



| BREAKOUT ROOMS | THEME | ABSTRACT TITLE   | LEAD AUTHOR              | FACILITATORS                            |
|----------------|-------|--|--------------------------|---|
| 1              | A     | Leveraging Indigenous Knowledge for Successful SBC Interventions: Lessons from Addooyee for Girls' Wellbeing in Oromia, Ethiopia                                 | Chala Kenenisa Edae      | Auwalu Kawu, FHI 360 Nigeria            |
|                |       | Food Safety: Measuring if behavior change adoption in hygiene and food safety actually works to reduce bacteria  | Lillian Diaz             |   |
|                |       | "They never shouted at me, I got help, and look at me now, I am healthy": Client experiences of a novel person-centred care model in KwaZulu-Natal, South Africa | Letitia Rambally Greener |   |
|                |       | Participatory development of a toolkit to analyze gender disparities in vaccine response: Lessons from a case study in Guinea and Tanzania                       | Esete Getachew           |   |
| 2              | A     | Effect of Okra-based Nutrition Education on Dietary Diversity Score of pregnant women in Okra-producing Areas of Western Ethiopia                                | Efrem Negash             | Thomas Ofem, Genesis Analytics, Nigeria |
|                |       | A Sociocultural Model for change: From local knowledge to social transformation  | Warren Parker            |   |
|                |       | Nala's Journey through family planning: An interactive advocacy tool   | Juliana Rojas            |   |
|                |       | Empowering Community Health Champions and Addressing Knowledge Gaps: Introducing the Community Drug  | Sohaibou Diane           |   |

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|                |       | Distributor Passport Initiative to Enhance Neglected Tropical Disease Control in Chad   |                          |   |
| 3              | B     | The decision is mine: disability inclusive SBC for family planning in Nigeria   | Cathy Stephen            | Nkoyo Umoh,<br>Breakthrough ACTION, Nigeria |
|                |       | How Life in Lulu helped peaceful conflict resolution in South Sudan   | James Kengah             |   |
|                |       | L'engagement communautaire contribue à améliorer l'offre des soins des qualités et l'utilisation des services de santé génésique  | Oumarou Amadou Adamou    |   |
|                |       | Partenariats innovants pour renforcer l'accès à la vaccination et le soutien communautaire au système de santé local en RDC   | Christophe Alimasi Okoko |   |
| 4              | B     | Grâce à l'engagement communautaire, la lutte contre le paludisme se passe à la maison   | Kouame Blaise Ndiri      | Maureen Ngesa SoCha,<br>LLC,Kenya           |
|                |       | Increasing early ANC attendance through targeted community outreaches in Moroto district, Uganda: Aligns to Community Engagement and Local Narrative, linked to Effective Community Programming.                          | Innocent Ofwono          |   |
|                |       | Integrated community social and behavior change interventions: A key strategy in combating malnutrition in Kotido, Uganda: Aligns to Community Engagement and Local Narrative, linked to Effective Community Programming. | Innocent Ofwono          |   |
|                |       | Engager les communautés en situation d'urgence humanitaire à travers les solutions locales et innovantes pour   | Pierre Merelus Minouse   |   |

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|                |       | augmenter la couverture vaccinale contre la COVID-19 de façon équitable en Haïti.  |                       |  |
| 5              | B     | Harnessing the Power of Communities to Stop an Outbreak  | Geraldine McCrossan   | Dr. Simon Heliso JHU CCP<br>Ethiopia                 |
|                |       | Collective Community Action for Sustained Health Outcomes in Niger   | Abdoulkader Boubacar  |  |
|                |       | Empowering Mothers, Transforming Lives : Community Care Grups and Improved Behavioural Outcomes for Children with Cerebral Palsy in Kawempe Division, Kampala District | Ruth Nakalembe        |  |
|                |       | Inclusive Community Engagement: A Recipe for Empowering Women with Disabilities in Western Kenya   | Charles Mugendi Opiyo |  |
| 6              | C     | Conceptualization of Sustainability in Social and Behaviour Change Interventions – A Scoping Review  | Charlotte Lapsansky   | Rudolf Uji,<br>Heartland Alliance, Nigeria           |
|                |       | Strengthening community structures to address gender and social norms affecting uptake of family planning services in Uganda   | Pride Ashaba          |  |
|                |       | Rethinking SBC Projects Sustainability: The Case Study of the Rural Radio Support Project  | JASMINE Shio          |  |
|                |       | What does it mean to integrate SBC? A view of SBC integrated in a market-systems development program.  | Bosco Kwizera         |  |
|                |       | Anthrax and Rabies Knowledge Caravans Promote New Behaviors to Prevent Disease in Niger  | Bakari Traore         | Catherine Lengewa, Centre of<br>behaviour change and |

