SBC Innovations in Family Planning
Made possible by Transform/PHARE, led by PSI in collaboration with Camber Collective and IDEO.org

USAID’s Transform/PHARE project generates innovative and evidence-based social and behavior change (SBC) strategies addressing the barriers to modern contraceptive use, transforming attitudes about reproductive health, and promoting family planning in West Africa.

THE SOCIOECOLOGICAL MODEL OF REFERENCE FOR SBC SPANS 5 Pillars... Of THESE, Transform/PHARE Has ELECTED TO FOCUS ON 3.

INTERPERSONAL

ORGANIZATIONAL

COMMUNITY

Policy

Interventions within these 3 SBC pillars have been devised around 4 themes: audience segmentation, male engagement, provider behavior change, and cross-sectoral SBC. A cross-cutting gender lens underlies all themes.

PROVIDER BARRIERS IN CÔTE D’IVOIRE

A qualitative study into FP service providers obstacles and the positive deviants opened up pathways to improved practices.

NATIONAL DEMAND ANALYSIS IN CÔTE D’IVOIRE

Analysis of FP outlooks and behaviors among Ivorian women revealed loss points in the FP usage continuum across 6 psycho-social segments.

MALE SEGMENTATION ANALYSIS IN NIGER

Nigerien men fall into 6 psycho-social segments, with distinct pathways to behavior change. By pairing male segments with female partners, couple-based interventions can now be devised. A male segmentation tool also enables implementing partners to tailor messaging effectively.

HCD TARGETING OUT-OF-SCHOOL GIRLS IN BENIN

The Académie de l’Artisanat program has taught girls crafts which they can replicate for financial gain. Health coaches link the mastery of their skill with planning for a healthier future.

INNOVATIONS LAB IN BURKINABAFO

A 4-day workshop generated new ideas for intergenerational SBC. The winning project, “Père BurkiniB,” fostered discussion of reproductive health between fathers and sons.

ENGAGING YOUNG IVORIAN MEN IN THE INFORMAL SECTOR

Responding to observed male outlooks, Didier was created as an interactive story delivered via messaging, Facebook, and events. It provides dating advice as an entry point to sensitizing young men about supporting their partners’ reproductive choices.

More information on these and other innovations from Transform/PHARE can be found at www.psi.org/transform-phare