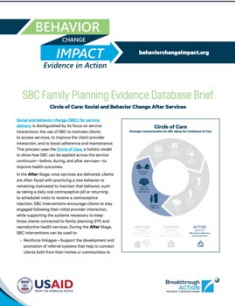
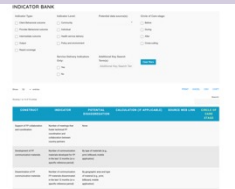


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Resource	Title	Resource description	How to use this resource
	<p><a href="#"><u>Demand, Comfort, and Continuity: Aligning Service Delivery and Social and Behavior Change Efforts to Improve Family Planning Outcomes</u></a></p>	<p>This brief, developed by Breakthrough ACTION, outlines how the Circle of Care Model™ can be used to strengthen SBC for service delivery and highlights key examples from various countries that applied SBC across the service continuum (before, during, and after) to improve health outcomes.</p>	<p>You can use this brief to better understand the impact of SBC for service delivery on health outcomes and learn how the Circle of Care Model™ can be used as a tool to incorporate and strengthen SBC in service delivery efforts before, during, and after services.</p>
	<p><a href="#"><u>SBC Family Planning Evidence Database Brief: Circle of Care: Social and Behavior Change Before Services</u></a></p>	<p>This brief, developed by Breakthrough ACTION, focuses on the “before” stage of the Circle of Care Model™ and lists 25 articles selected from the <a href="#"><u>SBC for Family Planning Evidence Database</u></a> demonstrating how SBC promotes effective coordination among SBC and service delivery partners before receiving services.</p>	<p>You can review this resource to learn how the Circle of Care Model™ can be used to show how SBC can be applied, particularly before care is received. You can also review the articles listed to explore the impact of SBC in generating demand before services, creating an enabling environment for services, and setting supportive norms.</p>



**Opportunity: Review and familiarize yourself with the evidence base and compelling examples of SBC's demonstrated impact on FP/RH outcomes to better understand its value-add.**

Resource	Title	Resource description	How to use this resource
	<p><a href="#"><u>SBC Family Planning Evidence Database Brief Circle of Care: Social and Behavior Change During Services</u></a></p>	<p>This brief, developed by Breakthrough ACTION, focuses on the “during” stage of the Circle of Care Model™ and lists nine articles selected from the SBC for <a href="#"><u>Family Planning Evidence Database</u></a> demonstrating how SBC promotes effective coordination among SBC and service delivery partners while clients receive services.</p>	<p>You can review this resource to learn how the Circle of Care Model™ can be used to show how SBC can be applied, particularly while care is received. You can also review the articles listed to explore how SBC interventions in this stage increase a client’s health literacy to support method selection and improve provider behavior to support method choice.</p>
	<p><a href="#"><u>SBC Family Planning Evidence Database Brief Circle of Care: Social and Behavior Change After Services</u></a></p>	<p>This brief, developed by Breakthrough ACTION, focuses on the “after” stage of the Circle of Care Model™ and lists 12 articles selected from the <a href="#"><u>SBC for Family Planning Evidence Database</u></a> demonstrating how SBC promotes effective coordination among SBC and service delivery partners after clients receive services.</p>	<p>You can review this resource to learn how the Circle of Care Model™ can be used to show how SBC can be applied, particularly after care is received. You can also review the articles listed to explore how SBC interventions in this stage encourage clients to engage with an reinforce linkages with providers, support behavioral maintenance, and enhance follow-up.</p>
	<p><a href="#"><u>Social and Behavior Change Indicator Bank for Family Planning and Service Delivery</u></a></p>	<p>This FP indicator bank, developed by Breakthrough ACTION, is a collection of sample indicators specifically for use in SBC programs. It provides a set of standardized, aggregated, and validated monitoring and evaluation-related SBC indicators for FP/RH, as well as illustrative quality indicators specifically for global programs using SBC approaches to address FP/RH challenges.</p>	<p>You can review this indicator bank and the subset of aggregated SBC indicators to design, implement, and measure your SBC for service delivery activities and adapt indicators to your context to address challenges in FP/RH care.</p>






**Opportunity: Review and familiarize yourself with the evidence base and compelling examples of SBC's demonstrated impact on FP/RH outcomes to better understand its value-add.**

