

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

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Why Are We Here?

Objectives and Rationale for SBC Influence Strategy



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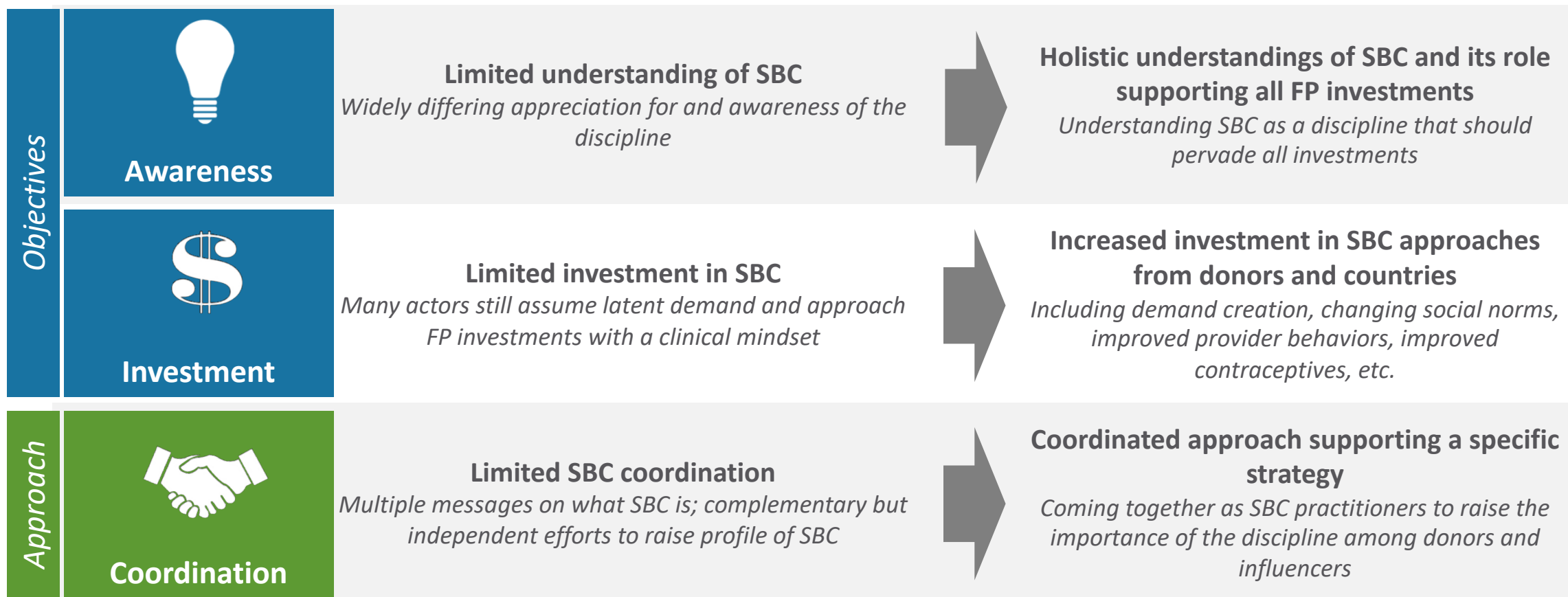


Why an SBC Influence Strategy?

A strategic approach is necessary to coordinate how FP donors and influencers drive adoption of SBC

