

Locally-driven SBC Innovation

Leveraging human-centred design to enhance SBC programming in Zimbabwe



Objectives

Peer groups—including care groups, mother support groups, and village savings and loan groups—are community-based platforms that are frequently used for SBC programming, especially in the health, nutrition, and water, sanitation, and hygiene (WASH) sectors. As programs and studies generate evidence on quality standards, harnessing community insights from the group participants themselves is critical to ensure high-quality design, adaptation, and implementation of scalable and locally driven initiatives. Local change agents within these peer groups are key to fostering sustained behavioral changes.

Methods

USAID Advancing Nutrition partnered with Amalima Loko, a USAID Bureau for Humanitarian Assistance-funded Resilience Food Security Activity in Zimbabwe, to facilitate a participatory process using human-centered design (HCD) to co-create and test transferable solutions to improve the quality of peer support groups. The USAID Advancing Nutrition research team, Amalima Loko program staff, care group leaders, volunteers, and community members used the HCD double-diamond design framework (Figure) to collaboratively ideate, prototype, test, and refine solutions to care group participant prioritized challenges.

Results

We co-created four solutions with care group members: Drama development guide, Simple Job Aid for Reflection Sessions, Commitment Card, Look and Learn guide. Each solution was refined through an iterative, qualitative testing process. The solutions encouraged **increased social cohesion** and support, **strengthened creative and participatory facilitation** skills of care group leaders, **aided commitment** and family support for trying promoted behaviors, and **strengthened soft skills** of care group leaders and caregivers.

Adaptations and programmatic recommendations

Since the study, three solutions were adopted and adapted by the program:

1. Care group participants received **Commitment Cards**, which are used during sessions to moderate discussions with mothers about their experiences with the new practices. Group members help provide solutions to make practice relatively easier. During home counseling visits, commitment cards are used to get support for the caregiver from other household members.
2. The **Drama Development Guide** facilitates the development and use of effective dramatic prompts in a variety of activities such as community dialogues, care group sessions, and forum theatre to aid comprehension and boost motivation.
3. The **Look and Learn Guide** promotes observational learning and encourages reflection and sharing of feedback to build local change agent capacities.

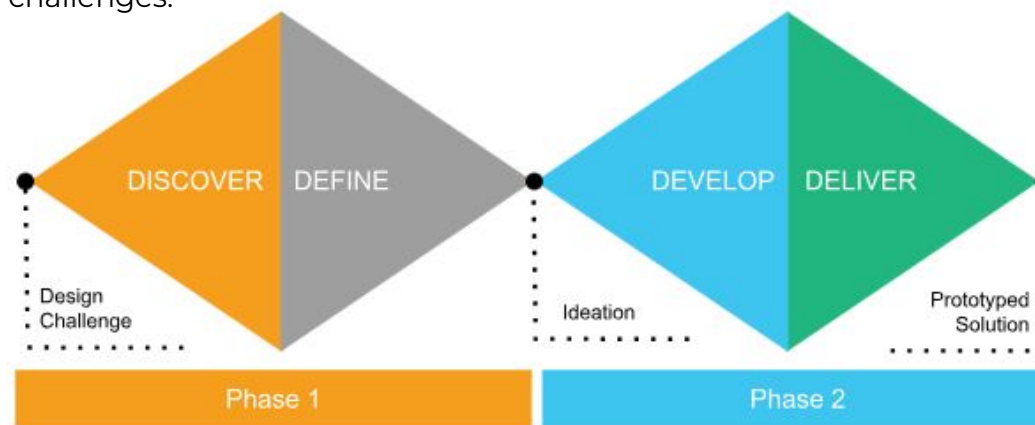


Figure: HCD Double-diamond methodology (Source: Design Council, 2019)

Scan the QR code to check out our learning brief and download adaptable versions of each solution

