

SOCIAL & BEHAVIOR CHANGE COMMUNICATION @ JSI



JSI's social and behavior change communication (SBCC) practice promotes healthy lifestyles and positive health-seeking behavior in the United States and around the world. We know you can't change what you don't understand, so JSI's social change and behavior change approaches are grounded in the complex contextual and social determinants of human behavior. We research why people behave as they do and design programs that push buttons, pull levers, create "Aha!" moments, and empower individuals and communities to embrace change.

We design country-led SBCC strategies that include national-level advocacy, enhanced by deeper interventions at the community and individual levels, plus partnership-building with government, civil society, and the private sector to broaden and deepen SBCC impact.



The JSI Advantage



At JSI, SBCC is an integral, cross-cutting element in our public health programs. As a full service health consulting and implementation management firm, JSI's SBCC practice has the advantage of working hand-in-hand with our other health practice areas, such as service delivery in family planning, HIV and AIDS, maternal, newborn, and child health, and nutrition.



JSI is a global leader in promoting community engagement as the central link between a health system's ability to deliver services and people's use of those services. Our SBCC practice excels at introducing community and individual-level innovations that catalyze sustained change.



JSI works with developing country partners on under-resourced health concerns such as cancer, diabetes, obesity, and smoking cessation, leveraging our health communication work in these areas in the United States.

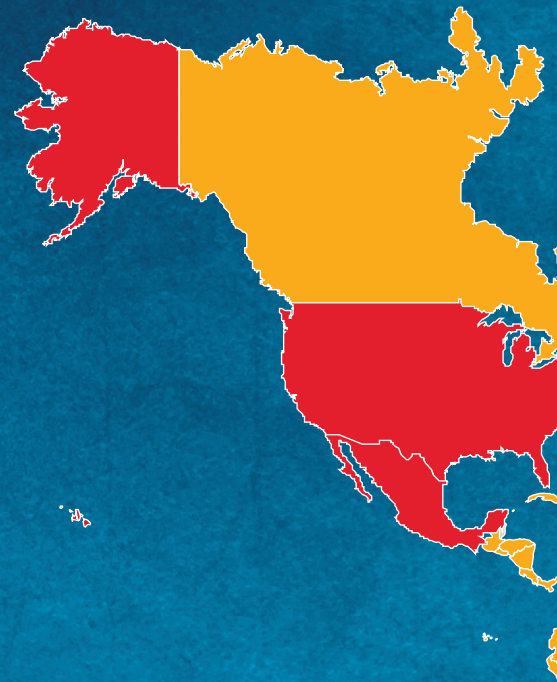
PROJECT HIGHLIGHT

Ethiopia Integrated Family Health Program

Oral rehydration therapy (ORT) is one of the least expensive and most effective primary care interventions. When ORT rates plateaued, JSI worked with government and other stakeholders to raise awareness and reinvigorate ORT in rural Ethiopia, using posters and other media efforts, including mobile, audio-mounted vans that show videos highlighting key health messages, including about ORT. The intention is to motivate communities to practice healthy living and encourage them to use the health services available at primary health care units.



