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FROM THE AMERICAN PEOPLE

PSP-One

PSP-One AND BEHAVIOR CHANGE COMMUNICATION (BCC)

Behavior change communication (BCC) is an interactive, research-based process that meets the informational needs of audience groups, reduces barriers to healthy behaviors, and motivates people to seek appropriate reproductive health and family planning products and services. BCC generates sustained demand for family planning. Using mass media channels, community-based activities, and interpersonal communication, BCC shifts individual behavior and community norms to enhance the environment for family planning and reproductive health. Private-sector companies, such as market-research firms and advertising agencies, engage in this process and BCC campaigns often result in increased sales of private-sector products and services.

PSP-One Technical Assistance: The integrated approach the Private Sector Partnerships-One (PSP-One) project uses considers both supply- and demand-side factors that affect the reproductive health of people in developing countries. PSP-One's approach to BCC encompasses a comprehensive strategy including

- situation analysis
- audience segmentation
- communication objectives
- strategic approach
- message development
- channels and tools
- a management plan
- monitoring and evaluation

PSP-One staff capabilities are available in all of these areas, ranging from conducting needs assessments and formative research to strategy design, creative material development and evaluation. PSP-One's senior advisor for social marketing and behavior change communication has 20 years of experience designing

In India PSP-One supports *Yahi Hai Sahi* (It's the Right Thing), a campaign to promote condom use by sexually active men ages 20 to 29 in urban North India. *Yahi Hai Sahi* also reaches the general population in an effort to normalize and encourage condom use for both contraception and preventing sexually transmitted diseases. Through mass media channels, public relations, and an outreach component, the campaign advocates for consistent condom use, dispels myths about poor quality, and improves the method's image. The project addresses barriers to use in a culturally appropriate way that reduces the embarrassment factor at the point of purchase.



The Yahi Hai Sahi condom logo.



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PRIVATE SECTOR PARTNERSHIPS FOR BETTER HEALTH

and implementing effective BCC campaigns to promote reproductive health throughout Africa, Asia, the Near East and the Caribbean.

BCC must be integrated with other program areas to maximize the effectiveness of technical assistance. Therefore, PSP-One links its BCC work to other components, such as social marketing, public-private partnerships, continuous supply of quality products and services, and provider training. All BCC work is based on audience research and implemented in collaboration with local partners in the field.

PARTNERS

Abt Associates leads PSP-One and implements it in collaboration with Banyan Global; Data Management Services, Inc.; Dillon Allman and Partners, LLC; Family Health International (FHI); Forum One Communications; IntraHealth International; O'Hanlon Health Consulting; Population Services International (PSI); and the Tulane University School of Public Health and Tropical Medicine. The following partners have expertise in BCC areas such as consumer research, audience segmentation, creative strategy development, message and material development, and advocacy:

- Abt Associates
- Family Health International
- Population Services International
- Tulane University School of Public Health and Tropical Medicine

About PSP-One

The PSP-One project is USAID's flagship project, funded under Contract No. GPO-I-00-04-00007-00, to increase the private sector's provision of high-quality reproductive health and family planning (RH/FP) and other health products and services in developing countries. PSP-One is led by Abt Associates and implemented in collaboration with nine partners:

Banyan Global

Data Management Services, Inc.

Dillon, Allman and Partners, LLC

Family Health International

Forum One Communications

IntraHealth International

O'Hanlon Health Consulting

Population Services International

Tulane University School of Public Health and Tropical Medicine

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