



ELLIE VAN HOUTTE

# HEALTH SERVICE DELIVERY - INTEGRATED SOCIAL BEHAVIOR AND CHANGE

SEPTEMBER 2024

## OVERVIEW

Improving the quality or coverage of products and services is often not sufficient to improve health outcomes. It requires changing the health-seeking behaviors of individuals, households, and communities, as well as the norms that underpin these behaviors. Social and behavior change interventions (SBC) seek to promote positive health behaviors by addressing factors such as knowledge, attitudes and norms. To be impactful, SBC must be actively embedded across a spectrum of health programs: family planning and reproductive health, HIV prevention, maternal and child health, nutrition, water, sanitation, and hygiene as well as emerging health threats and gender-based violence.

The USAID Health Service Delivery - Integrated Activity for Social and Behavior Change activity or “Chanje Abitid Moun pou Pratik Itil Ogmante Nan Sante” (CHAMPIONS), promotes positive social and behavior changes. The program aims to generate demand for health care, improve communication between providers and clients, foster family and community dialogue, and mobilize leaders to promote healthy behaviors. Empowering communities, families, and healthcare workers with skills and information enhances access to life-saving resources and high-quality healthcare services.

## GOAL

CHAMPIONS' SBC interventions are centered around three fundamental pillars or "3 wòch dife:"

1. Evidence-based needs assessment and interventions
2. Services tailored to beneficiaries
3. Public sector and community engagement

Proposed activities include:

- Awareness sessions to promote Undetectable = Untransmittable (U=U) messaging explaining how the sexual transmission of HIV can be stopped, water, sanitation and hygiene (WASH); and COVID-19 vaccination and treatment.
- Production and dissemination of materials for maternal, newborn, and child health, e.g. proper nutrition during pregnancy and early childhood; immunization; family planning information, counseling, and access to contraceptive methods; nutrition; and tuberculosis treatment and prevention strategies.
- Development of an integrated media plan based on formative research findings with communication channels tailored to specific audiences.
- Training sessions to promote demand creation for maternal, newborn, and child health, family planning, nutrition, and tuberculosis.
- Non-media activities: Focus groups, viewing sessions of audiovisual materials, popular dramas, public events such as fairs, concerts, patronal feasts, festivals etc.
- Collaboration with key Ministère de la Santé Publique et de la Population (MSPP) directorates, particularly those working in nutrition and communication in development of SBC materials.

**Implementer:** Institut Panos

**Sub-awardees:**

- Coopération Interreligieuse pour la Prévention et la Promotion de la Santé, les Soins et Supports (CIPPRESS)
- Fondation SEROVie
- Perspectives pour la Santé et le Développement (PESADEV).

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**Geographic Coverage:** All 10 departments

## ANTICIPATED RESULTS

**RESULT 1:** Health behaviors and barriers are identified through research, and targeted institutionalization of a harmonized SBC approach is achieved.

**RESULT 2:** Barriers to the consistent practice of healthy behaviors are reduced.

*USAID works to build a stable and viable Haiti, and provides life-saving humanitarian assistance to Haiti's most vulnerable and hard-to-reach people. <https://www.usaid.gov/haiti> and follow @USAID/Haiti on [X](#) and [Facebook](#).*

Drafted by: Partner Institut Panos and DOC USAID/Haiti

**Clearances**

	<b><u>Cleared</u></b>	<b><u>Date</u></b>
HE: OD: KFarnsworth	Cleared	7/30/2024
DOC: BKagoro	Clear w/comment	7/9/2024
PCPS: OD: LJones	clear w/edits	9/24/2024
DMD: DHatch	clear w/edits and a comment	09/27/2024