1st ASBC Conference
Disruptive SBC strategies for the future of Africa

2019 Safari Park Hotel
19 – 22 February

#ASBCConference2019

@AfricaSBC
@AfricaSBC
AfricaSocialBehaviourChangeConference
MORNING PLENARY

THEME: The role of Social and Behaviour change (SBC) in achieving Sustainable Development Goals (SDGs) in Africa

Delegate Registration from 0600hrs
Registration Desk

0800hrs - 1030hrs

FEBRUARY 2019
DAY ONE

MC: Oby Obeyodhaymbo

Welcome note:
Salma Mazrui-Watt, Chair, PS Kenya Board

Drum Talk:
Renee Ngamau, Amnesty International

Opening Ceremony
Honourable Guest

At a glance
Reflecting back on what we achieved with the MDGs: what is new with the SDGs and what role does SBC play in the achievement of SDGs? Achievement of the SDGs will need a multi-sectoral approach; it will need to leverage on technological advances; acknowledge and address social, cultural and religious practices that are deeply rooted; lastly incorporate the youth through this process.

Moderator- Nation TV
Government of Kenya
Siddharth Chatterjee, United Nations Resident Coordinator, United Nations
Sanda Ojiambo, Head of Corporate Responsibility, Safaricom PLC
Colin Spurway, Tanzania Country Director, BBC Media Action
Fidelis Nthenge, Head of IB World Schools, International Organization
Philip Thigo, Senior Advisor, data and innovation, at the Executive Office of Deputy President, Government of Kenya
19th-MORNING ORAL SESSIONS

1100hrs - 1230hrs

**Theme 1: The intersection between culture and SBC in Africa: myth or reality?**

Young People and Culture at the heart of SBC

Taking a look at the budding, complicated and relevant youth demographic: what do you think you know?

Session Chair: Philip Mbithi, I Choose Life Africa

178 Dr. Hilda Essendi, HIV project
How can we best reach adolescents with HIV Self-Testing services? Perspectives from Kenya.

106 Joseph Mutweleli, USAID Health Communication & Marketing (HCM)
Meaningful adolescent and youth engagement in co-creation of context specific contraceptive SBCC messages in Kenya.

77 Jane Mugo, SONAM
Sexual health beliefs and perceptions among young adults aged 18-25 years at Mbagathi Hospital.

97 Tomas Curran, M&C Saatchi World Services
Young lives; How much youth in Ghana, Kenya, Nigeria and Zimbabwe Consume Media (M&C Saatchi World Services / Discovery Learning Alliance).

19 Andrew Carlson / Chola Lungu, Dignitas North America

**Theme 2: Leveraging on technology in transforming SBC in Africa**

Harnessing the power of mobile technology as a change agent

Technology for now and tomorrow. Are you with IT?

Session Chair: Rosemary Nyaole, Daystar University

59 Audrine Mikhala / Catherine Lengewa, USAID Afya Timiza
Emerging technologies driving SBC in Africa: Extending culturally-appropriate media to the hard-to-reach pastoralist communities of Samburu and Turkana using the DIGISOMO talking book innovation.

117 Melissa Baker, Kantar Public
Achieving optimum impact in the digital space.

226 Social Dialogue organisation
SBC teen radio dramas via toll free IVR service.

17Y Rose Munuhe, Independent
Using social media to curb unemployment.

**Theme 3: Breaking the silos - Working across sectors**

SBC in a multi sectoral approach.

Multi-sector seems like such a colossal word - yet it takes water, sanitation, energy, transport, security, infrastructure, clothing industry, agriculture and private sector to get you here. The power of holding hands.

Session Chair: Daniel Wanjohi, Clean Cooking Alliance

12 Bill Okaka, USAID Assist

24 Nancy Njoki, Nutrition International Project
Assessing outcomes of ‘Hi5’ or Shika Tano: a community resilience social change campaign in Kwale, Kilifi, and Kitui Counties, Kenya.

32 Tom Wein/Alice Escande, The Dignity Project
Primed to Engage: Testing self efficacy primes to increase political engagement in Uganda.

67 Peter Lengewa, Centre for BCC
Digitizing payments using social and behaviour change strategies: promoting cards for payments among the emerging middle class in Kenya.
19th - AFTERNOON ORAL SESSIONS

1400hrs - 1530hrs

Jambo 1
Theme 6: Taking stock of SBC - Demonstrating SBC impact
Evidence Based Programming
Can you see it? Can you touch it? Is it real? Evidence based programming
Session Chair: Wycliffe Waweru, Population Services International

128 Melissa Baker, Kantar Public
Culture vs other factors in driving positive outcomes in SRH and MNCH among women and girls in Africa, Asia and SE Asia.

