

# Social and Behavior Change for Sexual and Reproductive Health

## Catalog of Resources



**USAID**  
FROM THE AMERICAN PEOPLE

**Breakthrough**  
ACTION + RESEARCH  
FOR SOCIAL & BEHAVIOR CHANGE



## Introduction

**Breakthrough ACTION** ignites collective action and encourages people to adopt healthier behaviors—from using modern contraceptive methods and sleeping under bed nets to being tested for HIV and preventing the spread of zoonotic diseases—by forging, testing, and scaling up new and hybrid approaches to social and behavior change (SBC).

**Breakthrough RESEARCH** catalyzes SBC by conducting state-of-the-art research and evaluation and promoting evidence-based solutions to improve health and development programs around the world.

### **Purpose of the resource collection:**

Over the last five years, Breakthrough ACTION + RESEARCH have produced over 150 resources on SBC for sexual and reproductive health (SRH) in multiple languages and on a range of topics. Breakthrough ACTION compiled these materials in an [interactive microsite](#) to make it easier for intended audiences to find SBC for SRH resources according to their specific programming interests and needs.

### **Purpose of the resource catalog:**

This catalog serves as an easy-to-navigate companion guide to the microsite, providing basic information about each resource and where to access them online.

### **How to use this catalog:**

Users can review all the resources in the catalog by topic area and purpose. The resources are categorized into eight cross-cutting topics:

- **Making the case for SBC**
- **Service delivery and provider behavior change**
- **Meeting the needs of youth**
- **Male engagement**
- **Integrated programming**
- **SBC approaches**
- **Equity, gender, and social systems**
- **Measurement and costing**

## Legend

Within each topic, the resources are further sub-categorized according to the user's purpose or intended action for the resource:



**Global Resource:** Resources with this icon are intended for a global audience



**Regional or country-specific resource:** Resources with this icon are intended for a regional or country-specific audience



**Obtain how-to guidance:** Resources in this sub-category provide guidance around using SBC for SRH related to each topic



**Explore the evidence:** Resources in this sub-category help the user identify and understand evidence related to each topic



**Learn more about the topic:** Resources in this sub-category provide the user with more information about a certain topic

Each resource is accompanied by a thumbnail image, a description of the resource, the intended audience, and where it can be found on the microsite. Icons next to each resource indicate whether it is a global resource, or a regional or country-specific resource. Resources available in other languages are indicated next to the description of the resource.

## Acronyms:

**CEFM:** Child, early, and forced marriage

**FP:** Family planning

**HCD:** Human-centered design

**OP:** Ouagadougou Partnership

**RH:** Reproductive health

**SBC:** Social and behavior change

**SRH:** Sexual and reproductive health

## Acknowledgments

Breakthrough ACTION—funded by the United States Agency for International Development (USAID) and based at Johns Hopkins Center for Communication Programs—would like to acknowledge Breakthrough RESEARCH for their collaboration on the interactive resource collection. Additionally, Breakthrough ACTION would like to acknowledge staff and partners around the world for their valuable contributions to the resources within this collection. Finally, Breakthrough ACTION would like to acknowledge Rebecca Pickard for her detailed copyediting of the collection and Mark Beisser for their detailed illustration and thoughtful design of this catalog.

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## **Making the Case for SBC**

This section contains resources that demonstrate the effectiveness of SBC and show how to advocate for SBC in sexual and reproductive health (SRH) programming.





## OBTAIN HOW-TO GUIDANCE



### **Social and Behavior Change for Family Planning: Global Influence Landscape and Strategy:**

This document provides an overview of the objectives and rationale for an SBC for family planning (FP) influence strategy and can be used by SBC program implementers, governments, and donors.



### **Synthèse des champs d'influence et stratégies résultantes – région PO:**

This is an overview of the objectives and rationale for the Ouagadougou Partnership (OP) SBC for Family Planning Influence Strategy, to be used by implementers, governments, and donors in OP countries.



### **Advocating for Social and Behavior Change in Family Planning Programs: A Message Framework:**

This framework provides guidance and talking points on messages to use with stakeholders who may be unaware of the benefits of SBC or have limitations in their ability to include SBC in their investments.



### **It Takes a Village: A Shared Agenda for Social and Behavior Change in Family Planning:**

This resource presents a common agenda which seeks to catalyze coordination of efforts among governments, funders, and program implementers seeking to create impact in FP through SBC.



### **It Takes a Village: A Shared Agenda for Social and Behavior Change in the Ouagadougou Partnership Region:**

The OP Shared Agenda seeks to catalyze coordination among governments, donors, and implementers to create greater FP impact through SBC interventions in OP countries.



**SBC in Family Planning Message Framework:** This interactive quiz provides a tailored message framework that can be used to advocate with a particular stakeholder for the inclusion of SBC in FP and reproductive health (RH) programs.



**Guidance on Social and Behavior Change for Family Planning During COVID-19:** This short guide provides important considerations, messages, and resources to support implementers in adapting their SBC for FP programming in response to the challenges presented by COVID-19. Also available in **French, Spanish**.



**Social and Behavior Change for Family Planning User Journey Tool:** This tool helps SBC advocates communicate the need for SBC for FP/RH in an easy-to-grasp visual format.



## EXPLORE THE EVIDENCE



**Behavior Change Impact: Evidence in Action:** This website provides access to five databases of evidence-based SBC. The research studies in these databases make the case for the value of SBC in multiple health areas, including FP.



**Using Social and Behavior Change to Improve Family Planning Outcomes:** This brief highlights three reasons why SBC should be included in FP programs, using supporting examples from various programs. This resource is intended for implementers, researchers, and policymakers.



**Utilisation du changement social et comportemental pour améliorer le bilan du planning familial in Afrique d'Ouest:** This brief highlights three reasons why SBC should be included in FP programs, using supporting examples from various programs. This resource is intended for implementers, researchers, and policymakers in francophone West Africa.



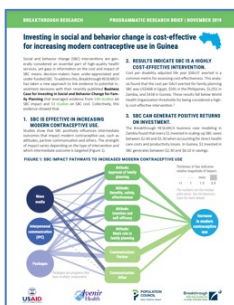
**The Business Case for Investing in Social and Behavior Change for Family Planning:** This technical report presents an evidence-based approach for implementers and researchers to advocate for investment in SBC for FP by detailing the effectiveness, cost, and return on investment of SBC.



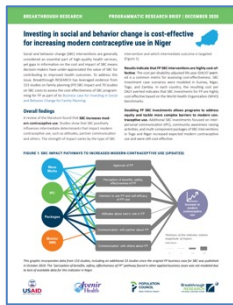
**Understanding Family Planning Outcomes in Northwestern Nigeria:** Analysis and Modeling of Social and Behavior Change Factors: This journal article can be used to inform researchers and implementers how Breakthrough RESEARCH's study assessed the effects of intermediate determinants of contraceptive use/uptake and demonstrated their potential impacts.



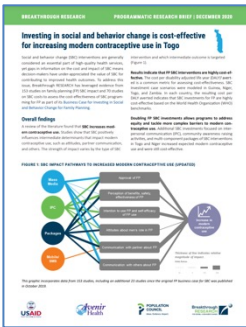
**Un programme d'action commun de changement social et de comportement en faveur de la planification familiale dans les pays du Partenariat de Ouagadougou:** This report, intended for use by implementers, provides an overview and description of why joint, coordinated action in SBC for FP is needed in the OP region.



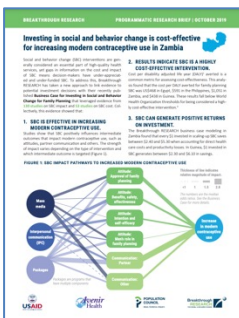
**Investing in Social and Behavior Change is Cost-effective for Increasing Modern Contraceptive Use in Guinea:** This brief summarizes Breakthrough RESEARCH's SBC Business Case's modeled application of SBC cost-effectiveness and return on investment for FP in Guinea. Also available in **French**.



**Investing in Social and Behavior Change is Cost-effective for Increasing Modern Contraceptive Use in Niger:** This brief summarizes Breakthrough RESEARCH's SBC Business Case's modeled application of SBC cost-effectiveness and return on investment for FP in Niger. Also available in **French**.



