



Promoting Health – Adjusting the Reproductive Environment

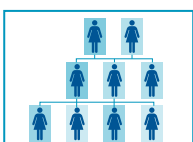
Transform/PHARE, a USAID funded five-year project, introduces innovative practices from marketing, advertising, human-centered design and behavioral economics to strengthen health-related behavior change programming.

Innovation is not necessarily an invention that is entirely new, it may be building on an approach from a different field or combining two or more existing approaches.

Our objectives are:

- Increase demand for family planning products and services.
- Enhance the active support for family planning among key secondary targets.
- Address social norms thus creating a favorable environment for family planning.

We work within four thematic areas:



AUDIENCE SEGMENTATION

Identify sub-groups of the population most likely to change their behavior, based on their current attitudes and behaviors.



MALE ENGAGEMENT

Gather information about and develop programs for the involvement of men in family planning, whether as users, as partners, as service providers, and influencers.



PROVIDER BEHAVIOR CHANGE

Focus on provider values, attitudes and beliefs to promote better family planning service provision.



CROSS-SECTORAL SBC

Communicate with under-served populations in non-traditional health settings, such as agriculture, education, and economic development.

Transform/PHARE seeks to empower individuals—male and female—and couples to make informed and supported choices about the number, timing and spacing of their births, which will have ripple effects on women’s and girls’ life outcomes.

The project is aligned with the USAID Gender Equality and Female Empowerment Policy. In particular, the project is designed to advance to the third overarching outcome, which is

- Increase capability of women and girls to realize their rights, determine their life outcomes, and influence decision-making in households, communities, and societies

The project is designed to work within the 9 francophone Ouagadougou Partnership countries and the DRC. We have begun our work in:

Benin



Burkina Faso



Côte d’Ivoire



Niger



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