74 Ruth Essuman / Susan Gigli, Kantar Public
Amplifying Gender Equality: In what ways and to what extent do community radio listening clubs facilitate women’s empowerment in rural Uganda?

182 Manza Waka, BBC Media Action
How are a radio programme and community mobilisation activities contributing to girls education in South Sudan?

221 Daniel Olemo, USAID Health Communication & Marketing (HCM)
The effectiveness of radio on family planning programming in Kenya.

84 Audrine Mikhala, USAID Afya Timiza
Going beyond reach to measuring social and behavior change message usage and performance: analytics and statistics from DigiSomo talking books innovation.

Jambo 2
Theme 2: Leveraging on technology in transforming SBC in Africa
Multimedia approaches in transforming SBC
What’s your instrument of choice in media today?
Session Chair: Marion Wanyoike, Mediacom

62 Evelyn Kikechi, Center for BCC
Innovative multi-media social and behavior change communication strategies to improve demand for iron and folic acid supplementation among pregnant women in Kenya: what works in the nutrition sector.

218 Eunice Mutisya, JHPIEGO
Understanding behavior, decision-making processes and risk perceptions to increase uptake of Oral PrEP among Men who Have Sex With Men (MSM) and Female Sex Workers (FSWs) in Kenya

80 Alexandra Cronberg, Kantar Public
Evaluating the impact of an intervention when a baseline study is not an option: A methods case study of “Don’t Lose the Plot” TV Program in Kenya and Tanzania.

Mt. Elgon
Theme 5: Beyond donor funding, how do we sustain SBC? Entrenching the practice
Session Chair: Sam Ngigi, University of Nairobi.

146 Chifundo Zulu, Afikepo/NAPE
Nutrition Communication for the Promotion of Nutrition for the School Aged Child.

227 Brian Mdwida, Nutrition International Project
A social marketing approach to assess nutrition communication and weekly iron folic supplementation for adolescent girls: A formative assessment in Kenya.

Ivory
Side Event: Showcase
Clean Cooking Alliance
Saving the environment, one stove at a time

173 Judy Atoni, Food for the Hungry; University of Iowa
The Care Group Model: Sustaining SBC in Mozambique beyond donor engagement using a Cascading Approach to Health Promotion.
### 19th - AFTERNOON POSTER PRESENTATIONS

