

# Breakthrough ACTION Liberia

## NEWSLETTER

October 2022 – September 2023



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## Introduction

Breakthrough ACTION is the United States Agency for International Development's (USAID) flagship integrated social and behavior change (SBC) project led by Johns Hopkins Center for Communication Programs. In Liberia, the project aims to improve the effectiveness of SBC and to implement quality SBC activities to (1) improve demand and use of health services for malaria, maternal, newborn, and child health (MNCH), family planning/reproductive health (FP/RH), adolescent health, and water, sanitation, and hygiene (WASH); and (2) increase communities engaging in behaviors to prevent zoonotic diseases and promote global health security. Project counties include Montserrado, Grand Cape Mount, Bomi, Grand Bassa, Margibi, Bong, Lofa, Nimba, Grand Gedeh, River Gee, Maryland, and Grand Kru. The project is also using SBC to increase COVID-19 vaccine uptake through routine immunization in select project counties, including Bomi, Bong, Grand Cape Mount, Grand Gedeh, Grand Kru, Margibi, and Maryland.

From October, 2022 to September 2023, Breakthrough ACTION Liberia worked closely with the Government of Liberia, donors, and other implementing partners on the activities outlined in this newsletter. In addition, the project supported the County Health Teams (CHTs) to develop and incorporate SBC activities into their county operational plans across several thematic areas.



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# Malaria

## Disseminated Malaria Behavior Survey Findings

Breakthrough ACTION finalized and disseminated the findings of the Liberia Malaria Behavior Survey in June 2023. The MBS findings have been used to draft two abstracts and informed the development of the SBC Communication plan of action for the 2024 Liberia mass ITN campaign. To increase data utilization and easy access,

Breakthrough ACTION oriented NMCP and relevant partners on how to use and navigate the MBS dashboard during the recent malaria annual review meeting in September 2023. For more details about the MBS, and to access the data directly, visit the website:

<https://malariabehaviorsurvey.org/dashboard/>

The MBS provides data on sociodemographic and ideational determinants associated with the uptake of malaria interventions and to determine appropriate program activities to address specific behavioral determinants of malaria in Liberia

## Provided Technical Assistance to Malaria School-Based Insecticide Treated Net Distribution



School-based ITN SBC materials dissemination in Nimba County

Breakthrough ACTION Liberia collaborated with Ministry of Health (MOH) and Ministry of Education (MOE) to increase net access and promote consistent care and use of insecticide treated Nets (ITNs) through the school-based distribution channel targeting school-age children. To achieve this Breakthrough ACTION supported CHTs and conducted county-level SBC orientation training of trainers in Bong and Nimba for 40 district-level health and education supervisors (35-M, 5-F) and supported district-level SBC orientation for 1,179 teachers in December 2022 to March 2023. During each orientation, Breakthrough ACTION provided SBC learning materials to the teachers. Materials included a brochure on proper net use, frequently asked questions, mini-drama case scenarios, ITN posters, and a student pledge for continuous education to students reaching 723 schools in Nimba and 342 schools in Bong counties.

Breakthrough ACTION also collaborated with MOH, MOE, PMI/USAID, and relevant partners in June 2023 and drafted a national learning and teaching guide for school-based ITN distribution which was recently validated in September 2023.



# Maternal, Newborn and Child Health (MNCH)

## Promoted Respectful Maternal Care (RMC) During Service Delivery

Breakthrough ACTION Liberia provided technical and financial support to the MOH, through the Family Health Program (FHP) to develop Liberia's first ever RMC strategy which seeks to address maternal, newborn, and child health morbidity and mortality across all 15 counties

of Liberia. The policy document was validated on October 31, 2022 and officially launched on December 12, 2023 during the Universal Health Coverage (UHC) event along with other national healthcare policies and strategic documents. Breakthrough ACTION further

collaborated with FHP and conducted a webinar on March 14, 2023 titled "Integrating a Respectful Maternal Care SBC Approach into the Family Health Program of Liberia" to disseminate lessons learnt and insights from the implementation of respectful maternity care solutions in Liberia.

