



Communication for Change (C-Change) is an USAID-funded program to improve the effectiveness and sustainability of social and behavior change communication (SBCC) as an integral part of development efforts in health, environment, and civil society. C-Change works with global, regional, and local partners to apply communication approaches supported by evidence-based strategies, state-of-the-art capacity strengthening, and cutting-edge research.

STRATEGIC APPROACH

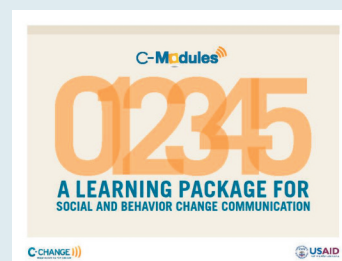
- **Identify and influence the social determinants of behaviors.** A key component of the C-Change approach is to bring about positive change by shifting social norms that may require addressing gender roles and cultural practices.
- **Improve the quality of SBCC interventions and streamline approaches and tools.** C-Change streamlines formative research and pre- and concept-testing methods and creates easy-to-use frontline teaching tools and hands-on, skills-based training.
- **Build the capacity of local institutions, including NGOs, CBOs, and FBOs.** C-Change increases local institutions' ability to plan and implement SBCC approaches by strengthening both their technical and program management skills.
- **Conduct research and improve monitoring and evaluation to inform program development and implementation.** C-Change identifies and examines how programs can utilize key social determinants of behavior—social norms and social networks—that influence and reach beyond the individual.
- **Engage the media as a partner.** C-Change involves journalists and other media professionals as full partners in the process of social change.
- **Achieve scale and sustainability.** C-Change assists programs to achieve scale by engaging and strengthening existing institutions and social networks and building strong coalitions to support programs.

ACCESSING C-CHANGE SERVICES

USAID mission or bureau buy-ins related to health can be made through either leader awards or associate awards. Buy-ins for communication support in other sectors—environment, civil society, and others—can be made through associate awards.

SBCC MODULES

C-Change has developed a six-module learning package for face-to-face and online training that provides working professionals with competencies and skills to analyze, design, implement, monitor and evaluate interventions that address SBCC in any development area at multiple levels. All modules apply the SBCC Framework, which comprises a planning process, a socio-ecological model, and three key strategies (advocacy, social mobilization, and behavior change communication).



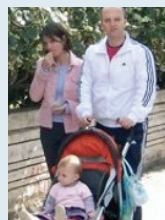
WORKING WORLDWIDE

C-Change works worldwide in major development areas – family planning and reproductive health, HIV prevention, malaria prevention, maternal health and antenatal care, infectious diseases, democracy and governance, and IT and media development. It is implementing programs, carrying out capacity strengthening activities, and conducting research in Albania, Benin, DR Congo, Guatemala, Ethiopia, India, Jamaica, Kenya, Lesotho, Malawi, Mozambique, Namibia, Nicaragua, Nigeria, Peru, Swaziland, Tanzania, Uganda, Zambia, and Zimbabwe. C-Change is also implementing the Global PREVENT and Mekong Delta Associate Awards in emerging pandemic threats (EPT). A sampling of programs is highlighted below:



PERU

C-Change is linking government, civil society, and media organizations to increase citizen participation in political processes throughout the 2010-2011 election cycles. Implemented in seven regions with local NGO partners and the Government of Peru, the program is building capacities to inform citizens, engage voters, and encourage constructive participation in political processes. A coordinated communications strategy based on innovative research methods with target groups is guiding the development of program activities.



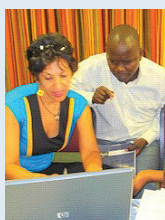
ALBANIA

Albanian couples' use of modern contraceptives is one of the lowest in the European region, with high reliance on traditional methods of family planning. C-Change is implementing activities to increase acceptance and use of modern methods. The program includes an extensive mass media behavior change campaign supported by interpersonal communication with university students, pharmacists and journalists who cover health issues.



DR CONGO

C-Change is working to prevent and mitigate school-related gender-based violence (SRGBV) in 60 schools in Katanga Province. Working with 10- to 14-year old male and female students and also targeting administrators, teachers, parents and community members, C-Change is using the USAID *Safe Schools* curriculum to train teachers about SRGBV and how to develop SRGBV programs for their students. Through school oversight committees, participating schools are required to develop policies that counter SRGBV.



NAMIBIA

C-Change is providing formal and informal training, mentoring, and technical assistance to PEPFAR partners to strengthen their capacity to design and implement SBCC interventions. The result is a growing and sustainable network of skilled individuals and organizations that carry out quality SBCC communication programming in planning and design, program implementation, and monitoring and evaluation. As part of the National HIV/AIDS Prevention Program, C-Change has developed SBCC tools on multiple concurrent partnerships (MCP) and HIV.



ETHIOPIA

Working collaboratively with the President's Malaria Initiative (PMI) and PEPFAR, C-Change is implementing a community-based and mass media campaign to empower Ethiopian families to carry out four essential malaria actions. C-Change is also facilitating ongoing coordination among organizations working in malaria communication as part of the SBCC Taskforce for Malaria.



SOUTHERN AFRICA

(Malawi, Mozambique, Namibia, Zambia, Zimbabwe)

C-Change is developing materials on HIV prevention for low literacy audiences in Malawi, Mozambique, Namibia, Zambia, and Zimbabwe. The materials are designed to assist communities to initiate thoughtful discussions around key drivers of HIV. C-Change is partnering with Southern African AIDS Trust (SAT) and Soul City and its regional network partners in this work.

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