

USAID Ghana Health, March 2017 to March 2018

USAID Lead: USAID Ghana Mission Health Office

Partners: Ghana Mission Health Office and the USAID Washington SBC team members

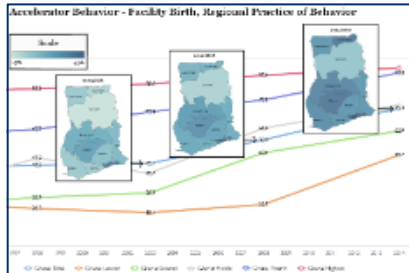


Figure 1: Uptake by Regions

Background:

USAID Ghana’s Health Office wanted to do more behaviorally-focused, integrated work as they moved into the future. In anticipation of the start of the Mission’s CDCS redesign process, the Health team asked ACCELERATE to help them use a focus on behaviors to reframe and integrate their work, and to enable them to move quickly in developing their recommendations for the health portion of the Mission’s planning process.

Key Activities:

Together with ACCELERATE, the Ghana Health team refined its health goal; re-examined the causes inhibiting this goal; prioritized 11 behaviors based on an epidemiological and situational analysis (Figure 1); conducted desktop research into these 11 priority behaviors, creating intentional pathways to change for each behavior; detailed behavioral metrics for each priority behavior; summarized the commonalities and differences across these 11 priority behaviors, creating a broad intentional pathway to change across all behaviors; developed a behaviorally-focused health sub-strategy Results Framework (Figure 2) based this broad pathway; mapped the existing activities against those recommended by the pathways (Figure 3); and designed sample activities based on the mapping and pathways.

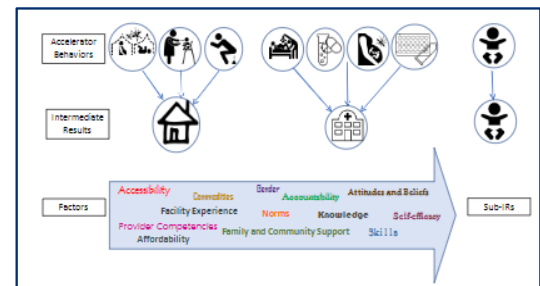


Figure 2: Pictorial of Results Framework

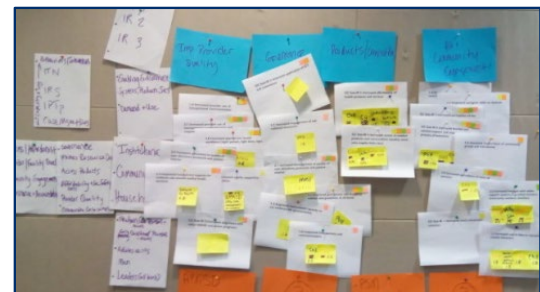


Figure 3: Mapping Existing Activities to Pathways

Key Learning:

Together the teams learned that to achieve the desired goal (1) focus is a MUST to maximize resources and the impact of activities; (2) starting with behaviors upfront organically yields integration across units within the health team; and (3) that all implementing partners must have shared accountability for the behaviors to avoid redundancies and working at cross-purposes.

Key Outputs:

Key team outputs comprised a behaviorally-focused Results Framework and a health sub-strategy narrative; behavioral outcome indicators for each priority behavior, and a sample of how all behavioral information could be applied to a behaviorally-focused activity design.