## Trained Service Providers on Interpersonal Communication and Counselling



Service providers benefit from IPCC step-down training at Palala Clinic, Bong County

Breakthrough ACTION supported the Ministry of Health (MOH) to develop an interpersonal communication and counseling (IPCC) training curriculum for service providers and conducted a two-day

IPCC training for 51 service providers (47-M, 4-F) in Bong (Feb 9-10, 2023) and Bomi (March 27-28, 2023). For a wider reach, Breakthrough ACTION developed a standardized step-down IPCC training guide for on-site training

to scale up the activity in all supported counties. A total of 19 step-down trainings were conducted in 19 facilities across five counties, including Bong, Margibi, Montserrado, River Gee, and Grand Bassa, and reached 83 service providers (43-M, 40-F) including registered nurses and midwives, nursing assistants, and laboratory technicians. Trainings are implemented and supervised by the county reproductive health supervisor, county clinical supervisor and district level supervisors (DHO and DHR) in all supported counties.

## Provided Technical Assistance to Family Health Program (FHP) and Partners to Promote Facility-Based Delivery

### Facility-Based Delivery Solutions

**B**reakthrough ACTION developed an updated Facility-based Delivery (FBD) implementation guidance package. It outlines areas of synergy and has also incorporated two FBD solutions into the National Big Belly Business (BBB)

strategy being developed by the National Community Health Program. Breakthrough ACTION also disseminated findings of the FBD solutions pilot during the Maternal, Perinatal, Newborn Death Surveillance Review and Reproductive Health Technical Committee meeting on March 1, 2023 to 36 participants (11-M, 25-F) to explore opportunities

for partners to integrate and scale up the (FBD) solutions across the country. Additionally, Breakthrough ACTION collaborated with Americares and trained 16 staff (5 County Health Team (CHT) supervisors and 11 District Health Team (DHT)) to roll out FBD solutions in four new health facilities in Grand Bassa County in June 2023.

# Family Planning/ Reproductive Health

## Addressed High-Risk Fertility Behaviors by Increasing Demand for Modern Family Planning



Celebration of World Contraception Day 2023

### Adolescent Health Clubs

Breakthrough ACTION Liberia collaborated with CHTs and established 241 new Adolescent Health Clubs in 10 counties, reaching 3,433 youth. The clubs serve to increase adolescent boys' and girls' access to accurate sexual and reproductive health (SRH) information and build confidence and self-efficacy to support positive behavior change, such as using modern family planning, abstaining from sex, or discussing family planning options with a partner, family member or friend. At the end of the 16-week cycle of lessons, participants are eligible to graduate from the program. Breakthrough ACTION worked closely with respective CHTs across the 10 supported counties to conduct graduation ceremonies for 2,118 youth (F-1253, M-865) within 163 clubs between June to September 2023.

### School Health Clubs

In May 2023, Breakthrough ACTION collaborated with MOE and MOH stakeholders and validated Adolescent School Health Booklet to aid peer educator programs and SRH discussions during extracurricular activities in private and public schools. Breakthrough ACTION worked closely with the County Education Team and CHT and conducted stakeholder orientation sessions for a total of 116 teachers (mentors) and 227 youth (mentees) representing 116 schools across 12 counties. Breakthrough ACTION printed and disseminated 150 copies across 12 supported countries.



School Health Club orientation training in Grand Kru County for teachers (mentors) and youth (mentees)

## Provided Technical Assistance to Family Health Program (FHP) and Partners for Family Planning SBC Interventions

Breakthrough ACTION Liberia disseminated two family planning (FP) counseling videos on February 27, 2023, to support continued learning and mentorship in interpersonal communication and counseling (IPCC). The two FP videos were shared through a dedicated WhatsApp group with 17 County Reproductive Health Supervisors (M-1, F-16) for onward

dissemination to 13 District Reproductive Health Supervisors and five District Health Officers. The videos were further shared with FP service providers to promote quality FP counseling. These videos act as a refresher to providing good counseling and dived deeper into elements of supportive counseling. By improving rapport and trust between service providers and

clients through improved counseling, Breakthrough ACTION intends to create demand for and increase the uptake of modern contraceptives among women and men of childbearing age. Using the family planning video checklist, Breakthrough ACTION Liberia Field Managers are following up with District Supervisors to ensure videos were utilized.