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| 7              | B     | Utilizing contextualized risk communication and community engagement to increase COVID-19 vaccine uptake amidst negatively biased influencers within 21days in Busia district       | Daniel Kasansula         | communication (CBCC Africa)<br>Kenya |
|                |       | Trend, social and behavioral determinants, and future prospect of child marriage in relation to achieving the SDG in Amhara region, Ethiopia: A multivariate decomposition analysis | Anteneh Mengist Dessie   |                                      |
|                |       | Adopted the Provider Change Behaviour Change initiative to improve Family Health service uptake at Kaserem Health Center IV in Kapchorwa district                                   | Daniel Kasansula         |                                      |
| 8              | D     | Breaking Barriers: Viamo's Gen AI-Powered Voice Companions Drive Social Behavioral Change Amongst Offline Communities-  | Pacifique Liyana Ishimwe | Stephanie Dada, FHI 360,<br>Nigeria  |
|                |       | Investigating the Effect of Digital Transformation on Social Behavioral Change Among Persons with Addiction: A Systematic Review  | Fiona Atim               |                                      |
|                |       | Empowering Youth: Leveraging Generative AI and WhatsApp for Social Behaviour Change in South Africa   | Soma Mitra-Behura        |                                      |
|                |       | Chatbot Audience Segmentation and Content Personalisation in Advancing Social and Behaviour Change  | Rodwell Ndlovu           |                                      |
|                |       | Reducing The Perceived Complexity of Health Data Using Telegram-based Learning Platforms  | Akinyi Odera             |                                      |

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| 9              | D     | Using AI approaches (NLP and LLMs) for topic and audience segmentation to inform SBC campaigns on youth health and fake news.                       | Cooper Gatewood      | John Obisa, UNICEF, Kenya |
|                |       | The rise of the digital audience and innovative SBC research and programming in Africa: from trends to practical implications                       | Anastasia Mirzoyants |                           |
|                |       | Expanding access to PrEP services for young people through a person-centered digital health service, in Central and Copperbelt Provinces of Zambia. | Rayson Monze Muleya  |                           |

## Day Two 4<sup>th</sup> July

### Oral Abstract Presenters



| BREAKOUT ROOMS | THEME | ABSTRACT TITLE  | LEAD AUTHOR          | FACILITATORS                            |
|----------------|-------|---|----------------------|---|
| 1              | A     | The Power of Culture: Uncovering the Social Context with Communities in Niger   | Meghan Pollak        | Auwalu Kawu, FHI 360 Nigeria            |
|                |       | Integrating Behavioral Science and Local Knowledge in Health Security: A Case Study of Uganda   | Douglas Lubowa-Sebba |   |
|                |       | Assessment of the Determinants of Level of Income Diversification by Socially and Economically Marginalized Groups: In Case of Gamo Highland, Southern Ethiopia | Agidew Abebe         |   |
|                |       | Exploring the Role of Message Effects and Messenger Effectiveness for COVID-19 Vaccination Communication in Nigeria   | Lenette Golding      |   |
| 2              | A     | Using integrated, multi-disciplinary SBC approaches to boost positive social and gender norms in agriculture (kweli campaign case study)                        | Francis Mutekanga    | Thomas Ofem, Genesis Analytics, Nigeria |
|                |       | Level Up Your SBC Skills for Impact: Suite of Quality SBC Tools   | Lisa Sherburne       |   |
|                |       | Innovations in teaching and learning for foundational literacy in Rwanda: Paving the way through action research for social and behaviour change                | Flavia Salafina      |   |
|                |       | Putting People First: Local solutions to SBC challenges   | Kelsey Torres        |   |