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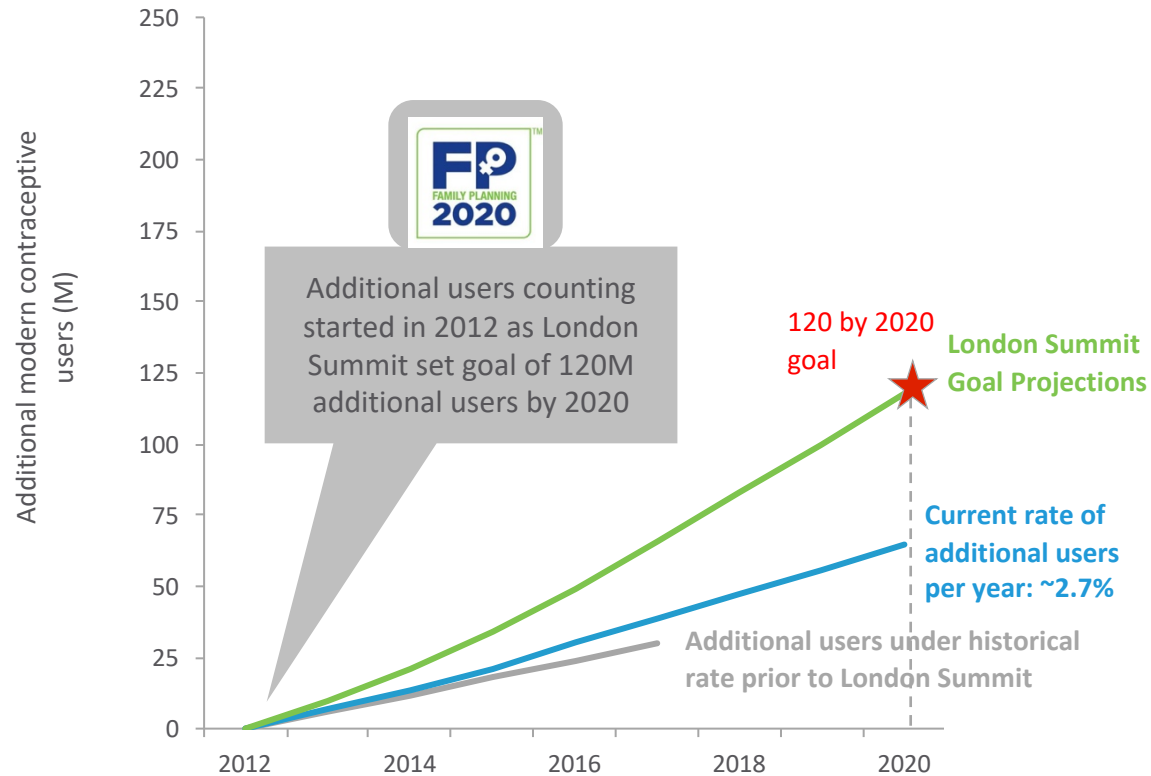
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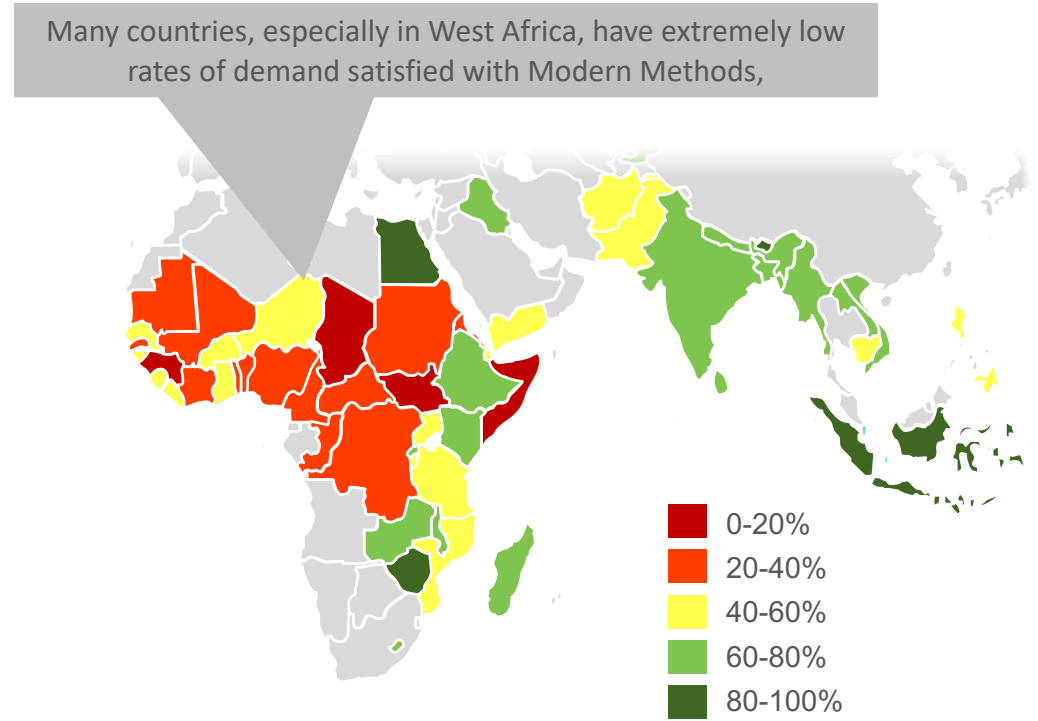
Why Now?

The global FP community needs to use its full set of resources, including SBC investments, to meet SDGs

Measuring Progress Against London Summit Goal
Additional users of modern contraception¹



Measuring the Starting Point for SDG 3.7.1
Demand Satisfied with Modern Methods (%)²



1. Projections for current rate post 2017 based on average % increase for years 2012-2017; Source: Track20 data; Camber Collective analysis 2. Source: The Lancet. "Modern contraceptive use, unmet need, and demand satisfied among women of reproductive age who are married or in a union in the focus countries of the Family Planning 2020 initiative: a systematic analysis using the Family Planning Estimation Tool"

How we're defining SBC?