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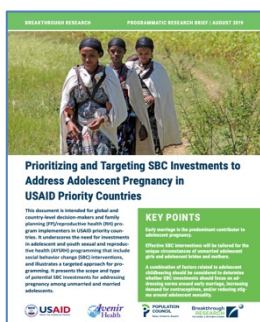
**Exploring Pathways to SBC Impact:** This interactive graphic presents a framework of the pathways through which mass media, interpersonal communication interventions, and packages of different types of SBC interventions can increase modern contraceptive use.



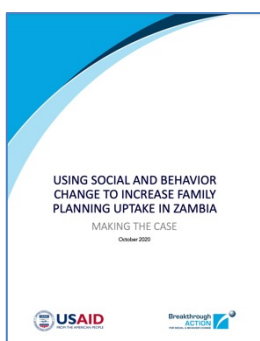
**Ensuring Effective Partnerships and Coordination for Social and Behavior Change for Family Planning and Reproductive Health:** This brief presents lessons learned and key examples from Breakthrough ACTION's experience working with partners and coordinating SBC for FP/RH efforts and provides recommendations to implementing partners, governments, and funders. Also available in **French**.



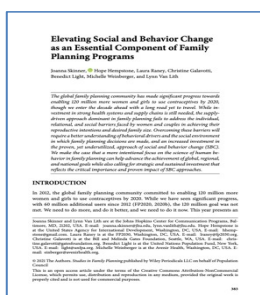
## LEARN MORE ABOUT THE TOPIC



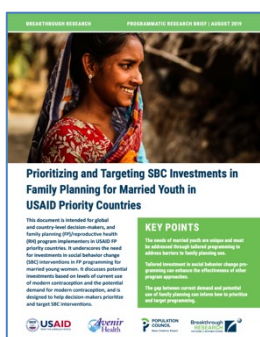
**Prioritizing and Targeting SBC Investments to Address Adolescent Pregnancy:** This brief underscores the need for investments in adolescent and youth sexual and reproductive health programming that include SBC interventions, and illustrates a targeted approach for programming.



**Using Social and Behavior Change to Increase Family Planning Uptake in Zambia: Making the Case:** This case study highlights how Breakthrough ACTION worked with partners in Zambia to advocate to policymakers to include specific SBC approaches in their next costing implementation plan.



**Elevating Social and Behavior Change as an Essential Component of Family Planning Programs:** This commentary explores how an increased investment in SBC can help advance the achievement of global, regional, and national goals related to FP demand, access, and use.



**Prioritizing and Targeting SBC Investments in Family Planning for Married Youth in USAID Priority Countries:** This brief is intended for policymakers and implementers in USAID priority countries and underscores the need for investments in SBC interventions in FP programming for married young women and discusses potential investments.



**Guide de message harmonisé pour les comportements prioritaires en Guinée:** This guide provides harmonized messages for implementers and policymakers to use to promote 20 priority health behaviors (including FP-related behaviors) in Guinea.



## **Service Delivery and Provider Behavior Change**

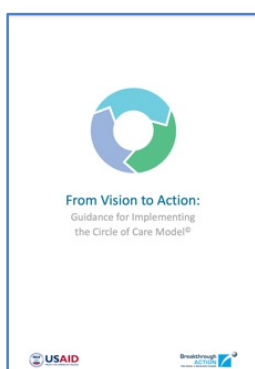
This section contains resources about using SBC in service delivery contexts, including ways to positively influence behavior.

## **OBTAIN HOW-TO GUIDANCE**



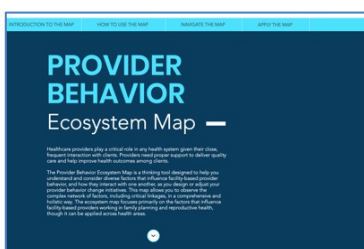
### **The Provider Behavior Change Toolkit for Family Planning:**

The Provider Behavior Change Toolkit for Family Planning guides users through an empathy-focused, four-step process that supports providers, clients, and district health teams in identifying and prioritizing the root causes of provider behavior and generating local solutions. Also available in **French**.



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

This resource provides guidance for implementers wanting to use the Circle of Care™—a holistic model that shows how SBC can be applied across the service continuum to improve health outcomes. Also available in **French**.



**Provider Behavior Ecosystem Map:** This thinking tool helps users understand the factors that shape facility-based provider behavior and consider behavior from a systems lens to enable more effective, supportive provider initiatives. Also available in **French**.



### **Tested Solutions for Quality Family Planning Counseling:**

This brief gives implementers and researchers an in-depth look at how to adapt and implement four solutions tested by Breakthrough ACTION to promote and improve quality FP counseling.



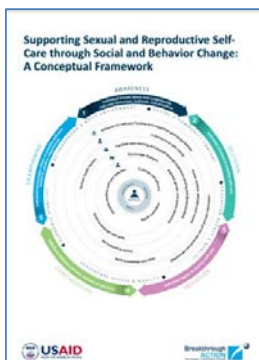
### **Breakthrough ACTION Malawi Provider Behavior Change Activity: Handoff Package for Postpartum Family Planning and Improved Counseling:**

This package provides information on how to operationalize a set of provider-facing solutions, which help providers deliver FP counseling to women in a way that facilitates informed choice.



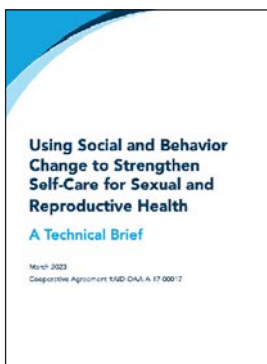
### Reproductive Health Innovation Exchange Resource Page:

This page compiles resources and videos of 16 reproductive health SBC for service delivery innovations that are freely available for others to take up and adapt for their programming. Also available in **French**.



### Supporting Sexual and Reproductive Self-Care through Social and Behavior Change: A Conceptual Framework:

This framework explores what drives sexual and reproductive self-care, demonstrates the importance of incorporating SBC approaches into self-care initiatives, and provides guidance on how to do so. Also available in **French**.



### Using Social and Behavior Change to Strengthen Self-Care for Sexual and Reproductive Health:

This brief describes how self-care practitioners can utilize proven and emergent SBC approaches to avoid or address pressing challenges to SRH self-care interventions.



## EXPLORE THE EVIDENCE



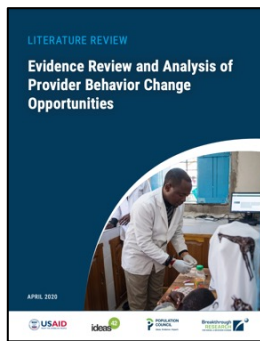
### Social and Behavior Change Indicator Bank for Family Planning and Service Delivery:

This indicator bank provides validated indicators, particularly for program implementers and researchers using SBC approaches for FP and service delivery. Also available in **French**.



### Provider Behavior Change Approaches to Improve Family Planning Services in the Ouagadougou Partnership Countries: A Landscaping Review:

This review summarizes evidence on the effectiveness of provider behavior change interventions for improving FP services in OP countries and presents current or recent interventions not yet formally evaluated.



## Evidence Review and Analysis of Provider Behavior Change

**Opportunities:** This literature review presents the existing evidence of the promise of behavioral economics to improve health outcomes through provider-facing interventions in five critical health areas, including FP.



## Feasibility Study Insights: Initiative to Improve Postpartum Family Planning in Malawi

This document provides results and lessons learned from a study conducted in health facilities across Malawi to assess the operational feasibility of solutions for improving postpartum FP counseling.



## Evaluation Results: Encouraging Family Planning Counseling that Promotes Meaningful Choice in Malawi

This brief describes results and lessons learned from an evaluation of solutions to encourage community health workers in Malawi to counsel postpartum women on all methods and account for individual preferences.



## Barriers Inhibiting Detection and Management of Postpartum Hemorrhage by Providers in Madagascar

This brief summarizes gaps in provider behavior best practices for the detection and management of postpartum hemorrhage, including behavioral factors that may contribute to non-compliance with certain best practices. Also available in **French**.



## Barriers Inhibiting Effective Detection and Management of Postpartum Hemorrhage During Facility-based Births in Madagascar: Findings From a Qualitative Study Using a Behavioral Science Lens

This article discusses how perceived low risk of postpartum hemorrhage, limited feedback on compliance with best practices, and the context of scarcity may negatively affect provider decision-making and clinical practices.



