

C-Change Regional Activities in Southern Africa



Communication for Change (C-Change) is a USAID-funded project 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 is implemented by a variety of partners under the lead of FHI 360 (c-changeproject.org/about-us/partners).

SBCC Capacity Strengthening Toolkit

C-Change is packaging its capacity strengthening tools into a toolkit that includes:

- SBCC Framework (c-changeproject.org/focus-areas/capacity-strengthening)
- C-Modules (c-changeproject.org/focus-areas/capacity-strengthening/sbcc-modules)
- C-Capacity Online Resource Center (communit.com/en/cchange_capacity.html)
- *Community Conversation Toolkit* (c-hubonline.org/7948 and c-changeproject.org/focus-areas/capacity-strengthening/SBCC-Toolkit)
- Online SBCC modules, facilitated and self-paced (ouwb.ohiou.edu/c-change/)
- *SBCC Capacity Assessment Tool* is the first of several **Capacity Strengthening Measurement Tools** that assist organizations to assess their efforts to strengthen capacity in SBCC. (c-changeproject.org/resources/sbcc-capacity-assessment-tool)

The following tools are coming soon:

- SBCC Online Course for Managers at the USAID Global Health eLearning Center
- Adaptation bulletins to help adapt SBCC materials such as the Conversation Toolkit to local contexts

Centers of Excellence

SBCC training at tertiary institutions at certificate and master's levels is available through Centers of Excellence. Courses are currently offered at the School of Public Health at the University of Witwatersrand, a concentration unique within public health schools in Africa (c-changeproject.org/focus-areas/capacity-strengthening/centers-of-excellence). Please contact C-Change if you would like to take part in ongoing certificate courses or arrange special courses.

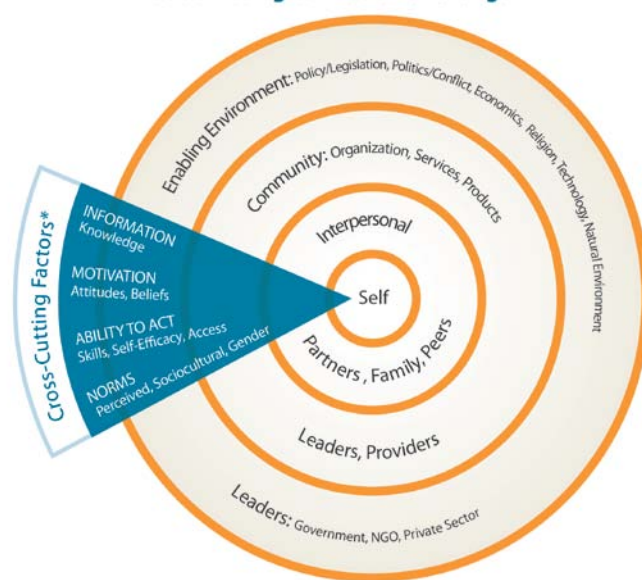
C-Modules

C-Change developed *C-Modules: A Learning Package for Social and Behavior Change Communication*, based on feedback from practitioners. A Socio-Ecological Model for Change reflects the SBCC theories and levels of analysis needed to identify tipping points for change of a situation, whether individual behaviors, social norms, social movements, political will, or policy change. The modules show how theory can guide analysis and program design and includes a more nuanced explanation of the tipping point for change. (Download the modules at c-changeproject.org/focus-areas/capacity-strengthening/sbcc-modules.)

Capacity Strengthening with Southern African AIDS Trust (SAT)

C-Change recently trained 15 members of SAT, a regional network of 130 NGOs and CBOs, as facilitators and resource persons for their network on SBCC, including data analysis and monitoring and evaluation of SBCC (c-changeproject.org/focus-areas/capacity-strengthening/southern-africa-cs-activities).

Socio-Ecological Model for Change



*These concepts apply to all levels (people, organizations, and institutions). They were originally developed for the individual level.

SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)

Capacity Strengthening to African Broadcast Media Partnership

C-Change provides capacity strengthening and TA in SBCC to the African Broadcast Media Partnership (ABMP) to help broadcasters develop effective radio and TV programming on HIV and AIDS and family planning and reproductive health. ABMP comprises 63 media companies in 38 African countries that have committed to a minimum of 5 percent of daily airtime for HIV and AIDS programming.

Capacity Strengthening with AfriComNet

C-Change collaborates with AfriComNet to strengthen the capacity of university partners in SBCC and is training faculty from five universities in the region to become facilitators of the online *C-Modules* in December 2011. C-Change presented on the CS Toolkit at AfriComNet's annual meeting in March 2011.

Tools to Generate Dialogue and Community Action around HIV Prevention

C-Change designed the *Community Conversation Toolkit* for unreached adults ages 20 and over, mobilizing them and communities to take action to prevent the spread of HIV. The toolkit features throw cubes, role-play discussion cards, finger puppets, playing cards, dialogue buttons, and mobilization guide; and addresses key drivers of HIV (concurrency, cross-generational sex, gender-based violence, and alcohol abuse). Materials reflect updated PEPFAR indicators for community mobilization. Developed in South Africa, the toolkit has been adapted to six additional countries and is available in [Siswati](#), [Chichewa](#), [Kikaonde](#), [Ndebele](#), [Lozi](#), [Sotho](#), [Zulu](#), [Sesotho](#), and [English](#) on [C-Hub](#) (c-hubonline.org/7948). Soul City's regional network lead testing and adaptation in four countries. SAT is currently promoting the toolkit through its network (c-changeproject.org/focus-areas/capacity-strengthening/highlights).



Research on Underserved Women and Integration of HIV Prevention Interventions

Underserved Women: C-Change is carrying out qualitative research in South Africa that identifies social norms and other factors that make women ages 20–34 highly vulnerable to HIV infection, along with communication strategies that can reach these women and reduce their vulnerability. Similar research is being conducted in Namibia and Ethiopia. Among questions that the research aims to answer are whether current HIV communication prevention programs are adequate and are reaching these women and what additional channels could be used to reach women ages 20–34. These questions were informed by pre-assessment visits to the countries and a literature review.

Integration of HIV Prevention into Community Care and Treatment Programs: C-Change is designing studies to identify interventions that more adequately meet prevention needs of people living with HIV (PLHIV) as well as the strategies and/or opportunities to improve the design, implementation, and coordination of interventions, particularly those at community levels. Implemented in Mozambique, Uganda, and Ethiopia, the studies have been informed by pre-assessment visits and a literature review. The studies will investigate how prevention is understood by PLHIV (disaggregated by gender) and by clinical and home-based care providers, support groups, and networks and will explore barriers to the adoption of health-seeking behaviors. The studies will particularly address how well prevention needs are addressed at the community level and whether these activities are linked to the facility level.

Country-Specific Activities

C-Change is running SBCC capacity strengthening programs with national HIV programs, ministries of health, and partner NGOs in Namibia, Swaziland, and Lesotho. Please visit c-changeproject.org for more information.

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