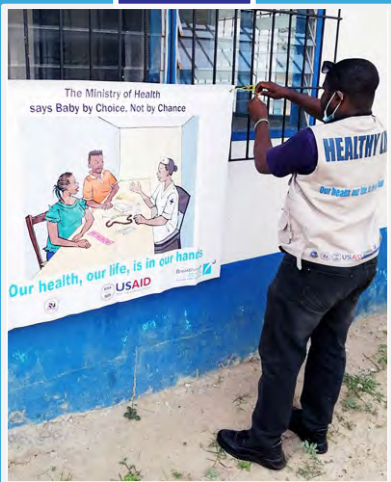




# Breakthrough ACTION

## Liberia

2020 - 2025

### OUR LEGACY





**This report 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.**

# Acronym List

<b>ANC</b>	Antenatal Care
<b>BE</b>	Behavioral Economics
<b>CHA</b>	Community Health Assistants
<b>GHS</b>	Global Health Security
<b>GOL</b>	Government of Liberia
<b>FBD</b>	Facility-Based Delivery
<b>FP</b>	Family Planning
<b>HAC</b>	Health Advocacy Committee
<b>HFDC</b>	Health Facility Development Committee
<b>IPCC</b>	Interpersonal Communication and Counseling
<b>IPTp</b>	Intermittent Preventive Treatment in Pregnancy
<b>ITN</b>	Insecticide Treated Net
<b>MBS</b>	Malaria Behavior Survey
<b>MNCH</b>	Maternal Newborn and Child Health
<b>MHH</b>	Menstrual Health and Hygiene
<b>PNC</b>	Post-natal Care
<b>PZD</b>	Priority Zoonotic Disease
<b>RCCE</b>	Risk Communication and Community Engagement
<b>RH/FP</b>	Reproductive Health/Family Planning
<b>RMC</b>	Respectful Maternity Care
<b>RMNCAH+N</b>	Reproductive Maternal Newborn Child and Adolescent Health and Nutrition
<b>RDT</b>	Rapid Diagnostic Testing
<b>SBC</b>	Social and Behavior Change
<b>TOP</b>	Teach Our People
<b>TWG</b>	Technical Working Group
<b>USAID</b>	United States Agency of International Development
<b>WASH</b>	Water Sanitation and Hygiene
<b>ZBRA</b>	Zoonotic Behavior Research Assessment

<b>Acronym List</b> .....	<b>I</b>
<b>Acknowledgements</b> .....	<b>III</b>
<b>Project Overview</b> .....	<b>1</b>
<b>Project Objectives</b> .....	<b>2</b>
<b>Project Strategy and Approach</b> .....	<b>3</b>
Priority Health Behaviors .....	4
Influencing Factors .....	5
Partnerships .....	6
<b>Our Journey So Far</b> .....	<b>8</b>
Support for Insecticide Treated Net (ITN) Campaigns .....	9
Spotlight on Behavioral Economics .....	10
Strengthening Use of Malaria SBC Data through Malaria Behavior Survey (MBS) and Malaria SBC Strategy .....	11
Spotlight on Human Centered Design .....	12
Spotlight on Community Engagement .....	13
Standardizing Interpersonal Communication Skills and Counseling (IPCC) .....	14
Spotlight on Gender .....	15
Improving Adolescent Health .....	17
Spotlight on Sustainability .....	18
Strengthening Multi-Sectoral One Health Participation in Liberia through Risk Communication and Community Engagement .....	20
Spotlight on Capacity Building for Media Partners .....	21
Expanding and Supporting Integrated Vaccine Coverage for children and adults .....	23
Spotlight on Localization .....	24
<b>BREAKING THROUGH- Stories of Change</b> .....	<b>25</b>
Strengthening Community Participation in Health through Advocacy .....	31
Expanding the Role of the Health Facility Development Committee in Handling Grievances to Improve the Quality of Service for Patients at the Health Facility .....	32
Using Innovative SBC Approaches to Transform Community Health .....	33
Strengthening Material and Message Development .....	35
Our Healthy Life Efforts, By the Numbers .....	36
Creating Visibility and Normalizing Health Messages through the Healthy Life Campaign .....	40
Strengthening the Use of SBC Data for Decision-Making and Improving Utilization of Services and Health Outcomes .....	41

# Acknowledgments

As we bring to a close the implementation of this ambitious project, it is with a deep sense of gratitude and reflection that we acknowledge the contributions of all those who have made this achievement possible. We extend our heartfelt gratitude to our funder, USAID for the unwavering support, both financial and strategic, and invaluable guidance through difficult decision-making processes that helped us stay focused, ensuring that every aspect of the project was executed with precision and purpose.

With USAID's support, we have collaborated with the national and subnational government, traditional and religious leaders, community members, the media and healthcare workers to improve the health and well-being of people across Liberia. This project has not only been a significant milestone in our journey but also a testament to the collaboration, dedication, and expertise of the countless individuals and organizations that have supported us along the way. We are proud of the progress we've made, and we recognize that none of this would have been possible without the relentless contributions of everyone involved. To our partners and colleagues, thank you for your support and collaboration.

Breakthrough ACTION Liberia has implemented integrated Social and Behavior Change activities using both time-tested approaches such as community engagement and mass media campaigns, and innovative approaches such as human-centered design and behavioral science. Whether in research, design, development, implementation, or testing, every project team member played a pivotal role and brought their unique set of skills and expertise to ensure that the project met the needs of those it was designed to serve. We acknowledge your dedication, perseverance, and flexibility in meeting the project's short- and long-term requirements.

While this marks the end of one phase, it also marks the beginning of a new chapter as we transition from implementation to maintenance and evaluation. This booklet provides an overview of Breakthrough ACTION Liberia's initiatives and strategies, and we encourage you to explore our resources to gain further insight into our efforts. We trust that it will act as a helpful reference as you keep building on the groundwork laid over the last five years and promote social and behavioral transformation in your work. We are confident that the impact of this project will resonate for many years ahead.

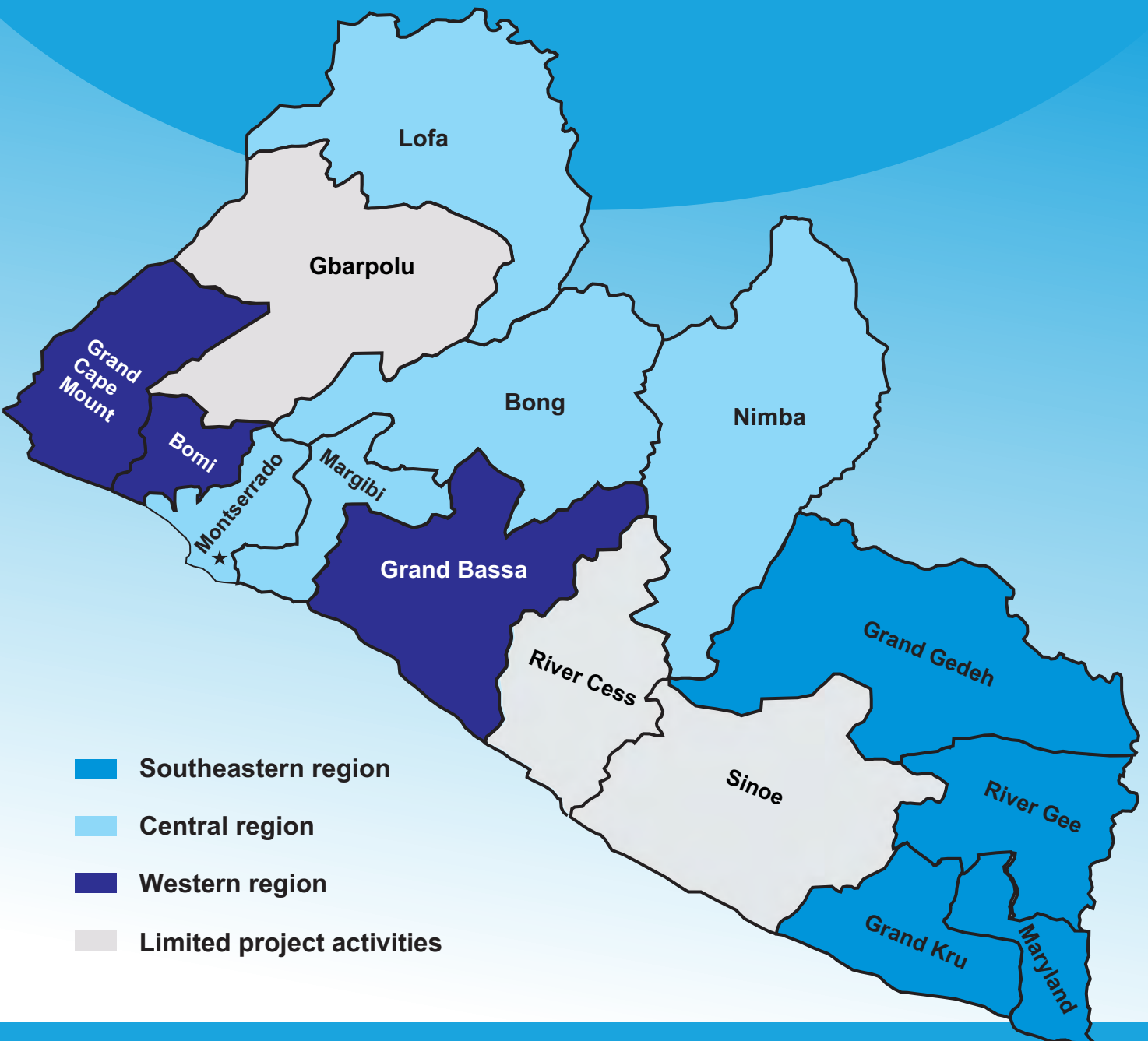
Thank you,



Dr. Saratu Olabode-Ojo  
Chief of Party  
Breakthrough ACTION Liberia

# Project Overview

**B**reakthrough ACTION Liberia is the country buy-in for the global flagship social and behavior change (SBC) program led by the Johns Hopkins Center for Communication Programs and funded by the United States Agency for International Development (USAID). The Liberia project is an integrated SBC project implemented from April 1, 2020 to January 31, 2025 in 12 counties. The project received an estimated total of \$20 million dollars over five years to improve health outcomes across Liberia.



# Project Objectives



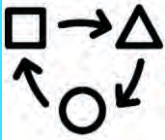
Breakthrough ACTION Liberia uses innovative SBC approaches to strengthen health systems, improve community-providers relations, and positively contribute to achieving better health outcomes. There are three objectives:

1. Significantly influence high-impact behaviors related to malaria, maternal newborn and child health, family planning/reproductive health, adolescent health, nutrition, water, sanitation and hygiene, and prevention of infectious zoonotic diseases through risk communication and community engagement.
2. Develop the SBC capacity in Liberia for innovative behavior change interventions at scale.
3. Strengthen SBC implementation across different thematic areas for improved health outcomes.

# Project Strategy and Approach



Breakthrough ACTION Liberia was designed to deliver effective quality SBC activities in support of the Government of Liberia (GOL). Over the past five years, Breakthrough ACTION Liberia introduced innovative SBC strategies, approaches, and interventions that employed a holistic multi-channel approach to address key determinants of health, ideational factors (e.g., self-efficacy), social support, skills, and behavioral factors to reinforce positive behaviors. The project was guided by three key principles: **Adapt, Align, and Amplify**.