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<td>Gender as an important factor in social behavior change among high school students in Kisumu.</td>
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<td><strong>125 Ronny Nyandgure, USAID Afya Halisi Project</strong></td>
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<td><strong>63 Augustine Lkeitan, CHMT Samburu/ Alex Masika, USAID Afya Timiza</strong></td>
<td>Using cultural Leadership structures to break the socio-cultural barriers to access and utilization of health services in undeserved pastoralist communities: Loipi Lo Ipayania - Traditional Leadership Model in Samburu.</td>
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<td><strong>109 Achieng Genga, Enabling Sustainable Health Equity (ESHE)</strong></td>
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<td>How to make Africa better for the youth.</td>
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<td>Peer to peer empowerment model enhancing their voices.</td>
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<td><strong>93 Ramathan Nsuguba, Population Services International Uganda</strong></td>
<td>Significance of Mobile Electronic Referral System (MeRS) on access to modern contraception in the private sector.</td>
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<td><strong>153 Kenneth Mulondo, USAID/MAPD, Ministry of Health Uganda</strong></td>
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<td><strong>176 Enola Maina, Enabling sustainable Health Equity (ESHE)</strong></td>
<td>What social media approaches are effective in reaching adolescents and young people? A review of Kuwa True-Trust condom campaigns.</td>
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<td><strong>114 Benson Ndiritu, USAID Health Communications &amp; Marketing (HCM)</strong></td>
<td>Using technology to improve supportive supervision towards community resilience in select counties in Kenya.</td>
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<td><strong>162 Paul Karimi, Independent</strong></td>
<td>Empowering the youth through technology &amp; environmental conservation.</td>
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<td><strong>76 Joseph Njoroge, USAID Health Communications &amp; Marketing (HCM)</strong></td>
<td>The role of Community Health Volunteers in advancing contraceptive uptake in PS Kenya's Social Franchise Private Clinics.</td>
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<td>The Kreative Hub.</td>
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<td><strong>111 Job Makoyo, Healthy Hearts Africa (HHA)</strong></td>
<td>The Role Task Shifting and PBCC contributes towards sustainable management of Hypertension in Kenya.</td>
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<td><strong>98 Melissa Baker, Kantar Public</strong></td>
<td>To what extent can fear lead to sustained behavior change? Case study on seat belt use advertising in Cape Town, South Africa.</td>
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<td><strong>31 Caroline Nyandat, Kisumu Medical and Education Trust (KMET)</strong></td>
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<td><strong>51 Victor Owinyo, Kenyatta University</strong></td>
<td>Project Alpha: a living evidence of the impact of social behaviour change as a key strategy in health sensitization projects.</td>
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<td><strong>102 Vincent Odiara, USAID Health Communication &amp; Marketing (HCM)</strong></td>
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<td><strong>239 Peres Wenje, Masinde Muliro University of Science &amp; Technology(MMUST)</strong></td>
<td>Role of interpersonal communication as a tool for improving the uptake of the Voluntary Medical Male Circumcision Programme in Siaya County, Kenya.</td>
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<td><strong>241 Felix Muvea, Pharm Access</strong></td>
<td>Creating transparency in emerging health systems.</td>
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<td><strong>138 Stephen Njoka/Geoffrey Rugaita, Planned Parenthood Federation of America, Planned Parenthood Global</strong></td>
<td>Measuring the effectiveness of Health Education for Family Planning and Comprehensive Abortion Care Services: The Case of Closing the Gap Project in Kenya, Uganda and Burkina Faso.</td>
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<td><strong>26 Kingsley Essomeonou, National Agency for the Control of AIDS (NACA), Nigeria</strong></td>
<td>Reduction of new HIV infections among Adolescents and Young People (AYP) by increasing their access to gender responsive, HIV prevention information and services - National HIV Prevention Campaign for AYP in Nigeria.</td>
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<td><strong>244 Chancey Mauluka/Patience Nkohon jera, UNICEF</strong></td>
<td>Reducing vulnerabilities in emergencies through Parent-Child Engagement.</td>
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<td><strong>235 Adedoyin Roberts, John Hopkins Centre for Communication Programs</strong></td>
<td>Improving health service provision for family planning: Lessons from private sector.</td>
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<td><strong>130 Andrew Juma, USAID Health Communications &amp; Marketing (HCM)</strong></td>
<td>Re-starting the conversation about condoms with a new generation.</td>
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<td><strong>220 Terry Gatauwa, USAID Health Communications &amp; Marketing (HCM)</strong></td>
<td>Working towards the reduction of HIV burden in Kenya by using SBC as a tool in the realization of UHC.</td>
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<td>Promoting appropriate handwashing with soap through the use of community participatory theatre.</td>
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<td>Use of Community Health Volunteers in fulfilling unmet needs of family planning in Western Kenya, KMET-Huduma Poa Social Franchising model.</td>
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<td>198 Nancy Githogori, Aids Healthcare Foundation</td>
<td>Girls ACT and safe space: Lessons from Mombasa County.</td>
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EVENING PLENARY

THEME: The role of Social and Behaviour change (SBC) in achieving Sustainable Development Goals (SDGs) in Africa

1600hrs - 17:00hrs Plenary Session
Jambo Hall

Drum Talk
Communication through a cultural context: SAFE KENYA Chaning Jang- Busara Center for Behavioural Economics

Drama:
Kitu Ni Kukachora

Moderator:
Susan Njoroge

At a glance
Behavioural motivation is influenced by geography, history, culture, beliefs and a host of other factors. Increasingly there has been a need to contextualize solutions that are SBC driven from a more localized perspective, showcasing culture and region-specific issues. This panel will speak to creating an a platform to highlight SBC interventions that are largely affected by cultural diversities.

Speakers:
Renee Ngamau: Amnesty International;
Chaning Jang: Busara Center
Tosh Juma, IDEO.org
MORNING PLENARY

THEME: Social and Behaviour Change (SBC) as a catalyst for achieving Universal Health Coverage (UHC)

At a glance

The call for Universal Health Coverage is a global movement in achieving a healthier world. There has been impressive progress but it is not an easy feat to achieve this and demands innovation, creativity, political will and collaborative working at global and country levels on health systems strengthening (HSS). What more can be done?

