



To improve service-related health outcomes, clients must access services, communicate effectively with providers and adopt and maintain healthy behaviors. Social and Behavior Change (SBC) plays an integral role in achieving each of those outcomes. Using SBC across the service delivery continuum—before, during and after services—can improve health outcomes by:

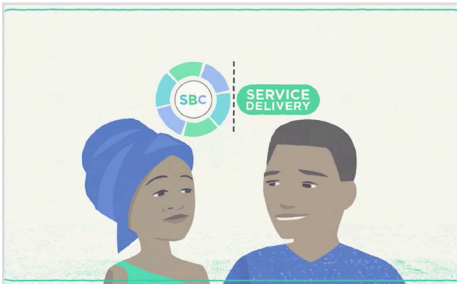
- Creating an enabling environment
- Motivating clients to access services
- Improving the client-provider interaction
- Supporting behavioral maintenance

The Health Communication Capacity Collaborative (HC3) has developed a variety of resources to support SBC work along the service delivery continuum.



Circle of Care: SBC along the Service Delivery Continuum

HC3 developed the Circle of Care model to illustrate how strategic communication can be used along the service delivery continuum. The model is intended for program managers, donors and anyone interested in designing or implementing service delivery programs. The Circle of Care model illustrates how SBC can be integrated at three key stages of the continuum: 1) Before Services; 2) During Services and 3) After Services.



SBC along the Service Delivery Continuum Video

This animated video showcases how SBC can be used along the service delivery continuum to improve health outcomes. It walks viewers through the Circle of Care model, describing SBC's role at each stage of the continuum—before, during and after services. It highlights real country-level experiences using SBC at various stages.

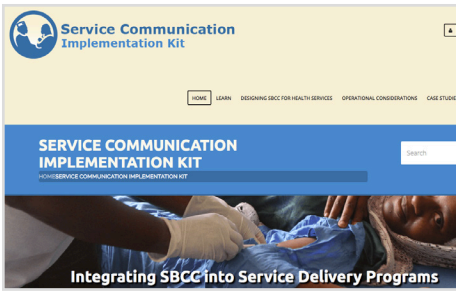


Provider Behavior Change Implementation Kit

This I-Kit provides step-by-step guidance on using SBCC to change provider behavior, and thereby improve client outcomes. This two-for-one I-Kit allows users to focus on either community health workers or facility-based providers as primary audiences. It is intended for anyone working with and interested in changing provider behavior and improving services. This may include service delivery and SBCC program managers and designers. Available in English and French.

Access these service delivery resources at

<https://healthcommcapacity.org/sbcc-service-delivery-provider-behavior-change/>



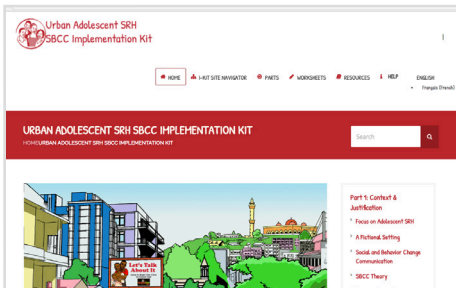
Service Communication I-Kit

This I-Kit aims to help service delivery project managers effectively use service communication to enhance the impact of their project. This I-Kit can be used to help increase demand for and uptake of services and improve consistent long-term maintenance of healthy behaviors. It is designed to help users understand key service communication concepts, apply SBCC techniques to create successful communication activities and learn how to better coordinate efforts with SBCC projects.



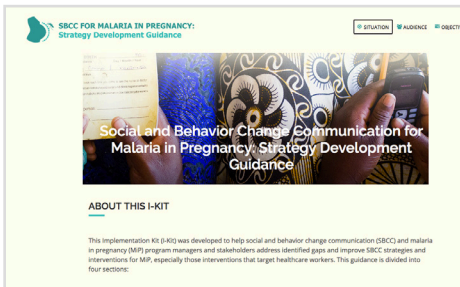
Healthy Timing and Spacing of Pregnancies I-Kit

This Healthy Timing and Spacing of Pregnancies (HTSP) I-Kit is designed to help program managers address the risks of pregnancies among women of advanced maternal age (age 35 and older) and women having five or more births in their family planning or maternal and child health programs. The I-Kit includes a collection of tools, which can be adapted and included into managers' existing family planning and maternal health projects.



Urban Adolescent Social and Behavior Change Communication I-Kit

This I-Kit is intended for program managers and youth organizers working on SRH, SBCC and adolescent issues. It is designed to aid in design and implementation of SRH SBCC programs for adolescents living in urban areas. Seven "Essential Elements" are highlighted and users are guided through each element with engaging visuals, explanatory text and interactive worksheets and activities. The I-Kit also presents a fictional setting and young characters to demonstrate the I-Kit's principles.