<p><b>Adapt</b></p> 	<p><b>Build on existing strengths, networks, and promising data-driven interventions</b></p>
<p><b>Align</b></p> 	<p><b>Collaborate with Government of Liberia and partners for increased impact and sustainability</b></p>
<p><b>Amplify</b></p> 	<p><b>Develop innovative ways to scale and expand to all areas of Liberia</b></p>



# Priority Health Behaviors

## Malaria

### ITN Care & Use

Increased ITN access and use

### Care Management

Prompt testing of all suspected cases and adherence to RDT results: Effective treatment with quality malaria ACTs and promoting completion of three days treatment; Increased update of IPTp3+

## RMNCAH

### ANC & Birth preparedness

Increased ANC 3 & 4 attendance and facility-based delivery; Improved RMC practices by community and facility provider; Service providers support birth preparedness from ANC to PNC

### Family Planning Use

Use of a modern contraceptive method to delay first birth until after age 18; after a live birth, women or their partners use a modern FP to avoid pregnancy for at least 24 months

## WASH

### Menstrual Health & Hygiene

Increased public support for MHH

Increased practice of MHH-promoting behaviors (handwashing, changing pads)

## GHS

### Hygiene

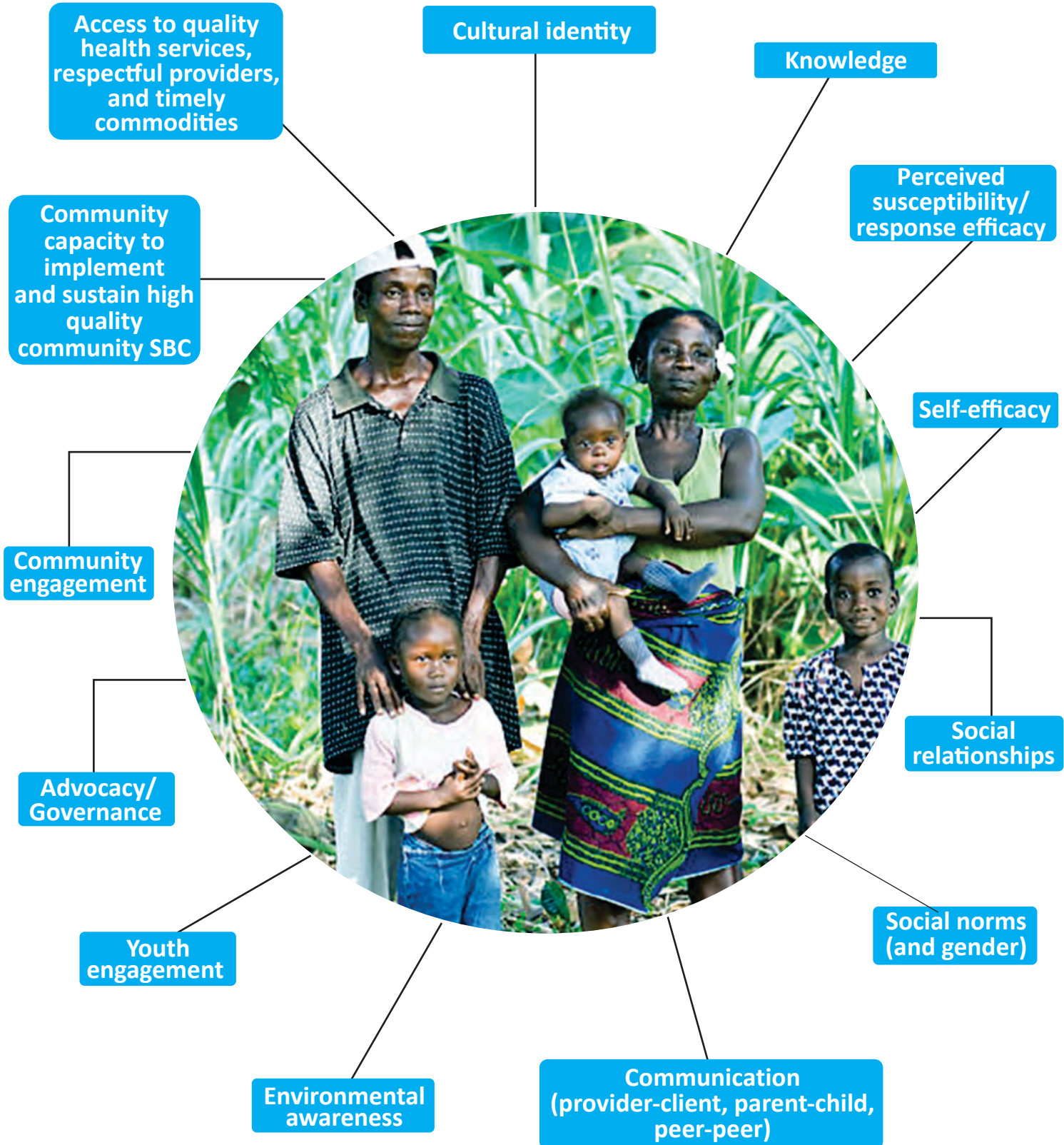
Increased practice of handwashing with soap at critical times

Improved food hygiene and safety

### Fever Care Seeking

Early fever care seeking with a health professional

# Influencing Factors

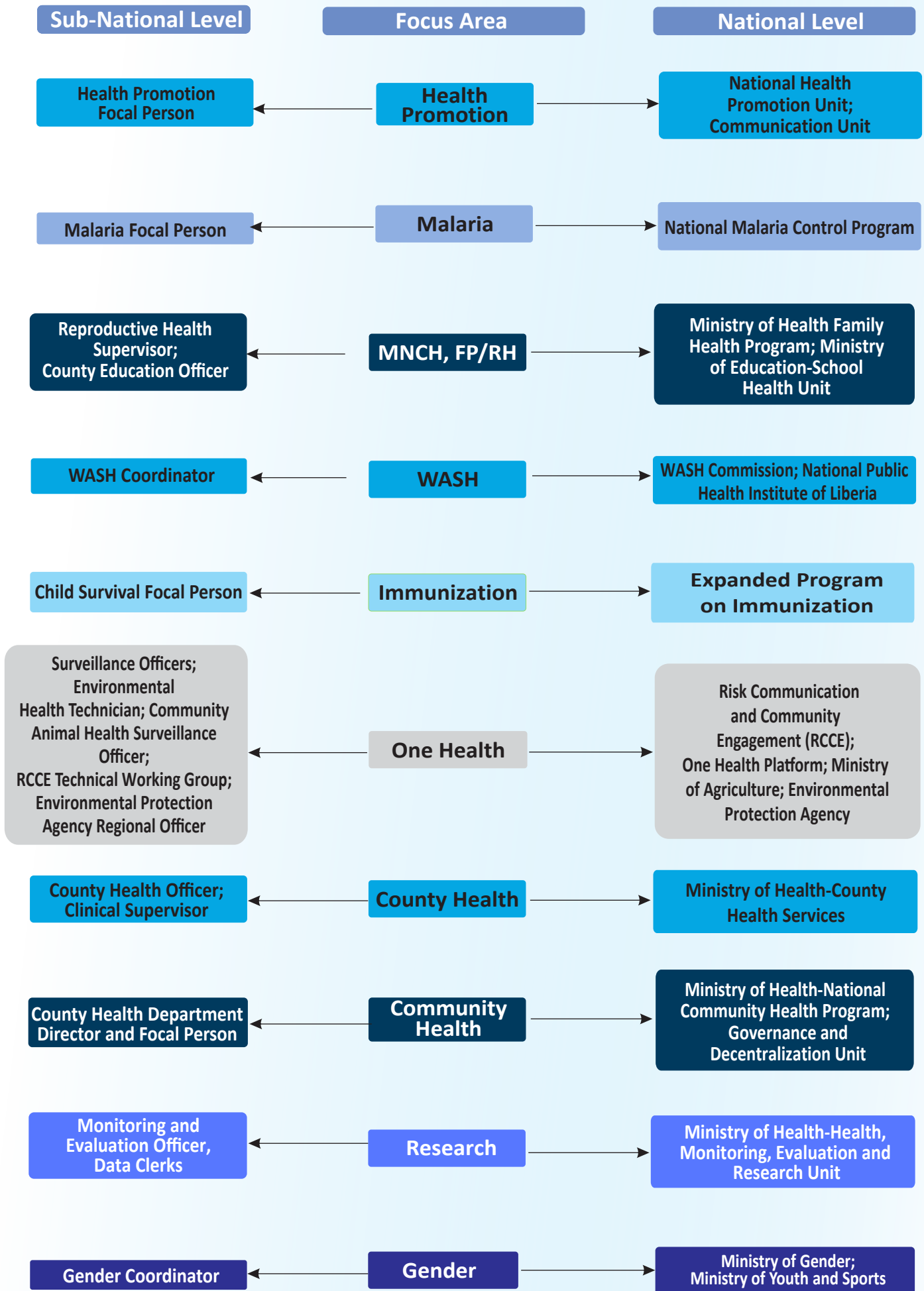


# Partnerships

Breakthrough ACTION Liberia built a strong partnership with the Government of Liberia while also strengthening coordination and collaboration among diverse stakeholders at all levels to introduce and contextualize innovative SBC interventions and advocate for increased resources to sustain effective SBC interventions.



# Partnerships



---

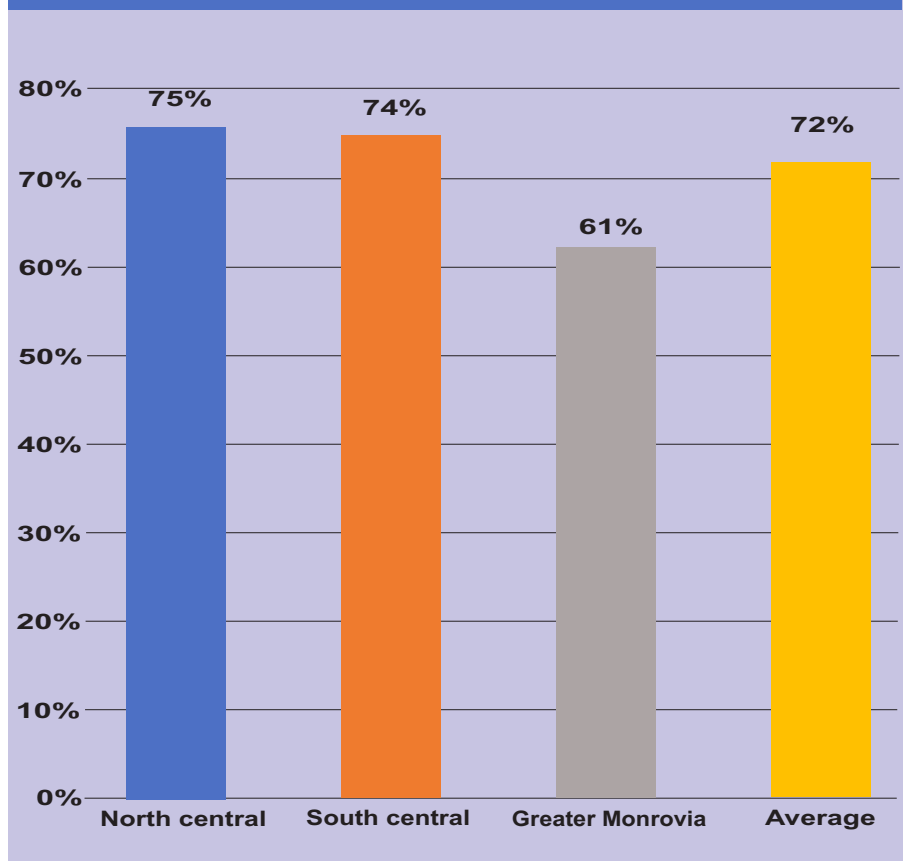
# Our journey so far.....

# Support for Insecticide Treated Net (ITN) Campaigns

Malaria remains endemic in Liberia, with strategies such as ITNs and boosting comprehensive malaria knowledge playing a key role in prevention. SBC activities contributed to efforts for the 2021 and 2024 ITN mass distribution campaigns, promoting consistent bednet use while addressing challenges posed by COVID-19. These efforts, including advocacy, community mobilization, and the development of malaria-related SBC materials, resulted in 95% national ITN coverage in 2021 and the successful distribution of over 45,000 ITNs to students and teachers across 124 schools during the 2024 campaign pilot.

*“ITN distribution exercise wouldn't have been successful without social and behavior change communication support from the Breakthrough ACTION project”.* Dr. Trokon Washington, Program Manager, National Malaria Control Program.

