C-CHANGE)))
COMMUNICATION FOR CHANGE

USAID FROM THE AMERICAN PEOPLE

WHO/TDR/Crump

IFRC

Communication for Change (C-Change) is USAID's flagship program to improve the effectiveness and sustainability of communication for behavior and social change as an integral part of development efforts in health, environment, and civil society. C-Change works with global, regional and local partners to apply communication approaches supported by evidence-based strategies, state-of-the-art training and capacity building, and cutting-edge research. **The ultimate goal is the improved health and well-being of people in the developing world.**

STRATEGIC APPROACH

C-Change will:

- **Achieve scale and sustainability.** C-Change can assist programs to achieve scale by engaging and strengthening existing institutions and social networks and building strong coalitions to support program growth.

- **Identify and influence the social determinants of behaviors.** A key component of the C- Change approach is to bring about positive behavior change by shifting social norms. For example, reducing the risk of HIV infection or improving family planning behaviors may require addressing gender roles and cultural practices.

- **Build the capacity of local institutions, including NGOs, CBOs, and FBOs**. C-Change will increase local institutions' ability to plan and implement behavior change communication approaches by strengthening both their technical and program management skills.

- **Conduct state-of the-art research that informs program development and implementation.** C-Change research provides evidence about the effectiveness of different communication approaches. In addition, C-Change identifies and examines how programs can utilize key social determinants of sexual and family planning behavior – social norms and social networks – that influence and reach beyond the individual.

- **Engage the media as a partner.** C-Change involves journalists and other media professionals as full partners in the process of social change.

- **Streamline communication tactics and tools.** Models for communication planning and implementation have become complex and costly, making it difficult to transfer skills. C-Change will streamline formative research and pre testing methods and create easy-to-use frontline teaching tools and hands-on, skills-based training.

ACCESSING C-CHANGE SERVICES

A cooperative agreement under USAID, C-Change is a **Leader with Associate Award.** USAID mission or bureau buy-ins related to health can be made through either leader awards or associate awards. Buy-ins for communication support in other sectors—environment, civil society, and others— can be made through associate awards.

MAJOR AREAS OF FOCUS

The program works in all the major health areas, including:
• Family planning and reproductive health
• HIV and AIDS
• Malaria

The program can also provide communication support to other sectors, including environment (e.g., biodiversity conservation and energy use efficiency), civil society, and water and sanitation.

WORKING WORLDWIDE

C-Change works worldwide and is implementing programs and research in Africa, Eastern Europe, and Central and South Asia, including:

ALBANIA
Albanian couples' use of modern contraceptives is one of the lowest in the European region, with high reliance on traditional methods of family planning. C-Change is implementing activities to increase acceptance and use of modern methods. The program includes an extensive mass media behavior change campaign supported by interpersonal communication with university students, pharmacists and journalists who cover health issues.

ETHIOPIA
C-Change is empowering Ethiopian families to develop healthy practices to prevent malaria. Working collaboratively with the President's Malaria Initiative (PMI) and PEPFAR, C-Change is implementing mass media campaigns, interpersonal communication activities, and community-based programs. C-Change is supporting a BCC Task Force for Malaria and will continue to facilitate ongoing coordination among organizations working in malaria communication activities.

NAMIBIA
C-Change is working with PEPFAR partners to build the capacity of NGOs to design and implement behavior change communication interventions that address prevention, testing, and care and support practices. C-Change will build a sustainable network of skilled people and organizations to develop and support quality communication interventions. Strategies include formal and informal training, mentoring, and direct technical assistance.

MADAGASCAR
The integration of reproductive health into environmental activities is a national priority. C-Change has integrated pop-environment related activities into the highly successful youth Ankoay (eagle) HIV and AIDS prevention program. The Ankoay model has reached 3000 youth and generated extensive media coverage. C-Change will dramatically scale up this model with scout troops, schools and sports teams.

EXPECTED PROJECT OUTCOMES

Evidence-based communication programs carried out at scale. C-Change will achieve large-scale, population-based impact by applying integrated communication approaches at national and regional levels. Major strategies include:

• Enlisting and strengthening the behavior change communication (BCC) skills and programs of NGO networks
• Engaging the media to stimulate social action
• Strengthening district and community planning for BCC
• Building system-wide coalitions and commitment to BCC programs

Communication skills and knowledge transferred to developing country institutions. In each country where the program operates, C-Change will build the capacity of NGOs and networks, using a competency-based approach to training that includes both technical and management skills. Major activities include:

• Developing and strengthening communication courses in academic institutions
• Developing local networks of communication excellence among research institutions, advertising and public relations firms, and NGOs
• Supporting the design of tailored BCC strategies with measurable benchmarks

State-of-the-art information and research in communication applied to implementation. Through its global research agenda, C-Change is generating lessons learned to improve communication for behavior and social change. A critical challenge for C-Change is how to best integrate findings from research, implementation, and evaluation activities to facilitate social change. Major cross-cutting research questions include:

• Understanding how social norms change and developing ways to facilitate this change
• Improving interaction and communication among organizations around common goals and building social capital
• Demonstrating the application of innovative social change approaches
• Developing valid, reliable indicators