

USAID Zambia Health March 2018 to August 2018

USAID Lead and Partner: USAID Zambia Health Office Social and Behavior Change Advisor

Background:

The SBC Advisor embedded within the USAID/Zambia Mission faced challenges in ensuring that SBC activities were appropriately integrated and represented across the many different activities within the Mission's health portfolio. Zambia had traditionally funded its SBC work through bi-lateral awards for social and behavior change communications. The SBC Advisor, however, realized that without better focusing on behavioral objectives, and shared accountability for achieving those objectives across the entire health portfolio, progress would be hampered.

Key Activities:

With only minimal technical assistance from the ACCELERATE team, the SBC Advisor in Zambia identified several high-priority behaviors, on which slow or insufficient progress had been made. These included the behaviors Sexually active adolescents use a modern contraceptive method to delay first birth until after age 18 and Urban adolescent girls, age 15-19, use a modern contraceptive method to delay first birth. For each of these, the Advisor created a detailed Behavior Profile to help her identify and understand the challenges Zambian partners were facing in achieving progress. She used these Profiles to support colleagues across the Mission to better coordinate and bring partners together around the priority behaviors, to ensure that all the necessary factors were being addressed by the various Mission activities.

Key Learning:

The Zambian experience revealed that the Think BIG online set of tools and processes could be used with minimal support from the ACCELERATE team. It was flexible and user-friendly enough to support and strengthen the specific challenges and needs of individual USAID Mission staff.

Key Outputs:

Key outputs included a set of Behavior Profiles focused on increasing voluntary family planning by different adolescent population segments in Zambia, which were used to facilitate the SBC Advisor's support to other Mission technical teams.