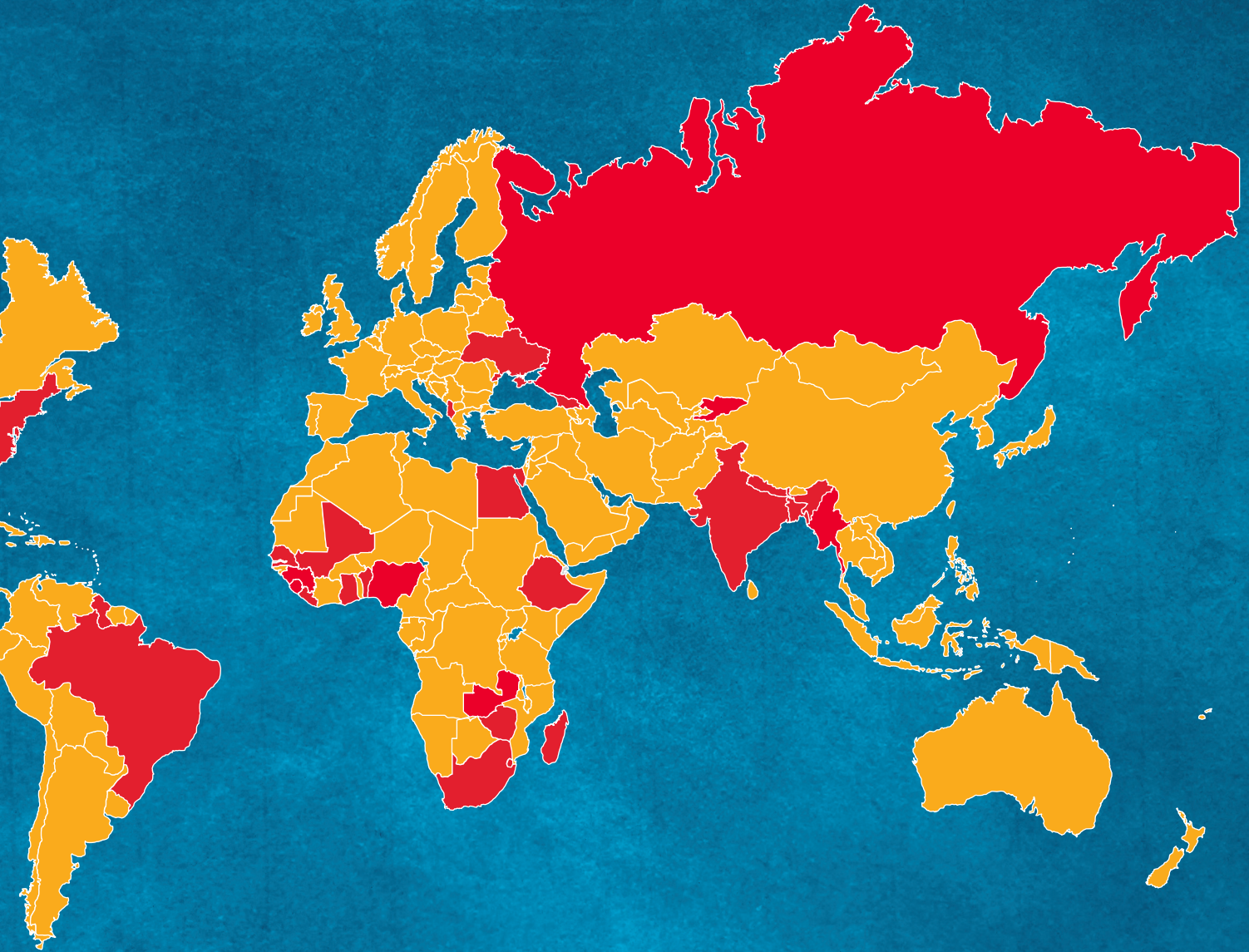
JSI WORKS



JSI applies SBCC to the following health areas:

- Family planning and reproductive health
- Teen pregnancy prevention
- HIV and AIDS
- Immunization
- Maternal, newborn, and child health
- Nutrition
- Obesity
- Smoking cessation
- Cancer
- Substance abuse
- Tuberculosis

THROUGHOUT THE WORLD IN SBCC



• JSI COUNTRY EXPERTISE

Albania
Bangladesh
Brazil
Benin
Egypt
Ethiopia
Georgia
Ghana

Guyana
Guinea
India
Kyrgyz Republic
Liberia
Madagascar
Mali
Mexico

Myanmar
Nepal
Nigeria
Russia
Senegal
Sierra Leone
South Africa
South Sudan

Swaziland
Timor-Leste
Ukraine
Uganda
United States
Zambia
Zimbabwe

PROJECT HIGHLIGHT:




SPRING Nutrition

Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) is USAID's global nutrition project, led by JSI. Creating social change and behavior change through communications for improved nutrition is a key area of SPRING's work.

In Africa and Asia, SPRING is using participatory community media to spark behavior change. SPRING adapted Indian NGO Digital Green's "human-mediated digital learning approach" to promote high-impact maternal, infant, and child nutrition practices. We use community-produced videos and community-based women's, mothers', fathers', and farmers' self-help groups to successfully promote improved nutrition and agricultural practices. Building on success in rural India, SPRING is expanding to other countries, such as Africa's Sahel region. Now working in nine countries, SPRING's SBCC work also includes community radio, mass media, and interpersonal communications.



Involving clients in producing SBCC materials has proven to be highly effective—and interesting, too.

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