# Water Sanitation and Hygiene (WASH)

## Provided Technical Assistance to Promote WASH Practices



Celebration of World Toilet Day 2022

Liberia commemorated World Toilet Day on November 18, 2022. The celebration included a community visit and parade culminating with an indoor program. Held under the global theme, “Unite for Universal Hand Hygiene”, and a national theme, “Let’s Keep Washing Hands to Save Lives”, Breakthrough ACTION Liberia provided technical support on developing the campaign objectives, communication objectives, and advocacy materials used for the 2022 national commemoration of World Toilet Day. A series of high-level

advocacy events included focused advocacy on two actions that the National WASH Commission wished to convey to legislators: 1) increased public financing for WASH sector to 10% of FY23 budget, and 2) reform of the mandates for Water Sanitation and Hygiene, Ministry, Agency, and Corporations. In addition, Breakthrough ACTION presented key recommendations on how to leverage local leadership for improved sanitation practices as part of the panel discussion for speakers, hired a cultural troupe, and developed key messages that were incorporated into a sanitation and open defecation-focused song. The cultural troupe and song were used during the outdoor (parade) and indoor programs to promote WASH messages.

**B**reakthrough ACTION implemented remote training for 547 WASH leaders (community leaders and local government at multiple subnational levels) from across 12 counties. The WASH leaders used a new approach—interactive voice response platform (managed by Viamo, a technology organization)—to listen to a set of weekly WASH leadership lessons. Seven lessons were packaged as vignettes/testimonials and designed to reinforce the leaders’ existing WASH knowledge and encourage support for existing WASH investments (e.g., development of maintenance schedule) and in promoting WASH practices (e.g., hand washing at critical times, safe water collection). A total of 212 community leaders completed the full remote training.

## WORLD WATER DAY



Celebration of World Water Day 2023

To complement plans outlined by the WASH Commission on March 23, 2023. Breakthrough ACTION held a talk show on ELBC radio station focused on the importance of WASH behaviors (i.e., hand hygiene and food hygiene) in reducing the spread of Lassa fever. This talk show intentionally integrated WASH and zoonotic disease prevention so that radio listeners would appreciate the tangible ways in which poor WASH practices can impact one’s health.

Breakthrough ACTION also provided technical support to the WASH Commission and County Health Teams with radio talk shows in Grand Gedeh, Nimba, and Grand Cape Mount focused on the global theme of “accelerating change.” Both World Toilet Day and World Water Day supported MOH and NPHIL efforts to promote handwashing, safe water use, and consistent toilet use across the entire country in line with the Hygiene for Health campaign.

## Promoted Menstrual Health and Hygiene Among Youth



Community listening sessions on menstrual health in Grand Bassa County

Breakthrough ACTION Liberia has used music to reach adolescents on important health issues (e.g., COVID-19). To promote menstrual hygiene for health (MHH), Breakthrough ACTION Liberia worked closely with the Ministry of Education to outline a process for identifying schools, reviewing draft lyrics, refining lyrics (based on technical input from the MOH and NPHIL) and validating a menstrual health song.

On March 13, 2023, the Ministry of Education, Ministry of Health (National Health Promotion Unit and Family Health Program) came together for a one-day session focused on the review and validation of a song written by youth. A dynamic group of nine adolescents (6-F, 3-M) revamped an existing song aimed at promoting proper menstrual health and hygiene among adolescents.

The MHH song (“Manage our Periods”), which focuses on both destigmatizing menstrual health and promoting proper menstrual hygiene practices, was reviewed by MOH and the MOE on for accuracy.

