



ADVANCING THE FIELD : **FHI 360's Application of Social and Behavior Change Approaches to Address Multisectoral Challenges**

FHI 360 is a leader in the application of evidence-based social and behavior change (SBC) approaches – most commonly used in the health sector – to other sectors, including environment and conservation, democracy and governance, education, nutrition, agriculture, and within humanitarian contexts.



In recent years, there has been growing recognition of the critical role that the behavior of individuals and organizations plays in our ability to achieve global development goals. This has coincided with rapid advancements in the science of social and behavior change. As a result, we have seen greater interest among governments and funders to apply behavioral science and SBC approaches to sectors beyond health.

At FHI 360, we have responded to this need by combining our expertise in SBC with our technical capabilities across diverse sectors, including civil society, education, environment and conservation, nutrition, agriculture, livelihoods, and crisis response. By applying our theory-based, evidence-driven, and participatory SBC approaches to non-health and multi-sectoral challenges, we have successfully placed behavior at the center of our development programs for greater impact.

OUR EXPERTISE

Under the Social and Behavior Change Consulting Service contract, FHI 360 is improving the use of behavioral science to inform the design of Millennium Challenge Corporation (MCC) investments in infrastructure, land reform, education, and other priority areas. FHI 360 provides SBC technical assistance to MCC to design and implement behavioral research and apply findings to project design. Our work supports MCC to monitor and improve the quality of existing behavior change interventions and troubleshoot implementation challenges so that human behavior is effectively addressed in alignment with project outcomes.



Through the **USAID/Burma Agriculture and Food Systems Development Activity**, FHI 360 is supporting increased social cohesion and collaboration among agro-producers from different ethnic groups, leading to strengthened market linkages, through the use of SBC approaches. To date, this has included supporting the application of an SBC lens to gap analyses and landscape and market assessments and support to the formation of farmers groups to facilitate improved access to finance and livelihoods trainings.

The **USAID Cambodia Green Future Activity** aims to build citizens' and civil society organizations' knowledge and skills to use evidence-based SBC that supports biodiversity conservation, forest protection, and sustainable natural resource management. As a sub to ECODIT, FHI 360 is providing SBC expertise to increase citizens' knowledge and positive attitudes related to Cambodia's unique and endangered biodiversity and the critical importance of its forest ecosystems. We are also working to support and enhance citizen-led efforts to advocate for and protect the environment in the Prey Lang Extended Landscape and the Eastern Plains Landscape.



Through the **USAID Strengthening Together Activity (STA)** – known as **Suma Social** in Spanish – FHI 360 works to improve the operational performance of USAID/Colombia's local partners so that they can become more self-reliant and effective in achieving their development aims. Through focused technical support, grants, and diverse training activities, FHI 360 is strengthening the SBCC and advocacy capacity of 40 Colombian civil society organizations for greater impact, resilience, and sustainability. STA also enhances the ecosystem of civil society actors in Colombia by creating and strengthening networks of local partners in several major municipalities of Colombia

As the SBC lead within two Resilience Food Security Activities – **Fiovana** (Madagascar) and **Takunda** (Zimbabwe) – FHI 360 is supporting the use of comprehensive, community-level SBC approaches to improve the food and nutrition security and resilience of vulnerable populations. By integrating SBC strategies within multi-sectoral activities, we are promoting uptake of priority behaviors and transforming social and gender norms that impact health, nutrition and food security, agriculture, livelihoods, and environmental needs.



The **Djibouti Early Grade Reading Activity** supports the Government of Djibouti to achieve early grade reading goals by improving classroom materials and teacher training; building the capacity of CSOs, parent teacher associations, school management committees, and families to support children's reading; and strengthening the policy environment for reading instruction. As part of the project, FHI 360 is applying SBC approaches to contribute to enhanced community and household participation in early grade reading initiatives, including community mobilization, interpersonal communication, mass media, and social media.

Under the **USAID Wildlife Asia** project, FHI 360 was a subcontractor to Research Triangle Institute (RTI) International, leading the application of social and behavior change



PROJECT RESOURCES



Find the **USAID Wildlife Asia SBCC for Demand Reduction Guidebook** here:

<https://www.fhi360.org/resource/social-and-behavior-change-communication-sbcc-demand-reduction-guidebook>



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