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.

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

- Pregnant women (and children under five) sleep under an insecticide treated net (ITN).
- Pregnant women take intermittent preventative treatment of malaria in pregnancy (IPTp) during ANC visits.

KEY OUTCOMES

- **7,683,449** (approx. per quarter) people reached with USG supported Malaria messages through mass & social media engagement in 2023.
- **68,964** people reached with USG supported Malaria messages through community engagement in 2023.

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<th>OPD MALARIA CASES PER 1000 POPULATION</th>
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<td>254.8 2021 vs 231.5 2022 vs 200.1 2023</td>
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<th>OPD MALARIA CASES CHILDREN UNDER 5YEARS</th>
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<td>153,674 2021 vs 140,697 2022 vs 121,554 2023</td>
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<th>OPD MALARIA CASES PREGNANT WOMEN</th>
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<td>26,540 2021 vs 23,862 2022 vs 21,772 2023</td>
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<th>IPTP3 COVERAGE</th>
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<td>52.6% 2022 vs 59.6% 2022 vs 59.5% 2023</td>
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The Government of Ghana leads, harmonizes, and manages effective SBC programs at national, regional and community levels.

1. Communities demand, identify, and implement practical solutions to address barriers to healthy behaviors and practices.

2. Private sector promotes healthy behaviors and practices in support of the public health agenda.

3. Religious leaders, including Imams and pastors, leading community level engagements at worship centers through sermons to propagate messages inclusive of malaria (bednet use).

4. Public service announcements and radio jingles in multiple languages on malaria messages disseminated nationwide.

5. Mass media
   - 6 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 malaria behaviors supported. Available in 7 languages.
   - 5,333 Posters distributed nationwide on malaria.

Amplio Talking Books for Community Engagement
- 10 devices across 40 CHPS zones deployed.
- 1,185 participants reached with messages on sleeping under ITN.

*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.

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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