How survey zones vary in consistent net use among respondents



# Spotlight on Behavioral Economics



Woman and child listen to the benefits of the malaria vaccine.

In 2021, Breakthrough ACTION applied a Behavioral Economics (BE) approach to identify solutions to increase vaccination rates among health workers which results in several solutions that were implemented, including vaccination ambassadors and vaccination pins worn by health workers. Both efforts helped increased vaccination rates across Liberia.

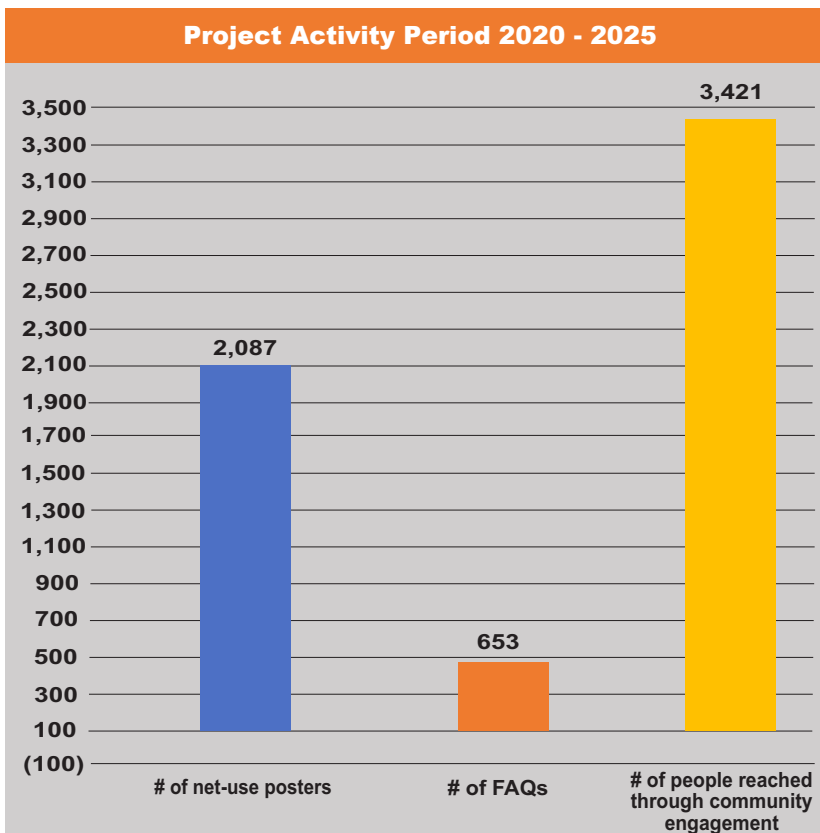
Breakthrough ACTION also used BE to increase facility delivery rates among pregnant women. Breakthrough ACTION Liberia conducted a desk review which referenced existing literature and findings from previous work to outline the current facility-based delivery (FBD) context in Liberia. Then, using the findings from the desk review, Breakthrough ACTION outline behavior barriers to FBD and generated a set of solutions: focused on leveraging potential facilitators and influencers (family and community) to increase rates of facility-based labor with a focus on quality, respectful ANC, care-seeking and birth planning.

In 2024, Breakthrough ACTION Liberia also used BE to understand the range of environmental factors influencing providers' adherence to case management protocols, as well as possible behavioral solutions that, together, could create a more enabling environment for protocol adherence and improve the delivery of quality care. A total of five solutions were identified for further development and implementation.

# Strengthening Use of Malaria SBC Data Through Malaria Behavior Survey (MBS) and Malaria SBC Strategy

In 2021, NMCP validated Liberia's first national malaria SBC strategy (with a costed operational plan) and promoted data-driven efforts leading to Liberia's first Malaria Behavior Study (MBS), which identified behavioral factors driving malaria transmission and informed national strategies, including the Global Fund Grant Applications and 2024 ITN campaign. Insights from the MBS continue to guide malaria programming across the country, supporting decision-making for the Ministry of Health and partners.

In 2024, a Service Provider Behavior Assessment was conducted to improve adherence to malaria case management protocols, leading to the development of on-site mentoring, a job aid for RDT testing, and a malaria testing app to enhance service quality and treatment decisions.



*“With Liberia's first national malaria SBC strategy in place, supported by data-driven insights, we are transforming our approach to malaria prevention and treatment. The Malaria Behavior Study has given us a roadmap for addressing key behavioral factors in malaria transmission, empowering the Ministry of Health and partners to make informed, targeted decisions”.* Mr. Chea Sanford Wesseh, Assistant Minister for Vital Statistics, Ministry of Health.



# Spotlight on Human Centered Design



A woman participates in user testing of SBC materials in River Cess

In 2021, Breakthrough ACTION Liberia first used human centered design (HCD) to improve adolescent health. By co-designing activities with Liberian youth, Breakthrough ACTION identified solutions to improve uptake of modern contraceptive method and delay the first birth until after age 18 with a group of adolescent leaders. The solutions from that workshop informed the adolescent project activities that were implemented over the life of the project including, community and school health clubs.

In 2021, Breakthrough ACTION Liberia also held a series of in-depth discussions to adapt the multidisciplinary integrated SBC Flow Chart for implementation in selected communities in Bong and Bomi counties. This approach aimed at strengthening and increasing the capacity of community systems to collectively lead SBC interventions for improved health outcomes (related to Reproductive Maternal Newborn Child and Adolescent Health and Nutrition and malaria). To achieve this vision, Breakthrough ACTION Liberia integrated three distinct, but complementary, approaches, including HCD, strategic communication and community engagement. The community action planning approach was also refined, validated, and included in the national community health strategy.

In 2024, NMCP followed an HCD approach to identify solutions to improved adherence to national malaria protocols resulting in a set of five solutions that will be implemented in clinics across the country by project partners.

# Spotlight on Community Engagement



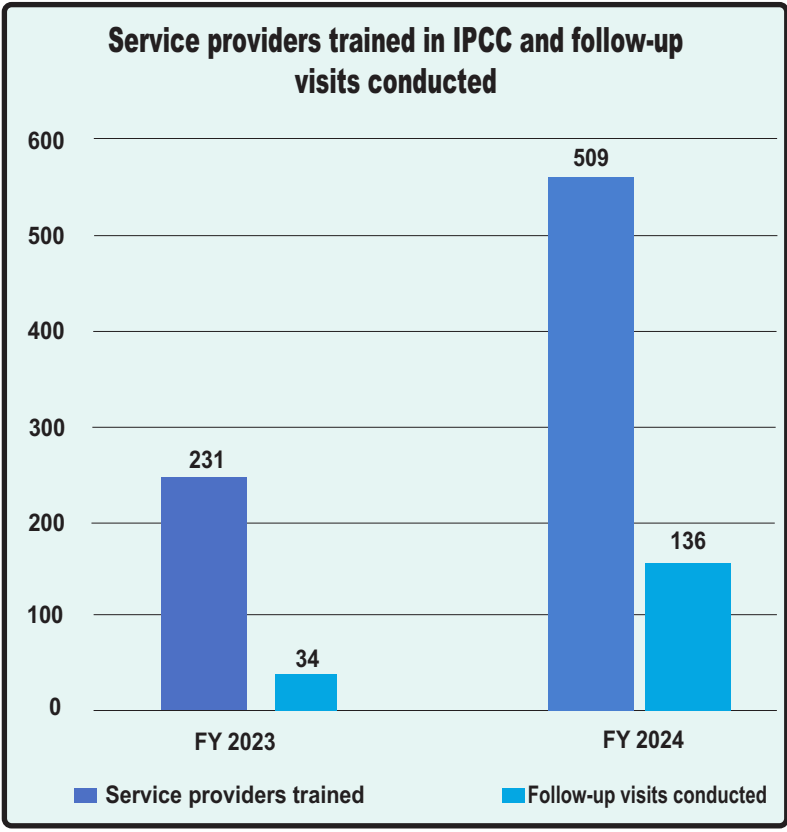
Breakthrough ACTION promoted deep and continuous engagement with communities using innovative approaches such as community action planning, grievance committee and health fairs as well as integrated SBC activities such as street theater performances to promote malaria prevention and immunization and community town halls to prevent the spread of COVID-19 and priority zoonotic diseases. Community engagement and ownership was a priority across multiple project areas and activities. Project approaches were designed to strengthen coordination among community actors as well as community capacity for leadership.

Local actors perform during a street theater performance focused on promoting malaria bed nets and COVID-19 vaccine uptake.

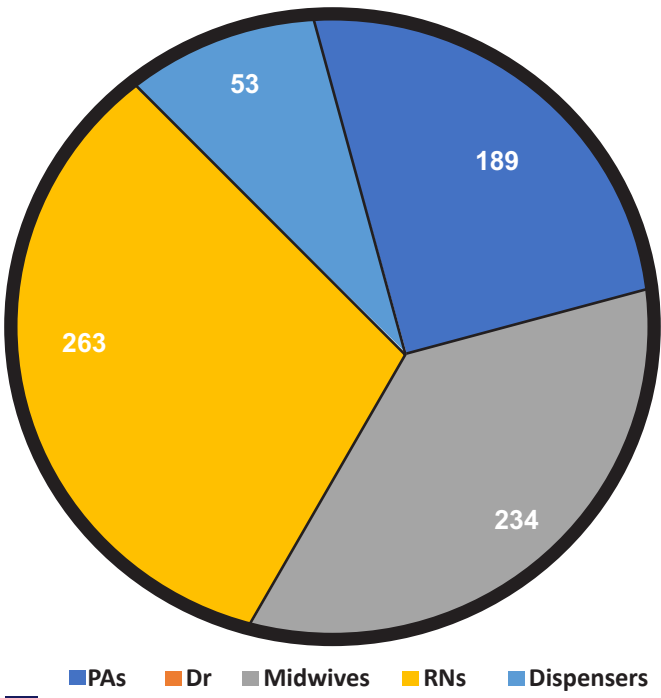
# Standardizing Interpersonal Communication Skills and Counseling (IPCC)

Through advocacy, the project validated Liberia's first Respectful Maternity Care Strategy and national Interpersonal Communication and Counseling (IPCC) training curriculum. This curriculum was extended to 740 facility-based staff across 12 counties, enhancing client-service provider interactions in over 96 clinics to improve maternal and child health outcomes. By promoting Respectful Maternity Care and a multidimensional approach to IPCC, providers now better address individual client needs, reduce biases, and support key preventive behaviors, contributing to improved maternal, newborn, and child health outcomes.

*“IPCC Training conducted for service providers in Grand Gedeh has helped to improve the quality of care at various service delivery points which has helped utilization of health facilities. Health care services have increased over me, especially facility-based delivery, family planning and immunization. The improvements in the IPCC skills of service providers have positively impacted the SBC project implemented in the County.”* Queeulinda O. Bagger District Communication Ambassador Tchien District, Grand Gedeh



**Service providers trained in IPCC**



# Spotlight on Gender



Youth completes assessment on adolescent health club topics.

Breakthrough ACTION contributed to bridging the gender gaps by integrating gender in the design, planning, implementation, and monitoring of the program. Since 2021, Breakthrough ACTION analyzed Liberian gender norms and values to design programs that would influence demand for health information, access to services, treatment-seeking behavior, decision-making practices, county and community resource allocation and financial authority within households.

Breakthrough ACTION also conducted several rounds of gender training (for national and subnational partners) to provide skills, language, and approaches to integrating gender into SBC and Risk Communication and Community Engagement programming.