## Barriers to Provision of Respectful Maternity Care in Zambia: Results From a Qualitative Study Through the Lens of Behavioral Science:

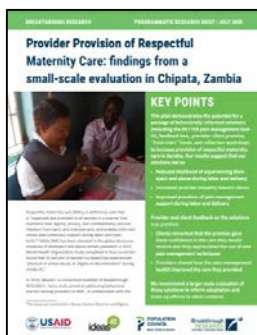
Discussing the application of behavioral design methodology, this article helps identify specific and concrete contextual cues that targeted solutions might address in order to facilitate respectful maternity care in Chipata, Zambia.



**Enhancing Respectful Care During Labor and Delivery:** This brief informs national ministries of health, implementing partners, and donors on innovative ways to improve women's experiences during labor and delivery. Also available in **French**.



**Piloting Respectful Maternity Care Solutions: Research Findings from a Study in Zambia:** This brief details the implementation and the key learnings from of a pilot phase of respectful maternity care solutions in Chipata, Zambia, under the Breakthrough RESEARCH project. Also available in **French**.



**Provider Provision of Respectful Maternity Care: Findings from a Small-scale Evaluation in Chipata, Zambia:** This brief outlines key findings and insights on the effect of a five-component solution package on clients' experience of care during labor and delivery. Also available in **French**.





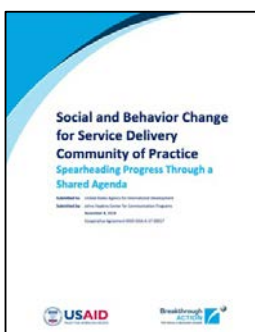
**Strengthening Social and Behavior Change for Service Delivery: Tailoring Interventions for Different Stakeholders in Family Planning and Reproductive Health:** This brief presents lessons learned and key examples from Breakthrough ACTION's work strengthening SBC for FP/RH service delivery across various contexts, and provides related recommendations to implementing partners, governments, and funders. Also available in **French**.



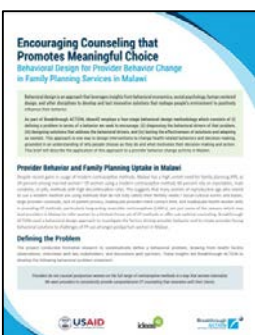
**Expressions of Power in Health Care Providers' Experiences and Behavior:** This Breakthrough RESEARCH brief investigates how power manifests and can be shifted to optimize provider behavior change approaches across health areas and geographical contexts.



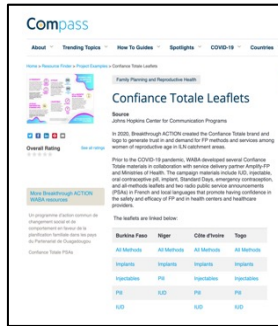
## LEARN MORE ABOUT THE TOPIC



**Social and Behavior Change for Service Delivery Community of Practice: Spearheading Progress Through a Shared Agenda:** This resource outlines a shared agenda for SBC for service delivery, highlighting goals, commitments, and priority areas for the SBC for Service Delivery Community of Practice.



**Encouraging Counseling that Promotes Meaningful Choice: Behavioral Design for Provider Behavior Change in Family Planning Services in Malawi:** This brief documents process and lessons learned from applying a behavioral design approach to investigate factors driving provider behavior and developing provider-facing behavioral solutions in Malawi.



**Confiance Totale Leaflets:** These leaflets were developed as part of the Confiance Totale (Total Confidence) campaign to promote confidence in health centers, providers, and the safety and efficacy of modern FP methods.



**Confiance Totale PSAs:** These public service announcements from Confiance Totale (Total Confidence) campaign can be used by implementers to provide calls to action related to FP/RH behaviors for individuals and couples to consider.



**Maternity Waiting Home Videos:** This series of informational videos speaks to women, their partners, and implementers in Ethiopia. They focus on various health areas and related behaviors to ensure their families stay healthy.



**Advancing Provider Behavior Change Programming:** This research and learning agenda (RLA) from Breakthrough RESEARCH for advancing provider behavior change programming provides a summary of evidence gaps, key implementation science questions, and a call to action to put the RLAs into practice.



**Service Providers as an Audience for Behavior Change:** This Trending Topic focuses on service providers as an audience for SBC interventions and includes peer-reviewed literature. It also highlights several resources that support the design and planning.



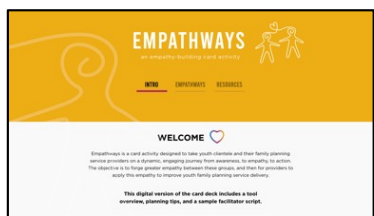
**Social and Behavior Change for Sexual and Reproductive Health Service Delivery: Online Course:** This online course is intended for service delivery managers and coordinators to learn how SBC can be integrated into SRH services to improve acceptability, access, quality, and outcomes.

## **Meeting the Needs of Youth**

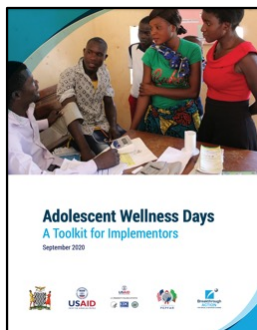
This section contains resources about SBC to meet the SRH needs of youth and improve access to youth-related SRH access and outcomes.



## OBTAIN HOW-TO GUIDANCE



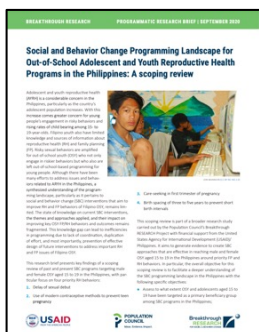
**Empathways: An Empathy-building Card Activity:** This card activity guides implementers in helping forge greater empathy between youth and FP service providers to improve youth FP service delivery. Also available in **French**.



**Adolescent Wellness Days: A Toolkit for Implementers:** Ishibeni Utuntu, or Adolescent Wellness Days, is an integrated package for implementers and researchers interested in improving youth healthcare access and service delivery.



## EXPLORE THE EVIDENCE



**Social and Behavior Change Programming Landscape for Out-of-School Adolescent and Youth Reproductive Health Programs in the Philippines: A Scoping Review:** This brief presents key findings for implementers and researchers to consider past and present SBC initiatives targeting male and female out-of-school youth aged 15 to 19 in the Philippines.



**Improving Reproductive Health and Family Planning Outcomes Among Out-of-School Adolescents and Youth in the Philippines:** This brief presents the results of a targeted qualitative research study in the Philippines for implementers to consider on ways to facilitate positive FP/RH behavior change among out-of-school youth.





## Using Digital Technologies in Youth-Focused SBC Programs for FP/RH:

This resource shares five program recommendations from Breakthrough ACTION's assessment to understand how youth in LMICs seek, vet, and share information about reproductive health using digital platforms. Also available in **French**.



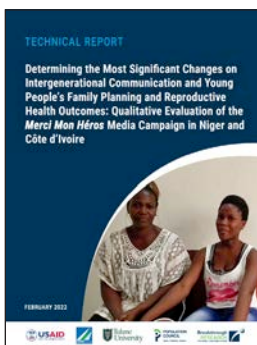
## Using a Multi-Media Strategy with Young People to Break Family Planning Taboos:

This page shares the lessons learned, results, and key resources from the multi-media, regional Merci Mon Héros (MMH) youth FP campaign. The resource is designed for any program funders, designers, and implementers that wish to learn from MMH's experience, or replicate the campaign in their own context. Also available in **French**.



## Health and Ideations of Married Female Adolescents:

This Breakthrough RESEARCH brief provides insights for improving knowledge, attitudes, and norms, focused on married adolescents' uptake of services and health knowledge.

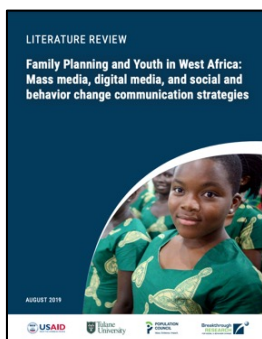


## Determining the Most Significant Changes on Intergenerational Communication and Young People's Family Planning and Reproductive Health Outcomes: Qualitative Evaluation of the Merci Mon Héros Media Campaign in Niger and Côte d'Ivoire:

This Breakthrough RESEARCH report presents the results of the qualitative component of monitoring and evaluation activities of the MMH campaign in Niger and Côte d'Ivoire. Also available in **French**.



## LEARN MORE ABOUT THE TOPIC



### Family Planning and Youth in West Africa: Mass Media, Digital Media, and Social and Behavior Change Communication Strategies:

This review presents evidence and lessons learned about the impact of mass media and digital media on young people's FP attitudes and behaviors primarily in the OP countries.

