

Global Health Security Agenda Brief (GHSB)

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 a 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.

KEY OUTCOMES - COVID



27,456,343

(approx. per quarter) people reached with USG-supported COVID-19 messages through mass & social media engagement in 2023.



55.9% of target population fully vaccinated as at November 23rd 2023.

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.

STRATEGIC INTERVENTIONS and PROGRAM ACTIVITIES

Key Outcomes

Rabies



4,462,117

people reached with USG-supported messages on rabies.

Anthrax



1,085,558

people reached with USG-supported messages on anthrax.

CE4HW



41,517

people reached with USG supported messages through community engagement in 2023.

Mass Media



35 Multi-language TV Commercials and 30-minute programs/episodes

(You Only Live Once, Goodlife Game Show, Lucky Trip) that promote priority key WASH behaviors. Audio-visual material available in **12 languages**.

15 youth celebrities engaged as advocates for vaccination.



15 Public service announcement on national, regional, district and community radio.



15 Posters promoting key messaging distributed nationwide.



2 Two social media campaign launched to address barriers to vaccination among youth including safety and efficacy.

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.

This factsheet is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the sole responsibility of FHI360 and do not necessarily reflect the views of USAID or the United States Government.



ACCELERATING SOCIAL
AND BEHAVIOR CHANGE

