

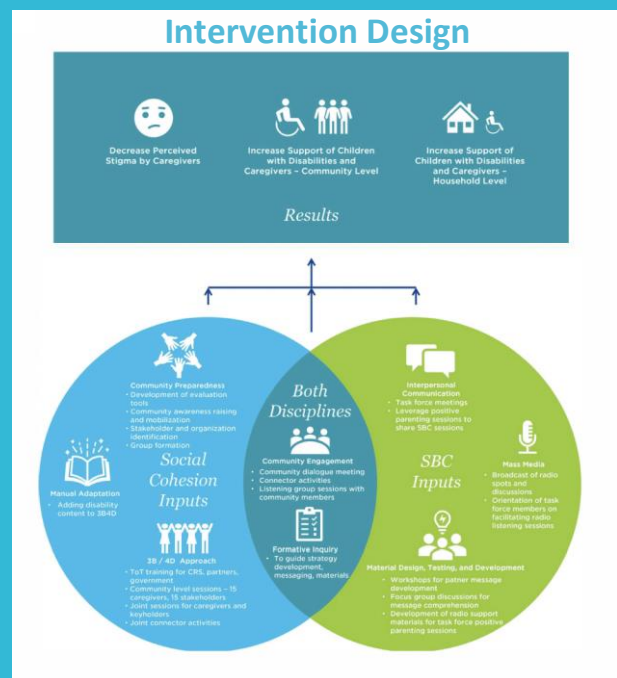
# Layering SBC and Social Cohesion

## Integrating interventions results in *increased disability inclusion in Zambia*

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### Introduction

The Inclusive Family Strengthening (IFS) project utilized social cohesion and SBC activities to reduce stigma and increase support for caregivers and children with disabilities in Copperbelt and Luapula Provinces, Zambia from March 2023 to March 2024.



Drama performance before a community meeting.



Sharing experience as caregiver of a child with disabilities during a Community Dialogue Meeting.



Radio discussion about supporting caregivers of children with disabilities.

### Lessons Learned/Findings

Integrated programming resulted in improved knowledge of disability rights, increased social support, and improved access to healthcare services for children with disabilities. SBC activities were well received by the community and resulted in tangible shifts in behavior, positive social norms and reduced stigma toward people with disabilities, such as the construction of accessibility ramps, increased male involvement in childcare and play, and neighbor-provided respite care.

### Conclusions

Integrated messaging that was co-designed and delivered by participants enabled better comprehension and adoption of key behaviors and improved social norms. Initial evidence indicates that integrating SBC and social cohesion approaches rather than delivering them separately may compound impact, improve quality, time and cost-effectiveness of program implementation.



A newly constructed ramp at Lubwe school following SBC activities.