Peace Corps - Social and Behavior Change

Welcome to the Peace Corps Social and Behavior Change Toolkit, your one-stop source for useful and relevant SBC information. We welcome and encourage utilization of the toolkit by Peace Corps Volunteers and staff globally. We have designed this toolkit so we can share Peace Corps developed resources both globally and regionally. Furthermore, we have selected, and will continue to expand our selection of resources from partner agencies that we think are most appropriate for staff and Volunteers.

Improved social and behavior change tools and strategies are high priority community needs in the majority of Volunteer communities. The resources in this toolkit are intended for all Volunteers engaged in social and behavior change activities, a large proportion of whom may have other primary assignment activities, and whose social and behavior change activities are part of their community service (secondary) activities.

As with any other type of successful community activity, you, the Volunteer, should involve communities in your efforts, including a range of stakeholders throughout project planning and implementation. If you expect that this activity may include facilitation of provision of technology or infrastructure, or may occupy a significant portion of your time, you should be sure to be well informed and to identify at least one technical expert who you and your community can consult with along the way.

<table>
<thead>
<tr>
<th>Information category</th>
<th>Resources Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Behavior Change Communication</td>
<td>These resources are geared towards assisting Volunteers to incorporate BCC strategies in health promotion activities. It is clear that knowledge alone is not always enough to get individuals and households to adopt good health practices and care-seeking behavior. The materials included are expected to provide guidance and support to PCV efforts to encourage sustainable change and improved health.</td>
</tr>
<tr>
<td>Community Mobilization</td>
<td>The materials in this section are useful to virtually all Volunteers and can be adapted to different sectors as needed. Community mobilization is a critical aspect of all development work in that when done well, it can result in an enabling environment including the creation of community champions, support groups etc, who facilitate and support positive change.</td>
</tr>
</tbody>
</table>

We also invite you to contribute by suggesting resources to include and posting your comments through the feedback form.

**What are K4Health Toolkits?**

**Purpose and Audiences of This Toolkit**

**Types of Resources in This Toolkit**

**How to Use This Toolkit**

**How can I make a comment or give feedback about this toolkit?**

**How can I suggest a resource to include in this toolkit?**

**Publishers of Resources Included in This Toolkit**
What are K4Health Toolkits?

K4Health Toolkits are electronic collections of carefully selected information resources on a particular topic for health policy makers, program managers, and service providers. They are based on a continuous publishing principle that allows them to evolve after publication to capture additional resources and to identify and fill remaining information gaps.

Purpose and Audiences of This Toolkit

We have designed this toolkit so we can share Peace Corps developed resources both globally and regionally. Furthermore, we have selected, and will continue to expand our selection of resources from our partner agencies that we think are most appropriate for staff and Volunteers.

Types of Resources in This Toolkit

This toolkit was created to provide guidance and tools to update, develop or expand social and behavior change projects. It contains:

- Tools and resources to help implement a variety of social and behavior change-related activities
- A compilation of the most up-to-date knowledge and best practices on social and behavior change
- Resources on the most up-to-date evidence from the World Health Organization and other international reproductive health organizations
- Case studies on social and behavior change-related activities from several countries

How to Use This Toolkit

Expanding access to and use of social and behavior change projects requires a holistic approach—including accurate information; up-to-date policies and guidelines; quality training, supervision, and services; effective communication and marketing; and proper logistics. This toolkit provides information on all these elements and contains tools and resources to help you implement a variety of social and behavior change-related activities.

To browse the contents of this toolkit, use the navigation on the right to view resources related to social and behavior change topics and programs. Each section includes a list of a number of high-quality resources selected by the Peace Corps Sector Health Specialists, further organized by theme areas: Behavior Change Communication, Community Mobilization, and Monitoring & Evaluation. Click on the title of the resource for more information about it, or click on the full-text link to get direct access to the full resource.

Some of the tools are readily available in an adaptable format (e.g., Microsoft PowerPoint presentations). We encourage you to alter and personalize these tools for your own use (please remember to credit the source). If you do use these tools or adapt them, we would love to hear
from you.

**How can I suggest a resource to include in this toolkit?**

We invite you to contribute to evolving and enhancing this toolkit. If you have developed or use quality resources that you think should be included in the toolkit, please use the feedback form to suggest them. The toolkit collaborators will review and consider your suggestions.