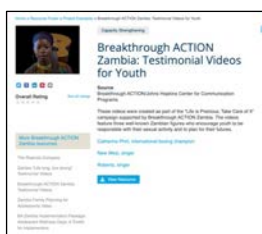


### Listen Up! How can Social and Behavior Change Programming Improve Reproductive Health and Family Planning Behaviors of Out-of-School Youth in the Philippines?

This infographic factsheet shares highlights from an intervention in the Philippines for implementers and researchers to consider best practices on reaching out-of-school youth with FP/RH messages.



**What Does YOLO Mean to Me?** This video series presents young people sharing the lessons related to FP/RH they learned from the "YOLO" ("You only live once") series in Ghana for consideration by implementers.



**Breakthrough ACTION Zambia: Testimonial Videos for Youth:** These informational videos were created for implementers as part of the "Life is Precious, Take Care of It" campaign supported by Breakthrough ACTION in Zambia and aim to encourage youth to be responsible with their FP/RH behaviors.



**Zambia Family Planning for Adolescents - Life is Precious, Take Care of It:** This informational video for implementers provides a brief overview of the issue of adolescent pregnancy in Zambia and youth access to FP/RH resources and services.



**Radio Spots, Zambia:** These radio spots, which are intended for youth and implementers in Zambia, discuss information related to FP for young couples and male adolescent engagement in FP.



**Regional Interactive FP/RH Information Center:** This resource page connects users to an online regional chatbot, called DSSR-Bot, which allows youth in the nine Ouagadougou partnership countries to easily access information on FP/RH using popular messaging applications (including WhatsApp and Messenger).

## **Male Engagement**

This section contains resources about using SBC to engage men and boys in SRH programming and addressing key drivers and barriers to their engagement.

## **OBTAIN HOW-TO GUIDANCE**



**Advancing Male Engagement in Family Planning + Reproductive Health: An Advocacy Tool:** This tool offers guidance for program implementers on advocating with various audiences for increased investment in, commitment to, and implementation of male engagement approaches to improve FP/RH outcomes.



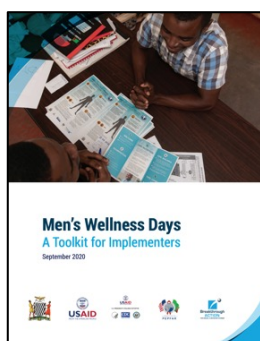
**Vasectomy Message Framework: A Tool to Help Advocates Prepare for Conversations with Key Stakeholders:** This framework can be used by implementers and advocates to prepare for advocacy conversations with various stakeholders to increase support for vasectomy programming and improve method choice.



**Engaging Men as Contraceptive Users: The Time is Now:** This tool provides presentation materials for implementers to advocate for vasectomy with key stakeholders in government, coordinating bodies, and donor organizations.



**Know, Care, Do: A Theory of Change for Engaging Men and Boys in Family Planning:** This theory of change is intended for implementers working to increase and strengthen the engagement of men and boys in FP services and programs. Also available in **French, Spanish**.

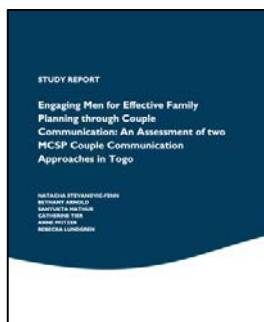


**Men's Wellness Days: A Toolkit for Implementers:** This integrated design package is intended for implementers to address various FP/RH behaviors among men in Zambia.





## EXPLORE THE EVIDENCE



### Engaging Men for Effective Family Planning through Couple Communication: An Assessment of Two MCSP Couple Communication Approaches in Togo:

This report describes a study that assessed how two couple communication interventions in Togo might have influenced pathways and decision-making associated with FP behaviors for participating couples.



### Underfunded & Underutilized: An Argument for Vasectomy Advocacy for Method Choice:

This resource provides evidence for implementers and advocates to increase attention to vasectomy as a FP method and spur advocacy for its inclusion in SBC investments.



### "When you live in good health with your husband, then your children are in good health ...." A qualitative exploration of how households make healthcare decisions in Maradi and Zinder Regions, Niger:

This manuscript from Breakthrough RESEARCH explores how households make decisions about family planning, child health, and nutrition in the Maradi and Zinder regions, Niger.



### Together We Decide: Using Behavioral Science to Improve Postpartum Contraceptive Uptake:

This technical brief focuses on male engagement and couples' communication to increase postpartum FP uptake in eastern Uganda. The brief discusses the behavioral design approach, from problem definition to testing, used to create an interactive game and planning card to increase male engagement in child bearing and FP discussions.



**Know, Care, Do: Case Studies:** These case studies showcase how male engagement approaches were applied in the Democratic Republic of the Congo, India, Nigeria, and South Sudan. Each case study follows the Know, Care, Do structure to illustrate how it can be applied to program design and implementation across diverse country contexts. Also available in **French**.



## LEARN MORE ABOUT THE TOPIC



**Partners in Progress: Innovating to Improve and Increase Male Engagement in Family Planning:** This interactive webpage presents lessons learned for male engagement in FP using examples from the Transform/PHARE project in Côte d'Ivoire and Burkina Faso.

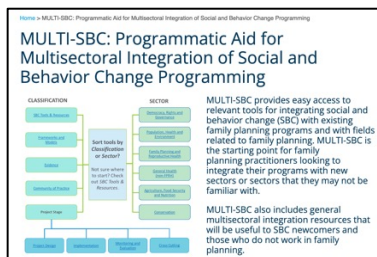


**Know, Care, Do: A Theory of Change for Engaging Men and Boys: Online Course:** This online course is intended for program implementers who are working to increase and improve the engagement of men and boys in FP programs and services. Course participants will deepen their understanding of what engaging men and boys in FP means.

## **Integrated Programming**

This section contains resources about integrating SBC with existing SRH programming and other health and development sectors.

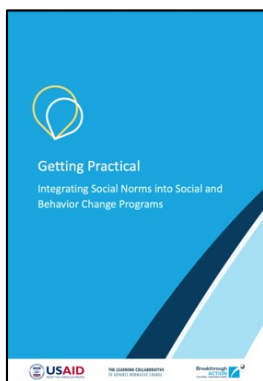
## **OBTAIN HOW-TO GUIDANCE**



**MULTI-SBC: Programmatic Aid for Multisectoral Integration of Social and Behavior Change Programming:** This framework provides tools for integrating SBC within existing FP programs and with related fields. It acts as a starting point for FP program implementers looking to integrate their programs with new or unfamiliar sectors.

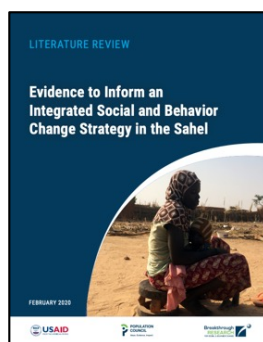


**Integrated SBC Flipchart Discussion Guide:** This discussion guide is intended for use by community volunteers in Nigeria to enable them to engage and facilitate conversations between men and women about FP and reproductive health.

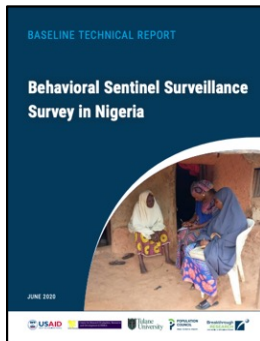


**Getting Practical: Integrating Social Norms into Social and Behavior Change Programs:** This tool guides programmers in designing and modifying their SBC programs to be aware of, fortify, or shift social norms that influence their program's behavioral objectives, as well as monitor the effects of those programs on social norms.

## **EXPLORE THE EVIDENCE**



**Evidence to Inform an Integrated Social and Behavior Change Strategy in the Sahel:** This literature review on SBC programming summarizes the evidence, and lack thereof, related to programmatic approaches that have addressed behavioral determinants and health outcomes in the Sahel region.



**Behavioral Sentinel Surveillance Survey in Nigeria: Baseline Technical Report:** This Breakthrough RESEARCH technical report presents baseline results of an ongoing assessment of the effectiveness of the Breakthrough ACTION/Nigeria integrated SBC activities (including FP) vs malaria-only SBC activities.



**Increasing Modern Contraceptive Use Among Women in Kebbi State:** This Breakthrough RESEARCH infographic maps out three important SBC factors for increasing modern contraceptive use in Kebbi State, Nigeria.