The song was aired on 35 radio stations for five days, was disseminated via Facebook and disseminated over Viamo’s 3-2-1 platform. This dissemination approach reached approximately 1,059,146 via radio, 13,159 via Facebook and was listened to 55,872 times on the 3-2-1 platform by 33,785 contacts within a two-week period (May 28–Jun 8, 2023).

To commemorate World Menstrual Hygiene Day, Breakthrough ACTION Liberia conducted three community listening sessions throughout May and June 2023 using the MHH song. The three community listening sessions,

which reached 450 community members and youth, included question and answer sessions on increasing awareness of menstrual hygiene, promoting male involvement, and reducing period stigma/gender-based violence for young girls, boys and their caregivers, a listening session to solicit community feedback on the “Manage our Periods” song, and a donation of locally made reusable menstrual hygiene packs (with reusable pads, underwear, soap, and washcloth) by Rotary Club and Indian Businesswomen Association. A total of 247 menstrual health packs (i.e. with locally pad reusable pads and personal hygiene materials) were distributed to adolescent girls and young women.



# Global Health Security Agenda (GHSA)

## Provided SBC Technical Assistance During Rabies Vaccination Exercise in Southeastern Liberia



Rabies vaccination exercise in Southeast Liberia

**B**reakthrough ACTION partnered and collaborated with the Food and Agriculture Organization (FAO) and supported the Ministry of Agriculture's (MoA) Central Veterinary Epidemiology Unit to create mass awareness

and mobilize communities for the rollout of a rabies and PPR vaccination campaign, with 30,804 dogs, cats, domesticated monkeys, goat and sheep vaccinated in the Southeast region of Liberia. The 10-day exercise was conducted between April 6-16, 2023, across the six counties in the Southeast region, including Grand Gedeh, River Gee, Maryland, Rivercess, Sinoe, and Grand Kru counties.

The vaccination exercise was a collaborative effort between the MOA, Breakthrough ACTION and FAO. Breakthrough ACTION printed and disseminated 200 copies of SBC awareness materials (banner promoting the Canine rabies vaccination uptake) which were used for community mobilization, engagement and awareness. Breakthrough ACTION also coordinated with 66 community mobilizers and 22 RCCE county

level supervisors across 30 districts in four counties to support the community engagement efforts. In addition, Breakthrough ACTION supported four live radio talk shows and aired public service announcements on 10 local community radio stations in Grand Gedeh, River Gee, Maryland, and Grand Kru. FAO support covered the team of field workers/ vaccinators in 30 districts, across the 6 counties; the 112 vaccinators were Community Animal Health Workers (CAHWs) who have already been trained by the MOA. The vaccine was supplied to the MOA by the World Organization for Animal Health (WOAH) from the Global Vaccine Alliance through FAO. A joint MOA and FAO team from Monrovia transported and prepositioned the vaccine in each county and was stored in the County Health Teams' cold chain.

## Promoted a One Health Approach to Antimicrobial Resistance



Radio talk show on antimicrobial resistance awareness on ECOWAS Radio

In November 2022, Breakthrough ACTION provided technical support to the One Health platform through the RCCE TWG and Antimicrobial Resistance TWG to commemorate One Health Day and World Antimicrobial Awareness week. This support included hosting a live radio talk show about antimicrobial resistance and One Health on the ELBC radio "Super Morning Show". The show highlighted the importance of using a One Health approach to tackle antimicrobial resistance in Liberia. Risk communication

and community engagement stakeholders who appeared on the show were the MOA epidemiology Director, the RCCE focal point at the MOH, and the Breakthrough ACTION RCCE SBC Program.