How we define SBC guides how we develop a strategy to increase its use¹

1 Social and Behavior Change (SBC) is a **discipline** **2** which **uses deep understanding of human and societal behavior and evidence-based interventions** **3** to **increase the adoption of healthy behaviors by individuals, and influence the social norms** that underpin those behaviors.

SBC is used to:

- Increase demand for, or utilization of, available commodities and services
- Increase healthy behaviors of individuals and communities
- Improve communication between health providers, clients, families, couples, and communities
- Engage community leaders and other influencers in promoting healthy behaviors
- Transform social norms that underpin behavior choices

Social and behavior change is a critical component of and complement to existing efforts to strengthen health systems and ensure access to and provision of care.

1 **What is it?**
Other options included:
approach, tool, process

2 **What does it do?**
What is unique about this approach?

3 **For what purpose?**
What are the objectives for these investments?

Setting the Context:

The Global FP Architecture



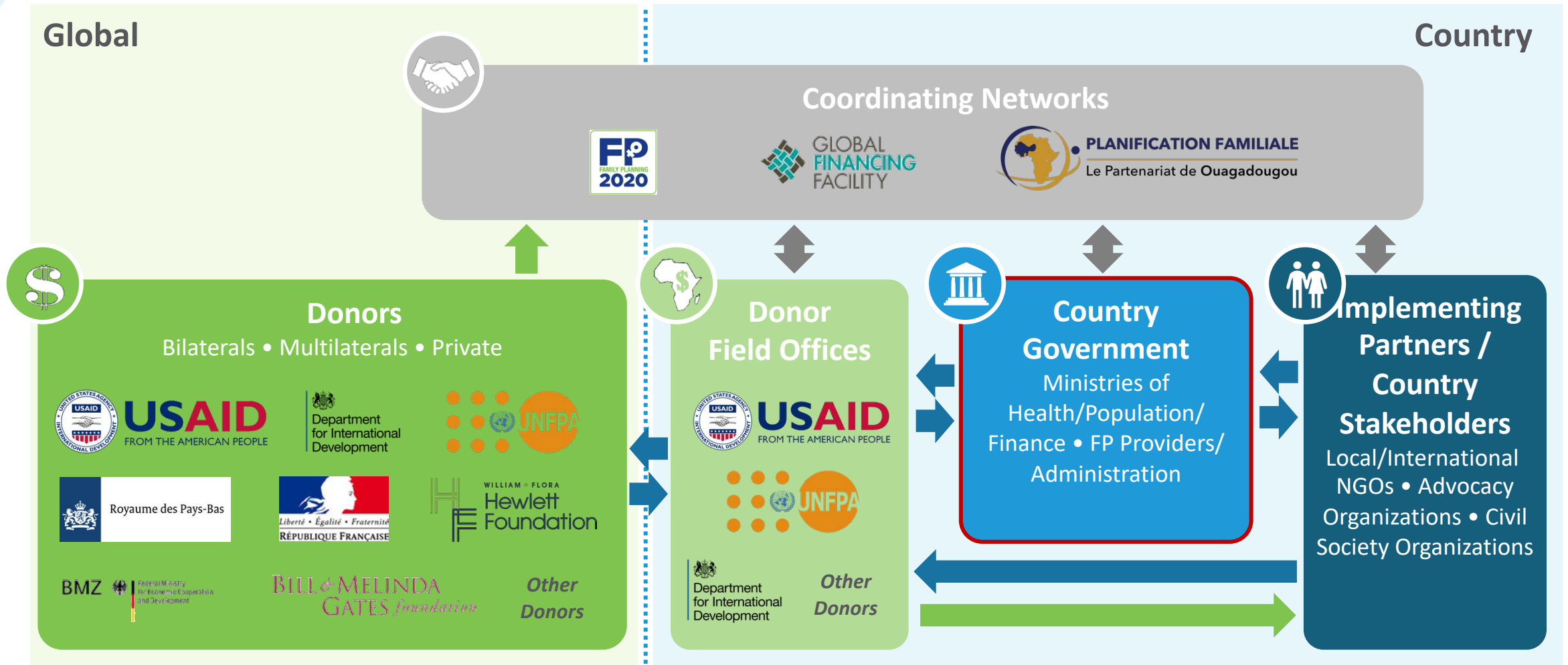
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FP Global Architecture