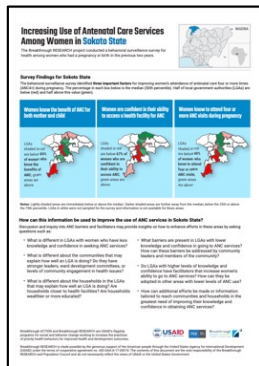
**Increasing Modern Contraceptive Use Among Women in Sokoto State:** This Breakthrough RESEARCH infographic maps out three important SBC factors for increasing modern contraceptive use in Sokoto State, Nigeria.



**Increasing Modern Contraceptive Use Among Women in Zamfara State:** This Breakthrough RESEARCH infographic maps out three important SBC factors for increasing modern contraceptive use in Zamfara State, Nigeria.



**Increasing Use of Antenatal Care Services Among Women in Kebbi State:** This Breakthrough RESEARCH infographic maps out three important SBC factors for improving women's attendance of four or more antenatal visits during pregnancy (ANC 4+) in Kebbi State, Nigeria.



**Increasing Use of Antenatal Care Services Among Women in Sokoto State:** This Breakthrough RESEARCH infographic tat maps out three important SBC factors for improving women's attendance of four or more antenatal visits during pregnancy (ANC 4+) in Sokoto State, Nigeria.

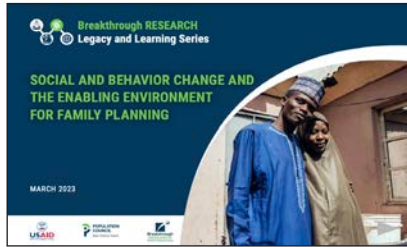


**Increasing Use of Antenatal Care Services Among Women in Zamfara State:** This Breakthrough RESEARCH infographic maps out three important SBC factors for improving women's attendance of four or more antenatal visits during pregnancy (ANC 4+) in Zamfara State, Nigeria.

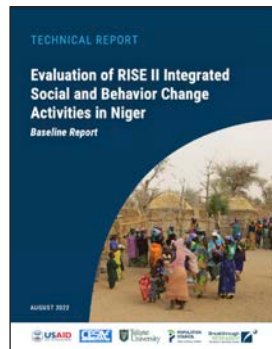


**Pregnancy and Childbirth: Insights for Improving Malaria, Family Planning, and Maternal and Child Health Outcomes in Northwestern Nigeria Through Social and Behavior Change Programming:** This brief provides rigorous, evidence-based insights to implementers and researchers of SBC programs that seek to improve knowledge, attitudes, norms, and behaviors for women during pregnancy and delivery.





**Social and Behavior Change and the Enabling Environment for Family Planning:** This legacy resource document from Breakthrough RESEARCH highlights synthesized learnings for advancing integrated SBC and the enabling environment and shares key resources produced over the life of the project. Also available in [French](#).



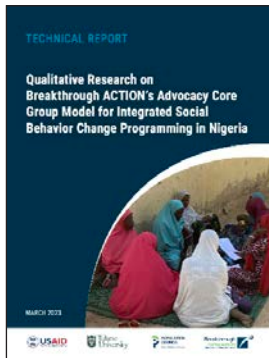
**Evaluation of RISE II Integrated Social and Behavior Change Activities in Niger: Baseline Report:** This Breakthrough RESEARCH technical report shares the baseline results of an effectiveness assessment of RISE II integrated SBC programming in Niger.



**Behavioral Sentinel Surveillance Survey in Nigeria: Endline Technical Report:** This Breakthrough RESEARCH technical report presents endline results from an effectiveness assessment of the Breakthrough ACTION integrated SBC activities in Nigeria versus malaria-only SBC activities.

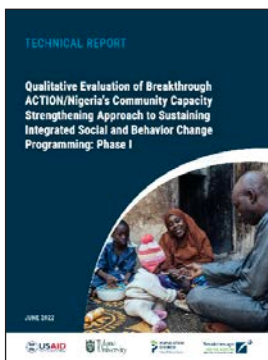


**Behavioral Sentinel Surveillance Survey in Nigeria: Endline Technical Report for Couples:** This Breakthrough RESEARCH technical report presents results from a couples-focused analysis of effectiveness assessment of the Breakthrough ACTION integrated SBC activities in Nigeria versus malaria-only SBC activities.



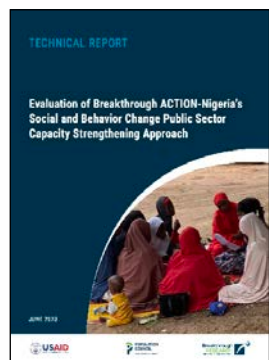
### **Qualitative Evaluation of Breakthrough ACTION/Nigeria's Community Capacity Strengthening Approach to Sustaining Integrated Social and Behavior Change Programming:**

**The technical report from Breakthrough RESEARCH presents results from a qualitative study to assess early success, threats, and opportunities for Breakthrough ACTION/Nigeria's Community Capacity Strengthening approach.**



### **Qualitative Research on Breakthrough ACTION's Advocacy Core Group Model for Integrated Social Behavior Change Programming in Nigeria:**

**This Breakthrough RESEARCH technical report shares the baseline results of an effectiveness assessment of RISE II integrated SBC programming in Niger.**



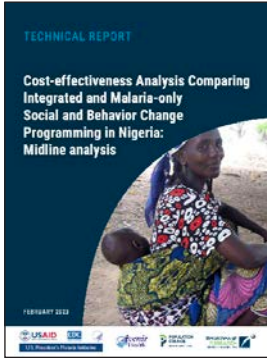
### **Evaluation of Breakthrough ACTION-Nigeria's Social and Behavior Change Public Sector Capacity Strengthening Approach:**

**This technical report from Breakthrough RESEARCH presents the results of a qualitative study evaluating the extent to which the Public Sector Capacity Strengthening (PSCS) approach, implemented by Breakthrough ACTION in Nigeria, has strengthened capacity.**



### **Cost-Effectiveness Analysis Comparing Integrated and Malaria-Only Social and Behavior Change Programming in Nigeria: Initial Costing Data:**

**This Breakthrough RESEARCH report estimates the costs for the initial stage of Breakthrough ACTION's integrated SBC programming in Nigeria.**



## **Cost-Effectiveness Analysis Comparing Integrated and Malaria-Only Social and Behavior Change Programming in Nigeria: Midline Analysis:**

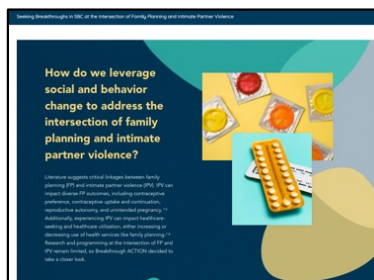
This Breakthrough RESEARCH report estimates the costs for Breakthrough ACTION's integrated SBC programming in Nigeria at midline.



## LEARN MORE ABOUT THE TOPIC



**Multi-Sectoral Integration of SBC Programming: A High-Level Exploration of Integrating Family Planning with Other Development Sectors:** This report presents results of an assessment to integrate FP with SBC programs outside of the health and development sector and includes recommendations for program implementers on future assessments.

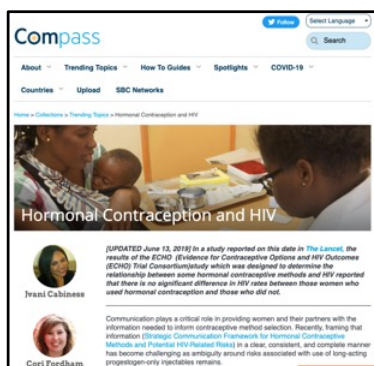


**Seeking Breakthroughs in Social and Behavior Change at the Intersection of Family Planning and Intimate Partner Violence:** This package presents key takeaways from a technical consultation on linkages between FP and intimate partner violence and illustrates the use of SBC theories and approaches to address this intersection. Also available in [French](#), [Spanish](#).



### Documenting Lessons from an Integrated Social and Behavior Change Program Linked to Integrated Health Services in Zambia:

This brief documents lessons learned from an integrated SBC program in Zambia and is intended for use by SBC programmers and researchers involved in multi-health, community-based SBC programming.



