

FHI 360: Social marketing and social and behavior change communication

FHI 360 has more than three decades of experience in leading cutting-edge communications for change programs, such as the U.S. Agency for International Development's (USAID) flagship multicountry project, C-Change.



At FHI 360, we use innovative communication, social marketing and creative design to promote positive social and behavior change among individuals and within communities. Our communication and marketing experts work closely with behavioral scientists to research audience needs. Then we develop interventions that address the interests of the people we are trying to reach, the obstacles to positive change and the many forces that drive individual choices.

Reducing child mortality, promoting child health

In the late 1970s, FHI 360 experts led the promotion of oral rehydration therapy to treat severe childhood diarrhea, a leading cause of death among young children worldwide. Decades later, our campaigns influenced more women around the world to breastfeed exclusively and use nutritional supplements to improve child health. Through the WASH-Plus project, we encourage households to adopt simple hygiene measures, such as hand washing and safe water storage, to prevent the spread of illness.

Promoting vaccinations

In the United States, FHI 360 experts led the U.S. Centers for Disease Control and Prevention's (CDC) national Influenza Vaccine Campaign for six years, which included the high-profile 2009 H1N1 flu campaign. We supported the CDC's extensive communication and media work with major news outlets, partners and the White House. We currently implement CDC media campaigns to promote vaccination of young children and adolescents by targeting health care providers and parents.

Preventing HIV

FHI 360 is a global leader in HIV prevention. In 1987, our experts launched AIDSCOM, USAID's first global AIDS communication project. We later managed two of the world's largest HIV prevention programs: AIDSCAP reached more than 14 million people with HIV prevention education, and IMPACT integrated social and behavior change

About FHI 360: FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in health, education, nutrition, environment, economic development, civil society, gender equality, youth, research, technology, communication and social marketing — creating a unique mix of capabilities to address today's interrelated development challenges. FHI 360 serves more than 60 countries and all U.S. states and territories.



FHI 360 HEADQUARTERS
2224 E NC Hwy 54
Durham, NC 27713 USA
T 1.919.544.7040
F 1.919.544.7261

WASHINGTON DC OFFICE
1825 Connecticut Ave, NW
Washington, DC 20009 USA
T 1.202.884.8000
F 1.202.884.8400

ASIA PACIFIC REGIONAL OFFICE
19th Floor, Tower 3
Sindhorn Building
130-132 Wireless Road
Kwaeng Lumpini, Khet Phatumwan
Bangkok 10330 Thailand
T 66.2.263.2300
F 66.2.263.2114

SOUTHERN AFRICA REGIONAL OFFICE
2nd Floor, 339 Hilda Street
Hatfield 0083
Pretoria, South Africa
T 27.12.423.8000
F 27.12.342.0046

www.FHI360.org

communication into prevention, care and treatment interventions. In Jamaica, we developed a widely used toolkit to reduce stigma and discrimination against people living with HIV. In Tanzania, our researchers studied how to communicate that male circumcision reduces the risk of acquiring HIV but needs to be combined with other HIV-protective behaviors. Our “Break the Chain” campaign in Namibia informed sexually active youth about the risks of multiple sexual partnerships, using radio, community theatre and television.

Advancing reproductive health

Through the Strengthening the Social Acceptance of Family Planning (TSAP-FP) project, FHI 360 experts changed attitudes of imams in the mostly Muslim Mindanao region of the Philippines. These local religious leaders then issued a *fatwa*, or a religious ruling, endorsing the use of modern contraceptives. In Kenya and Tanzania, our Mobile for Reproductive Health (m4RH) texting program helps citizens find health clinics, receive messages about family planning and participate in surveys about their reproductive health and habits.

Tackling noncommunicable diseases

FHI 360 manages two of CDC's largest communication and media campaigns to support more than 100 communities in reducing obesity and tobacco exposure in the United States. For the National Asthma Control Initiative, we use digital communications and social media and engage partners to improve asthma care and control by promoting awareness and use of new clinical guidelines. We use text messages in Ghana to promote healthy living and treatment reminders as part of a project to reduce cardiovascular disease and diabetes. In Vietnam, we partnered with the government and youth organizations to galvanize youth support for a national tobacco control law and stem the rising rate of adolescent smoking.

Addressing communicable disease

FHI 360 supports global malaria control programs by ensuring that families with insecticide-treated mosquito nets know how to use them correctly. Throughout Southeast Asia, our education campaigns encourage migrant workers, hill tribes and other groups at high risk for malaria to use repellent and seek treatment. In Laos, we train village women with cellphone access to monitor animal and human health to halt animal-borne illnesses.

Shifting gender norms

In the Democratic Republic of Congo, the C-Change project promotes positive social and gender norms to reduce gender-based violence in schools. Using the USAID Safe Schools curriculum, C-Change trains male and female students ages 10–14 to spot and report violence and model safer interactions. In Cambodia, we developed the “You’re the Man” reality TV series, which challenges male contestants ages 18–35 to reconsider their definitions of manhood while promoting the adoption of healthy behaviors.

Supporting civic participation

As part of the C-Change Democracia Activa-Peru program, FHI 360 experts worked with local partners before national elections in 2011 to increase Peruvians' trust in democratic participation. We organized candidate debates and developed initiatives that attracted more than 20,000 Peruvians to seminars, festivals and recreational activities focusing on elections, voter education and political participation.