Celebration of World Antimicrobial Awareness Week 2022

## Conducted One Health RCCE Seminar Series for University Students



One Health seminar held with AME University Students

**B**reakthrough ACTION conducted a One health Risk Communication and Community Engagement (RCCE) seminar series reaching a total of 76 students (Males 22, females 54) with 5 Public health Instructors (4 males, female 1) at the African Methodist Episcopal University (AMEU) and the Adventist University of West Africa (AUWA) on May 22, 2023. The seminar targeted seniors and graduating Public Health students and was coordinated by Mr. Abdul Mr. Rahman F. Bah, Chairperson of the Public Health Department of the AMEU and Mrs. Veronica Sumo, Chairperson of the Public Health Department of the AUWA.

The seminar focused on several topics, including “The Advantages of a One Health Approach” and “Risk Communication and

Community Engagement: Before, During & After Public Health Emergencies”. The seminar also included practical exercises to assess retention of the seminar material. Presenters included Lindsey Leslie, SBC Advisor and Jeremiah Kyne, Sr. Program Officer-GHSA. On June 13, 2023, a follow up session of the seminar was held, this was necessitated based on request from students and instructors at the end of the first seminar, the follow up seminar session was held on the AMEU campus, with a total 40 students (males 15, females 25); 3 students from the University of Liberia, 2 from Smyth institute while 35 are from the AMEU; 4 instructors from AMEU. The panelist includes 2 stakeholders from the One health platform and one university lecturer from AMEU public health department,

the one health stakeholders are NPHIL and EPA. Mr. Advertus Nyan Mianah, Coordinator, Department of Infectious Disease and Epidemiology (DIDE) presented “Involvement, coordination and collaboration, communication, and integration with other sectors Progress/ achievements and Challenges” for NPHIL, MOH and the One Health Platform as Mr. Joseph F. Charles, Assistant Manager, Environmental Monitoring and Research presented for the EPA and Mr. James D. Sinneatwah Jr, Lecturer, public department presented for the AMEU, highlighting the background and nature of One Health courses, progress/ achievements and challenges of teaching one health courses/ program at the university.



# Conducted School and Community-Based Sessions On Priority Zoonotic Diseases Using a One Health Approach

## School-based



School based Lassa Fever awareness in Bong County

Breakthrough ACTION supported the county level One Health Platform's Risk Communication and Community Engagement (RCCE) Technical Working Group (TWG) in collaboration with Health Advocacy Committee (HAC) to conduct Lassa fever and rabies awareness in senior and junior

schools, including Parents-Teacher Associations, community health workers and community leaders in 8 junior and senior high schools that are located in priority, high-risk counties, including

Bong, Nimba, Grand Bassa, Grand Gedeh, Maryland, and River Gee

with a total of 23,916 students (11,418-F, 12,498-M), 195 PTA (114-M, 81-F); 231 teachers/faculty (189-M, 42-F); and 117 community leaders (75-M, 42-F). The Risk Communication and Community Engagement (RCCE TWG) stakeholders include the MoH-Health promotion focal person, MOA-Quarantine Supervisor, MOH-County Surveillance Officer, EPA-Coordinator, MOE-District Education Officers, MOA-District surveillance officers, MOH-Environmental Health Coordinator, and HAC members in each county. The engagement within the high-burden Lassa fever and rabies communities was intended to ensure students, teachers, and parents are knowledgeable on the prevention, control, and risk factors as it relates to Lassa fever.

## Community-based



Lassa fever prevention materials.

In Nimba, Breakthrough ACTION collaborated with the county health team and NPHIL to provide technical support through the provision and dissemination of Lassa fever awareness print materials (posters and banners) in high-risk areas. In addition, Breakthrough ACTION participated in a joint Community

engagement meeting with key stakeholders on November 15, 2022, at one of seven Lassa fever hot spot Communities in the LPRC Community in Ganta, Sanniquellie-Mah District. The joint team comprised of the NPHIL's Community-led total sanitation coordination Unit's team lead joined by two of their

representatives, as well as the Nimba County Environmental Health Department Supervisor, and Sanniquellie-Mah District's Environmental Health Technician, the County Environmental Protection Agency Coordinator and Officers, as well as Breakthrough ACTION's Field Manager. The joint Community engagement meeting brought together Community Leaders, Block Leaders, Religious Leaders, Youth Leaders, Elders, Community Health Services Supervisors (CHSS), Women Leaders, and Other Community Dwellers with a total of 42 persons (17 female, 25 male). The gathering was to support Communities to develop a community-driven plan that focuses on preventing Lassa fever.