Resource	Title	Resource description	How to use this resource
	<p><u><a href="#">Promoting Healthy Couples' Communication to Improve Reproductive Health Programs</a></u></p>	<p>This brief, developed by the High Impact Practices (HIPs) in Family Planning Partnership, provides background and evidence to support the HIP in FP to promote healthy couples' communication to discuss FP/RH and make equitable, joint decisions to fulfill their reproductive intentions.</p>	<p>You can review this brief to learn more about how interventions promoting healthy couples' communication improve FP/RH programming. You can also review the tips and recommendations for applying HIPs in the design and implementation of your activities.</p>
	<p>Knowledge, Beliefs, and Self-Efficacy: Strengthening an Individual's Ability to Achieve Their Reproductive Intentions <u><a href="#">(English   Spanish)</a></u></p>	<p>This brief, developed by the HIPs in Family Planning Partnership, provides background and evidence to support HIPs in FP to strengthen individuals' ability to achieve their reproductive intentions by addressing their knowledge, attitudes, and self-efficacy.</p>	<p>You can review this brief to learn more about the background and evidence on how interventions addressing individual's knowledge, beliefs, attitudes, and self-efficacy improve FP/RH care. You can also review the tips and recommendations for applying HIPs in practice and in the design and implementation of your activities.</p>



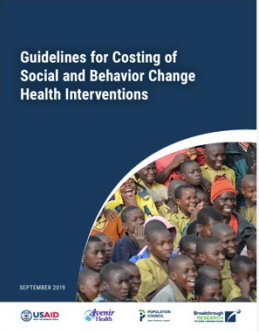
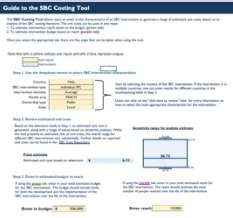



## Opportunity: Review and familiarize yourself with the evidence base and compelling examples of SBC's demonstrated impact on FP/RH outcomes to better understand its value-add.

Resource	Title	Resource description	How to use this resource
	<p>Mass Media: Reaching Audiences Far and Wide with Messages to Support Healthy Reproductive Behaviors <a href="#">(English   French   Spanish)</a></p>	<p>This brief, developed by the HIPs in Family Planning Partnership, provides background and evidence to support HIPs in FP using mass media approaches to reach audiences across a variety of contexts to support healthy FP/RH behaviors.</p>	<p>You can review this brief to learn more about how mass media can support healthy FP and RH behaviors. You can also review the tips and recommendations for applying HIPs in practice and in the design and implementation of your activities.</p>




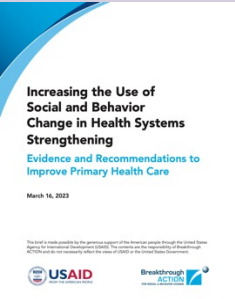
**Opportunity: : Learn more about budgeting for and costing SBC interventions.**

Resource	Title	Resource description	How to use this resource
	<p><a href="#"><u>Guidelines for Costing of Social and Behavior Change Health Interventions</u></a></p>	<p>This document, developed by Breakthrough RESEARCH, provides a framework for estimating the cost of interventions for SBC, which seeks to change health behaviors by addressing factors such as knowledge, attitudes, and norms.</p>	<p>You can use this framework to estimate and compare the costs of SBC interventions and identify which would be most impactful to include in national strategies and plans.</p>
	<p><a href="#"><u>Creating a Social and Behavior Change Cost Repository and Costing Tool</u></a></p>	<p>Breakthrough RESEARCH has collated the SBC cost data identified in the literature into an SBC Cost Repository, which is available as a filterable workbook of all identified SBC costs, and an SBC Costing Tool.</p>	<p>You can use these resources to examine prior SBC cost findings for program planning, budgeting, and benchmarking purposes. The SBC Costing Tool allows you to enter characteristics of an SBC intervention to generate a range of estimated unit costs.</p>
	<p><a href="#"><u>Investing in Social and Behavior Change: Understanding Costing</u></a></p>	<p>This Knowledge SUCCESS blog post highlights Breakthrough RESEARCH's work, led by Avenir Health, on gathering, analyzing, and sharing evidence on the costs and impact of SBC interventions.</p>	<p>You can use this blog post to learn more about Breakthrough RESEARCH's approach to costing SBC interventions, which can be used for budgeting, planning, evaluating cost effectiveness and efficiency, and determining the best way to use limited resources.</p>

**2 CHALLENGE:** Service delivery implementing partners often recognize the importance of SBC but may not know where it fits in their service delivery programs or may not have staff with adequate SBC technical expertise to best use SBC to address various FP/RH goals.



**Opportunity:** Learn how SBC can be used at each stage of the service continuum (before, during, and after receiving services) and how it complements other health systems strengthening approaches.