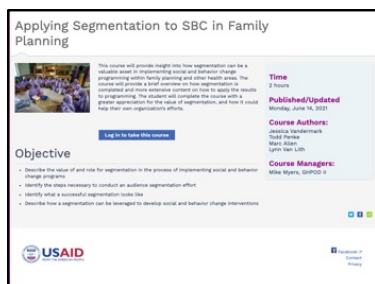
**Hormonal Contraception and HIV Trending Topic:** This Trending Topic provides information and resources for implementers, researchers, and policymakers working on SBC aspects of addressing the relationship between hormonal contraception and HIV.

## **SBC Approaches**

This section contains resources about using various SBC approaches, including human-centered design, behavioral economics, and audience segmentation.



## OBTAIN HOW-TO GUIDANCE



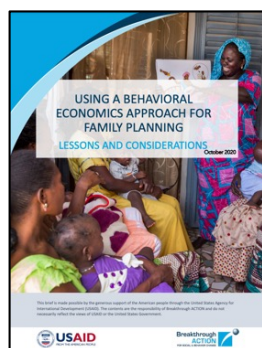
**Applying Segmentation to SBC in Family Planning:** This online course is intended for program implementers and provides insight into how segmentation can be an asset in SBC programming within FP and other health areas.



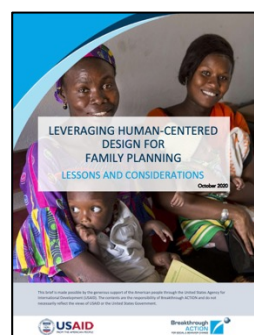
## EXPLORE THE EVIDENCE



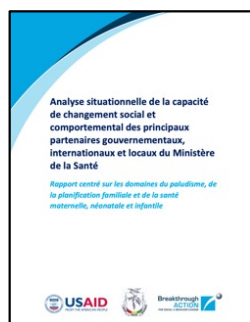
**Accelerating Family Planning Demand Through Advanced Audience Segmentation: Designing Better Social and Behavior Change Strategies to Address Diverse Family Planning Wants and Needs:** This interactive webpage for program implementers documents key lessons learned and the implementation experience of using advanced audience segmentation to improve FP/RH outcomes.



**Using a Behavioral Economics Approach for Family Planning:** This brief highlights opportunities and recommendations for implementers and advocates interested in using behavioral economics to influence positive FP outcomes. Also available in **French**.



**Leveraging Human-Centered Design for Family Planning:** This brief highlights opportunities and recommendations for implementers and advocates interested in using HCD in FP programs. Also available in **French**.



**Analyse situationnelle de la capacité de changement social et comportemental des principaux partenaires gouvernementaux, internationaux et locaux du Ministère de la Santé:** This technical report, originally intended for implementers in Guinea, presents an assessment of the capacity of stakeholders to manage SBC programs, including for planning, implementation, and monitoring and evaluation.

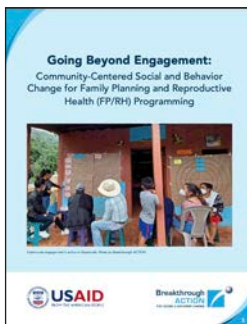




**Evaluation of the Con fiance Totale Campaign in Togo:** This report shares results from a campaign exposure evaluation of the Con fiance Totale radio broadcast campaign in Togo, which aimed to investigate the relationship between campaign exposure and sexual and reproductive health outcomes of interest.



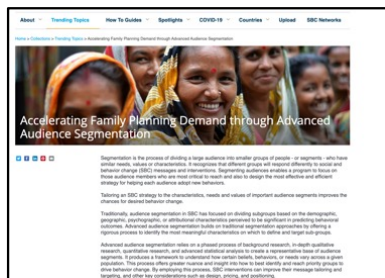
**Using Audience Segmentation Approaches to Inform Integrated Family Planning and Maternal Health Programs in Niger:** This Breakthrough RESEARCH programmatic research brief provides information on audience profiles among women in Niger that can inform strategies to increase the use of maternal and reproductive health.



**Going Beyond Engagement: Community-Centered Social and Behavior Change for Family Planning and Reproductive Health Programming:** This Breakthrough RESEARCH programmatic research brief provides information on audience profiles among women in Niger that can inform strategies to increase the use of maternal and reproductive health. Also available in **French**.



## LEARN MORE ABOUT THE TOPIC



**Accelerating Family Planning Demand through Advanced Audience Segmentation Trending Topic:** This Trending Topic provides an overview of audience segmentation in FP and related resources for implementers and researchers to explore.



**Engaging Communities for Reproductive Health and Family Planning Online Course:** This online course is intended for Ministry of Health staff, NGO program managers, and donor organization staff to learn how to work with communities to build local strengths and support community-led action around desired FP/RH behaviors. Also available in **French**.



**Understanding Family Planning Outcomes in Northern Nigeria: Social and Behavior Change Factors:** This manuscript from Breakthrough RESEARCH models how social and behavior change programs may effectively change contraceptive behaviors by targeting the influences of intermediate determinants and desired FP/RH behaviors.



**Social and Behavior Change 101: An Introduction Online Course:** This online course is intended for program managers, donor organizations, and FP/RH practitioners to learn how SBC interventions can guide and amplify the effectiveness of FP/RH programming. The course is structured around the three steps of the SBC flowchart developed by Breakthrough ACTION: Define, Design and Test, and Apply.

## **Equity, Gender, and Social Systems**

This section contains resources about using SBC to identify and address social and gender norms, structural factors, and equity in FP programming.

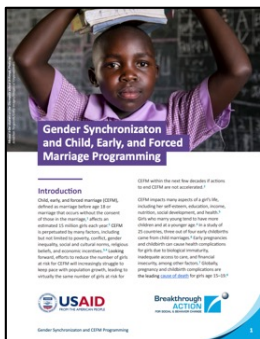
# **OBTAIN HOW-TO GUIDANCE**



**Audience Segmentation in Child, Early, and Forced Marriage Programming (CEFM):** This brief provides guidance and examples for implementers interested in using advanced audience segmentation as an SBC strategy to reduce CEFM. Also available in **French**.



**Collective Action in Child, Early, and Forced Marriage Programming:** This brief provides guidance and examples for implementers interested in using collective action as an SBC strategy to reduce CEFM. Also available in **French**.



**Gender Synchronization and Child, Early, and Forced Marriage Programming:** This brief provides guidance and examples for implementers interested in using gender synchronization in CEFM programming. Also available in **French**.



**Human-Centered Design and Child, Early, and Forced Marriage Programming:** This brief provides guidance and examples for implementers and researchers interested in using HCD as a strategy in CEFM programming. Also available in **French**.



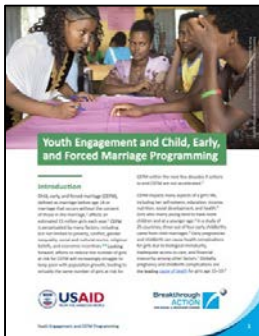
### Social Norms and Child, Early, and Forced Marriage Programming:

This brief provides guidance and examples for implementers and researchers interested in addressing and integrating social norms in CEFM programming. Also available in **French**.



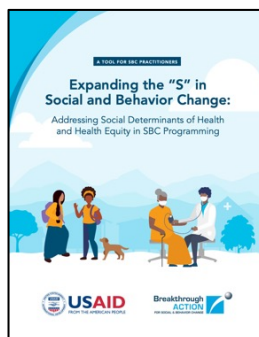
### SBC Theory in Child, Early, and Forced Marriage Programming:

This brief provides guidance and examples for implementers interested in incorporating SBC theories into their programming and using these theories to enhance efforts to end CEFM. Also available in **French**.



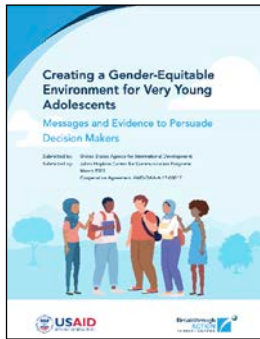
### Youth Engagement and Child, Early, and Forced Marriage Programming:

This brief provides guidance and examples for implementers on how to use SBC to enhance youth engagement efforts to end CEFM. Also available in **French**.



### Expanding the “S” in Social and Behavior Change: Addressing Social Determinants of Health and Health Equity in SBC Programming:

This resource serves as a thinking tool for implementers as they consider how to identify, prioritize, and address the social determinants of health through their programming. Also available in **French**.



### Creating a Gender-Equitable Environment for Very Young Adolescents: Messages and Evidence to Persuade Decision Makers:

This Message Framework is designed for advocates working to increase funding for, and improve the implementation of, programs that seek to create a gender-equitable environment for very young adolescents (VYAs) (aged 10-14). It provides a core set of key messages and recommendations tailored to specific contexts and stakeholders.

