

Results that Matter

Eight Years of Measurable Impact

Breakthrough ACTION by the Numbers 2017–2025

Advancing the Field of Social and Behavior Change



Expanded the reach and impact of social and behavior change (SBC) programming by working with **639** local partners that adopted Breakthrough ACTION-supported tools and approaches

Demonstrated long-term sustainability and local ownership by collaborating with **126** organizations that invested their own resources to sustain SBC interventions

Published **30+** peer-reviewed manuscripts and submitted more than 20 others to contribute shaping global SBC practice and strengthening the evidence base

Capacity Strengthening

Strengthened SBC knowledge and skills by awarding **6,472** certificates through SBC Learning Central

Institutionalized the *Relation Soignant-Soigné* social and behavior change course in **21** universities in the Democratic Republic of the Congo, with enrollment at the University of Kinshasa increasing from 95 to **1,092**

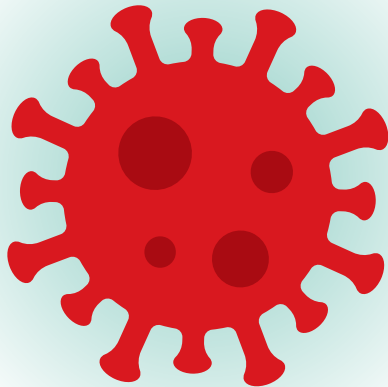


USAID
FROM THE AMERICAN PEOPLE

**Breakthrough
ACTION**
FOR SOCIAL & BEHAVIOR CHANGE



COVID-19



Reached over **1 billion** people with COVID-19 prevention messages

Generated over **150 million** views in the Philippines for a COVID-19 prevention campaign, of which those highly exposed were **1.6x** more likely to be fully vaccinated

Reached over **167 million** people in Indonesia through mass and social media campaigns promoting vaccination, with a focus on protecting the elderly

Supported vaccination efforts in Ghana, contributing to **26.5 million** doses administered and reaching **76.1%** of the intended population with at least one dose

Reached **2.6 million** people in Guinea through the *Parents Fiers* campaign, increasing family planning intentions to **73.7%**

Sparked acceptance for youth contraception use among **100%** of adult male participants in Côte d'Ivoire and Togo after participating in the Empathways intervention

Increased the likelihood of using facility-based family planning methods by **1.77x** and intention to use family planning in the future by **2.17x** among people exposed to the *Confiance Totale* campaign

Family Planning and Reproductive Health



Malaria



Reduced inappropriate artemisinin-based combination therapy use without malaria testing in Nigeria from 200 to **8 per 1,000** between 2018-2022

Increased prompt care-seeking by **22%** among migrant miners in Guyana exposed to social and behavior change interventions

Shifted Sierra Leone's national malaria control strategy to focus on **behavioral determinants** rather than knowledge alone

Global Health Security



Responded to **38** disease outbreaks between 2023-2024

Influenced **policy change** on antimicrobial resistance in Tanzania

Reached over **7 million** people in Zambia with One Health risk communication and community engagement messaging

Established or strengthened rumor tracking systems in **12** countries

Child, Early, and Forced Marriage



Delivered programming addressing child, early, and forced marriage, resulting in nearly **50%** of participants deciding to delay their children's marriage until age 20 in Nepal

Contributed to annulling **181** child marriages and preventing **140** in Malawi

Provided remedial education to **7,800** students across **83** schools in Nepal, raising average scores by more than 150%

HIV and AIDS



Achieved significantly higher **HIV testing rates** in Tanzania (50.1% versus 35.6%, $p < 0.001$) among those exposed to campaign messaging

Launched the Community Data for Action Platform in **140** chiefdoms in Eswatini helping community leaders make data-informed decisions to improve HIV prevention, care, and support

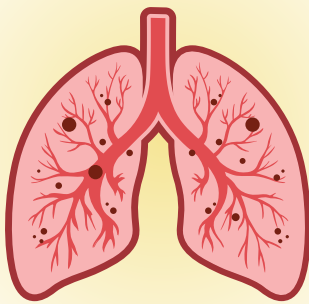
Maternal, Newborn, and Child Health

Doubled maternity service use in Niger through behavioral science-informed feedback tools

Improved dietary diversity for children under two years of age from 57% to **78%** in Guatemala through home visits and programming with parents and grandmothers



Tuberculosis



Achieved a **106%** increase in tuberculosis case-finding in Nigeria through the *Check Am O!* integrated media campaign

Received **24.7 million** calls from over 2 million users through an interactive voice response platform in the Democratic Republic of the Congo, illustrating high demand for trusted information on health topics, including tuberculosis

Project Management



- Worked in **45 countries** across **13 time zones**, with a global staff of **700**
- Launched **23 country programs** in 3 weeks in response to the COVID-19 pandemic
- Expended **\$494M** in total obligations, nearly reaching the \$504 million ceiling
- Secured **\$48.5M** in cost-share, far exceeding the required \$34 million
- Collaborated with **37 subrecipients** managing **\$85M**

♥ Thank You!

While Breakthrough ACTION is closing, these results point to the future, not the past. They reflect lives saved and changed for the better. The people we worked with will retain the information, approaches, and strategies we developed together. They will build upon that hard work. We take a moment to recognize the Breakthrough ACTION team, partner organizations, Ministries of Health, local governments, nongovernmental organizations, civil society organizations, private sector partners, community leaders, and most importantly, community members who made these transformative efforts possible. Our sincere gratitude to all of you and all of them for making the breakthroughs of Breakthrough ACTION possible.