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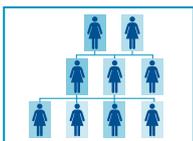
AUDIENCE SEGMENTATION
Identify sub-groups of the population most likely to change their behavior, based on their current attitudes and behaviors.

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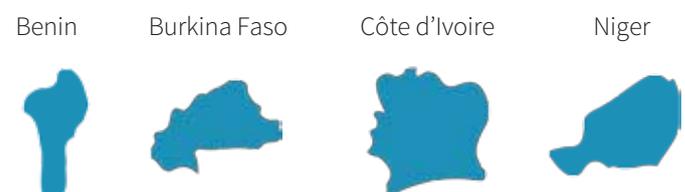
CROSS-SECTORAL SBC
Communicate with under-served populations in non-traditional health settings, such as agriculture, education, and economic development.

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:
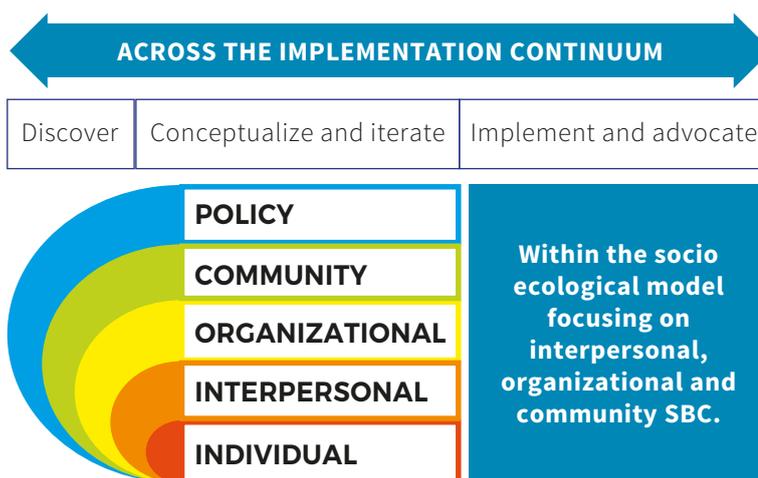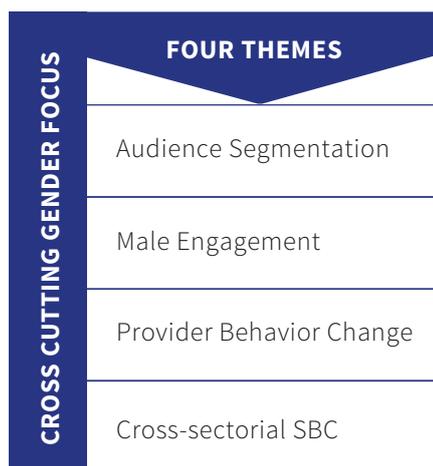
Benin   Burkina Faso   Côte d'Ivoire   Niger

The overall direction of our work

FOUR THEMES

Audience Segmentation

Male Engagement

Provider Behavior Change

Cross-sectorial SBC

ACROSS THE IMPLEMENTATION CONTINUUM

| Discover | Conceptualize and iterate | Implement and advocate |

- POLICY
- COMMUNITY
- ORGANIZATIONAL
- INTERPERSONAL
- INDIVIDUAL

Within the socio ecological model focusing on interpersonal, organizational and community SBC.

BENIN:
- Helping young out-of-school girls in the commune of Dassa take control of their reproductive life and themselves, using human centered design (HCD)

BURKINA FASO:
- Conducting an Innovations Lab to anticipatively identify ideas and design plausible interventions to engage men in Family Planning, piloting an idea to iterate the approach and provide recommendations for implementation at scale

CÔTE D'IVOIRE:
- Analysis of health care providers' barriers that interfere with quality Family Planning service provision and identification of positive deviants. Testing tools to improve service provision

- Landscaping of SBCC interventions tools and materials, using the Total Market Approach (TMA)

- National demand analysis of family planning using an attitudinal and behavioral segmentation approach in order to improve FP demand creation strategies and prioritize opportunities for increasing contraceptive prevalence rates.

- Engaging young men 15-24 working on the informal sector in Abidjan, using Human Center Design

NIGER
- Applying attitudinal and behavioral segmentation strategies to design and test innovative messaging in Niger via Interactive Voice Messaging systems targeting women belonging to a specific segment, namely healthy proactives.

- Conducting a social network analysis to determine how social networks influence individual behavior and can trigger the uptake of positive FP behaviors of women of a specific segment, namely sheltered skeptics, in the surroundings of Dosso African Garden Markets

- Male Family Planning Demand and Segmentation Analysis with the purpose to identify men who are willing to change their FP behavior as well as key activities required to facilitate their behavior change

- Religious Leader Engagement in Family Planning using a participatory human centered design (HCD) approach