**How can I make a comment or give feedback about this toolkit?**

We invite you to contribute to evolving and enhancing this toolkit. If you have developed or use quality resources that you think should be included in the toolkit, please use the feedback form to suggest them. The toolkit collaborators will review and consider your suggestions.

**Publishers of Resources Included in This Toolkit**

CARE  
Food for the Hungry  
Population Communication Services (PCS)  
USAID  
Interagency Working Group  
Youthnet  
The ACQUIRE Project  
PROMUNDO  
Health Communication Partnership  
AVSI  
World Relief  
EngenderHealth  
Academy for Educational Development/ HIV project  
Helen Keller International  
UNICEF  
Pan American Health Organization (PAHO)  
World Health Organization (WHO)  
Population Service International  
FHI 360  
American Colleges of Nurses Midwives  
John Hopkins University Center for Communications  
Food and Agriculture Organization (FAO)  
Inter-Agency Standing Committee (IASC)  
World Vision  
Interaction  
Population Council  
Institute of Reproductive Health  
International HIV/AIDS Alliance  
Core Group
Behavior Change Communication

These resources are geared towards assisting Volunteers to incorporate BCC strategies in health promotion activities. It is clear that knowledge alone is not always enough to get individuals and households to adopt good health practices and care-seeking behavior. The materials included are expected to provide guidance and support to PCV efforts to encourage sustainable change and improved health.

Have a suggested resource or comment about this section? Please visit our feedback form.

Resources:

- **Access and Behavioral Outcome Indicators for WASH**

  This is a recording of HIP's webinar on "Access and Behavioral Outcome Indicators for WASH," held March 2, 2010. It is presented by Orlando Hernandez, HIP monitoring and evaluation specialist.

- **Peace Corps Manual: Care Group Approach - Health Promotion and Behavior Change through a Community Based Strategy**

  The Care group approach-A Care Group is a group of 10-15 volunteer, community-based health educators (Leader Mothers) who regularly meet together with Co-Promoters (PCVs) and Health Promoters (PCV Counterparts). Care groups are different from typical mother?s groups in that each Leader Mother is responsible for regularly visiting 10-15 of her neighbors, sharing what she has learned and facilitating behavior change at the household level. Care Groups create a multiplying effect to equitably reach every beneficiary household with interp
Designing for Behavior Change (DBC) Manual (English & Spanish) & BEHAVE framework (in French)

Designing for Behavior Change training curriculum. This field-tested, six-day training package will enable private voluntary organizations (PVOs) and partners to replicate the BEHAVE workshops conducted with CORE Group members in multiple countries and regions around the globe. The manual consolidates handouts and facilitator materials with easy-to-use training guidelines. The "Designing for Behavior Change" workshop responds to community health managers? and planners? need for a practical behavioral framework that aids them in planning their projects strategically for maximum effectiveness. It is built upon the BEHAVE Framework, developed by the Academy for Education Development (AED). In 2006, the CORE group's Social and Behavior Change Working Group started a process of reviewing experiences with the training and updated the curriculum. The current version has added more case studies, stories and examples; clarified the difference between determinants and key factors; incorporated the Barrier Analysis approach; added a half-day of field work using formative research; provided guidelines for selecting appropriate activities; and much more. This curriculum was further adapted following regional workshops in Mali and the US and a number of country workshops.

Click here for the link to the DBC manual in Spanish:
Click here for the "Applying BEHAVE framework" manual in French. The DBC is heavily drawn from AED's "Applying BEHAVE framework."
http://www.globalhealthcommunication.org/tools/54

Community Based Family Planning, Technical Update #2: Behavior Change

This includes the following: I. Steps for incorporating a behavior change approach into program design and implementation, and II. Documentation

La vie: Une Valeur (Un module de formation destiné aux enseignants et aux animateurs pour travailler avec les adolescents-VIH/SIDA)

Dans la Prevention Contre Le VIH/SIDA, une approach de Base Pour un Changement de Comportement. Un module de formation destiné aux enseignants et aux animateurs sociaux pour travailler avec les adolescents à la prévention contre le VIH/SIDA
Behavior Change Perspectives and Communication Guidelines on Six Child Survival Interventions

For those who want to incorporate behavior change and communication strategies into their child survival programs, as well as those who already plan and carry out such activities. It focuses on six major interventions and the key practices associated with these. It examines the challenges associated with improving these practices in developing country contexts, and aims to provide insight into how to design effective strategies.

Behavior Change Interventions for Safe Motherhood: Common Problems, Unique Solutions.