Panel Speakers

Dr. Amit Thakkar, Chairman, African Healthcare Federation.
Prof. Khama Rogo, Lead Health Sector Specialist with the World Bank & Head of the World Bank Group’s Health in Africa Initiative.
Sabina Chege - Honourable Member of Parliament, Murang’a County.

MC: Oby Obyerodhyambo

Welcome: MC

Drum Talk: Esther Samoei, County Government of Kajiado

Delegate Registration from 0600hrs Registration Desk

0800hrs - 1030hrs Plenary session Jambo Hall
20th - MORNING ORAL SESSIONS

1100hrs - 1230hrs

Jambo 1

Theme 6: Taking stock of SBC - Demonstrating SBC impact

Social determinants of Social & Behaviour Change (SBC)

If you can’t show it, then it probably didn’t happen Part 2 Evidence based programming

Session Chair: Dr Catherine Lengewa, Centre for BCC

40 Jessica Jean Francois, Ideas42

Barriers to respectful care during Facility-Based Birth in Chipata District, Zambia.

83 Sarah Magni, Genesis Analytics

Using behavioural economics to close the intention-action gap for medical male circumcision: Preliminary results from a contact centre pilot.

211 Hulu Beteina, JHUCCP

Social Mobilization: A community model to generate health.

53 Salome Aketch, USAID Health Communication & Marketing (HCM)

Factors affecting immunization uptake in Kenya.

Jambo 2

Theme 4: Taking stock of SBC - Demonstrating SBC impact

Social determinants of Social & Behaviour Change (SBC)

If you can’t show it, then it probably didn’t happen Part 2 Evidence based programming

Session Chair: Dr Catherine Lengewa, Centre for BCC

203 Ziporah Muitheri, USAID Health Communication & Marketing (HCM)

The role of behavior change interventions in improving maternal outcomes.

157 Frehiwot Belete, Splash International

Exploring the potential of disseminating knowledge from children.

231 Dr. Elizabeth Wala, AMREF Health Africa

Contribution to Universal Health Coverage by strengthening the capacity of the health systems in Kenya to address female genital fistula using NHIF as an entry point.

206 Susan Kimani, CIF HIV Project

HIV Self Testing roll-out through the Private Sector in Kenya.

Jambo 1S

Theme 4: Taking stock of SBC - Demonstrating SBC impact

Social determinants of Social & Behaviour Change (SBC)

If you can’t show it, then it probably didn’t happen Part 2 Evidence based programming

Session Chair: Dr Catherine Lengewa, Centre for BCC

109 Angus Mair, USAID Health Communication & Marketing (HCM)

3D (Diagnose, Design and Deliver): Using Human Centred Design principles to achieve Universal Health Coverage.

9Y Harrizon Ayallo, Independent

Behaviour Change; Making health an interesting topic.

219 Ting-Jiang, Center for Advanced Hindsight, Duke University

Promoting saving for health with calendars - A field experiment in Kenya.

Mt Elgon

Theme 4: Role of SBC towards achieving Universal Health Coverage

Leaving no one behind

Session Chair: Joyce Mumah, Independent

9Y Harrizon Ayallo, Independent

Behaviour Change; Making health an interesting topic.

206 Susan Kimani, CIF HIV Project

HIV Self Testing roll-out through the Private Sector in Kenya.

Jambo 1S

Theme 4: Taking stock of SBC - Demonstrating SBC impact

Social determinants of Social & Behaviour Change (SBC)

If you can’t show it, then it probably didn’t happen Part 2 Evidence based programming

Session Chair: Dr Catherine Lengewa, Centre for BCC

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3D (Diagnose, Design and Deliver): Using Human Centred Design principles to achieve Universal Health Coverage.

9Y Harrizon Ayallo, Independent

Behaviour Change; Making health an interesting topic.

206 Susan Kimani, CIF HIV Project

HIV Self Testing roll-out through the Private Sector in Kenya.

129 Karinguri Richard, Healthy Hearts Africa (HHA)

Social, Behavior change communication (SBCC) contributing to increased hypertension care (screening and service) for males.

Mt. Elgon 1S

Side event: Showcase Community impact of the P&G Purifier of water

Procter & Gamble

Ivory

Side event: Pre formed Panel discussion

43 Susan Gigli, Kantar Public

The role of emotion in Social & Behaviour Change

Side Event: Pre formed Panel discussion: Measuring the impact of online communication platforms on youth civic participation in Africa.