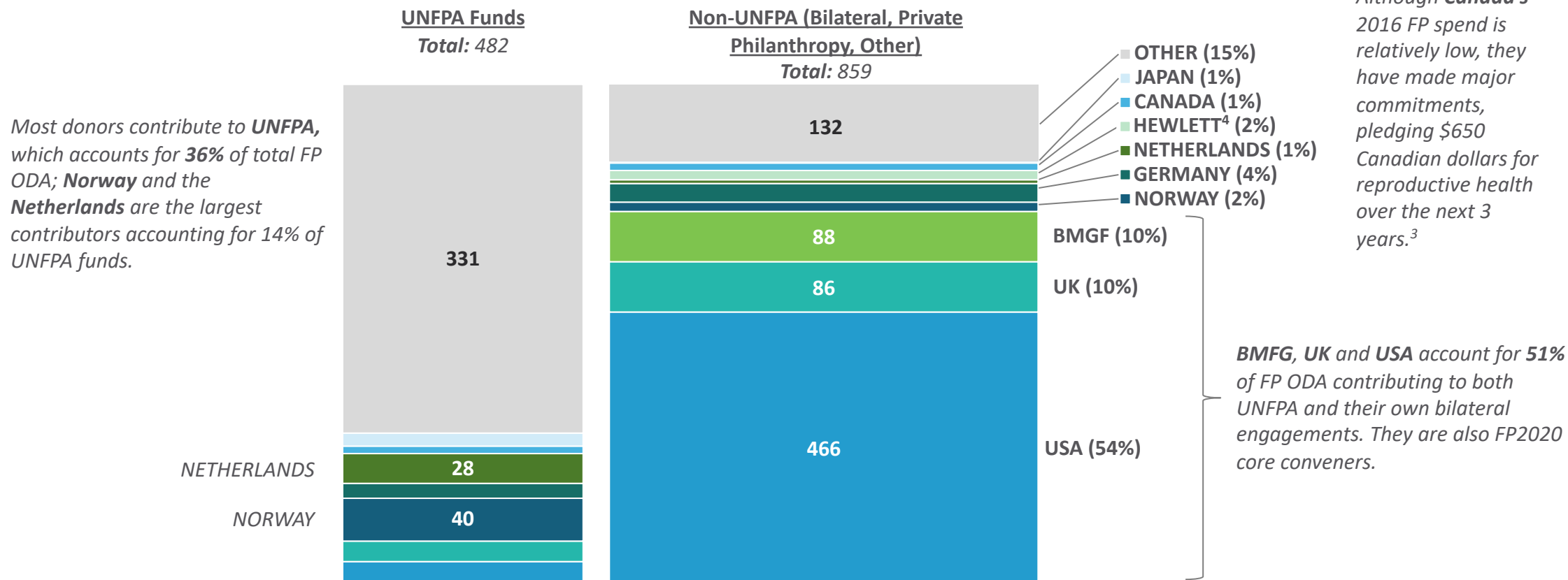
Actors across the FP architecture interact through funding, coordination and other influence



FP Official Donor Assistance

Funds from USA, UK and BMGF, or channeled through UNFPA, account for 84% of FP ODA

2016 ODA for Family Planning (USA \$M)^{1,2}



1. IHME Data, as of March 2018. Includes money for FP-activities. Data not validated by external sources. Assumed to be directionally correct. 2. Donors showing with at least \$15M in ODA 3. Canada announces support for sexual and reproductive health and rights, Global Affairs Canada website, 2017 4. FP2020 Commitments for 2016



Understanding the Challenge

Current State of SBC Investments



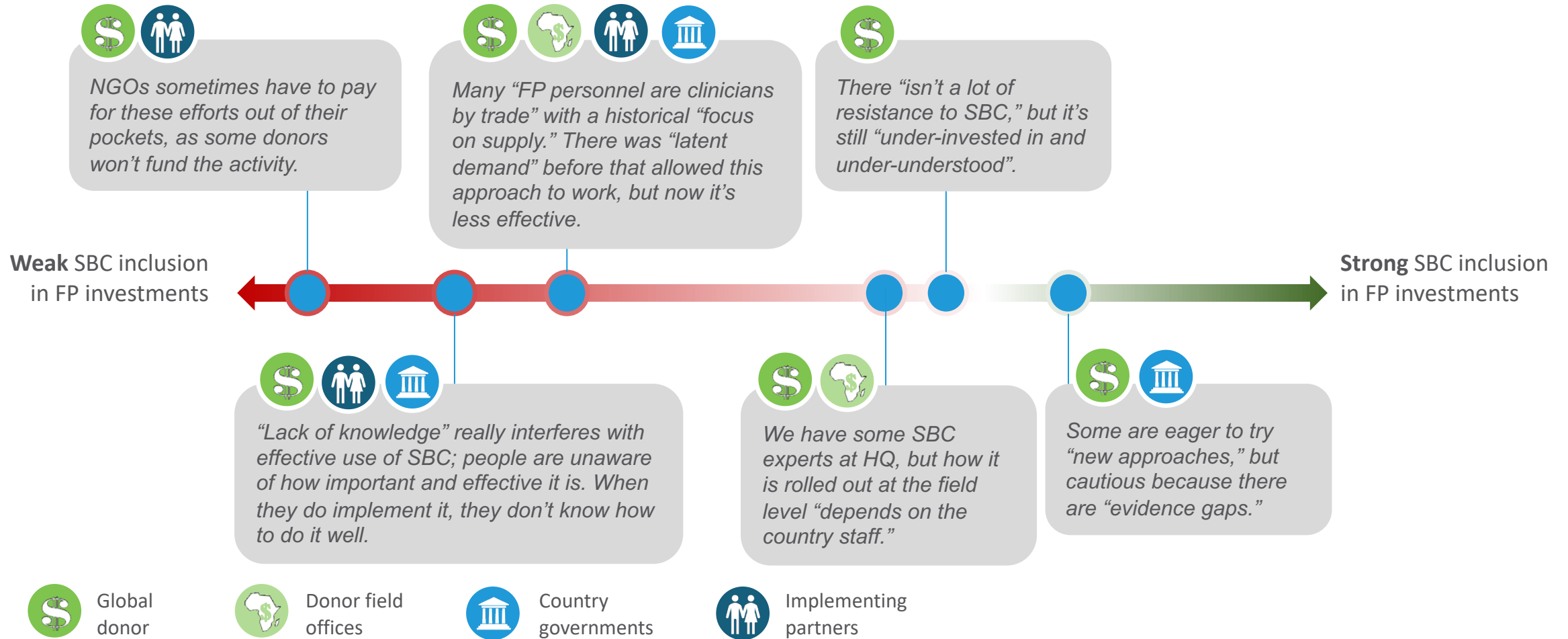
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Qualitative Assessment of SBC Use