This paper focuses on the Maternal and Newborn Health Program’s work on behavior change. The results of work in various countries provide lessons learned. The document includes a Birth Preparedness and Complications Readiness (BP/CR) matrix, a programming tool that outlines key actions and responsibilities of each actor within the safe motherhood arena (policymakers, health facilities, providers, communities, families, and individual women) The actions that each can take are listed in separate sections of the matrix that relate to pregnancy, labor, childbirth, and the postpartum newborn period.

Barrier Analysis Facilitator’s Guide
Barrier Analysis is a assessment tool used in community health and other community development projects to identify behavioral determinants associated with a particular behavior. This Facilitator’s Guide has been written for trainers to teach others about Barrier Analysis and/or to learn the technique themselves. It guides trainers through a step-by-step process for conducting the analysis and provides background information on the technique as well as some basic information on behavior change theory. Trainers are encouraged to adapt the materials to meet their own needs.

• 

A Field Guide to Designing A Health Communication Strategy

The purpose of this strategic communication Field Guide is to provide practical guidance to those who are in a position to design, implement, or support a strategic health communication effort. The emphasis of the guide is on developing a comprehensive, long-term approach to health communication that responds appropriately to audience needs.

• 

Setting Up a Hotline, Field Guide

Hotlines offer an effective way to provide callers with accurate information, counseling, and referrals to appropriate community-based services or resources. The anonymity of a hotline is a key asset, especially in working with adolescents, because it allows the caller to ask questions that may be difficult or awkward to address in a face-to-face context.

• 

The New "P-Process," Steps in Strategic Communication

This resource outlines the steps in strategic communication including Analysis, Strategic Design, Development & Testing, Implementation & Monitoring, and Evaluation & Replanning.

• 

"A" Frame for Advocacy
This is a color brochure about the various interlocking components of public policy advocacy.

- **How to Design and Produce Radio Serial Drama for Social Development, A Program Manager's Guide**

  This book is designed to guide the program manager in charge of an IEC project using Enter-Educate serial drama through the various stages of project development.

- **How to Write a Radio Serial Drama for Social Development, A Script Writer's Manual**

  This book is a practical manual for script writers preparing radio serial dramas for development projects. It will be useful both for novices and experienced script writers who have not yet written drama that educates as well as entertains.

**Community Mobilization**

The materials in this section are useful to virtually all Volunteers and can be adapted to different sectors as needed. Community mobilization is a critical aspect of all development work in that when done well, it can result in an enabling environment including the creation of community champions, support groups etc, who facilitate and support positive change.

Have a suggested resource or comment about this section? Please visit our feedback form.

**Resources:**

- **Community Based Family Planning Technical Update #7:**
Reaching Youth through Community Mobilization

This technical update discusses Community based FP strategies to reach youth.

- **Engaging Men at the Community Level**

  This interactive manual offers master trainers' approaches for working with community-based health outreach workers and gender activists a means to mobilize community members to take action related to HIV, AIDS and gender. Following a brief section defining male gender norms linkage to negative health outcomes, the manual offers numerous strategies for community engagement for change, such as conducting a needs assessment, conducting marches and rallies, engaging theatre practitioners, among others. Utilizing an ecological model linked to the formation of "community action teams" (CATs), the manual offers strategies to reach various community members for actual and sustain change specific to HIV, AIDS and men. Engender Health

- **Community Pathways to Improved Adolescent Sexual and Reproductive Health**

  This working paper presents a framework for changing community norms and practices, program examples and strategies, with the aim to enhance efforts to improve ASRH outcomes. It includes a focus on capacity building of community leadership and strategies to enhance capacity and community involvement.

- **Community Based Family Planning Technical Update #4: Improving Access to Injectable contraceptives**

  This report discusses the use of FP injectables by community based distributors.

- **Community Based Family Planning - Technical Update #3: Linking CBFP and Long Acting Methods**
This is a technical update on integrating long-acting and permanent methods of family planning into community level programming.

- **Demystifying Community Mobilization: An Effective Strategy to Improve Maternal and Newborn Health**

  The purpose of this publication is to address doubts concerning the transformative power of community mobilization and present evidence from the field to make the case for including community mobilization as part of broader national health plans to achieve the Millenium Development Goals of reducing maternal and child mortality and improving maternal and child health.