Social and Behavior Change Communication for Malaria in Pregnancy

This I-Kit was developed to help SBCC and malaria in pregnancy (MiP) program managers and stakeholders address recently identified weaknesses in country-level MiP communication strategies. This guidance is divided into four sections: integrating MiP issues into an SBCC situation analysis, segmenting MiP audiences and developing problem statements, choosing measurable MiP communication and behavior objectives and drafting the MiP section of a malaria SBCC strategy document. An important element of this resource is a focus on service providers as a target audience for SBCC interventions.



Long-Acting Reversible Contraceptives for Youth

Some of the barriers preventing increased access to long-acting reversible contraceptives (LARCs) among youth are related to health care providers, who may not be aware that LARCs are safe and effective for all women of reproductive age, including adolescents and young people that have not yet had children. To address this knowledge gap and help providers counsel young women on LARCs, HC3 created adaptable SBCC materials to help increase access to LARCs for youth (ages 15 to 24):

- A three-minute animated video and discussion guide for providers
- A take-home brochure for clients
- A series of posters

Access these service delivery resources at

<https://healthcommcapacity.org/sbcc-service-delivery-provider-behavior-change/>

VOLUNTARY MEDICAL MALE CIRCUMCISION
IN-SERVICE COMMUNICATION
BEST PRACTICES GUIDE

Voluntary Medical Male Circumcision In-Service Communication Best Practices Guide

Voluntary medical male circumcision (VMMC) services offer a unique opportunity to engage adolescent and adult males in high-quality HIV prevention communication and services, and to share key messages with males who otherwise might not interact with the health system. Consistent communication and counseling throughout these VMMC services is critical for capitalizing on this opportunity. This guide helps to ensure that in-service communication and counseling content is comprehensive and standardized across PEPFAR's VMMC country programs.



Smart Client and Smart Couple*

HC3 has developed two “smart client” tools—one designed for women and the other for couples. The tools are mobile-phone, short messaging service (SMS) and interactive voice technology (IVR) based. Both tools provide information and introduce practical skills to help women and their partners be informed, empowered and confident family planning clients. Smart Client is comprised of a series of short drama episodes with supporting messages and personal testimonials designed to be adaptable to multiple country contexts. This enables clients to have a more productive family planning consultation, be more satisfied with the counseling itself as well as the counseling outcome, which in turn leads to more sustainable contraceptive use over time. Smart Couples is a mobile phone-based game that targets couples, promoting open, equitable and cooperative dialogue, decisionmaking and use of family planning methods. *Coming soon.*



ENGAGING MEN IN TREATMENT:
BROTHERS FOR LIFE PLUS
PEER NAVIGATION MANUAL

Engaging Men in Treatment Peer Navigation Manual

This training manual and reference guide provides peer navigators with the information and tools to effectively counsel and support HIV positive men. It helps peer navigators develop skills, understand their roles, gain information they should share with clients, and practice what they have learned. The goal is to enable peer navigators to help clients seek and remain in care. Available in French and English.

FACTORS IMPACTING THE EFFECTIVENESS OF
HEALTH CARE WORKER BEHAVIOR CHANGE
A LITERATURE REVIEW

May 20, 2016

Other Resources

Factors Impacting the Effectiveness of Community Health Worker Behavior Change: A Literature Review

Factors Impacting the Effectiveness of Health Care Worker Behavior Change: A Literature Review

SBC Approaches to Provider Behavior Change Webinar

A Framework for Health Communication Across the HIV Treatment Continuum

A Role for Health Communication in the Continuum of HIV Care, Treatment, and Prevention

What is Health Communication and How Does it Affect the HIV/AIDS Continuum of Care? A Brief Primer and Case Study from New York City

For more information, contact:

Heather Hancock, heather.hancock@jhu.edu

Katherine Holmsen, katherine.holmsen@jhu.edu

Joanna Skinner, joanna.skinner@jhu.edu



HC3's global web platforms connect SBCC professionals so they may share their experience and expertise. These platforms also provide access to high-quality resources to improve the practice of health communication and advocate for SBCC in public health.



<https://healthcomspringboard.org>

Springboard for Health Communication is an interactive, online platform that allows SBCC practitioners, scholars and policymakers to share ideas, knowledge and resources. It provides a forum for sharing and debating the latest health communication news – from new approaches in the science of SBCC to content about emerging infectious diseases and mobile technologies. Users can complement discussions with photos and videos as well as harness other platforms (e.g., Twitter, Facebook and Google Plus).



www.thehealthcompass.org

The Health COMPASS offers an online collection of the highest quality SBCC resources, allowing users to learn how to do SBCC and access examples of SBCC programs and materials that have proven successful. The Health COMPASS platform enables users to learn about the SBCC process while viewing practical examples of how others have designed, implemented and evaluated SBCC programs. Users can share their experience using and adapting resources found on the Health COMPASS and contribute their own successful materials to the collection.

