

The Business Unusual Social and Behavior Change Approach of Scaling Up Program Interventions in Nigeria; The Challenge Initiative's Family Planning Model

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Background

SBC is critical to ensuring that people adapt positive behaviors and practices which focus on the individual, community and the environment.

SBC takes time and often requires repeated exposure to behavior change triggers to overcome barriers including sociocultural practices and issues around mindset shift.

The Challenge Initiative (TCI) is an ambitious program designed to accelerate demand-driven participation of states to implement family planning (FP) program in Nigeria. TCI model presents a paradigm shift in behavior for expanding high impact interventions and proven solutions to states in Nigeria.

Objective

The main objective of this review is to assess the relationship between innovative behaviour change models and scale up of FP interventions across selected geographies in Nigeria.

Program intervention

TCI engaged various stakeholders including policy makers and technocrats with targeted FP advocacy at the Federal, State and Local Government levels.

The stakeholders were exposed to the TCI model which entails using strategic behavior change and communication (SBCC) approach to engage the Government to support and drive the implementation of proven and impactful FP programs.

These key stakeholders were equally exposed to different mental and mindset shift models towards a more positive and growing mindset

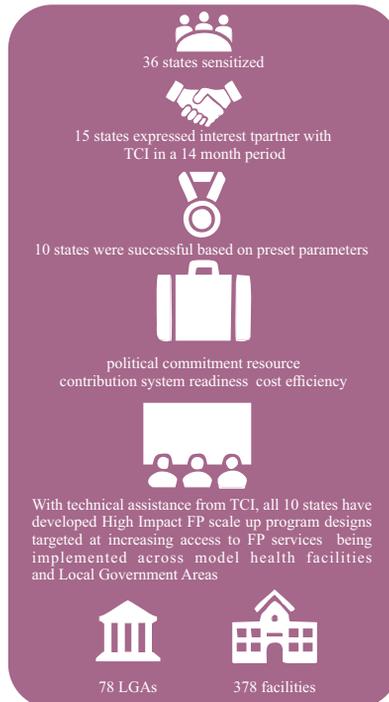
Methodology

TCI used available platforms to showcase its business unusual model to key stakeholders in Nigeria.

Platforms used to market the TCI model included National Council on Health meetings, National FP Conference meeting, TCI project launch and other relevant stakeholder meetings at the state level, from January to December 2017.

During these meetings, TCI emphasized the conditions for state's participation on the project including:

- 📌 Self-selection with an Expression on Interest (EoI)
- 📌 Political & Financial Commitment
- 📌 State-led program implementation



Program Implications

SBC is mostly targeted at beneficiaries and service providers at the community level, however, this review has shown that the need to change behavior is also very critical at the level of the policy and decision makers.

Changing the behavior of key decision makers and leaders is key to successful adoption of impactful models and scale up of program interventions.

TCI model is an ideal model for promoting ownership and sustainability of programs, and there is need for more innovative business unusual models like that of TCI, in programming.