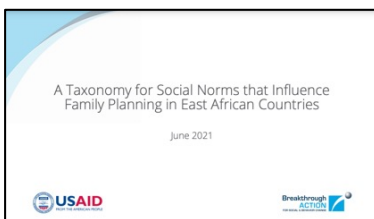


## EXPLORE THE EVIDENCE



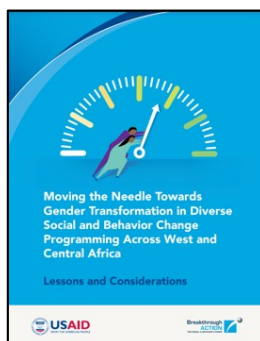
### Using SBC to Enhance Programs to End Child, Early, and Forced Marriage:

This webpage introduces CEFM and provides briefs for implementers and advocates interested in using SBC approaches to reduce CEFM.



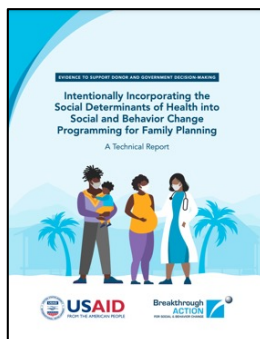
### A Taxonomy for Social Norms that Influence Family Planning in East African Countries:

This taxonomy can be used by implementers and researchers interested in understanding and addressing social norms that impact the uptake and use of FP in East Africa.



### Moving the Needle Towards Gender Transformation in Diverse Social and Behavior Change Programming Across West and Central Africa:

This resource presents case studies, best practices, and lessons from Breakthrough ACTION programming in West and Central Africa for implementers and researchers interested in integrating gender into SBC activities. Also available in **French**.



### Intentionally Incorporating the Social Determinants of Health into Social and Behavior Change Programming for Family Planning:

This document provides evidence to guide strategic decision-making among donors and governments in support of SBC initiatives to reduce inequities in FP and RH. Also available in **French**.





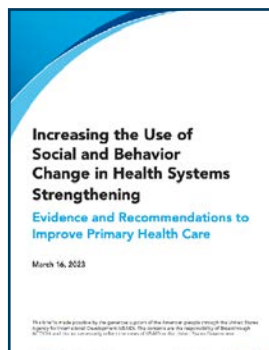
## Adolescent Female Empowerment, Ideations, and Health Behavior:

This brief provides rigorous, evidence-based insights for implementers and researchers of SBC programs to improve knowledge, attitudes, norms, and behaviors among pregnant and postpartum female adolescents.



## Gender Norms, Contraceptive Use, and Intimate Partner Violence: A Six-Country Analysis:

This study examined correlations between couple concordance on gender norms and contraceptive use and reduced intimate partner violence (IPV). Findings suggest that family planning programs should support joint decision-making as it was positively associated with contraceptive use and is a proxy for shared economic power.



## Increasing the Use of Social and Behavior Change in Health Systems Strengthening: Evidence and Recommendations to Improve Primary Health Care:

This brief summarizes findings from a literature review and technical consultations related to integrating SBC within health systems strengthening (HSS) programming. It provides recommendations and identifies promising opportunities to increase the use of effective SBC in HSS programming.

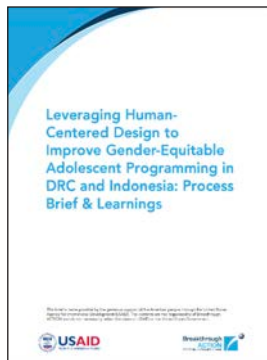


## Scoping Report: Gender Integration in Social and Behavior Change:

This technical report from Breakthrough RESEARCH reviews SBC-focused program literature that highlights integration of gender considerations into health and non-health SBC interventions.



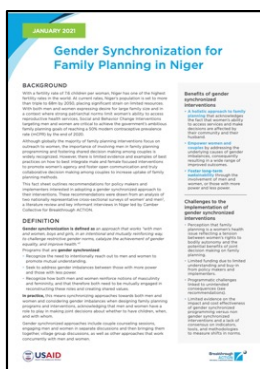
**Comparing the Attitudes, Norms, and Beliefs of Husbands and Wives for Reproductive, Maternal, and Child Health:** This research brief from Breakthrough RESEARCH details health attitudes, norms, and knowledge of husbands and wives related to reproductive, maternal, and child health behaviors in Kebbi State, Nigeria.



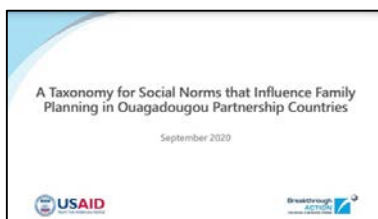
**Leveraging Human-Centered Design to Improve Gender-Equitable Adolescent Programming in the DRC and Indonesia: Process Brief and Learnings:** This process brief documents key steps and lessons learned from the process of co-designing, prototyping, and testing a package of interventions to create a more gender-equitable environment for VYAs in Indonesia and the DRC. Also available in **Bahasa Indonesia** and **French**.



## LEARN MORE ABOUT THE TOPIC



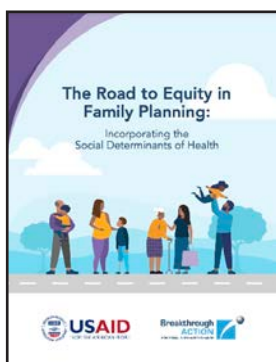
**Gender Synchronization for Family Planning in Niger:** This fact sheet outlines recommendations for policymakers and implementers interested in adopting a gender synchronized approach to their interventions. Also available in **French**.



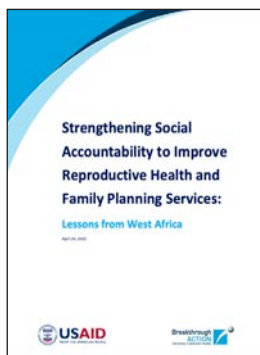
**A Taxonomy for Social Norms that Influence Family Planning in the Ouagadougou Partnership countries:** This resource presents a taxonomy of social norms impacting FP uptake and use in OP countries and can be used by researchers and implementers in their SBC for FP programming.



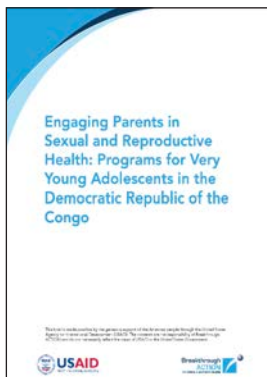
**Opinion: Achieving Family Planning Equity Starts with a Power Analysis:** This opinion piece considers the role of SBC in achieving equity in family planning and makes a call to action for SBC practitioners and researchers to be more intentional about addressing the relationship between structural inequities, the social determinants of health, and family planning access and use.



**The Road to Equity in Family Planning: Incorporating the Social Determinants of Health:** This technical brief highlights key learnings and recommendations from Breakthrough ACTION's efforts in recent years for shaping investments and SBC programming that directly address inequities and social determinants of health, which impact FP/ RH outcomes and beyond.

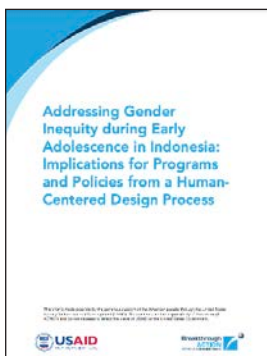


**Strengthening Social Accountability to Improve Reproductive Health and Family Planning Services:** This technical brief presents the WABA and RISE II project experiences in addressing social accountability while implementing community engagement efforts in the context of social and behavior change for health.



### **Engaging Parents in Sexual and Reproductive Health: Programs for Very Young Adolescents in the Democratic Republic of Congo:**

This advocacy brief shares key learnings from the human-centered design process implemented by Breakthrough ACTION with very young adolescents (VYAs) in the DRC. The brief provides reflections and implications for programs and policies that center around engaging parents in the DRC. Also available in **French**.



### **Addressing Gender Inequity during Early Adolescence in Indonesia: Implications for Programs and Policies from a Human-Centered Design Process:**

This advocacy brief shares key learnings from the human-centered design process implemented by Breakthrough ACTION with very young adolescents (VYAs) in Indonesia. The brief provides reflections and implications for programs and policies that center around addressing gender inequities in in early adolescence. Also available in **Bahasa Indonesia**.