Range of views presented, but room for improvement envisioned by most interviewees

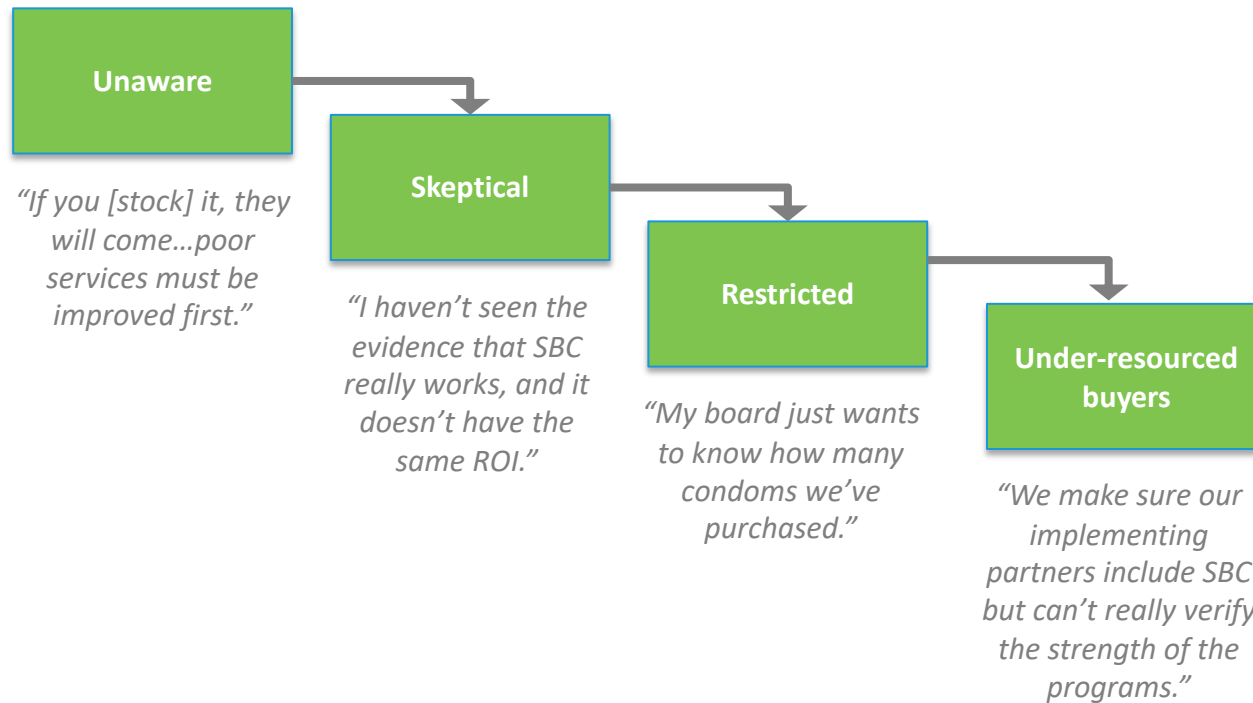


Barriers to Strong SBC Investments

Interviews with FP stakeholders highlight key obstacles to SBC inclusion in investments



