

# SOCIAL AND BEHAVIOR CHANGE FOR FAMILY PLANNING

In many countries, deep-rooted social norms, religious beliefs, and cultural traditions impact attitudes and behaviors that prevent people from seeking, accessing, and using essential family planning and reproductive health (FP/RH) information and care.

Social and behavior change (SBC) is a discipline that uses a deep understanding of human and societal behavior and evidence-based interventions to increase adoption of healthy behaviors and influence the social norms that underpin those behaviors.



**SBC is a key element of family planning.**

- SBC interventions strengthen:
- Demand for family planning
  - Client-provider communication
  - Couples' communication
  - Engagement of community leaders and other influencers of behaviors and norms

## 1 SOCIAL AND BEHAVIOR CHANGE APPROACHES REMOVE BARRIERS TO CONTRACEPTIVE ACCESS

### HEALTH PROVIDERS

SBC interventions to address biases among health providers can ensure relevant information is shared with all clients (regardless of age, marital status, or gender), increase method choice, and improve quality of care.

### FAITH LEADERS

Faith leaders can be powerful partners in SBC programs promoting contraceptive use and emphasizing the importance of caring for one's family's health.

### DECISION MAKERS

Advocating for SBC in family planning can influence decision makers to support policy changes and adequate financing for family planning programs.

## 2 SOCIAL AND BEHAVIOR CHANGE INTERVENTIONS SHAPE DEMAND FOR FP/RH KNOWLEDGE AND SERVICES

Myths and misconceptions about modern contraception, such as the impact of family planning on future fertility, can be identified and dispelled.



Taboos can be broken, making conversations about family planning more acceptable in people's homes and communities.

## 3 CREATING LASTING SOCIAL AND BEHAVIORAL CHANGE REQUIRES TEAMWORK



Positive behavior change can be reinforced by support from family, friends, and community members and by removing barriers such as cost, distance to services, stigma, discrimination, or privacy concerns.



Efforts to combine sexual and reproductive health SBC efforts with maternal, newborn, and child health; nutrition; and water, sanitation, and hygiene can improve behaviors, increased client satisfaction, and more sustainable programming.

## SOCIAL AND BEHAVIOR CHANGE FOR FAMILY PLANNING IN ACTION

The USAID-funded Tékponon Jikuagou Project developed and tested a scalable package of social network activities to engage men and women in discussion and reflection about unmet need for family planning in Benin.

The project used SBC approaches including social network mapping, reflective dialogue, and radio programming, among other activities, to understand and reduce barriers that prevent women and men from acting on their unmet need for family planning.



**USAID**  
FROM THE AMERICAN PEOPLE

This infographic is made possible by the support of the American People through the U.S. Agency for International Development under the Knowledge SUCCESS (Strengthening Use, Capacity, Collaboration, Exchange, Synthesis, and Sharing) Project Cooperative Agreement No. 7200AA19CA00001 with the Johns Hopkins University. Knowledge SUCCESS is supported by USAID's Bureau for Global Health, Office of Population and Reproductive Health and led by the Johns Hopkins Center for Communication Programs (CCP) in partnership with Amref Health Africa, The Busara Center for Behavioral Economics (Busara), and FHI 360. The information provided in this infographic are the sole responsibility of Knowledge SUCCESS and does not necessarily reflect the views of USAID, the U.S. Government, or the Johns Hopkins University.