## OBJECTIVE 2

### Strengthened Community Capacity to Address Pressing Health Concerns through Community Action Plans



Community engagement meeting in Margibi County

**B**reakthrough ACTION Liberia Eleven communities in Lofa, Nimba, and Margibi counties have taken actions to address their health problems, including Tomu Town, Varney Town, Big Fit, and Valley-Ta in Margibi; Koiloba, Polumai, Garmarta, and Lawalazu in Lofa; and Dutaiyee, Gben, and Leapulia Towns in Nimba. Communities took a wide variety of actions, including establishing community bylaws

and fines to improve community-led sanitation; constructing eight latrines to curtail open defecation; awareness on the consistent and proper use of bed nets; repairing two hand pumps; and putting in place regulations mandating trained traditional midwives (TTMs) to accompany pregnant women to the facility for childbirth.

- Kpalln town community conducted cleanup campaigns, and fenced hand pumps
- Borsonneh, Kpain, Kpayee communities in Nimba county constructed 33 home latrines
- Diah, Kpain, and Tewor Mende communities in Nimba and Grand Cape Mount counties repaired five hand pumps
- Borsonneh and Douitiyee communities designated a focal person to accompany pregnant women for ANC visits and FBD at Borsonne health facility leading to 174 ANC visits, 162 facility deliveries and development of 335 birth preparedness plans.

### Supported MOH in the Development of Standard Operating Procedures for the National CHA Program

**B**reakthrough ACTION supported the MOH in the development of standard operating procedures (SOP) for Community Health Workers. The support included the review, validation, and roll-out of national SOPs for CHWs in collaboration

with the National Community Health Program and other IPs. From October 2022 to March 2023, Breakthrough ACTION developed and reviewed SOP for Leadership and Governance and Supervision of the National Community Health Assistant Program, Integrated

Community Engagement SOP for Community Engagement Activities, Community Health Service Workers Competency-based Assessment Tools, and National Health Capacity Assessment Tools, which was tested in four counties.

### Established a National Level Health Advocacy Committee



National level HAC training

**B**reakthrough ACTION Liberia established and trained 26 national-level national level, interfaith and media personnel (16-F, 19-M) in SMART Advocacy as the National Health Advocacy Committee. This committee will help elevate and focus on national-level issues.



## Coached and Mentored Health Advocacy Committee Members



HAC repairs hand pump in Grand Cape Mount County



Hand pump repair in Montserrado County

Breakthrough ACTION Liberia in collaboration with the MoH (CHTs, DHTs) conducted 77 follow-up and coaching sessions with 297 committee members (183-M, 114-F) in 12 supported counties to enhance the skills and performance of the Health Advocacy Committees (HAC). The sessions enhanced group performance and addressed issues such as leadership, transportation barriers, and the challenges of proper coordination among members and stakeholders.

The coaching and mentoring sessions facilitated the following actions being carried out by the HACs:

- Rehabilitated seven communities' roads in Grand Gedeh, Nimba County, Grand Cape Mount and River Gee counties.
- Constructed 26 latrines and repaired 10 hand pumps in Grand Gedeh Nimba, Lofa, and River Gee counties.
- Excavated and closed Victoria Otto Farm dumpsite in Margibi County.
- Set up community sanitation bylaws with fines in Garduor in Grand Bassa, Nenpa in Nimba, Gedenken in River Gee, and Sanjanamalar in Grand Cape Mount counties.
- Electrified Karnplay Health Facility.

## Facilitated HAC Transition to Independent Civil Society



Office of independently registered HAC in Lofa County

Health Advocacy Committees, in collaboration with CHTs, DHTs, and other implementing partners, conducted sustainability meetings in 12 supported counties to orient HACs to establish county-level leadership structures and enable them to develop bylaws, constitutions, and articles of incorporation as independent civil society organizations. Lofa and Grand Cape Mount HACs successfully completed their transition and registration into independent civil society organizations.