### **Human-Centered Design to Promote a Gender-Equitable Environment for Very Young Adolescents in Indonesia Design & Test Report: High-Fidelity Prototyping:**

This resource presents a taxonomy of social norms impacting FP uptake and use in OP countries and can be used by researchers and implementers in their SBC for FP programming. Also available in **Bahasa Indonesia**.

## **Measurement and Costing**

This section contains resources about measuring and costing SBC for family planning and reproductive health (FP/RH) programming and interventions.



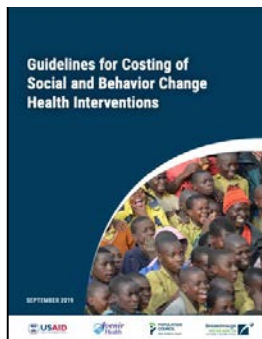
## OBTAIN HOW-TO GUIDANCE



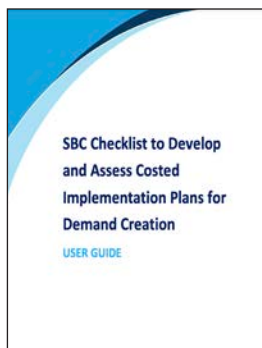
**Application of the Breakthrough RESEARCH Social and Behavior Change Costing Guidelines to the RISE-II Project in Niger:** This report explores the development of guidelines for SBC costing and their application to programming in Niger and provides guidance for those interested in exploring the costs and impacts of SBC interventions. Also available in **French**.



**Informing Social and Behavior Change Programs: Using Social Listening and Social Monitoring:** This brief provides an overview of how social listening and monitoring can be utilized by implementers and researchers to collect information about SBC interventions. Also available in **French**.



**Guidelines for Costing of Social and Behavior Change Health Interventions:** Developed by Breakthrough RESEARCH, these guidelines provide a consistent set of methodological principles and best practices for implementers and researchers to consider in their SBC costing efforts.



**The SBC Checklist to Develop and Assess Costed Implementation Plans for Demand Creation:** This checklist and accompanying guide can help governments, donors, and implementation planning teams to ensure that they strategically integrate best practices in SBC in their costed implementation plans (CIPs) across planning, design, implementation, monitoring and evaluation, and knowledge management.



**The Social and Behavior Change Business Case Model for Family Planning: An Interactive Tool:** This tool from Breakthrough RESEARCH guides program planners through a series of steps necessary to see how SBC interventions might impact mCPR and the cost-effectiveness of those interventions.





**How to Use a Theory of Change to Monitor and Evaluate Social and Behavior Change Programs:** This how-to guide from Breakthrough RESEARCH outlines how researchers and monitoring and evaluation staff can use a theory of change to ensure they have the programmatic data required to track results. Also available in **French**.



**How to Leverage Social Listening to Inform Social and Behavior Change Programs:** This how-to guide from Breakthrough RESEARCH provides an overview of how social listening and monitoring can be used by implementers and researchers to collect information about SBC interventions. Also available in **French**.



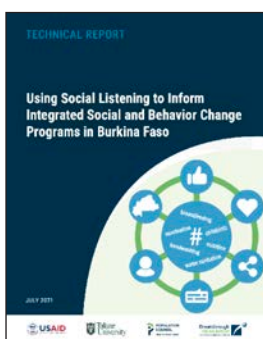
**How to Measure Provider Behavior Change Impact:** This how-to guide from Breakthrough RESEARCH is intended to help program planners and designers better understand provider behavior change initiatives and their impact on service delivery and quality. Also available in **French**.



**Using the Provider Authoritarian Attitude Scale:** This technical reference sheet from Breakthrough RESEARCH provides information to monitoring, evaluation, and research practitioners on the resulting 14-item scale and instructions and resources for fielding and analyzing providers' authoritarian attitudes using these measures. Also available in **French**.



## EXPLORE THE EVIDENCE



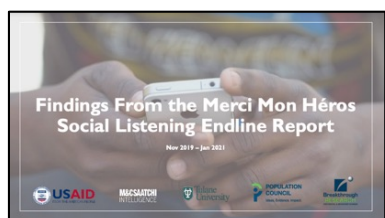
### Using Social Listening to Inform Integrated Social and Behavior Change Programs in Burkina Faso:

This report summarizes themes emerging from social listening related to various health areas (including FP) and explores how implementers and researchers in the Sahel can use this information for integrated SBC activities.



### Monitoring the Quality Assurance Branding Campaign Confiance Totale in Côte d'Ivoire:

This report summarizes results from a study to monitor the Confiance Totale (Total Confidence) quality assurance branding campaign in Côte d'Ivoire.



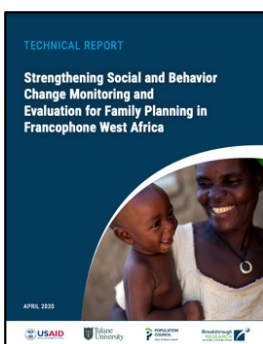
### Findings from the Merci Mon Héros Social Listening Endline Report:

This report presents social listening findings from the youth-led Merci Mon Héros media campaign led by Breakthrough ACTION, for use by implementers and researchers.



### Estimating the Cost of the Design, Production, and Dissemination of the Social Media Videos for Social and Behavior Change: Evidence from Merci Mon Héros in Niger and Côte d'Ivoire:

This journal article describes a costing study implemented by Breakthrough RESEARCH to capture costs associated with the design, production, and dissemination of 11 Merci Mon Héros campaign videos in Côte d'Ivoire and Niger.



### Strengthening Social and Behavior Change Monitoring and Evaluation for Family Planning in Francophone West Africa:

This report presents findings from a mapping of FP investments and technical approaches and provides recommendations for policymakers and implementers to improve measurement of SBC for FP activities. Also available in **French**.



### Costing for Family Planning Social and Behavior Change:

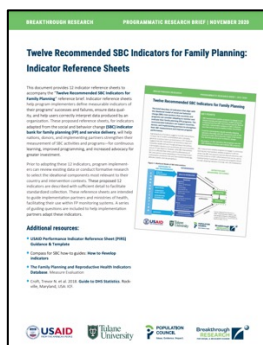
This legacy resource document from Breakthrough RESEARCH highlights synthesized learnings for advancing SBC costing and cost effectiveness and shares key resources produced over the life of the project. Also available in **French**.



## LEARN MORE ABOUT THE TOPIC



**Twelve Recommended SBC Indicators for Family Planning:** This brief describes 12 SBC indicators that policymakers and programmers can adopt to monitor and evaluate their FP programs to strengthen SBC measurement and improve program performance. Also available in **French**.



**Twelve Recommended SBC Indicators for Family Planning: Indicator Reference Sheets:** These indicator reference sheets help implementers and researchers define measurable indicators of their programs' successes and failures, ensure data quality, and correctly interpret data produced by an organization. Also available in **French**.



**Understanding the Costs of SBC Social Media Interventions:** This brief identifies key considerations for implementers and researchers to consider for costing SBC via social media and provides an applied example from the Merci Mon Héros campaign.



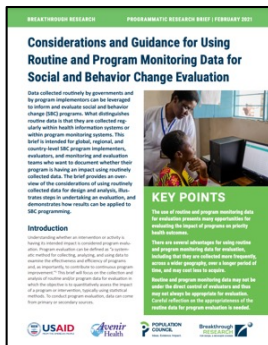
**The Added Value of Costing Social and Behavior Change Interventions:** This brief provides an overview of how investment in high-quality costing of SBC interventions can benefit the work of government ministries, donors, implementers, and researchers.



**Aligning Measures of Social and Behavior Change for Family Planning:** This blog post provides an overview for implementers and researchers on approaches and tools from Breakthrough ACTION + RESEARCH to measure SBC for FP.



**Can Social Listening and Social Media Monitoring Benefit your SBC Activities?** This trending topic provides an overview of social listening and monitoring and describes how Breakthrough ACTION + RESEARCH applied this approach to the Merci Mon Héros program in francophone West Africa.



**Considerations and Guidance for Using Routine and Program Monitoring Data for Social and Behavior Change Evaluation:** This brief discusses considerations of using routinely collected data for design and analysis, illustrates steps in undertaking an evaluation, and demonstrates how results can be applied to SBC programming.



**Advancing Social and Behavior Change Measurement in Family Planning:** This legacy resource document from Breakthrough RESEARCH highlights synthesized learnings for advancing SBC measurement in FP and shares key resources produced over the life of the project.