



Maternal, Newborn and Child Health (MNCH) Brief

USAID/Ghana Accelerating Social and Behavior Change Activity

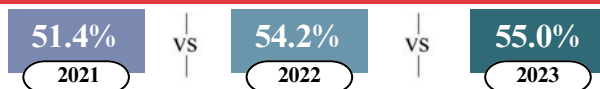
OVERVIEW

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.

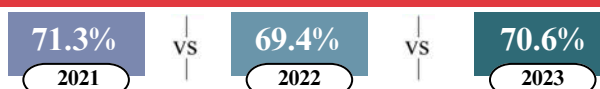
KEY OUTCOMES



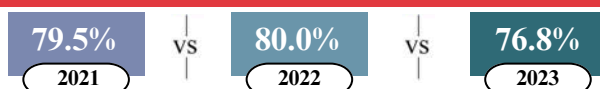
EARLY ANC REGISTRANTS



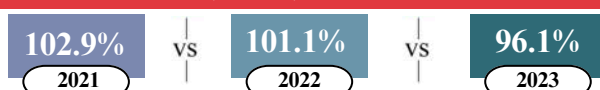
SKILLED DELIVERY COVERAGE



ANC 4+ VISITS



PNC COVERAGE (BABIES) WITHIN 48 HOURS



Source: Ghana DHIMS 2

PRIORITY BEHAVIORS

- Women go for early antenatal care (ANC) (within the first trimester).
- Women complete a full course of quality ANC (4+).
- Postpartum women seek post-natal care (PNC) for self and infant within 48 hours of delivery.
- Pregnant women deliver in a health facility with an equipped, qualified provider.
- Caregivers seek prompt and appropriate care for signs and symptoms of newborn/child illnesses.

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.

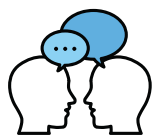
STRATEGIC INTERVENTIONS and PROGRAM ACTIVITIES

CE4HW



346 projects implemented via community-led resource mobilization

led by Community Health Management Committees and Community Health Officers. Projects include the construction of maternity and midwife accommodation blocks to improve ANC attendance and facility delivery.



43,338 community members engaged in low-cost, community-driven, high-impact activities such as group sessions, advocacy, and home visits.

Community Radio for Healthy Living



9 community radio stations using 30-minute feature radio programs to prioritize health issues identified

within the community. Programs engage duty bearers and the community to address the issues identified.

Kpododo Mobile Messaging



- **4,993 community members** registered on the platform.
- **63,687 ANC related messages** delivered.
- **34,011 PNC related messages** delivered.

**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 Training

- **160 devices** across 40 CHPS zones deployed.
- **1,358 participants reached** with MNCH messages.

**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



- **5,044 callers** recorded (2023-2024)
- **12%** of callers seek MNCH support
- Utilized promotional activities,

including school and community engagement to increase traffic to the helpline.

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

Mass Media



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

(You Only Live Once, Goodlife Game Show, Lucky Trip) promoting adoption of priority MNCH behaviours. Available in **7 languages**.



5,333 Posters promoting key messaging on MNCH

distributed nationwide.



5,000 Souvenirs (books) distributed at

community activations with MNCH key messages.

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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ACCELERATING SOCIAL AND BEHAVIOR CHANGE