# COVID-19 Activities

## Conducted Street Theater to Increase Uptake of COVID-19 Vaccine and Net Use



County Reproductive Health Supervisor educates citizens on COVID-19 Vaccine

**B**reakthrough ACTION Liberia conducted 24 street theater performances in all 15 counties, working closely with County Health Teams, Community Health Assistants (CHAs), local cultural troops, and musicians, to debunk rumors and provide clear and consistent messages on mosquito insecticide-treated nets (ITN) use, and COVID-19

vaccine uptake. To support malaria prevention, 2,500 bumper stickers were printed with the message: **"Sleep under the mosquito net, everywhere, and everyday to prevent malaria"** to emphasize further proper net use. Street theater performances focused on malaria prevention through ITN use by debunking rumors. The after-drama Q&A

sessions also promoted the benefits of the COVID-19 vaccine. Mobilization vaccination teams were present during each street theater performance to vaccinate community members. As a result of the street theater, 1,001 persons were vaccinated with the COVID-19 vaccine during or after performances.

## Hosted Adolescent-Focused Immunization Competition



Winners of immunization-focused knowledge bowl competition

**B**reakthrough ACTION Liberia conducted a national immunization focused competition held in Ganta, Nimba County for contestants from Grand Gedeh, Bong, Margibi, River Gee, Grand Kru, Bomi, and Cape Mount in collaboration with MOH;

National Expanded Program on Immunization (EPI), County Health Teams, National Health Promotion Unit including Federation of Liberia Youth (FLY) and Ministry of Education.

On July 12, 2023, the competition

was held as a form of awareness to provide clear and consistent information on vaccines intended to increase knowledge and uptake of human papillomavirus (HPV) vaccine, routine vaccine and COVID-19 vaccine integration among adolescents, parents, school administrators and the general population. The event commenced with an in-county learning session which led to the qualification of four adolescents and a final competition that brought together 24 out of the 28 qualified students. Students from Grand Cape Mount County won the competition.



## Links to Published COVID-19 Demand Generation Materials

1. Operational Framework for Demand Promotion – Integration <https://www.technet-21.org/en/component/resources/main/16975-operational-framework-for-demand-promotion-integration?Itemid=1758->
2. Integrating Covid-19 Vaccine Demand Generation Activities into Primary Health Care: Examples from Liberia and Nigeria - <https://knowledgesuccess.org/integrating-covid-19-vaccine-demand-generation-activities-into-primary-health-care-examples-from-liberia-and-nigeria/>
3. Liberia Healthy Life Campaign Materials - <https://covid19communicationnetwork.org/covid19resource/liberia-healthy-life-campaign/>

### Strengthened SBC Capacity Among Radio Partners



SBC Training for Media Professionals

Breakthrough ACTION completed three regional interactive trainings and one county-focused meeting for 81 participants from 35 stations across all 15 counties. The Ministry of Health Communications Unit co-facilitated all regional interactive trainings, which took place in Greenville, Sinoe County, from October 11–12, 2022, Ganta, Nimba County, from October 31–November 1, 2022, and Bopolu, Gbarpolu County, from November 16–17, 2022. As part of the training, all stations completed a station-specific communication strategy. Fourteen Community Health Teams developed monitoring plans to provide supportive supervision to the stations in their counties of oversight. Since the training, stations have reported more accurate and inclusive journalistic practices additional efforts to source reporting topics from community members, increased slots of County Health Team, health slots, additional airing of Healthy Life radio spots, and strengthened partnerships with the County Health Teams.