Resource	Title	Resource description	How to use this resource
	<p><a href="#"><u>Circle of Care Model™</u></a> (<a href="#"><u>French</u></a> and <a href="#"><u>Arabic</u></a>)</p>	<p>The Circle of Care Model™, developed by Breakthrough ACTION, is a framework for understanding how SBC interventions, particularly strategic communication, can be used along the service delivery continuum.</p>	<p>You can learn how SBC can be integrated across the service continuum (i.e., before, during, and after services). At each stage, three explicit areas are identified where SBC can be used to influence attitudes and behaviors among clients and providers. The result is more effective service delivery programs to meet the needs of the intended audiences and contribute to improved health outcomes, including FP/RH outcomes.</p>
	<p><a href="#"><u>Increasing the Use of Social and Behavior Change in Health Systems Strengthening: Evidence and Recommendations to Improve Primary Health Care</u></a></p>	<p>This brief, developed by Breakthrough ACTION, summarizes findings from a literature review and technical consultations related to integrating SBC within health systems strengthening programming. It provides recommendations and identifies promising opportunities to increase the use of effective SBC in this programming.</p>	<p>You can use this resource to identify evidence for integrating SBC within health systems strengthening programming and follow the recommendations to ensure investments effectively integrate SBC into this programming.</p>





**Opportunity: Learn how SBC can be used at each stage of the service continuum (before, during, and after receiving services) and how it complements other health systems strengthening approaches.**

Resource	Title	Resource description	How to use this resource
	<p>Strengthening Social and Behavior Change for Service Delivery: Tailoring Interventions for Different Stakeholders in Family Planning and Reproductive Health (<a href="#">English</a>   <a href="#">French</a>)</p>	<p>This brief, developed by Breakthrough ACTION, summarizes the challenges, benefits, and key lessons learned from the project's experience implementing SBC in service delivery contexts and provides recommendations and considerations for strengthening SBC for service delivery.</p>	<p>You can use this brief to better understand past examples of using SBC to strengthen service delivery and review considerations and lessons learned for including SBC and strengthening SBC for service delivery.</p>
	<p><a href="#">Elevating Social and Behavior Change as an Essential Component of Family Planning Programs</a></p>	<p>This commentary explores how increased investment in SBC can help advance the achievement of global, regional, and national goals related to FP/RH demand, access, and use.</p>	<p>You can use this commentary as an effective tool to learn about and advocate for the contribution of SBC to advancing global, regional, and national goals related to FP/RH demand, access, and use.</p>





**Opportunity: Learn how to apply SBC approaches and techniques to service delivery efforts to motivate clients to access services, improve provider-client interactions, and boost adherence and maintenance of healthy behaviors.**

Resource	Title	Resource description	How to use this resource
	<p>From Vision to Action: Guidance for Implementing the Circle of Care Model (<a href="#">English</a>   <a href="#">French</a>)</p>	<p>This resource, developed by Breakthrough ACTION, provides specific guidance for implementing the Circle of Care Model™ and developing SBC for service delivery initiatives that influence attitudes and behaviors among clients and providers. For each stage along the continuum of care (before, during, and after services), this resource provides sample activities, case studies, implementation tips, and selected indicators.</p>	<p>You can review and use this guide to understand how to incorporate SBC into service delivery efforts across the service delivery continuum to improve service-related health outcomes, particularly in FP/RH. You can also explore the case studies and implementation tips to plan for and design effective programs</p>
	<p><a href="#">Provider Behavior Change Toolkit for Family Planning</a></p>	<p>This toolkit, created by Breakthrough ACTION, guides users through an empathy-focused, four-step process supporting providers, clients, and district health teams in identifying and prioritizing the root causes of provider behavior and generating local solutions. The toolkit also uses a systemic, multi-level approach to gather perspectives and input on provider behavior from a variety of stakeholders. The toolkit includes an instruction booklet, diagnostic tools, synthesis tools, and programmatic tools to help users design and implement effective provider behavior change programs.</p>	<p>You can review and implement this toolkit to identify, understand, and prioritize factors that influence provider behavior. You can also use it to brainstorm, design, and implement contextually appropriate and supportive provider behavior initiatives to address root causes of behavior.</p>



**Opportunity: Learn how to apply SBC approaches and techniques to service delivery efforts to motivate clients to access services, improve provider-client interactions, and boost adherence and maintenance of healthy behaviors.**