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|----------------|-------|--|---------------------|---|
| 3              | B     | Mother-to-Mother Groups Spur the Adoption of Recommended Nutrition Behaviors in Central and Northern Mali  | Souleymane Arouwani | Nkoyo Umoh,<br>Breakthrough ACTION, Nigeria |
|                |       | L'Art et Maaya pour le Changement Social (AMCS) en vue de l'engagement communautaire et de la redevabilité.  | Mamou Daffé         |   |
|                |       | Meeting at the Crossroads: Community Ownership of Infant's Healthy Growth.   | Elysée RAMAMONJISOA |   |
|                |       | Community-Led Initiative Boosts Male Engagement in Family Planning, Improving Uptake in Agali sub county, Lira District, Uganda                          | Nabaasa Dan         |   |
| 4              | B     | Leveraging the Community Action Cycle for Sustainable Behavior Change: Insights from USAID Gikuriro Kuri Bose Program in Rwanda                          | Christian Gasana    | Maureen Ngesa SoCha, LLC,Kenya              |
|                |       | Family Life learning School: A diagnostic tool for positive change in ANC 1st trimester at Kakingol HC III, Moroto, Uganda                               | Barbara Nayebare    |   |
|                |       | Social Mobilisation based on Research and Training to influence collaboration between all stakeholders during a disease outbreak.                        | Geraldine McCrossan |   |
|                |       | Understanding the Research Desires of Kenyan Community Members   | Ruth Wambua         |   |
|                |       | Expanding access to HIV services through combination of Digital SBC systems, community-based private public partnership and philanthropic participation. | Rayson Monze Muleya | Dr. Simon Heliso JHU CCP Ethiopia           |

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| 5              | B     | Shaping private sector offerings by understanding and responding to consumer needs   | Bosco Kwizera        |   |
|                |       | Improving Children's Diets in Zimbabwe - A climate-smart Approach  | Delilah Takawira     |   |
|                |       | Increasing uptake of integrated COVID-19 vaccination in Western Uganda through Community Dialogues and Sensitization                                     | Stephen Olinga       |   |
| 6              | B     | Scaling and impact of grassroots movement for sustainable and climate resilient communities  | Ibrahim Mohamed      | Rudolf Uji,<br>Heartland Alliance, Nigeria  |
|                |       | The messenger is the message': The Coach Mpilo model as a behavioural approach to addressing men's barriers to HIV testing and treatment in South Africa | Shawn Malone         |   |
|                |       | Community Engagement to Fight Malnutrition Despite Insecurity in Burkina Faso  | Jean Nadembega       |   |
|                |       | Improving WASH knowledge and behaviors across rural and urban Liberia via local narratives and digital technology  | Lindsey Leslie       |   |
| 7              | B     | Transforming vulnerabilities to teenage pregnancy and early child marriage: Community mobilisation for positive change in Sierra Leone                   | Arianna Serino*^     | Catherine Lengewa, Centre of behaviour change and communication (CBCC Africa) Kenya |
|                |       | Mobilizing Community Decision-Making through the Community Action Cycle Approach in Northern and Central Mali  | Sékou Oumar SIDIBE*^ |   |
|                |       | Empowering Youth Voices: A Catalyst for Community Engagement in Family Planning and Reproductive Health  | Mostafa Mamdouh*^    |   |



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| 8              | D     | Enhancing Security and Justice in Somalia through Social and Behavioural Change Approaches  | Laurelle May*        | Stephanie Dada, FHI 360, Nigeria |
|                |       | Les outils numériques révolutionnent le changement social et comportemental en matière de planification familiale – Qui est mis à l'écart ?                                 | Nadia Téfouet        |                                  |
|                |       | The Impact of Digital Transformation on Social and Behavior Change Interventions in Uganda  | Douglas Lubowa-Sebba |                                  |
|                |       | What Makes Online Content Stick? Identifying Factors that Determine “Stickiness” to Increase the Impact of Media on Social Outcomes   | Lilian Gikandi       |                                  |
|                |       | Effective Community Programming: Replacement Therapy in Drug Abuse Prevention Among Street Children   | Promise Taiwo*^      |                                  |
| 9              |       | Achieving social equity by using a digital platform and behavioural science to empower and motivate underserved adolescents and young people to access SRH and HIV services | Dr. Hildah Essendi   | TBD                              |