### Promoted COVID-19 vaccine Uptake Among (People Living with Disabilities)

Breakthrough ACTION Liberia conducted radio talk shows focused on promoting COVID-19 vaccine uptake among people living with disabilities in Grand Gedeh, River Gee, Grand Cape Mount, Grand Kru, and Margibi County. County Health Teams collaborated with the Group of 77 (an advocacy group for people living with disabilities in Liberia), alongside representatives of persons with disabilities to conduct COVID-19-talk shows. All talk shows included testimonials from members of the Group of 77 on their personal journey to getting vaccinated with COVID-19. Other talk show guests (including RCCE TWG, community leaders, vaccine ambassadors, religious leaders, and other persons with disabilities which resulted in a robust discussion for each talk show. During the eight live prime time talk shows, 16 guests made radio appearances.

### Translated COVID-19 Vaccine Materials into Local Languages

Breakthrough ACTION Liberia coordinated with the MOH at the national and subnational, and partner community radio stations to finalize the translation of audio spots on COVID-19 vaccine promotion in seven local dialects including Mandingo, Grebo, Mano, Gola, Kpelleh, Gio, and Bassa. This follows guidance from the National Health Promotion Unit on expanding access to health information by making it available in local language. Rapid review of translated content took place at the national level, to ensure the dialects used accurate language and were linguistically relevant to local populations.

## Developed a COVID-19 Song to Boost COVID-19 Vaccine Uptake Among Youth

Breakthrough ACTION conducted a youth song competition in January 2023 in partnership with Youth for Change, a youth-focused civil society organization. This collaborative effort also included the Ministry of Health, including the NHPU, CHTs, the Ministry of Education, and other implementing partners including STAIP and FHI360. On January 27, 2023, seven contestants gathered at William V.S. Tubman High School campus in Monrovia to compete on behalf of Lofa, Grand Gedeh, and Montserrado counties. Five judges and a live audience of 75 students evaluated each performance based on a rubric that focused on song details, including the lyrics and technical details on the COVID-19 vaccine. On Facebook, the live stream has recorded 1.8K views (including live and post-event views). The winning song, from Grand Gedeh included local dialect and focused on prevention as a better pathway way that seeking cures. Over 28 radio stations played the winning song from February 1–28, 2023 at the national and sub-national level to encourage youth to get vaccinated for COVID-19 vaccine. The winning song was also posted to the Breakthrough ACTION Liberia Facebook page.

## Conducted Sessions on Community Engagement, Mobilization and Leadership During the 3<sup>rd</sup> International CHW Symposium.



Partners presenting at the 3<sup>rd</sup> international CHW Symposium 2023

**B**reakthrough ACTION Liberia led the design, development, and execution of two conference sessions focused on themes related to community engagement, mobilization, and leadership during the 3<sup>rd</sup> International Community

## Validated the Community Conversations Guide for CHAs



Community Conversation validation session

Breakthrough ACTION provided technical, logistical and financial support during the validation of the Community Conversation guide with key national stakeholders held June 1, 2023, at the Royal Grand Hotel in Monrovia. The session brought together 34 participants (16-F, 18-M) consisting of Directors, Technical Leads, and Program Coordinators from line ministries and implementing partners, including MOH representatives from the CHSD, NHPU, Nutrition, FHP, NACP, NLTCP. Donors and lead CHA implementing partners such as IRC, LMH, PIH, WHO, UNICEF and USAID were represented. The validation was led by Mr. Olasford Wiah, Director for the National Community Health Program (NCHP) with support from the NHPU and Breakthrough ACTION Liberia. The Communication Conversation Guide will be integrated into the revised CHA curriculum.

Health Workers Symposium. This included leading a multisectoral and global committee, as well as providing technical and financial support for the CHW symposium. The Symposium, which hosted 700 participants from 49 countries, took place in Monrovia, Liberia from March 20-24. On March 23, 2023, Breakthrough ACTION Liberia also delivered two presentations:

- An innovative job aid for Community-Based Midwives: Traditional storytelling to help women prepare for facility delivery.
- Reimagining the role of Community in Community health programming.



This newsletter is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Breakthrough ACTION and do not necessarily reflect the views of USAID or the United States Government.

