

# Water, Sanitation and Hygiene Brief (WASH)

## 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.

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

- Family members wash hands with soap under water at four critical times (after defecation, after changing diapers, before food preparation, and before eating).

### KEY OUTCOMES



## STRATEGIC INTERVENTIONS and PROGRAM ACTIVITIES

### CE4HW



**48,648** people reached with USG-supported WASH messages through interpersonal communications, including engaging households to build household latrines/hand washing facilities/stations, and sensitizing caregivers of children under five on the importance of handwashing with soap under running water.

### Mass Media



**6** Multi-language TV Commercials and 30-minute programs/episodes (You Only Live Once, Kofi Kommando, Goodlife Game Show, Lucky Trip) that promote priority WASH behaviors. Available in 7 languages.



**1** Public Service Announcement on national, regional, district and community radio advocating for key priority WASH behaviors.



**2** Posters promoting key WASH messages distributed nationwide.

### Kpododo Mobile Messaging



**4,993** community members registered on the mobile messaging platform and receiving WASH related messages.

*\*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.*

## 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