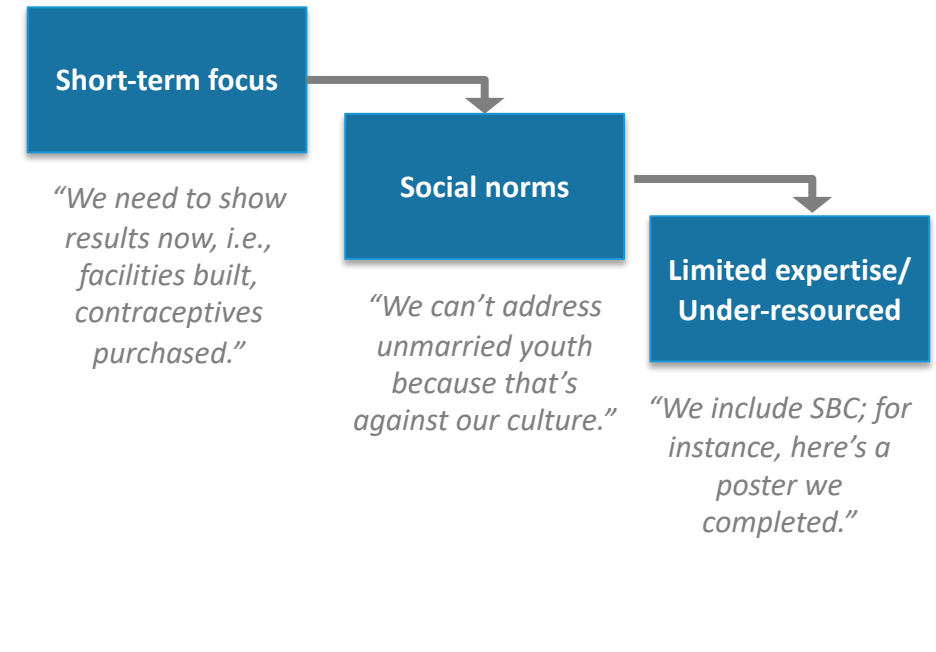
Donor SBC Thinking Evolution



"Illustrative quotes"



