

# Family Planning/Reproductive Health (FP/RH) Brief

## USAID/Ghana Accelerating Social and Behavior Change Activity

### OVERVIEW

The United States Agency for International Development (USAID) Accelerating Social and Behavior Change Activity (ASBC) is 5-year project that seeks to work with the Government of Ghana (GoG), and Ghana Health Service (GHS) Health Promotion Division (HPD), to lead social and behavior change (SBC) efforts using tested mass media and community engagement strategies.

### STRATEGIC APPROACH

The ASBC Activity utilizes FHI 360's ADDED (Audience-driven, Demand, Design, and Delivery) Framework to address a range of individual, social, and structural determinants of SBC across health behaviors. The ADDED framework is a behavior-centered and participatory approach.

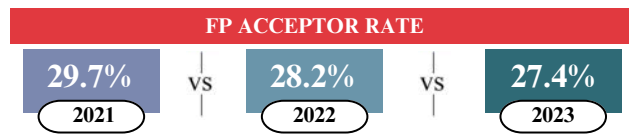
ASBC also uses the **Community Engagement for Health and Wellbeing (CE4HW)** approach for integrated and participatory programming.

To date, via CE4HW, ASBC is supporting **570** Community Health and Planning Services (CHPS) facilities with Community Health Action Plan (CHAP) development and implementation.

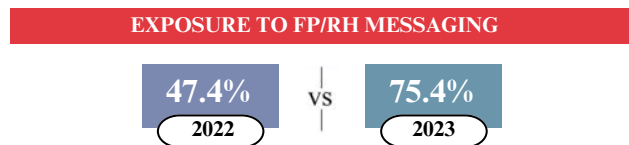
### PRIORITY BEHAVIORS

- Adolescents delay first sex until 18 years.
- Sexually active adolescents/young adults use an MCM to delay first birth until after age 18.
- After a live birth, women or their partners use a MCM to avoid pregnancy for at least 24 months.

### KEY OUTCOMES




Source: Ghana DHIMS 2



Source: ASBC Survey 2022 & 2023

## STRATEGIC INTERVENTIONS and PROGRAM ACTIVITIES


### CE4HW

 **34,047** community members, caregivers of children under 5 years old, and community opinion leaders reached through CHAP activities and **low-cost doable actions**.

**31%** of **Community Health Action Plans** developed by Community

Health Management Committees every quarter **prioritize family planning/reproductive health behaviours**.

### Kpododo Mobile Messaging


 **4,993** community members registered on the platform.

Post-natal care clients receive targeted messages on the importance of family planning, FP methods, and misconceptions.

*\*Kpododo is a digital platform that uses QR codes to track Antenatal and Postnatal care service attendance and provides targeted voice messages in six different languages in Northern Ghana.*


### Amplio Talking Books for Community Engagement

 **160 devices** across **40 CHPS zones** deployed

 **1,567 participants reached** with messages to enhance community engagement and behavior change commitments. Community Health Volunteers use the devices to engage in small group discussions in the communities. Content is available in two local languages- Mampruli and Dagbanli.


*\*Amplio is a low-literacy audio device that is used to deliver self-paced information to participants, with feedback features that allow users to suggest improvements and new content demands.*

### AgooSHE+ Call Center/Platform


 **28.5%** (1,892) calls received were about FP/RH services and support (2023-2024).

*\* AgooSHE+ is a youth-centric platform, developed in collaboration with UNICEF Ghana, offering accessible, confidential, and private services tailored to adolescents.*

### Mass Media

 **8** Multi-language TV Commercials and 30-minute programs/episodes (You Only Live Once, Goodlife Game Show, Lucky Trip) promoting adoption of priority behaviours. Available in **7 languages**.

 **6** Posters promoting key messaging on FP/RH distributed nationwide.

 **1** Public Service Announcement in multiple languages on family planning, adolescent and reproductive health messages disseminated nationwide and through community radio.

## RESULT AREAS

1. The Government of Ghana leads, harmonizes, and manages effective SBC programs at national, regional and community levels.
2. Communities demand, identify, and implement practical solutions to address barriers to healthy behaviors and practices.
3. Private sector promotes healthy behaviors and practices in support of the public health agenda.

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