A young girl cleans rice for the household meal



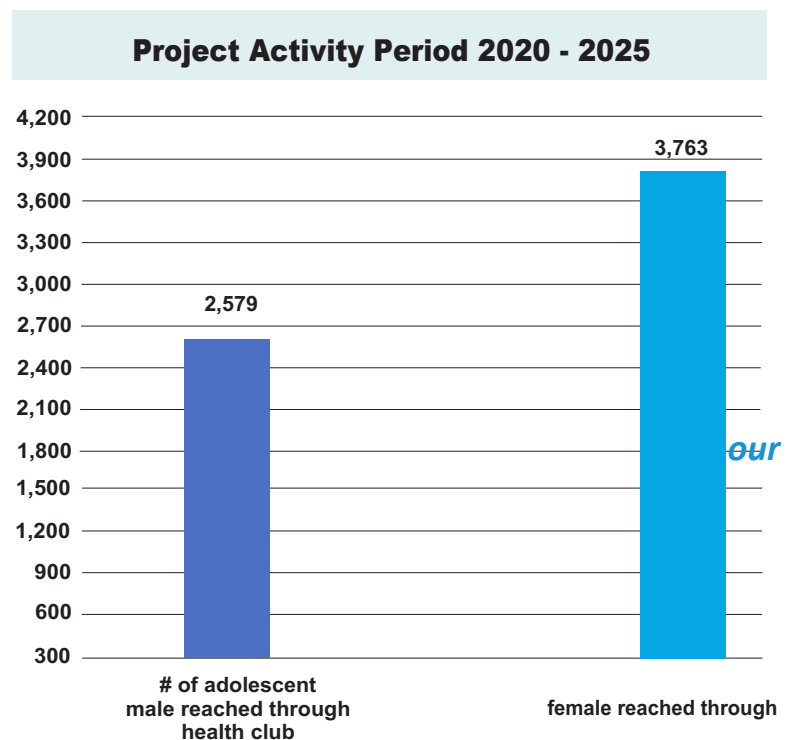
A health club supervisor answers questions from adolescent health club members.

# Improving Adolescent Health

School and community-based adolescent health clubs were established across 12 counties, reaching 6,342 youth. These clubs delivered 16-week lesson programs based on an adapted curriculum that focused on digestible and actionable reproductive health information tailored to meet the information needs of Liberian adolescents. Weekly club sessions promoted positive body image, unpacked puberty, discouraged negative peer pressure and substance abuse, explained the risk of teenage pregnancy, and promoted the use of modern family planning, and open dialogue about reproductive health with partners, family members, or friends.

In 2024, as part of a national school-based menstrual health, young adolescents facilitated school-based sessions focused on reducing period stigma and promoting improved menstrual health practices. As part of that campaign, 74,435 adolescent girls across Liberia received sanitary products- including a two-month supply of disposable menstrual pads and a bar of soap- to support the improved behaviors.

*“I’m passionate about the adolescent health clubs in our country. They ensure our adolescents have a direction, a path in life, and can take a healthy path. They also set a goal that the adolescents can work to achieve in the future. To ensure the adolescents health club are sustainable I have decided to take my time (outside of work), to engage with adolescents in schools in my community so that they can also have the knowledge. So I am passionate and I feel proud as a Liberian that I can share my knowledge with other children in our community. Those kids that I have worked with over the years, I have seen them change and make better decisions because of the AHC. I want to take up the mantle to continue to work with adolescents to ensure they continue to take a path that will lead to a healthy future.” Elizabeth Geddeh Field Manager, Nimba County (2021-2023) Breakthrough ACTION Liberia*



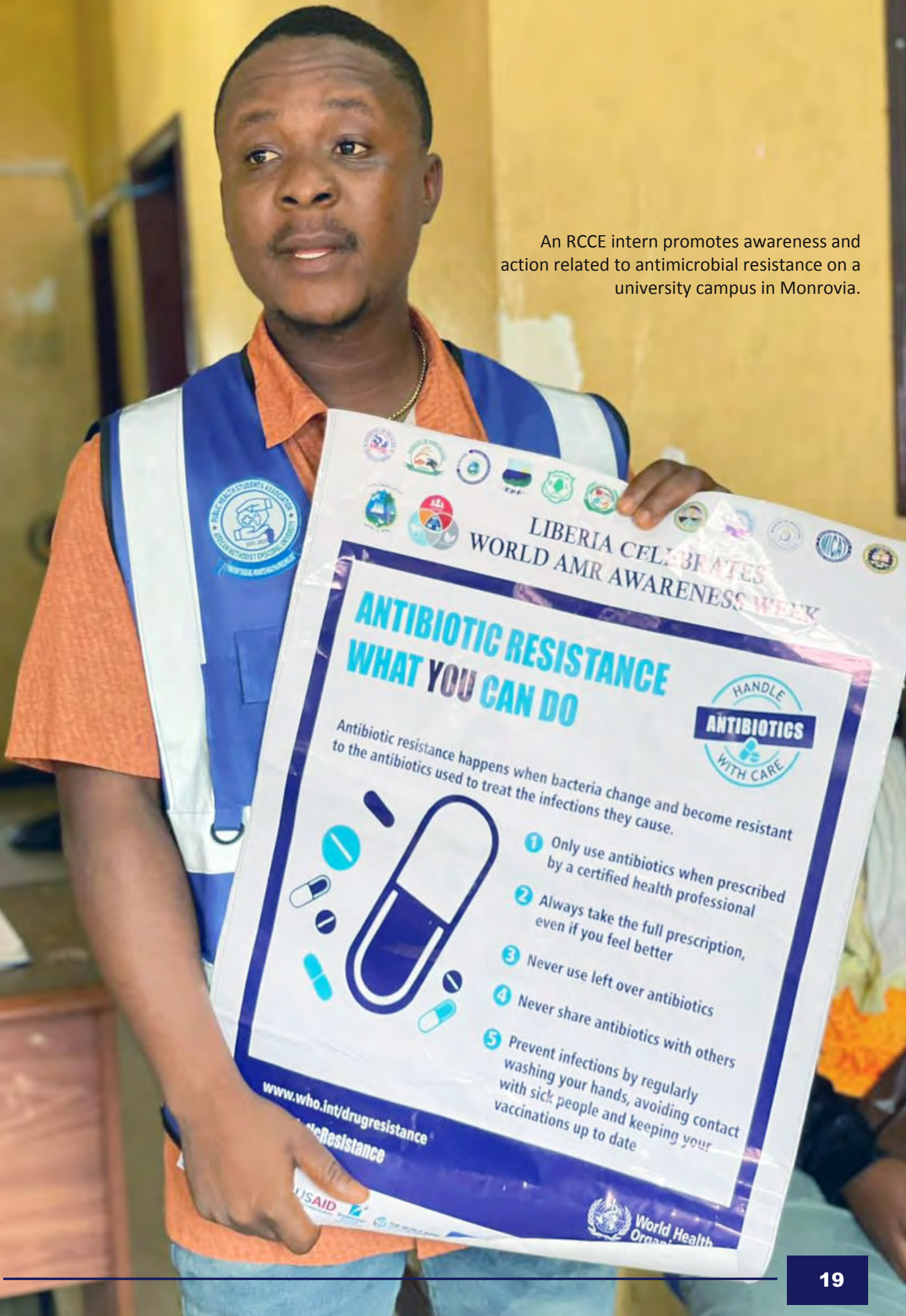
# Spotlight on Sustainability



A community health worker supports the Healthy Life brand by placing a bumper sticker outside the window of their home.

Planning for sustainability was an essential component of Breakthrough ACTION Liberia's project strategy. The project focused on strengthening local leadership at the national and subnational level by introducing SBC programming that supported existing health systems and reducing dependency on donors by leveraging domestic or private resources for health. By focusing on high levels of community engagement, national/ subnational coordination, and putting sustainability at the forefront, Breakthrough ACTION was able to introduce several low-cost approaches that were institutionalized into the Liberia health system, such as client communication ambassadors, risk communication and community engagement technical working groups, and grievance committees. Strengthened SBC coordination structures at central, county, and community levels, and strong host country ownership positively contributed to improved health and development outcomes.

An RCCE intern promotes awareness and action related to antimicrobial resistance on a university campus in Monrovia.