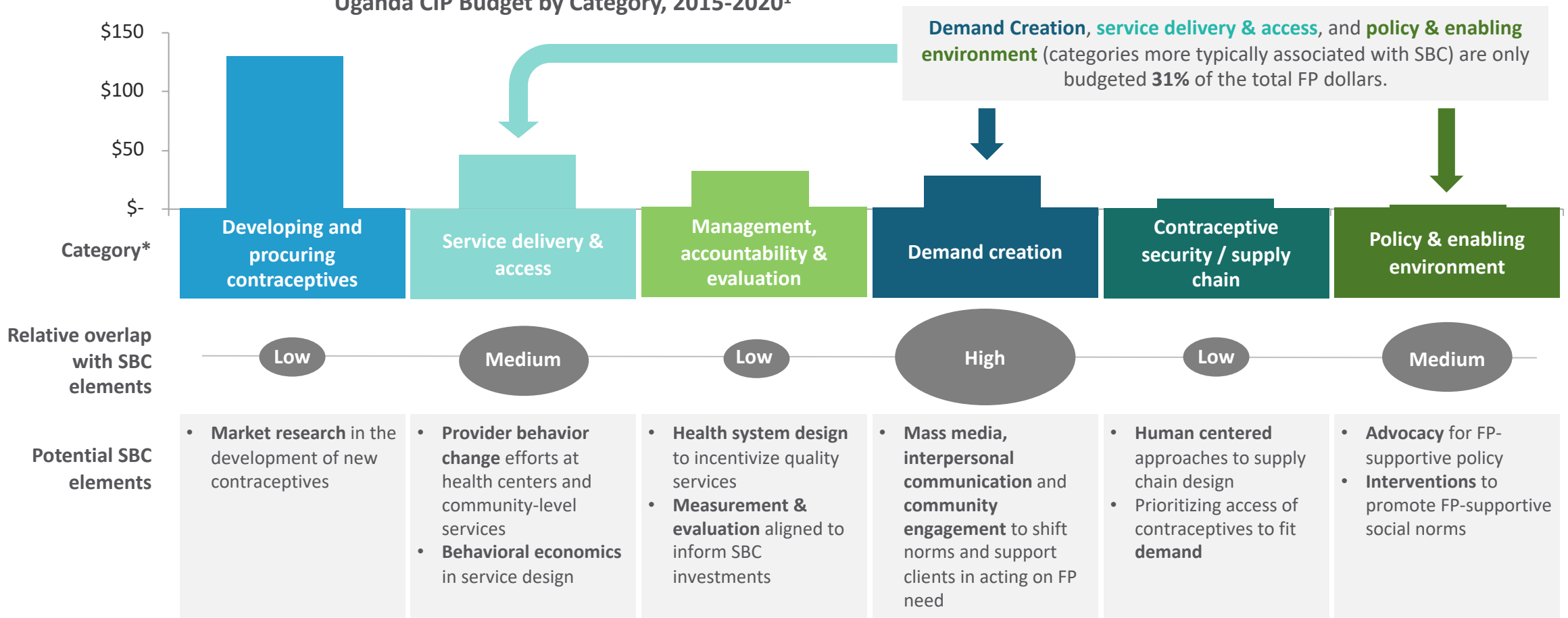
Country Implementation Barriers



Budgets focused toward contraceptives

However, SBC is potentially included across categories, occluding current spend

Uganda CIP Budget by Category, 2015-2020¹



What Needs to Happen?

Global SBC Influence Strategy



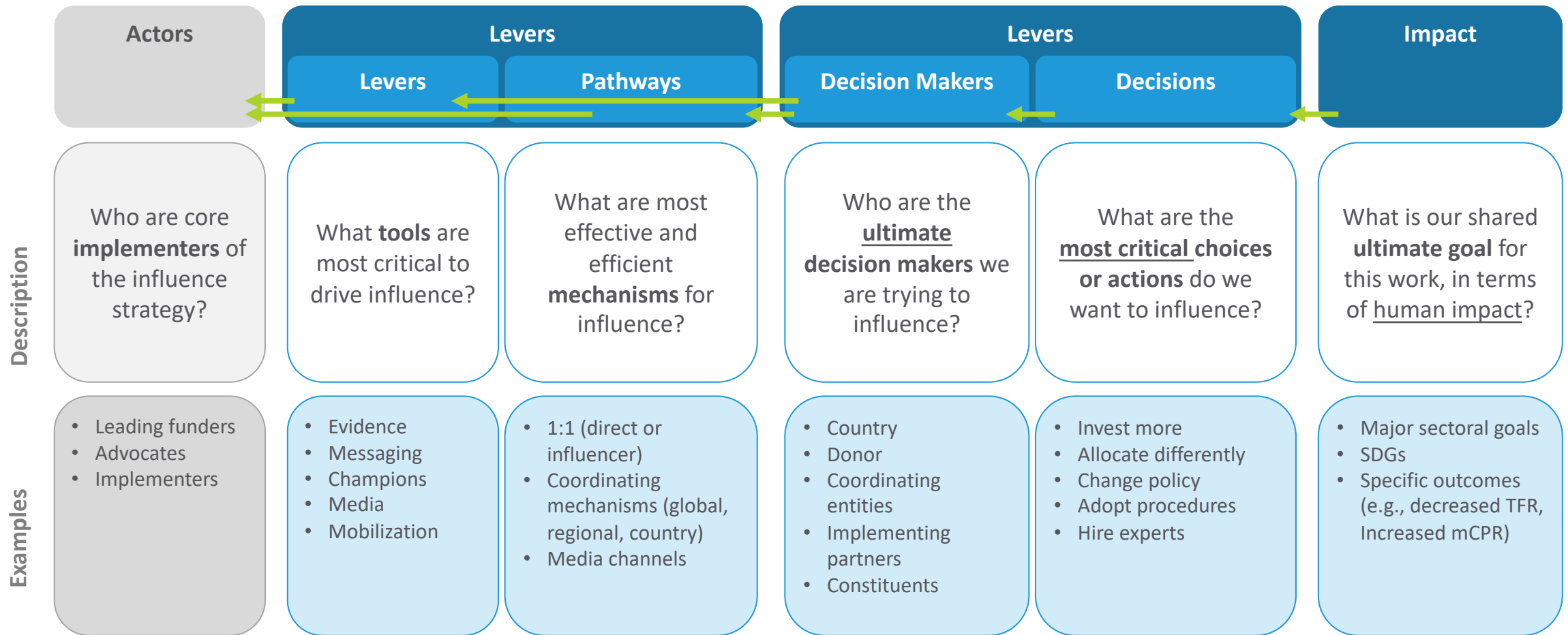
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A Model for an SBC Theory of Influence

