



FACT SHEET

Behavior Change Communication

The Primary Health Care Project in Iraq (PHCPI) works on mobilizing and intensifying the interpersonal communication (IPC) and outreach activities at the community level and with local leaders, non-governmental organizations (NGOs) and internally displaced persons (IDPs), increasing the frequency and competency of IPC/counseling interactions by primary health care (PHC) service providers, using tested tools, job-aids and approaches to strengthen IPC/C and outreach activities, and identifying and implementing high-impact ways of using media to conduct health promotion.

With the technical assistance of USAID/PHCPI, the Iraqi Ministry of Health (MOH) has also developed a national BCC strategy with the aim to raise awareness among women, families, communities and service providers to reduce risks of maternal and child morbidity and mortality through promoting healthy practices and increasing demand for quality maternal and child health services.

PHCPI's Behavior Change Strategy focused on two main areas: Community Health Partnerships (CHP) and BCC. PHCPI trained 197 trainers of trainers (TOTs) on the BCC strategy and, through cascade trainings for each Directorate of Health (DoH) and all PHCPI-supported primary health care (PHC) clinics, over 2,000 staff and community members were trained.

Community Health Partnerships

To improve partnerships between PHC clinics and catchment communities PHCPI worked with the MOH BCC Technical Working Group (TWG) to establish the "Local Health Committee (LHC) Operationalization Guideline." After finalization, the MOH performed cascade trainings at the central, local, PHC clinic and community level. This guideline assists PHC clinics and communities form and establish LHCs. LHCs are designed to encourage a link between community needs and primary health care service delivery by supporting dissemination of basic health information, raising awareness of key health initiatives such as immunizations and school health campaigns, advocating for critical community interventions, and providing critical information to the public.

PHCPI developed training curricula for LHCs on Leadership and Management, IPC, and team building as well as the Compliance Measurement Tools, which measure the overall compliance of PHC clinics with standards for Community Health Partnerships. Additionally, in coordination with K-MoH, PHCPI revised, finalized and trained 2,050 PHC clinic staff and community members on the Health Volunteers training curriculum.

Behavior Change Communication

In collaboration with the Central-MOH, Kurdistan-MOH, and BCC TWGs, PHCPI revised the initial draft of the national BCC Strategy through a series of meetings and workshops. The MOH now considers this document as the main strategy for BCC interventions in Iraq.

Educational BCC Campaign

PHCPI launched an Educational BCC Campaign under the slogan "*Your Health...Our Goal.*" In preparation, PHCPI developed a community outreach message dissemination tool and LHC plan called the Local Health Committee Initiative (LHCI). This initiative is designed to expedite the process of message dissemination, especially those related to Millennium Development Goals (MDGs 4 & 5), through different synchronized channels including mass media.

To support the success of LHCs in implementing BCC Campaigns, a package of IEC and BCC materials was developed to be used for community mobilization, and provincial meetings were held for local religious and community leaders and media. PHC clinics, supported by LHCs, successfully developed and conducted outreach activities among the community to disseminate MDG 4 & 5 healthy messages using the BCC and IEC materials focusing on women of reproductive age and IDPs reaching a catchment population of 9,391,182. These healthy messages and outreach activities were also posted on MOH/DOH websites and local media channels.

National BCC and Polio Mass Media Campaigns

PHCPI developed three informational spots on breastfeeding, antenatal care and diarrhea, an animated TV and radio song and a seven-part informational series on the importance of ANC and postnatal care in both Arabic and

November 2014

The USAID Primary Health Care Project in Iraq (PHCPI) is funded by United States Agency for International Development (USAID) under Contract No. AID-267-C-0-11-00004 implemented by University Research Co., LLC as primary recipient.

Kurdish. These spots were aired on eight TV channels throughout Iraq reaching over 85%, or 29,559,600 out of Iraq's total population of 34,776,000. Additionally, the PHC clinics will continue to “broadcast” these materials on the TVs in waiting rooms, providing a wider reach to target audiences. Links to select PHCPI BCC materials can be found below:

1. Vaccination (song):
<https://www.youtube.com/watch?v=pRG4pidJiJU>
2. Diarrhea (spot):
https://www.youtube.com/watch?v=m_LTSBBpoME
3. Pregnant Care (spot):
<https://www.youtube.com/watch?v=s7K1rdl3YJg>
4. Breastfeeding (spot):
https://www.youtube.com/watch?v=_LR9uEsZocs

Moreover, PHCPI developed and printed posters, flyers, brochures, flex boards, and CDs to highlight the importance of vaccination against measles and polio and raise awareness of cholera, three key communicable diseases in Iraq. PHCPI distributed all materials in Arabic and Kurdish to the DOHs across Iraq and coordinated the distribution of materials with the MoH and K-MoH to 252*-targeted PHC clinics.

On May 6th, 2014, the MOH requested assistance from USAID to urgently support its polio response efforts. To adequately respond to this crisis, the MOH developed a mass media campaign to deliver messages targeting health and medical professionals as well as the general public. PHCPI provided \$2.9 million in funding for six television spots developed by the MOH to educate the general public about polio and to encourage parents to get their children vaccinated. The television spots aired from May 9 – June 22, 2014 on nine popular Iraqi channels that ensured nationwide coverage.

To underpin and ensure improved and effective coverage of the mass media campaign (MMC) and other BCC

interventions, PHCPI provided training to 63 journalists specializing in health reporting.

Community Mobilization

During PHCPI’s BCC mass media campaign, many of the provinces began Community Mobilization activities. These activities included reaching out to target groups in the catchment areas of PHC clinics. Meetings, orientation sessions, BCC spot presentations, educational symposiums and other outreach activities distributed healthy messages and print materials to the target groups to help raise awareness inside the community.

PHCPI assisted the MOH in the development of a comprehensive plan for community mobilization. The plan includes five main areas and was initiated from August 14-30, 2014: advocacy, health events, health classes, and outreach activities. Engaging communities in these activities will enhance their role in solving common health issues and increase the link between the community and the PHC clinics

Increased Awareness Among IDPs

In its efforts to expand community outreach activities among IDPs, PHCPI is working to identify and provide support to key vulnerable IDPs in six target provinces—Erbil, Duhok, Sulaymaniah, Baghdad, Karbala and Najaf. PHCPI is working jointly with the MOH to develop guidelines on health topics of importance to IDPs including Prevention and Control of Communicable Diseases, Maternal & Child Health, Trauma, Non- Communicable Diseases, and Mental Health, to be used during IDP outreach activities. PHCPI will train MOH Health Promotion Unit staff on these guidelines, who will in turn train NGO members and volunteers from the selected provinces. These outreach and awareness activities will reach between 4,000 and 6,000 IDP families in the targeted provinces.

Figure 1: BCC by the Numbers