- **Tools Together Now. 100 Participatory tools to mobilize communities for HIV/AIDS**

  This toolkit provides a selection of 100 Participatory Learning and Action (PLA) tools which you can use for community mobilization and HIV/AIDS. PLA tools are interactive activities which enable communities and organizations to learn together about HIV/AIDS in their community, develop a plan, act on it and evaluate and reflect on how it went. International AIDS Alliance

- **Engaging Communities in Youth Reproductive Health and HIV Projects: A guide to participatory Assessments**

  This guide aims to provide easy to follow guidelines for carrying out a participatory assessment with young and adult community members, and to outline how these tools and methods can be applied throughout the project life cycle

- **All Together Now Community Mobilization for Health**

  This tool guides you through the process of mobilizing communities for prevention, care, support, impact mitigation and treatment for those affected for those affected by HIV and AIDS.
Facilitator’s Guide - Let's Talk About HIV counseling and Testing

This guide consists of tools to build NGO/CBO capacity to mobilize communities for counseling and testing. This toolkit is designed to help implementers improve their knowledge and quality of their work in HIV Counseling and Testing. It includes eight sections covering different aspects of CT; providing essential information, key definitions and concepts and messages.

• Engaging Communities in Youth Reproductive Health and HIV Projects

This guide to participatory assessment is intended for use at the community level for people with little or no experience using participatory learning and action tools and approaches. It aims to support users to lead a participatory process that enables facilitators and participants to learn by doing.

• The Care Group Difference Manual: A guide to Community based Volunteer Health Educators

This includes an overview, evidence of effectiveness, deciding when to use Care Groups, budget implications, timeline for Care Groups, M&E, linkages with health services, relationship building with local and religious leaders, maintaining momentum and sustainability.

• Community COPE: Building Partnerships with the Community to Improve Health Services

COPE is a process and a set of simple and practical tools for assessing and improving the quality of health services. The process encourages self-assessment and joint problem solving by service staff and supervisors. It empowers staff to undertake improvement activities. The handbook is designed to help supervisors and staff at service-delivery sites: Learn how community members feel about the services they provide; Gather community members' recommendations for improving the services or enhancing service strengths and assets; and determine ways to encourage community members to participate in and take ownership of
quality-improvement efforts both at the site and community levels. Tools include: Values-Clarification Exercises, Guide for Initial Discussions with Local Community Leaders, and General Tips for Conducting Participatory Activities.

- **How to Mobilize Communities for Health and Social Change**

The field guide contains illustrative examples and lessons learned in community mobilization experiences from around the world, focusing on working with disadvantaged or marginalized groups in developing countries. The characteristics of each country and each region are very different, so the field guide does not recommend a unique strategy for community mobilization but offers instead general principles and methods which will need to be adapted to local settings and conditions.

**Peace Corps Resources**

**Resources:**

- **Peace Corps Manual: Care Group Approach-Health Promotion and BC through a Community based strategy**

The Care group approach-A Care Group is a group of 10-15 volunteer, community-based health educators (Leader Mothers) who regularly meet together with Co-Promoters (PCVs) and Health Promoters (PCV Counterparts). Care groups are different from typical mother?s groups in that each Leader Mother is responsible for regularly visiting 10-15 of her neighbors, sharing what she has learned and facilitating behavior change at the household level. Care Groups create a multiplying effect to equitably reach every beneficiary household with interpersonal behavior change communication.

- **Introduction to Care groups**
This is a power point presentation that illustrates how Care Groups improve behavior change and build a sustainable community-level structure for health promotion.

- **Pregnant Women Support Group Program (FARN-G or Maternal Hearth Model)**

  This approach utilizes a women who has successfully given birth to healthy children as a positive deviant model and trainer for women who are currently pregnant, while also providing women with proper prenatal care (vaccinations, medication, vitamin/micronutrient supplements and referrals when necessary) at the community level. The approach uses social support, self-efficacy and culturally acceptable and financially feasible alternatives to sustain behavior change.

**Partnership Defined Quality (PDQ)**

Improving quality of care is an important strategy to improve client use of available services. Quality of care initiatives alone, however, have often not been able to adequately address community level perspectives and concerns, and face challenges in ensuring availability and access to quality services. Partnership Defined Quality (PDQ) encourages health care providers and communities to look beyond the health system for solutions to health care deficiencies at the community level. Individuals and communities share responsibility with the health system for ensuring improved health.

PDQ for Youth has been adapted for use with 15-24 year old's and health providers to improve youth access to quality health services.

**Source URL:** https://www.k4health.org/toolkits/pc-bcc