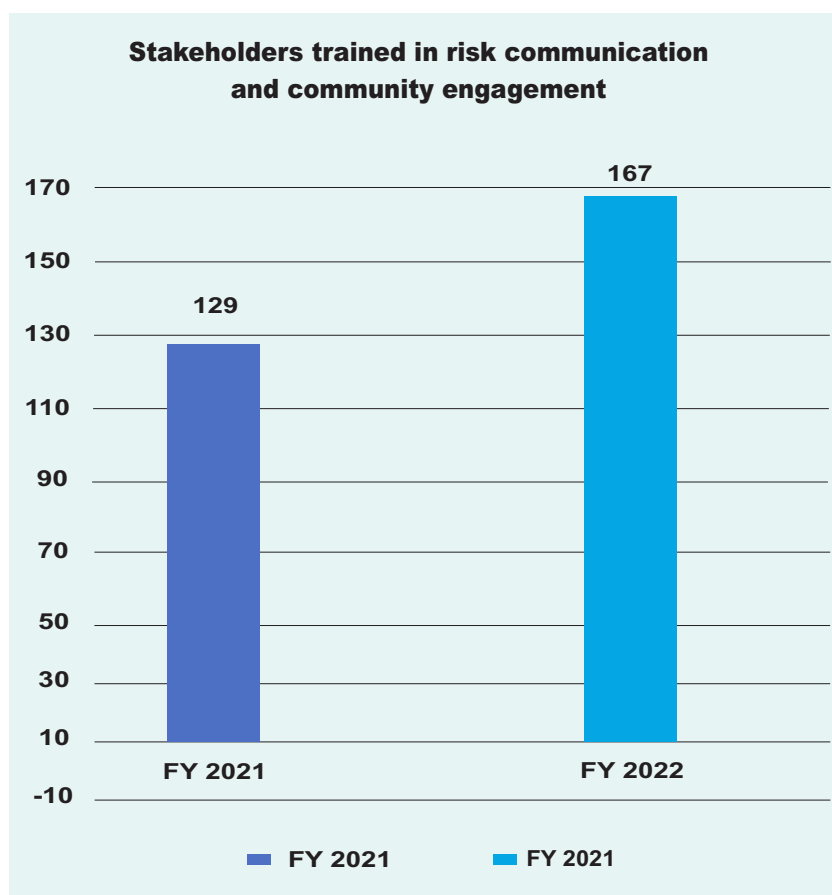




# Strengthening Multi-Sectoral One Health Participation in Liberia through Risk Communication and Community Engagement

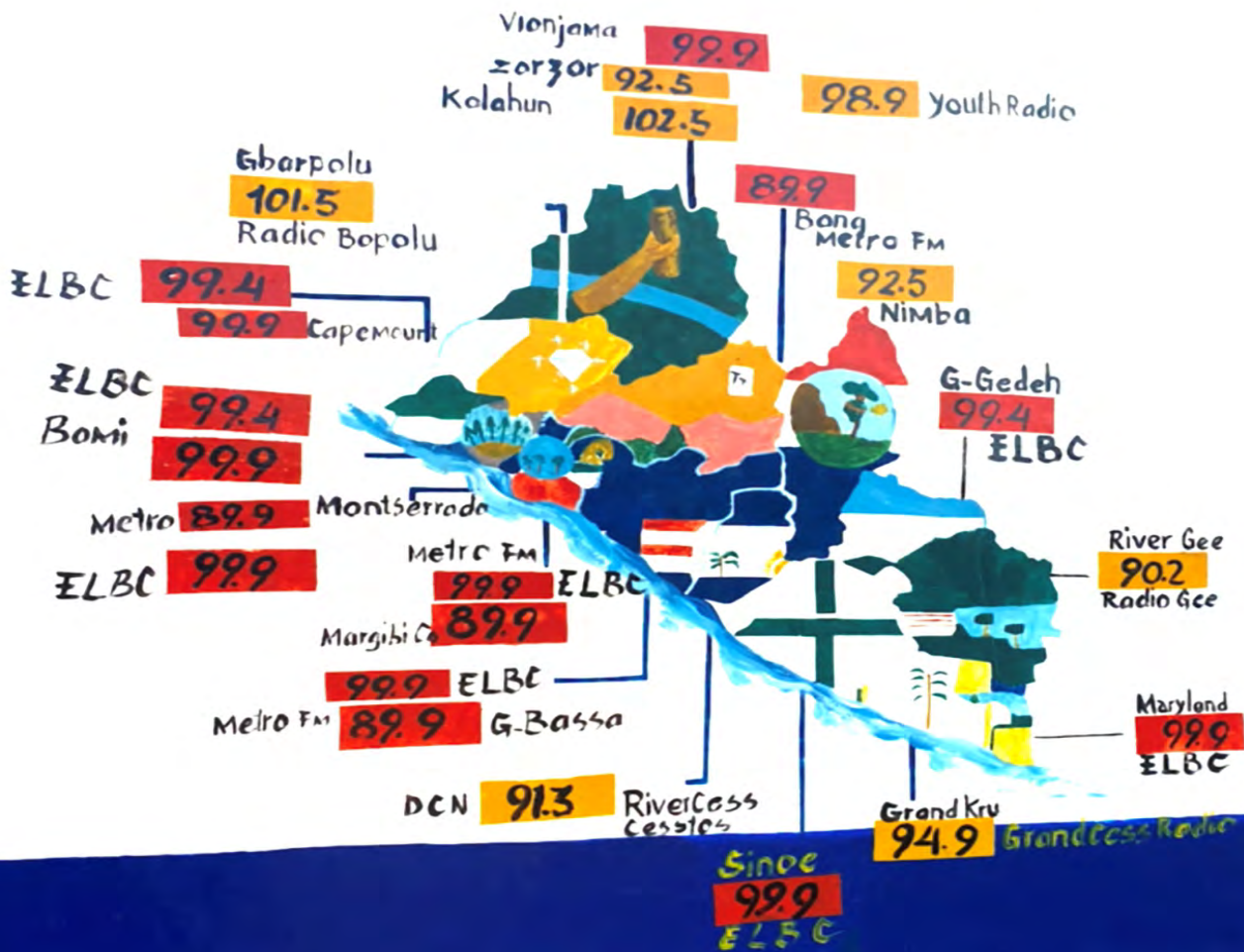
Based on a revised National One Health Governance Manual, the project trained 296 newly established multi-sectoral technical working members (TWGs) solely focused on risk communication and community engagement (RCCE) at the national and sub-national level. Utilizing a One Health approach, the RCCE TWGs elevated the importance of risk communication for Priority Zoonotic Diseases (PZDs), such as rabies, Lassa fever, bovine tuberculosis, Ebola, Marburg and Mpox. RCCE TWG members promoted actions to prevent the spread of PZDs using a multi-channel approach –including radio, posters, social media, dialogues in community, school, and universities, and thematic health days. Standardized tools such as the validated National One Health Message Guide for PZD ensured culturally appropriate and vetted messages during periods of preparedness and outbreak response. Each county also focused on integrating gender considerations and working with local leadership to encourage protective and preventative behaviors among community members. This effort improved community preparedness, addressed public concerns, and fostered collaboration among government, health officials, and local communities to reduce zoonotic spillover risks in Liberia.

*“With the support of Breakthrough ACTION, Liberia's One Health and RCCE efforts significantly advanced setting a benchmark for multi-sectoral collaboration, strengthening our ability to engage across human, animal and environmental sectors, and empowering communities to build a resilient framework for collective action in safeguarding public health.”*  
- Oliver Jah, Liberia One Health Platform



# Spotlight on Capacity Building for Media Partners

## ELBC RADIO FREQUENCY MAP



ELBC Radio Local Radio Station [www.elbcradio.com](http://www.elbcradio.com)

Station network map for ELBA, a national radio station.

Since 2021, Breakthrough ACTION partnered with radio stations to strengthen their capacity for media programming, SBC approaches, as well as standardize their monitoring/reporting (airing logs) and financial systems (contracts and office bank accounts). As a result of tailored media trainings, county-level coaching sessions, and continuous follow up, radio stations across Liberia are better prepared to integrate SBC best practices and risk communication principles into daily station programming. Media partners were especially critical in raising awareness of zoonotic diseases and promoting preventative behaviors for Lassa fever, rabies, Ebola, COVID-19, mpox, and other emerging outbreaks. Radio stations proved a critical channel for reaching the public at a national scale to address perceptions, risky behaviors and misinformation.

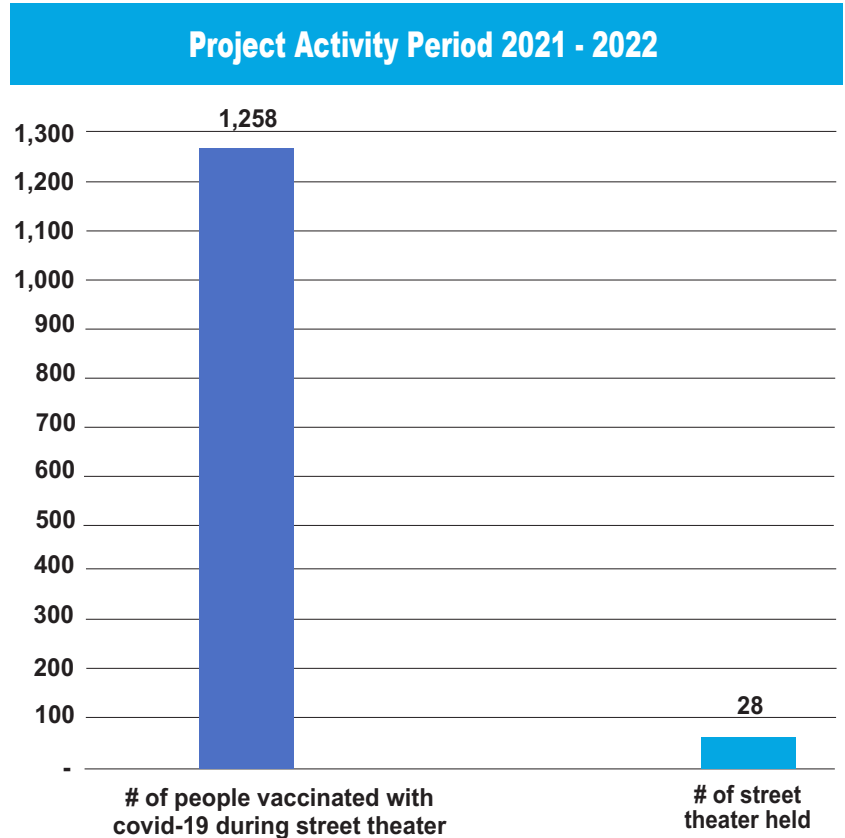


A clinic vaccinator counsels a new mother on age-appropriate immunizations.

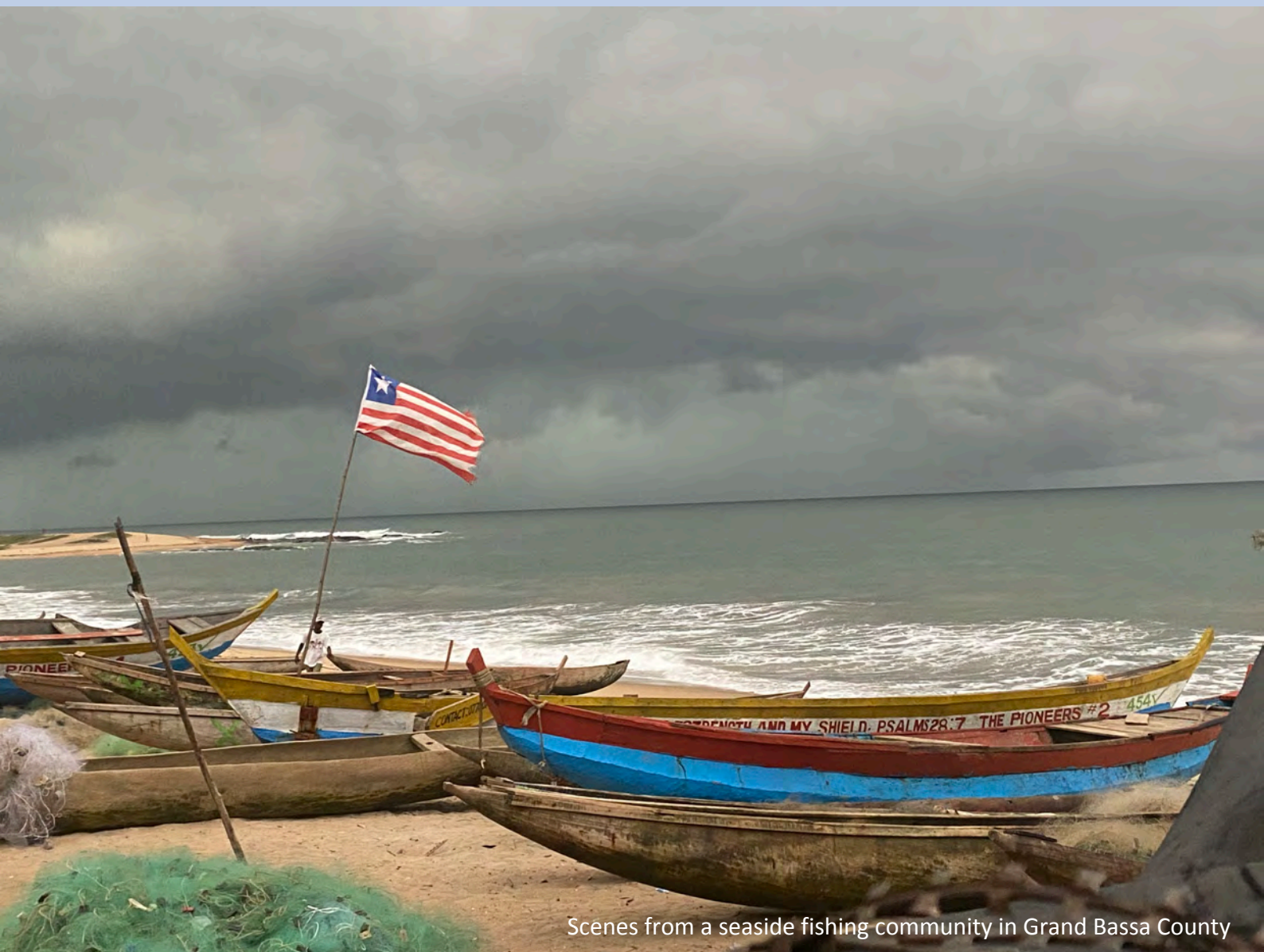
# Expanding and Supporting Integrated Vaccine Coverage for Children and Adults

Innovative demand generation, close collaboration with supply chain partners, regular engagement with local leaders and community stakeholders, and other key strategies helped Liberia become one of the first African countries to meet WHO targets, achieving the 2nd highest COVID-19 immunization rate in sub-Saharan Africa while applying lessons to support Ebola and malaria vaccine efforts. Clinics across Liberia are able to reference the Expanded Program on Immunization's Integrated immunization toolkit as a national tool to promote routine immunizations and increased vaccine uptake. In 2024, key lessons from the COVID-19 rollout were applied to the rollout of Liberia's first-ever malaria vaccine rollout (as well as its integration into the routine immunization schedule).

*The Federation of Liberian Youth commends Breakthrough ACTION for their dedication to engaging young people in health initiatives. Their innovative programs have not only increased immunization rates but have also empowered our youth to become advocates for public health. By providing young people with the knowledge and skills to promote immunization, Breakthrough ACTION is investing in the future of our nation." Samuel Kpartor, National Program Manager, Federation of Liberian Youth*



# Spotlight on Localization



Scenes from a seaside fishing community in Grand Bassa County

To implement Breakthrough ACTION, a variety of vendors were contracted to provide routine services such as mass printing, event spaces, and/or transportation support. Every vendor was required to adhere to Breakthrough ACTION's high expectations for financial rigor. The project worked closely with vendors to identify gaps and strengthen operational and financial accounting systems to promote greater accountability and transparency, while reducing known risks. Vendors overhauled accounting and documentation systems in order to meet project standards. Over time, vendors were able to successfully bid on progressively larger and more complex contracts in a systematic manner and supportive environment which resulted in expanded capabilities for managing larger contracts, including more accurate estimates, budgets, and financial reports.

