

OUR 360-DEGREE APPROACH TO

# Social & Behavior Change



Photo: Stella Oguma, Ona Stories, Tanzania



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FHI 360 applies a social and behavior change (SBC) lens in collaboration with **individuals, households, communities and institutions** to understand and address the complex interplay of individual, social and structural determinants that drive poor health and development outcomes. We believe that social change and behavior change are at the heart of our global work and vital to the achievement of our health and development goals. To meet these goals, **we meaningfully engage at local levels** and strengthen SBC capacities and institutions to sustain high-impact, evidence-based and equitable SBC strategies.

## Who We Are

More than 150 staff members at FHI 360 provide SBC solutions in the United States and around the world in health, gender equity and social inclusion, education, environment and conservation, democracy and governance, and nutrition and food security. Our health expertise spans sexual and reproductive health; maternal, newborn, child and adolescent health; nutrition; HIV prevention, care and treatment; malaria; tuberculosis; emerging infectious diseases; and water, sanitation and hygiene. We work in partnership with international and U.S. donors, governments, local and international NGOs, civil society organizations, faith and community leaders and communities to co-design and co-deliver impactful programs and research that promote positive change.

## What We Do

FHI 360 uses a socioecological lens to view the complex interplay between individual, interpersonal, community and societal factors that affect behaviors. We select interactive, participatory strategies to ensure a holistic approach to address people's desires, needs, barriers and facilitators to change. Our work integrates best practices from disciplines such as behavior change communication, psychology, human-centered design, anthropology, behavioral economics, social marketing and other behavioral sciences.

# Featured Projects



**USAID Healthy Behaviors** works to increase sustained adoption of priority health and nutrition behaviors in Ethiopia — including addressing unmet need for family planning and reducing malaria and maternal and child mortality — using evidence-based, theory-informed SBC strategies. Underlying this approach, USAID Healthy Behaviors advances SBC institutional and capacity strengthening strategies to enable a strong Ethiopian SBC system that can positively engage households and communities to address barriers, leverage assets and achieve and sustain positive change.



**USAID Accelerating Social and Behavior Change** partners with the Health Promotion Division of the Ghana Health Service to support the development, implementation and evaluation of high-quality SBC interventions that address SBC needs across priority health areas. Through its integrated approach, the project supports the delivery of mass media and community-level activities, with intensified programming in northern Ghana. The project advances the practice of SBC through a comprehensive capacity and systems strengthening approach, working with government, civil society organizations and the private sector.



**Jordan Community Health and Nutrition** works to improve the nutritional status of pregnant and lactating women and children under the age of two by achieving measurable improvements in key maternal, infant and young child nutrition, and postpartum family planning behaviors. Working with the Jordan Ministry of Health and other stakeholders, the project addresses supply- and demand-related constraints using a comprehensive, systems approach. Based on the socioecological model for change, the project engages and empowers communities as champions of their own health while addressing health facility and provider-level factors to create an enabling environment for change.



**USAID Tulonge Afya** takes an integrated approach to transform sociocultural norms and support the adoption of healthier behaviors in Tanzania. The project is creating positive behavior change and increasing demand for health services related to HIV/AIDS, malaria, family planning and reproductive health, maternal and child health, and tuberculosis. Through its evidence-based, participatory approach, USAID Tulonge Afya addresses norms and inequities that drive poor health, uses data to better support regional needs, harmonizes messages and media, strengthens institutional capacity to manage and deliver high-quality SBC and facilitates coordination.



We also support the use of SBC approaches to achieve multisectoral and non-health objectives across projects addressing education, environment, democracy and governance, and nutrition and food security priorities. Recent examples include work to enhance community and household participation in early grade reading initiatives in Djibouti, to promote improved collaboration and increased social cohesion in conflict-affected communities in Colombia, and to improve the food and nutrition security and resilience of vulnerable populations in Madagascar and Zimbabwe.



Photo: Zeleman, Ethiopia



Photo: FHI 360, Bangladesh

## Our Approach

**Evidence-based, theory informed and locally driven.** Our work is grounded in the behavioral sciences and informed by global and local evidence and best practices. Our staff includes experts in social and behavioral research, participatory research approaches and human-centered design who work in partnership with regional- and country-level researchers and practitioners to ensure our programs are locally driven, evidence-based and tailored to the context.

**Co-designed and co-delivered.** We believe that the best solutions are those that come from the communities in which we work. We emphasize the power of collaboration, blending the science of SBC with the creativity of local communities to co-design and co-deliver programs that are high-quality, participatory and sustainable.

### **Flexible and innovative.**

Our programs use FHI 360's SBC Adaptive Management Framework to ensure that data and feedback are routinely collected and applied systematically across the project life cycle to strengthen program quality. We work with partners, stakeholders and communities to identify opportunities for innovation, select successes ready for scale and respond and adapt to emerging priorities.

**Systems-focused.** We recognize the critical importance of strengthening SBC systems to support high-quality, sustainable and coordinated SBC interventions. FHI 360's approach to SBC capacity strengthening and institutional strengthening uses a systems lens, working together with actors throughout the SBC system to strengthen individual-, organizational- and systems-level capacities and structures.

## Our Toolbox

Advocacy

Behavior Change  
Communication

Behavioral  
Economics Insights

Branding

Capacity and Institutional  
Strengthening

Community Mobilization

Demand Creation

Digital and Social Media

Human-Centered Design

Impact Evaluation

Integrated and  
Multisectoral SBC

Interpersonal  
Communication and  
Counseling

Provider  
Behavior Change

Risk Communication and  
Community Engagement

Social and  
Behavioral Research

Social Change

Social Marketing

**FOR MORE INFORMATION, PLEASE CONTACT:**

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**LEARN MORE ABOUT FHI 360'S WORK IN SBC BY VISITING:**

 [fhi360.org/services/social-and-behavior-change](https://fhi360.org/services/social-and-behavior-change)

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