The C-Change Nigeria activity was designed to support Nigeria to improve the effectiveness and sustainability of evidence-driven communication for social and behavior change for HIV prevention.

The key elements of C-Change’s strategy included reliance on research to determine the focus and design of the interventions; and focus on social context as an important determinant of individual behaviors.

In Nigeria, C-Change collaborated with the National Agency for the Control of AIDS (NACA), State Agencies for the Control of AIDS (SACA)s in Cross River and Kogi, the United States Government (USG) for implementing partners, non-governmental organizations (NGOs), and community-based organizations (CBOs) in the two states and the Federal Capital Territory (FCT).

C-Change aimed to improve the effectiveness of HIV prevention efforts by achieving the following objectives:

- To enhance coordination of social and behavior change communication (SBCC) efforts to align SBCC programming with the Government of Nigeria’s prevention priorities as outlined in the National HIV and AIDS Prevention Plan and the National Behavior Change Communication (BCC) Strategy.
- To improve the technical capacity of NGOs/CBOs and health workers to enable them design and implement evidence-based, community-informed SBCC so that prevention interventions align with the National BCC Strategy.
- To expand utilization of mass media channels by BCC implementing agencies and improve mass media support of HIV prevention priorities outlined in the National BCC Strategy and Prevention Plan.
- To contribute to the reduction of HIV prevalence by promoting prevention behaviors including abstinence, being faithful, and condom use among youths.
- To enhance demand creation support for accelerated Prevention of Mother-to-Child Transmission (PMTCT) of HIV services uptake in Nigeria.

"The intervention of this project change [SIC] my life from these risky behaviors, which could have ruined my life. I realized HIV is real and not just a white man [SIC] disease."
C-CHANGE NIGERIA

Our Key Achievements

Community Level Intervention Activities:
- Trained 654 youth as Peer Educators and Peer Educator Supervisors in Cross River and Kogi States
- Reached 23,374 youth with Abstinence, Be faithful and Condom Use (ABC) messages
  - 9,155 (F: 4754; M: 4401) in Cross River State
  - 14,019 (F: 6799; M: 7220) in Kogi State
- In both States 12,595 were reached with ABC messages.
  - Cross River State - 7,024 (F: 3857; M: 3167)
  - Kogi State - 5,571 (F: 3029; M: 2542)

Institutional Support and System Strengthening:
- Enhanced partnership with the National Agency for the Control of AIDS (NACA) and the National Prevention Technical Working Group (NPTWG) to develop and produce:
  - Social and Behavior Change Communication (SBCC) Coordination Toolkits
  - Training Manual for Frontline Healthcare Workers
  - SBCC Users’ Guide
  - Community Conversation Toolkits
- Supported the National Agency for the Control of AIDS (NACA) to develop and establish the National HIV/AIDS SBCC Virtual Clearing House on their website
- Developed and produced state-specific SBCC Strategies in collaboration with Cross River and Kogi SACOs
- Established two SBCC “Centers of Excellence” in Nigerian Universities:
  - Cross River University of Technology
  - University of Calabar
- Facilitated quarterly meetings of National SBCC/Prevention Technical Working Group as well as regular SBCC/Prevention TWGs in Cross River and Kogi States
- Conducted four cycles of a 10-day SBCC training for:
  - 70 staff of United States Government (USG) implementing partners
  - 43 staff of Civil Society Organizations
  - 43 Frontline Health Care Workers
  - 14 staff of the Government of Nigeria, Cross River and Kogi States
- Conducted SBCC/Interpersonal communication (IPC) training for 35 lecturers from
  - Colleges of Health Technology, Cross River and Kogi States
  - Schools of Nursing and Midwifery in Cross River and Kogi States
- Conducted hands-on training on the use of Community Conversation Toolkit for
  - 33 staff members of U.S. Government implementing Partners (USG IPs) and NGOs in Cross River and Kogi States
- Developed IPC support materials for facility based health care workers in Nigeria
- Provided technical assistance to Schools of Nursing, Midwifery and Colleges of Health Technology in Cross River and Kogi States to integrate SBCC into their institutions’ curricula
- Developed indicators to measure SBCC activities which have been integrated into the Nigeria National Response Information System - (NNRIS)
- Empowered a selected group of trained journalists and media houses to promote SBCC for HIV and AIDS prevention in Nigeria through their various platforms

Prevention of Mother-To-Child Transmission (PMTCT) of HIV/AIDS service demand creation:
- Provided support to the National Agency for the Control of AIDS - (NACA) to constitute the national PMTCT of HIV SBCC sub-committee on Demand Creation for ANCI/PMTCT services and to hold quarterly meetings
- Developed indicators and tool in collaboration with USG IPs and GON for tracking PMTCT demand creation activities in Nigeria
- Produced the PMTCT Demand Creation for Accelerated Uptake of Services: A national PMTCT of HIV Communication Strategy, Nigeria
- Produced sample PMTCT Demand creation support materials for use nationwide