



ACTIVITY BRIEF

USAID COMMUNICATE FOR HEALTH, GHANA

Support the GOG to build local health promotion capacity that addresses the social determinants of health and engages government, community and the private sector for effective behavior change.

Project Duration

November 2014 to November 2019

Prime Partner

FHI 360

Sub Grantees

Creative Storm Network
Ghana Community Radio Network
Voto Mobile

Key Partners

Government of Ghana (GOG)
Ghana Health Service, Health Promotion Department (GHS/HPD)
Local Ghanaian Partners

Priority Health Areas

Family Planning
Water, Sanitation and Hygiene
Nutrition
Maternal and Child Health
Malaria Prevention and Case Management

Geographic Scope

National with targeted efforts in the Northern, Volta, Western, Central and Greater Accra Regions

The USAID Communicate for Health project in Ghana will support the Government of Ghana (GOG) by building capacity at the national and local level and providing technical assistance on Social and Behavior Change Communication (SBCC). The use of radio, TV, print and mobile platforms to communicate health messages in synergy with on the ground partners is an important feature of the project. FHI 360 and its partners share the GOG's vision of planning and implementing strong and coordinated evidence-based health promotion initiatives that pave the way to healthier outcomes for all.

USAID COMMUNICATE FOR HEALTH, GHANA APPROACH

The FHI 360 team will employ three key strategies to design and implement a program that strengthens the SBCC capacity of the Ghana Health Service (GHS) to deliver quality and effective SBCC programming while also broadening the SBCC technical skills of a local organization to deliver quality health communication programming. The Communicate for Health project will:

- Support the GOG's efforts to improve social and behavior change for family planning (FP); water, sanitation and hygiene (WASH); nutrition; malaria prevention and case management; and maternal and child health (MCH)
- Strengthen the capacity of the GHS Health Promotion Department (GHS/HPD) to effectively coordinate and deliver evidence-based SBCC and health promotion campaigns
- Develop and strengthen the SBCC capacity of one local organization to receive direct USAID funding and further opportunities for sustainability

Communicate for Health's results framework (Figure 1) is based on the theory of change model. The framework shows how inputs and activities will contribute to outputs, intermediate results, expected results and impact.

Figure 1. Communicate for Health Results Framework