# BREAKING THROUGH

## Our Stories of Change



## Community Leaders Advocating for Positive Change in their Community

**M**r. Frederick T. Johnson, the Secretary General of the Montserrado County Health Advocacy Committee who is also a chairperson of the Lee Hill community, Commonwealth district Montserrado County said:

*“The SMART Advocacy training switched my leadership style from blaming to active involvement of community leaders in decisions making. Initially, I was imposing fines on community leaders for either poor sanitation or their failure to address health issues in the community without understanding the community perspectives on those issues or understanding the underlying causes. Since the SMART Training in March 2022, my mind has been enlightened to identify the issues, gather more evidence, map up stakeholders, and engage and follow up with the stakeholders. This approach has helped me achieve change in many ways: community's full cooperation, change in mindset and perceptions of the community dwellers, and working collectively to address health issues. Thanks to Breakthrough ACTION Liberia for helping us unearth the power of community leaders in influencing positive health.”*



## Expanded Access to Reproductive Health Information and Supplies for Liberia Adolescents Through a National Menstrual Health Campaign

In Nimba County, the District Reproductive Health Supervisor of the Bain Gar health district, Mrs. Cynthia Paye Koung, said:



*“It was a privilege to participate fully in the menstrual health campaign in my district. What was exciting was that I visited several schools in the district and noticed Breakthrough ACTION had health clubs. During the education session, most of the adolescent girls, teachers and guardian counselors had explained that the girls used non-sanitary materials, “cloth” and did not know how to take care of the materials. The girls were excited to receive a 2-months supply of pads. This will change their understanding of menstrual health and hygiene. Thanks to Breakthrough ACTION Liberia for reaching several hundred girls in Nimba with pads and knowledge.”*



# Increased Organizational and Financial Capacity Among Project Partners and Vendors

In Montserrado County, Laskey Williams, CEO of Magnificent Group of Companies said



"My company first started working with Breakthrough ACTION in February 2021 after responding to a request for quotes for COVID -19 nose masks. It was very challenging time as I had to produce a over 20 samples due to the amount of feedback. I almost gave up in the process, but I was always inspired that quality requires time and effort. After the back and forth with email exchanges, we got what we really wanted, and I finally began my relationship with the project.

During my years of working with the project, I came to a point where I realized that being patient and producing quality is the branchmark or the goal of the project. Breakthrough ACTION staff are eager to get the job done in the project scope of time. Always there's no easy job that you will encounter from this project, even if it seems easy, as just start on it, you will realize that it is something that you have to be meticulous with.

The project impacted my business, brought some economic relief, taught us the importance of quality production, compliance documentation and helped strengthen us such that we have gotten other contracts and expanded our staff from three to ten".

# Strengthening Capacity among Community Radio Partners

Feedback from two radio stations highlight Breakthrough ACTION Liberia's efforts to strengthen capacity of media partners through the Healthy Life campaign.



*As the chief executive officer of Teach Our People (TOP) FM, we are excited to share how Breakthrough ACTION Liberia has positively impacted TOP FM and its listeners in Grand Gedeh county. through this partnership. Through their health message, Breakthrough ACTION has been instrumental in disseminating life-saving information to our audience and the citizens of the county. This has been crucial in raising awareness and promoting healthy lifestyles in our community. Furthermore, Breakthrough ACTION Liberia has played a key role in enhancing our institutions capacity. Thanks to their support we were able to acquire essential studio equipment such as computers, mixers and microphones improving the quality of our broadcasts. In addition to equipment support, Breakthrough ACTION has conducted training workshop that has significantly boosted the skills and expertise of our staff members. This has not only empowered our team, but has also resulted in more impactful and informed programming for our listeners. Breakthrough ACTION Liberia has truly been a valuable partner and we look forward to continued collaboration to serve our community better. Thank you Breakthrough ACTION for your continued support and your dedication to improving media quality and community well being.* Koroma Chief Executive Officer Teach Our People



*"The station has been in partnership with Breakthrough ACTION Liberia for a couple of years... For the time we have been interacting with Breakthrough ACTION Liberia, their Healthy Life jingles have impacted our radio station by giving us a wider audience. Those jingles and promos are all about the health of people and the intent for which community radios were created is to educate people, inform and provide daily lifesaving healthy talks, and I think in that manner that's where Breakthrough ACTION Liberia comes in...When it comes to capacity building, I can remember I was opportune once or twice to attend training sessions held by Breakthrough ACTION Liberia where they provided education. The Program Director, Announcer, and news reporter were also a part of one of the training held in Harper. So overall, our partnership with Breakthrough ACTION has impacted not only the community but also impacted us directly as a station. With the kind of partnership that we have been building, the promos, jingles, and talk shows they shared with us are impacting society. These are things we need to be doing to keep our people healthy within the community and country. Let me acknowledge their effort rendered. It's about our own health, it's about our own life and it's about promoting hygiene which is very beneficial to our community".* Mr. Patrick Mensah Station Manager Voice of Truth Radio Station

# Supporting Local Leaders Through Advocacy and Community Engagement



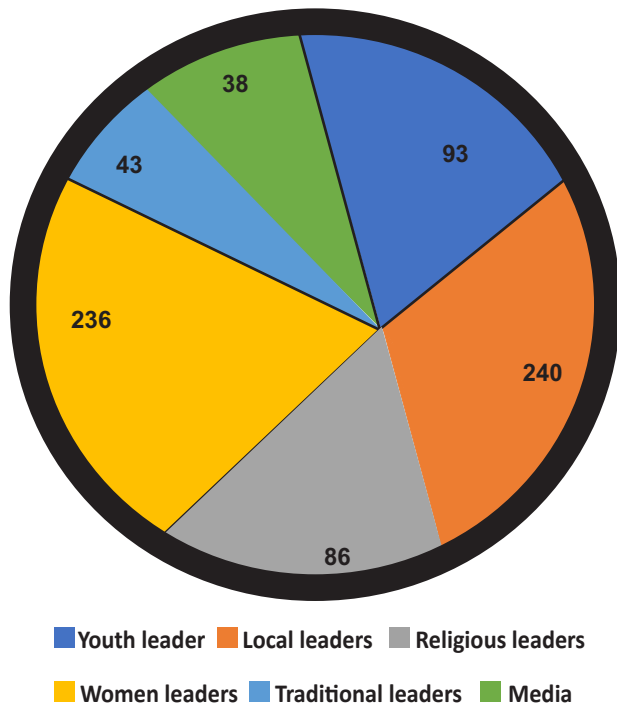
***"Working with Breakthrough ACTION on the SBC Project has inspired the entire unit positively. We learned new approaches geared towards networking and influencing behavior change positively. The approach used by Breakthrough ACTION to trained influential community leaders Health Advocacy Committee (HAC) proves to me that indeed community has the power to make change once the capacity is build. Our community's capacities are strengthened because of multiple SBC trainings, coaching initiatives and the people are putting the knowledge to use to benefit their communities. On the other hand it was an eye opener and a professional growth and career advancement just by co facilitating advocacy training and Community Action planning activities."*** Cheeseman O. Kangar  
Governance Officer, Governance and Decentralization, Ministry of Health

***"We take this time to express our gratitude and appreciation to Breakthrough ACTION Liberia for enhancing our capacity in SMART Advocacy which enables us to solve many health problems in our county. We worked in four districts (Gola konneh, Garwula, Tewor and Porka ) and were able to influence change by solving health challenges like water and sanitation access, setting up community led total-sanitation laws and encouraging our school going kids to access family planning services to avoid early pregnancy as well as how to prevent zoonotic and Non Zoonotic diseases . Because of Breakthrough ACTION Liberia, our communities, Clans and districts stakeholders know how to take their own health issues in their hands unlike the past where they waited on government of partner to do so."*** David Johnson the chairperson of the Grand Cape Mount HAC said

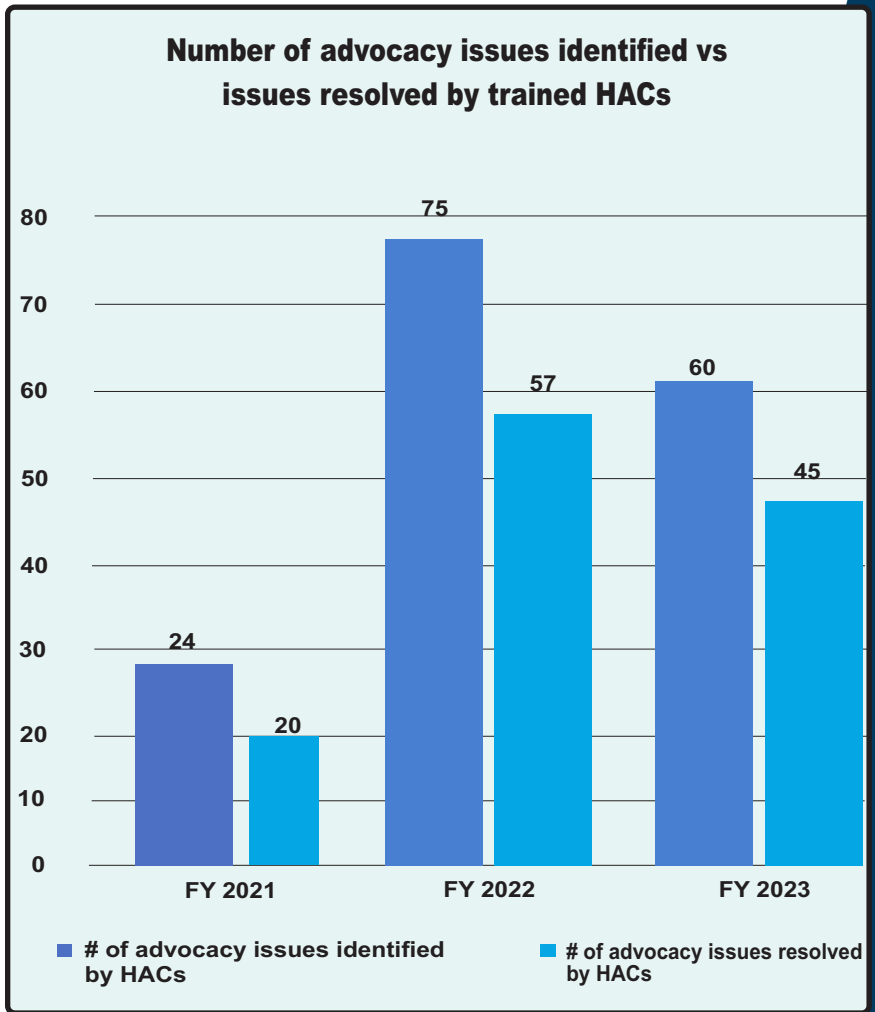
# Strengthening Community Participation in Health Through Advocacy

Using community leaders to inspire change, HACs were established in 12 counties to foster sustainable local leadership and health advocacy in Liberia. Comprising 736 members (500 men; 236 women) trained in SMART advocacy, these groups initiated and completed community-funded health projects in several communities across Liberia. With improved capacity and a renewed sense of ownership, many county HACs transitioned into independently functioning entities and civil society groups.