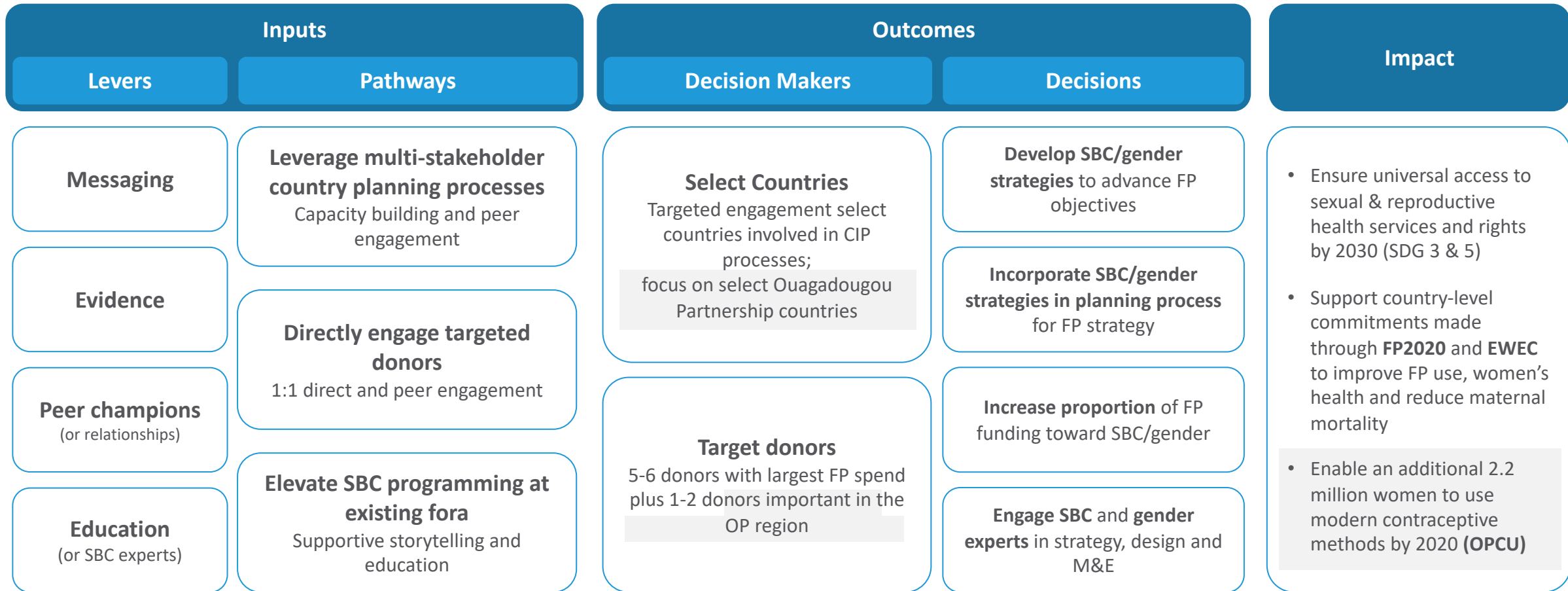
How we think about policy and funding change at global and country levels



Arrows reflect how key strategic decisions can influence needs at more tactical levels

Ouagadougou Partnership Influence Strategy Theory of Influence

Global Influence Framework Adapted for OP Needs and Context



Overview of Key Pathways

Three pathways build off each other to more effectively drive decision making

1

Leverage Multi-Stakeholder Country Planning Processes

Ensure SBC features prominently in country programming (both country and donor) by ensuring greater inclusion in country implementation plans; use planning tools and processes as platforms to inform key decision makers about SBC best-practices

2

Directly Engage Targeted Donors

Leverage peer champions to engage donors to build awareness and prioritization of SBC as an integral component of their FP strategies, providing sufficient resources and supportive policies to enable country investment

3

Elevate SBC Programming at Existing Fora

Utilize regional coordinating workshops and other major FP convenings to share messages on SBC and make SBC experts available to provide technical assistance as needed



Strengths

Scalable way to affect decision making at country-level, where most policy decisions are made

With a high concentration of funds among select donors, working with a small set of contacts can yield impact

Elevating SBC in a clear, organized way can increase reception of new SBC proposals



Weaknesses

Influence over donor spending in country can be limited, with partial donor adherence to country plans

Changing funding decisions at global donor level may not always filter through to country level

Agenda setting alone is often not effective at overcoming inertia to change decision making

Activating the Influence Strategy

What can you do?

1

Leverage Multi-Stakeholder Country Planning Processes

- *Participate in country planning processes (e.g., FP2020 CIPs, GFF, etc.), identifying ways to increase SBC inclusion*
- *Work with **key stakeholders in governments**, raising **awareness of**, and **respect for**, the impact that SBC can bring*

2

Directly Engage Targeted Donors

- *Identify **contacts at major donors** and elevate the importance of SBC (Support for specific messaging currently in development)*
- *Identify ways for **increasing investment within your role and organization***

3

Elevate SBC Programming at Existing Fora

- *Propose **new panels / learning sessions** supporting SBC (share successes, new techniques, case studies, etc.)*
- *Identify **key stakeholders** at events with whom to **promote SBC** or connect with SBC experts*

*If you are interested in finding out more, or seeing additional materials on messaging SBC, please reach out to **Hope Hempstone** at USAID or **Lynn Van Lith** at Breakthrough Action*

Thank You

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