Resource	Title	Resource description	How to use this resource
	<p><a href="#"><u>Six Recommendations for Provider Behavior Change in Family Planning</u></a></p>	<p>This commentary contributes to a common understanding of provider behavior change, including determinants of provider behavior, and describes actions and considerations to advance provider behavior efforts in FP/RH.</p>	<p>You can review this commentary to understand a common definition of provider behavior change, explore past interventions in FP/RH, and learn about influences on provider behavior, and consider other recommendations to design more impactful provider behavior change initiatives.</p>
	<p>SBC for Service Delivery e-course (forthcoming)</p>	<p>This <a href="#"><u>SBC Learning Central</u></a> course, developed by Breakthrough ACTION, demonstrates how SBC can be integrated into service delivery efforts to improve access, quality, and outcomes for FP/RH services.</p>	<p>You can take this course to strengthen integration of SBC by learning how to 1) identify influences on health service-related behaviors, including normative barriers, and approaches for addressing them, 2) tailor counseling and education to the needs of different client populations, and 3) use SBC approaches to improve client's experience of care and achieve patient-centered care.</p>

**3 CHALLENGE:** Increasing levels of inequity affect the contexts in which service delivery implementing partners operate. This inequity manifests in the disenfranchisement of women and girls and in social and structural barriers to health services. Unfortunately, these barriers cannot be adequately addressed through traditional service delivery and quality improvement approaches alone.



**Opportunity:** Learn how to support an enabling environment that addresses harmful social norms and structural inequities which impact FP/RH access and outcomes.

Resource	Title	Resource description	How to use this resource
	Implementing and Innovating Upon Best Practices for Family Planning and Reproductive Health Results: Experiences from West Africa Breakthrough ACTION (English   French)	This brief, developed by Breakthrough ACTION, shares promising, proven, or innovative SBC program approaches to improve FP/RH outcomes in West Africa based on three key Breakthrough ACTION activities: community dialogues and facility site walkthroughs, FP/RH provider behavior change tools, and the <i>Confiance Totale</i> (Total Confidence) Radio Program. These activities foster engagement and address various social and behavioral barriers related to FP/RH access and use.	You can review this brief to explore various SBC approaches implemented by Breakthrough ACTION for more effective FP/RH programs in West Africa. You can also use this brief to draw inspiration from the best practices to inform the planning and design of more effective SBC for FP/RH programs incorporating social norms and structural barriers.
	Expanding the “S” in Social and Behavior Change: Addressing Social Determinants of Health and Health Equity in SBC Programming (English   French)	This tool, developed by Breakthrough ACTION, offers program implementers key considerations and illustrative actions for advancing social and structural change with the aim of improving health equity through SBC. It highlights key examples and considerations around how to identify, prioritize, and address social determinants of health in their programming.	You can use this tool to identify opportunities for including the social determinants of health and health equity considerations in your SBC programming, and to design effective SBC programming which integrates them.







**Opportunity: Learn how to support an enabling environment that addresses harmful social norms and structural inequities which impact FP/RH access and outcomes.**

Resource	Title	Resource description	How to use this resource
	<p>Intentionally Incorporating the Social Determinants of Health into SBC Programming for Family Planning (<a href="#">English</a>   <a href="#">French</a>)</p>	<p>This tool, developed by Breakthrough ACTION, synthesizes what is known about inequities in the social determinants of health, particularly FP/RH, and proposes considerations for future SBC programming to address these inequities based on evidence. It also identifies implementation research gaps that should be explored.</p>	<p>You can use this tool to identify promising practices according to the evidence of programming examples to address inequities in the social determinants of health related to FP/RH service delivery and programs.</p>
	<p><a href="#">The Road to Equity in Family Planning: Incorporating the Social Determinants of Health</a></p>	<p>Based on Breakthrough ACTION's work in exploring how SBC can be used to advance social and structural change, this technical brief highlights key learnings and recommendations for shaping effective SBC programming to address inequities and social determinants.</p>	<p>You can review these key learnings to understand how SBC programming can directly address the social determinants of health. You can also review and apply these recommendations in designing effective programs to address the social determinants of health and improve FP/RH outcomes.</p>





**Opportunity: Learn how to support an enabling environment that addresses harmful social norms and structural inequities which impact FP/RH access and outcomes.**