**Influential leaders trained as HACs**



**Number of advocacy issues identified vs issues resolved by trained HACs**

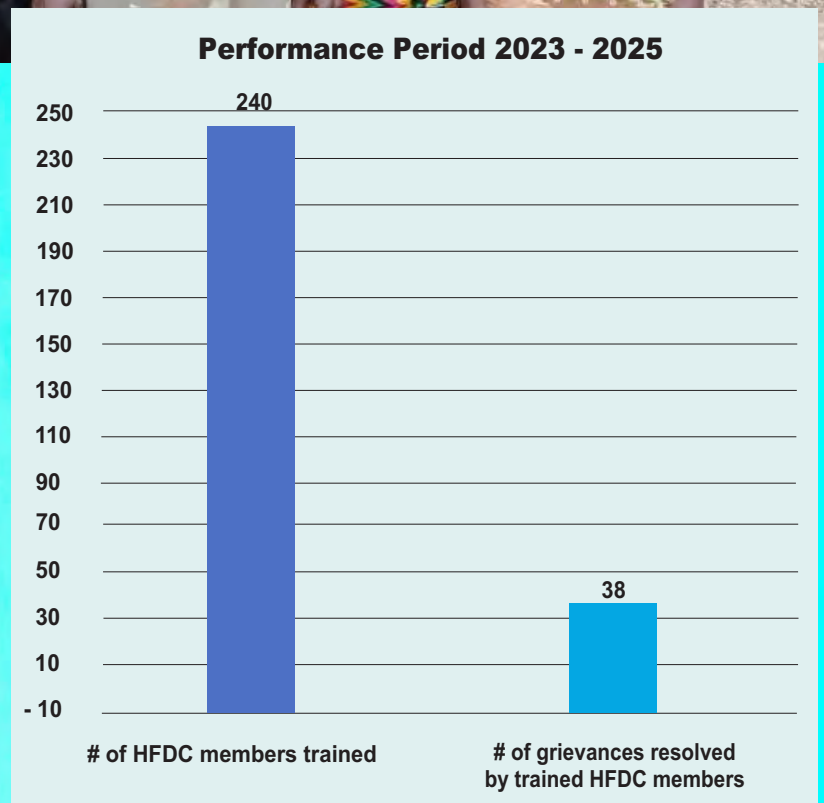


# Expanding the Role of the Health Facility Development Committee in Handling Grievances to Improve the Quality of Service for Patients at the Health Facility.

To address the issues of disrespect, discrimination, poor communication, and lack of assistance at health facilities, the Health Facility Development Committees (HFDCs) in Nimba, Bong, and Margibi were reactivated and expanded. A total of 240 members (183 men, 57 women) were trained in grievance handling, tracking, and reporting procedures. As a result, the HFDCs successfully resolved 38 grievances, including cases of disrespect, poor communication, and excessive fees.



*“The grievance resolution activity is a great innovation that has significantly improved our facility's overall operations. Since the establishment and presence of the grievance committee in 2023, our clinic enrollment has increased thereby achieving our monthly target in terms of immunization; facility-based deliveries, and improved patient and health worker relationships. The HFDCs have been able to use the knowledge gained from the grievance activity to further resolve problems between service providers and patients that hinder them from freely visiting the clinic to seek treatment. Now, we have patients expressing themselves and feeling respected because we were reminded during the training of professionalism.”* Obeto K. Gonlar, Officer in Charge, Sharnkpallah Clinic

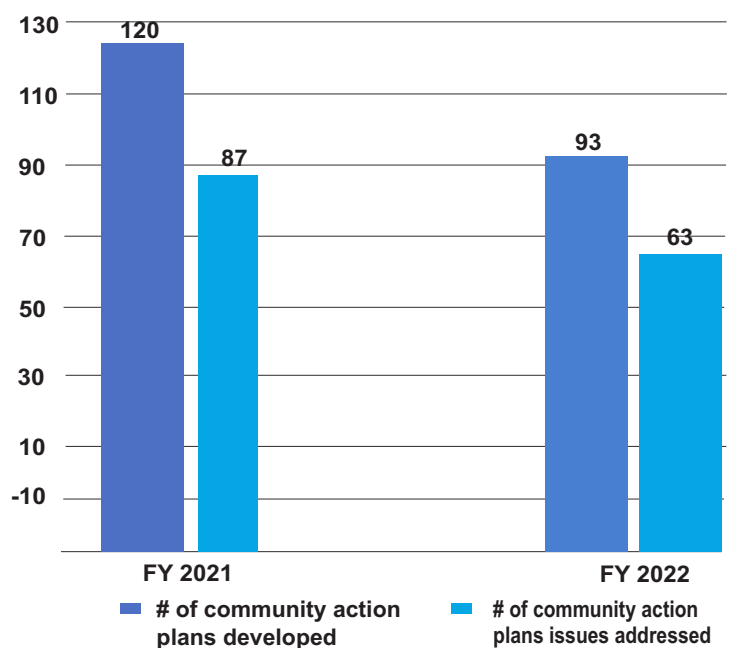


# Leveraging Innovative SBC and Advocacy to Transform Community Health Systems

Systemic health issues were addressed by enhancing community dialogue, fostering empathy, and strengthening relationships between communities and healthcare providers. In 2021, the SBC Flowchart process helped identify community-driven solutions, leading to activities like clean-ups, latrine construction, and youth counseling on family planning. In 2022, community action planning sessions were introduced to empower health allies at all levels to establish a shared vision for improving community health and outline the necessary steps to achieve these goals. In 2023, the community conversation guide was validated for use by Community Health Assistance (CHAs) to strengthen community health promotion efforts. Updated approaches are now institutionalized in the revised National Community Health Policy, Strategy, and CHA curriculum, which will result in sustained use across Liberia.



Period of Project Activity 2021-2024



***“Breakthrough ACTION Liberia worked with the National Community Health program in many different ways. Today, Module 1, which focuses on Community Engagement and Empowerment of the Revised National Community Health Program, Competency-Based Curriculum is due to the technical and financial support received from Breakthrough ACTION Liberia. We have incorporated the community conversation guide into the CHA curriculum to enhance the capacity of CHAs to conduct community dialogues in finding solutions to health problem. The grievance committee established to resolve grievance between patient and service providers at the health facilities and the development of the trained traditional midwives guide that promote facility delivery we also included. The National Community Health can proudly say that we appreciate your efforts, time and resources in helping us achieve our goal.”*** Patricia Wolloh, Community Health Services Division, Ministry of Health



In close collaboration with the Government of Liberia, Breakthrough ACTION engaged local artists, radio presenters and other communication professionals during the production and refinement of SBC materials. Under the Healthy Life campaign, Breakthrough ACTION Liberia promoted a series of key health behaviors across multiple channels and health areas. The Healthy Life brand was even used during periods of health emergencies and disease outbreaks (COVID-19, Ebola, Mpox). Building momentum to support the Healthy Life campaign included a systematic approach to capacity strengthening at the systems, organizational and individual level.

# Strengthening Material and Message Development

The Healthy Life campaign promotes a range of healthy behaviors using new songs, an online character-driven limited series, interactive social media posts, and on-demand digital content, as well as new posters, banners, bumper stickers, and radio spots. These products aim to integrate key actions from across thematic health areas –such as focusing on early fever care seeking, improving food hygiene, or engaging in regular hand washing- into the daily experience of Liberians all across the country. Leveraging radio as an effective medium, the campaign used music and radio spots to enhance public engagement, boost message retention, and promote positive health behaviors, strengthening the connection between communities and health services. These spots covered key areas such as malaria, maternal and child health, nutrition, family planning, adolescent health, WASH, and the prevention of zoonotic and non-zoonotic diseases like rabies and Lassa fever. Whether on the radio, online, or in print, the media products are available in simple Liberian English messages to ensure the call to action is clear and culturally relevant.

## Message and Materials Design Process



### Next Steps

Audio materials require a recording studio and voice actors.

Print materials require a graphic designer and a printing press.



# Our Healthy Life efforts, by the numbers...



- **26:** Total number of radio spots aired by Breakthrough ACTION between 2021 - 2024



- **52:** Total number of community radio partner stations from all counties of Liberia



- **27:** Total number of radio talk show guides and talking points developed by Breakthrough ACTION Liberia



Presenters prepare for a live radio talk show in Margibi County.



- **4:** Number of new songs written, produced and aired to promote menstrual health, COVID-19 vaccine uptake, personal hygiene and early care-seeking for fever.



- **7:** Number of episodes created as part of the Healthy Life Limited Series which was disseminated via Viamo's 321 platform. Among those surveyed, an average of 77% of listeners reported they would carry out the behaviors in the episodes and 92% reported they would share the message with friends.



- **26:** Number of health-focused media pieces placed on 3-2-1, Viamo's national digital health platform



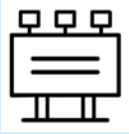
- **50,000:** The number of sms shared to commemorate thematic health days in 2024.



- **220:** Number of Facebook posts created and boosted on the Breakthrough ACTION Facebook page promoting key behaviors.



Youth played a key role in creating new songs that promoted healthy behaviors in Liberia.



- **55:** Number of billboards placed on malaria, MNCH, FP/RH, WASH, and PZDs

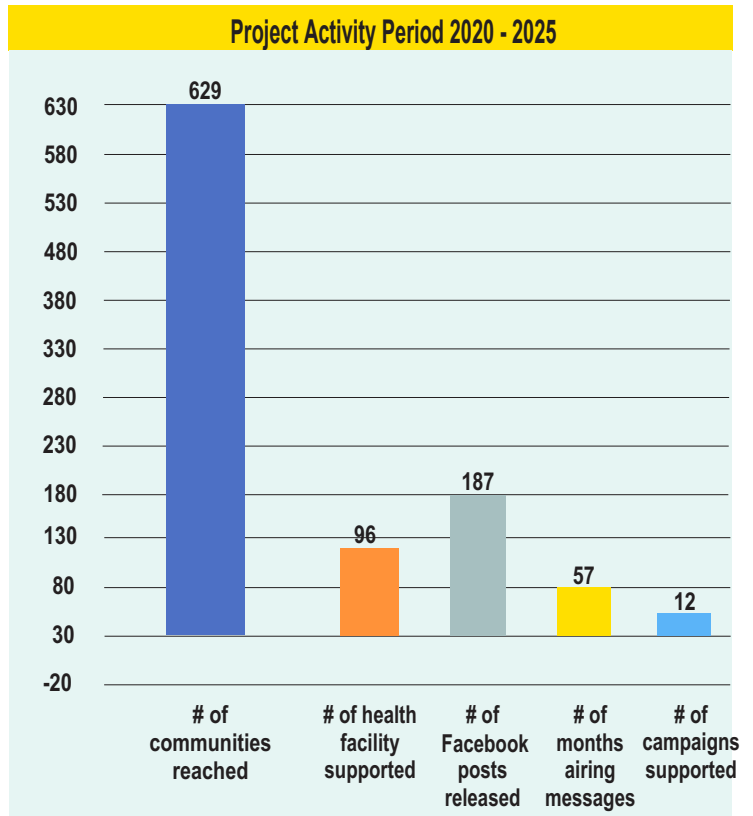
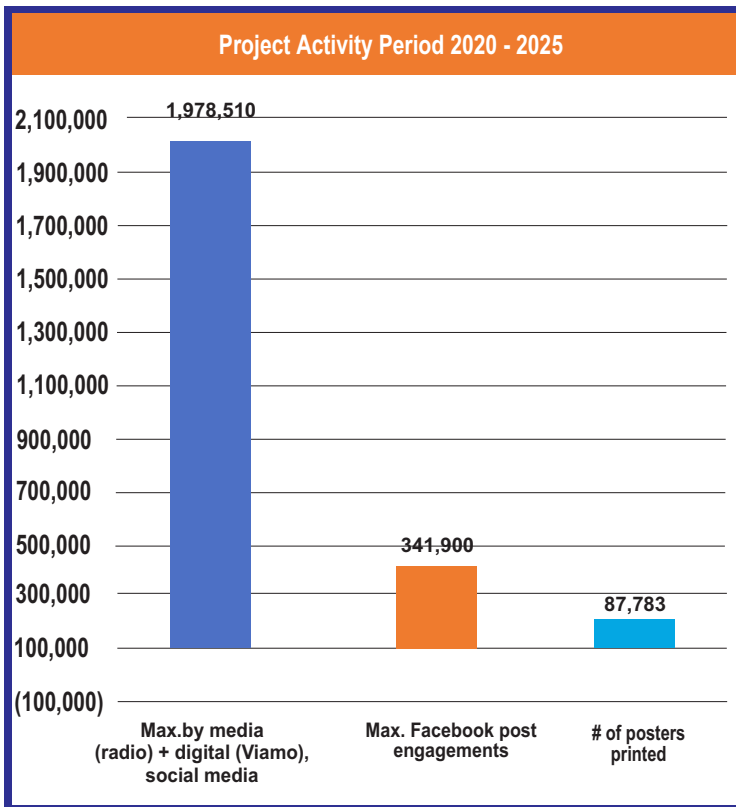
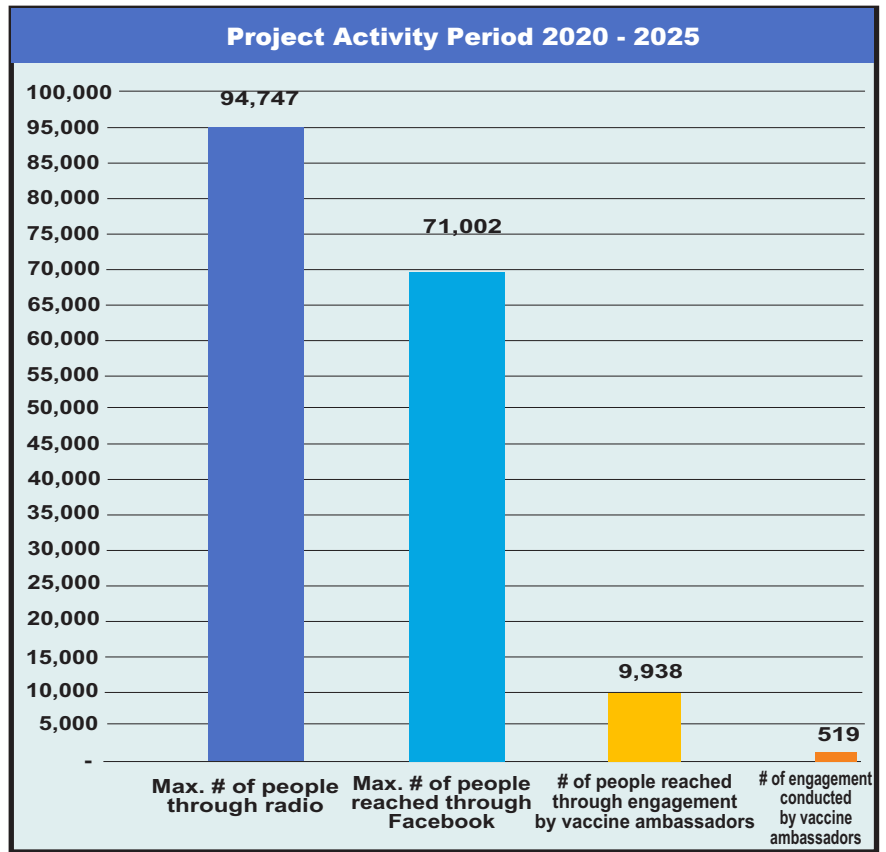


