

Making an IMPACT: Setting up subnational actors to plan for effective, sustainable SBC

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Insights from an approach to strengthen the capacity of subnational actors to plan and co-invest in SBC in Ethiopia

INTRO AND OBJECTIVE

In Ethiopia, the USAID Healthy Behaviors Activity developed and rolled out the IMPACTful (Implementation Mapping for Participatory Action, Co-investment, and Tailored) SBC Approach to support planning and co-investment for SBC activities at the woreda level.

METHODS

The IMPACTful SBC Approach incorporates elements from implementation science and intervention mapping to strengthen capacity and guide the co-investment of SBC interventions at the woreda level. The approach supports woredas to use theory and local evidence to prioritize behaviors and identify barriers and facilitators faced by their communities to design SBC interventions that address localized issues. During workshops, woreda-level SBC actors review SBC concepts, map woreda-level assets for SBC programming, assess SBC approaches for gender and social inclusion, and create a 'micro plan' for operationalization of implementation that reflect local commitments and co-investment.

RESULTS

The IMPACTful SBC Approach has been rolled out in all USAID Healthy Behaviors Activity woredas. Over 700 individuals have participated in sessions, and a training of trainers' workshop has built capacity to cascade this approach throughout all implementation woredas. The approach has brought together woreda-level health program planners, community leaders, and members of key audiences to create community/kebele level plans customized to local assets and local priorities in 59 Woredas/Districts.

CONCLUSIONS

The IMPACTful approach strengthens the capacity of actors at lower geographic-administrative levels to directly translate SBC concepts into evidence-based program design and implementation operationalization, and is a promising, actionable tool to strengthen localization of SBC programming.

Reflections from IMPACTful workshop participants:

"As to me I am not exaggerating if I say the IMPACTful SBC approach is the backbone of the health sector. It is a key to solve public health problems in our locality. I would say the IMPACTful SBC approach will be the secret of success in implementing all health extension packages...It is a road to reach health sector's

vision" - Mr. Guta

Alemu, SBC focal person of Kersa Malimaworeda Health Office, Oromia region."