Resource	Title	Resource description	How to use this resource
	<p>Using a Multi-Media Strategy with Young People to Break Family Planning Taboos (<a href="#">English</a>   <a href="#">French</a>)</p>	<p>This tool highlights how Breakthrough ACTION partnered with young advocates in West Africa to empower peers and allies to talk openly and without judgement about sexual and reproductive health through a multimedia campaign, Merci Mon Héros.</p>	<p>You can use this resource to learn about the tools developed under the campaign to encourage judgement-free conversations between youth and adults and learn about how to apply these tools to remove taboos and increase empathy and youth access to FP/RH.</p>
	<p>Social Norms: Promoting Community Support for Family Planning (<a href="#">English</a>   <a href="#">Spanish</a>)</p>	<p>This brief, developed by the HIPs in Family Planning Partnership, provides background and evidence to support the HIP in FP of addressing social norms to support an individual or couple's decision-making power to achieve their reproductive intentions.</p>	<p>You can review this brief to learn more about evidence that interventions addressing social norms and promoting community support for FP are a high impact practice in FP/RH. You can also review the tips and recommendations for how to put this HIP into practice and apply these to the design and implementation of your activities.</p>

**4 CHALLENGE:** Service delivery implementing partners are tied to specific activities and expected outcomes as laid out in their agreements with donors, which are often aligned with national FP/RH plans and strategies. This can prevent them from including SBC, or they may only include SBC in terms of demand generation.

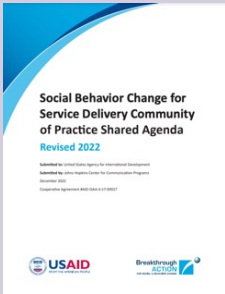



**Opportunity:** Work with country-level decision-makers and donors to ensure that SBC is included in national FP/RH strategies and plans as an essential component of FP/RH programs.

Resource	Title	Resource description	How to use this resource
	<a href="#"><u>Advocating for Social and Behavior Change in Family Planning Programs: A Message Framework</u></a>	<p>This framework, developed by Breakthrough ACTION, provides guidance and talking points on messages implementing partners can use with country-decision makers, donors, or other stakeholders who may be unaware of the benefits of SBC or have limitations in their ability to include SBC in their investments.</p>	<p>You can use this framework to tailor advocacy messages for particular stakeholders working in FP/RH about the importance of including SBC in their investments and to advocate for its inclusion in FP/RH programming to enhance its impact.</p>
	<a href="#"><u>Social and Behavior Change for Family Planning User Journey Tool</u></a>	<p>This interactive tool, developed by Breakthrough ACTION, follows a fictional character to highlight key social and behavioral influences on her decision-making around learning about, using, and continuing to use FP/RH. The tool also features examples of evidence-based SBC interventions addressing behavioral determinants and data on the positive impacts of SBC in FP/RH.</p>	<p>You can explore this tool to understand actions you can take to support SBC in FP/RH programming. It offers practical tools to get started with SBC interventions addressing key behavioral determinants. You can also use this tool to advocate and communicate the need for SBC for FP/RH with country decision-makers and donors.</p>




**Opportunity: Work with country-level decision-makers and donors to ensure that SBC is included in national FP/RH strategies and plans as an essential component of FP/RH programs.**

Resource	Title	Resource description	How to use this resource
	<a href="#"><u>Social and Behavior Change for Service Delivery Community of Practice Shared Agenda</u></a> <small>Revised 2022</small>	This shared agenda, developed by Breakthrough ACTION, intends to unite SBC implementers and decision-makers around three priority areas and four action areas in SBC for reproductive, maternal, newborn, and child health service delivery.	You can use this agenda to understand concrete ways SBC interventions can support and integrate with service delivery to improve reproductive, maternal, newborn, and child health outcomes and advocate for the inclusion of priority and action areas in programmatic work plans.
	SBC Checklist to Develop and Assess Costed Implementation Plans for Demand Creation: User Guide <a href="#"><u>(English   French)</u></a>	This brief, developed by Breakthrough RESEARCH, discusses using routinely collected data for design and analysis, illustrates steps in undertaking an evaluation, and demonstrates how results can be applied to SBC programming.	You can use this brief to identify how best to leverage routine data already collected in national health management information systems and by program implementers to monitor and evaluate SBC interventions.



**Opportunity: Work with country-level decision-makers and donors to ensure that SBC is included in national FP/RH strategies and plans as an essential component of FP/RH programs.**

Resource	Title	Resource description	How to use this resource
	The SBC Checklist to Develop and Assess Costed Implementation Plans for Demand Creation <a href="#">(English   French)</a>	The SBC Checklist, developed by Breakthrough ACTION, can help governments, donors, and implementation planning teams ensure strategic integration of best practices in SBC, including specific elements such as gender and youth, into the country implementation plan.	You can use the SBC checklist throughout the country implementation plan development process, from engagement to launch, to analyze situations, define strategies, plan activities, establish costs of implementation, monitor, and evaluate. You can also use the SBC checklist during a country implementation plan's monitoring process to ensure activities are on track and adhering to recommended practices and then make revisions as needed.