

Coordinating & Harmonizing Strategic Behavior Change Efforts for Preventing Adolescent Pregnancy

Why use this approach?

Social and behavior change (SBC) promotes and facilitates changes in knowledge, attitudes, norms, beliefs, and behaviors. Using [SBC strategies](#), TCI aims to improve youth's knowledge and attitudes about their sexual and reproductive health, generate demand for services, and promote linkages to quality services, ultimately leading to their uptake of contraceptive services when they become sexually active.



STEP 1: Identify SBC capacity resources, gaps, and needs at the local government unit (LGU) level

through a workshop that brings together relevant stakeholders such as health educators, service providers, implementing partners, and government representatives. Conduct an assessment that identifies opportunities to strengthen demand-side components at municipality levels.



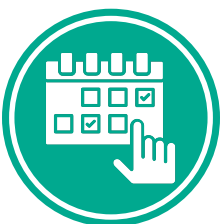
STEP 2: Provide ongoing capacity strengthening support

on key SBC skills and proven approaches, as deemed as priority from the assessment and the local context.



STEP 3: Review and adapt existing media and materials to enhance stakeholder accessibility

by mapping existing materials to their target audience and ensure that technical information is up-to-date and branded.



STEP 4: Ensure strategic communication planning

because a shared understanding will help SBC stakeholders to jointly and strategically plan for [social and behavior change communication \(SBCC\) activities](#) that address behavioral objectives.



STEP 5: Utilize social media as a key channel for promoting SBC messages

that provide accurate information and promote healthy adolescent sexual and reproductive health (ASRH) behavior. Out-of-school youth (OSY) receive misleading and inadequate AYSRH information from Facebook and YouTube so Barangay-level adolescent and youth-friendly health services (AYFHS) may want to create their own Facebook page. A [net mapping exercise](#) with youth can identify young social media influencers and train them to use platforms to promote AYSRH information.



STEP 6: Ensure accountability

at city local health board meetings by monitoring the action plan, reviewing current SBC activities, enhancing linkages between activities across partners, and reviewing data. Review the action plan at least on a quarterly basis.