- **57,000 +** Number of materials printed and disseminated (e.g., banners, posters, bumper stickers)
  - Malaria: 7,352+
  - MNCH: 2,750+
  - RH/FP: 6,588+
  - WASH: 30, 157+
  - GHS: 9,202+
  - Community Conversation Guide: 1600



Billboards were used to support key health behaviors and increase the visibility of the Healthy Life brand.

*“We are proud of the work of Breakthrough ACTION Liberia. The National Health Promotion Division will miss Breakthrough ACTION for its work in accelerating our One Health initiative throughout Liberia. Breakthrough ACTION support was very welcoming, and it has helped us across the country to elevate and to actually ensure that the Healthy Life brand is well known throughout Liberia.”* Chester Smith, Director, National Health Promotion Division, Ministry of Health



# Creating Visibility and Normalizing Health Messages through the Healthy Life Campaign



Healthy Life Campaign efforts also included a variety of tangible products including Healthy Life vests, banners, canopies, buttons, and key chains. The campaign embraced additional channels to increase the visibility of the campaign logo and the symbolism behind it- that all Liberians play a role in improving the countries health. Promoting recognition of the logo enable women, men, young, rural residents and other swaths of the Liberia audience to feel a stronger connection to the Ministry of Health and the action promoted under the campaign.

**Give your child the best protection against malaria**

Children should get the malaria vaccine 4 different times

Sleep under the net everywhere and every night

Logos: Ministry of Health, PMI, U.S. President's Malaria Initiative, Breakthrough ACTION, LAST MILE HEALTH, jhpiego, Gavi, unicef, World Health Organization.

A malaria vaccine bumper sticker



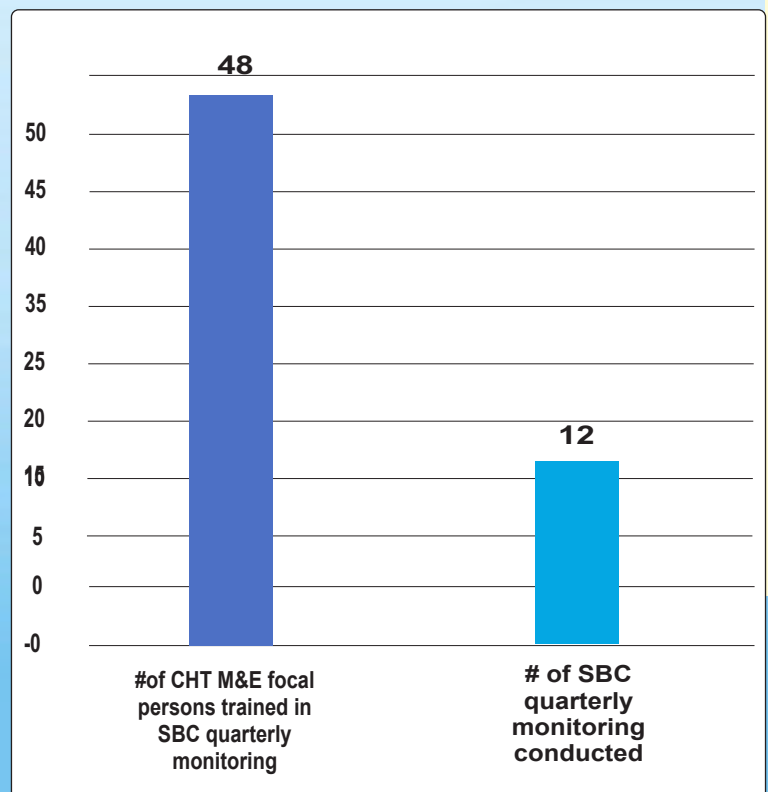
Vaccine ambassadors gather under a Healthy Life canopy following a recognition ceremony.

# Strengthening the Use of SBC Data for Decision-making and Improving Utilization of Services and Health Outcomes

Since 2021, robust SBC data were been routinely collected through annual surveys, community-based monitoring, and assessments of health compliance behaviors, such as malaria prevention, reproductive health, zoonotic disease prevention, and hygiene practices. This data is reviewed during quarterly county health team meetings to refine health interventions, ensuring messaging and services meet the population's needs. Systematic data collection allows for monitoring program reach, message recall, and adopting health behaviors. Key data points are also available on public dashboards, including the Zoonotic Behavior Research Assessment platform, which is an interactive multi-country PZD behavioral research website platform that includes PZD research data from Liberia and the MBS platform.

*“Access to timely and reliable SBC data has been a game-changer for Maryland County. Through regular reviews during our county health team meetings, we can tailor interventions based on what we're seeing in our communities. The SBC data enable us to track message reach trends, making it possible to target our programs where they're most needed.”* Comfort Smith, M&E Officer, Maryland County Health Team

Period of Project Activity 2020-2025





REPUBLIC OF LIBERIA  
**MINISTRY OF HEALTH**

P. O. BOX 10-9009  
1000 MONROVIA 10, LIBERIA  
WEST AFRICA

Office of the Deputy Minister  
Chief Medical Officer  
Ref. No.:

MOH/GOL/FNK/CMO/104/22

May 23, 2022

Dr. Saratu Olabode-Ojo  
Chief of Party  
Breakthrough Action-Liberia  
TTC Compound, Tubman Boulevard, Oldest Congo Town  
Monrovia, Liberia

**Ref: Letter of Appreciation & Report for Health Promotion Policy & Strategic Plan Review Meeting**

Greetings Dr. Olabode-Ojo,

I present warm compliments and herewith write to appreciate Breakthrough Action-Liberia, for the support of transportation re-imbusement for twenty-one Monrovia-based senior staff of the Ministry of Health participation into successful holding of the expired National Health Promotion Policy and Strategic plan review meeting held on April 20-22, 2022, at the Boulevard Hotel.


The Ministry of Health appreciates your financial and technical support and guidance for both the facilitators and panelist in receiving hands-on information for the successful implementation of Health Promotion activities across the African region, which are significant for the alignment of the draft of health promotion policy and strategic plan for 2022-2026.

Hence, your assistance and technical contribution was an invaluable one, which remains very essential to the consolidation of the entire revision process expected to take place shortly.

With the aforementioned, I herewith call on Breakthrough Action-Liberia, to join hands in collaborating for the second phase of the policy and strategic plan revision process by addressing a key component of hiring a Technical Assistant or Local Consultant to facilitate the guidance, harmonization and structuring of the policy and strategic plan into the second and final stages as we anticipate rollout during the second half of 2022-2026.

Thanks for your consideration and continual support to Liberia's health delivery system, and the completion of the National Health Promotion Policy & Strategic Plan 2022-2026 draft.

Sincerely,

  
Francis N. Katch, MD, MHA, MPS/HSL,FLCP  
Chief Medical Officer-R.L./Deputy Minister



**MONTSERRADO COUNTY HEALTH TEAM**  
MINISTRY OF HEALTH, R.L



**CERTIFICATE OF APPRECIATION**  
is awarded to

**BREAKTHROUGH ACTION**

In recognition of your invaluable contributions & technical support to the Montserrat  
County Covid-19 Response

GIVEN ON THIS DAY 5<sup>th</sup> OF NOVEMBER, A.D 2021



---

Adolphus Kenta  
CHDD Urban  
Deputy IMS Chair Technical



---

Gregory W. Walker  
County Health Services Administrator  
Deputy IMS Chair/ Financial



---

DR. YATTA SACKIE-WAPOE. BSc. MD., MPH  
Incident Manager/County Health Officer  
Montserrat County Health Team





# BOMI COUNTY HEALTH SYSTEM

MINISTRY OF HEALTH

Republic of Liberia  
Tubmanburg City, Bomji County



## Certificate of Appreciation

This Certificate of appreciation is hereby awarded to

### Breakthrough Action Liberia

In recognition of your outstanding dedication and invaluable contributions to the Bomi County Health System especially in strengthening and promoting Social Behavior Change Communication amongst the citizenry of Bomi County and Liberia at-large.

Given under our hands and seal this 26<sup>th</sup> Day of November A.D. 2024

M. Wee Rogers  
County Health Services Administrator  
Bomi County Health System



Dr. Annette Brima-Davis  
County Health Officer  
Bomi County Health System



# Grand Cape Mount County Health Team

Sinje Town, Garwula District  
Grand Cape Mount County, Liberia



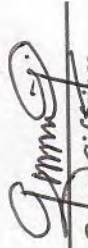
## Certificate of Recognition


**Awarded to**

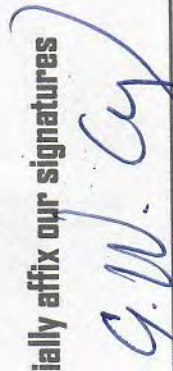
### BREAKTHROUGH ACTION

In recognition of your efforts in improving the Quality of Healthcare Services in Grand Cape Mount County, we hereby award you this certificate of recognition for your services rendered the people of Grand Cape Mount County for the fiscal year ending 2021.

Given under our hands and seal on this 25th day of February 2022 as we officially affix our signatures

Signed:   
Mr. Romeo Giddings  
CHD/GCMCHT

Attested by:   
Mr. Jonah Togbah  
CHSSA

Approved by:   
Dr. Ceceilia Woods Chieffeyon,  
CHO GCMCHT



The Bong County Health Team uses Healthy Life branded jackets as they conduct community fieldwork for health-related activities.