Nutrition Brief

USAID/Ghana Accelerating Social and Behavior Change Activity
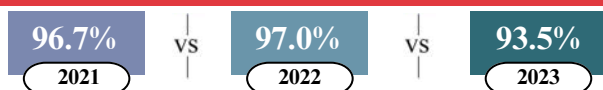
OVERVIEW

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.
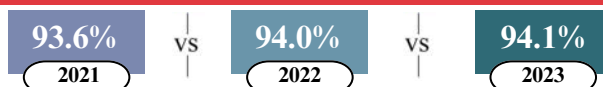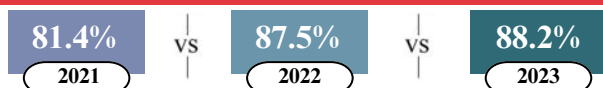
KEY OUTPUT

8,608,732

*(approx. per quarter) of people reached with USG supported nutrition messages including **mass and social media engagement** in 2023*

KEY OUTCOMES

Source: Ghana DHIMS 2

EARLY INITIATION OF BREASTFEEDING WITHIN 1 HR

| **96.7%** 2021 | vs | **97.0%** 2022 | vs | **93.5%** 2023 |

INFANTS EXCLUSIVELY BREASTFED FOR 3 MONTHS

| **93.6%** 2021 | vs | **94.0%** 2022 | vs | **94.1%** 2023 |

TIMELY INITIATION OF COMPLEMENTARY FEEDING

| **81.4%** 2021 | vs | **87.5%** 2022 | vs | **88.2%** 2023 |

PRIORITY BEHAVIORS

- Mothers breastfeed exclusively for six months after birth.
- Caregivers feed adequate amounts of diverse, nutritious, age-appropriate foods to children 6-23 months while continuing to breastfeed.
- Mothers initiative breastfeeding within one hour after delivery.

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.

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

18,982 **community members** especially pregnant women and their partners, caregivers of children under 5 years, and community opinion leaders reached through **low-cost doable actions such as food demonstrations, male engagement, and community outreaches.**

7% of **Community Health Action Plans** developed by Community Health Management Committees **prioritize nutrition** each quarter**.**

ASBC deployed **interpersonal communication approaches** such as **group sessions, advocacy, home visits, and community durbars** to engage community members and promote the adoption of priority behaviours.

Kpododo Mobile Messaging

4,993 **community members** registered on the platform. Clients receive messages on nutrition, initiating and maintaining breastfeeding, preparing a four-star diet with local food, as well as reminders on post-natal care appointments.

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.

AgooSHE+ Call Center/Platform

8.5% **(429)** calls received on nutrition related topics.

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

Amplio Talking Books for Community Engagement

- **160 devices** across 40 CHPS zones deployed.
- **1,144 participants reached** with nutrition messages currently in 2 languages.

Community Health Volunteers use the devices to engage in small group discussions in their communities on key behaviors.

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.

Mass Media

10 Multi-language TV Commercials and 30-minute programs/episodes (You Only Live Once, Goodlife Game Show, Kofi Kommando, Lucky Trip) promoting the adoption of priority nutrition behaviors supported. Available in 7 **languages.**

4 Posters promoting key messaging on nutrition distributed nationwide.

1 Public Service Announcement in multiple languages on nutrition messages disseminated nationwide.

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.

USAID FROM THE AMERICAN PEOPLE

ACCELERATING SOCIAL AND BEHAVIOR CHANGE

fhi360