Understanding the impact of digital technologies, in particular online communication platforms is measured, including the challenges by different research methodologies entail & the implications they have for the ways in which these technologies can be leveraged for social change

179 Anna Colom, BBC Media Action

1st ASBC Conference

‘Disruptive SBC strategies for the future of Africa’
### 20th - AFTERNOON ORAL SESSIONS

**1400hrs - 1600hrs**

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<td><strong>Theme 1: The Intersection between culture &amp; SBCC in Africa: myth or reality?</strong></td>
<td><strong>95 Charles Orora, Disaster Preparedness Role of behaviour change communication in sustainable public health disaster preparedness and response: A case of El nino event 2015-2016 Kenya.</strong></td>
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<td><strong>It’s Story Time!!</strong></td>
<td><strong>Meeting the needs of the present without compromising the future</strong></td>
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<td><strong>Session Chair: Martha Nyagaya, Nutrition International</strong></td>
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<td><strong>103 Vincent Odiara, USAID Health Communication &amp; Marketing (HCM)</strong></td>
<td><strong>Exploring the potentials of the key influencers of a Somali woman for increased impact of behaviour change interventions.</strong></td>
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<td><strong>My Better World - Blending animation and documentaries to empower African Youth.</strong></td>
<td><strong>Sustaining resourcing for social behavior change communication in local radio stations in Tanzania.</strong></td>
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<td><strong>Influencing behaviour change for increased AYSRH service uptake among Ugandan youth using Human Centered Design.</strong></td>
<td><strong>21 PSI Somalia</strong></td>
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<td><strong>18 Jan Lindemans, Duke University</strong></td>
<td><strong>183 Kaushiki Ghose / Doreen Bangapi, BBC Media Action</strong></td>
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<td><strong>Highlighting the Behaviour Change impact of Health Education through home visits in the Somali context.</strong></td>
<td><strong>126 PSI Somalia</strong></td>
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<td><strong>Building capacity, tenacity and finding the Audience - A case study in producing an education-entertainment drama serial about one of the most impactful issues in modern Nigeria.</strong></td>
<td><strong>Surrounding Johnny- A condom social marketing approach to increase condom use.</strong></td>
<td><strong>Working with Youth Peer Provider Model to increase uptake of Pre Exposure Prophylaxis (PrEP) among Adolescent Girls and Young Women (AGYW) in Migori County; A case of Nyarami Town Clinic.</strong></td>
<td><strong>Meaningful engagement of adolescents and young people in policy implementation and accountability at the county level.</strong></td>
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<td><strong>Surrounding Johnny- A condom social marketing approach to increase condom use.</strong></td>
<td><strong>Use of congregational model to increase access to information on family planning, reproductive, newborn, child, adolescent, health (FP/RMNCNH), nutrition and water, sanitation &amp; hygiene (WASH) services in the pastoral Samburu &amp; Turkana Counties, Kenya.</strong></td>
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<td><strong>Using art to sustain SBC funding.</strong></td>
<td><strong>Use of congregational model to increase access to information on family planning, reproductive, new born, child, adolescent, health (FP/RMNCNH), nutrition and water, sanitation &amp; hygiene (WASH) services in the pastoral Samburu &amp; Turkana Counties, Kenya.</strong></td>
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| **148** Andrew Juma, USAID  
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Health Communication & Marketing (HCM)  
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| **137** Martinho de Macedo, Malaria Consortium Mozambique  
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| **163** Rhoda Otipa, American Cancer Society  
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**188**  
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| **131** Lucy Maikweki, USAID  
Health Communication & Marketing (HCM)  
Taking the Heroic Cut to Turkana. | **127**  
Vincent Odiai, USAID  
Aifa halisi Project  
**18**  
Eric Bakuli, Independent  
Lipa na Mavuno. |
| **28** Elkana Rotich, Reproductive Health Program  
Addressing barriers to modern family planning services in Adolescents and Young Adults. | **151**  
Collins Muchoki, USAID  
Health Communication & Marketing (HCM)  
Role of provider behavior change communication in increasing access to family planning methods by adolescents, Kenya.  
**145**  
Ting Jiang, Center for Advanced Hindsight, Duke University  
The role of behavior change support in achieving Universal Health Coverage in Kenya. |
| **215** David Adipo, Healthy Hearts Africa (HHA)  
Use of tactical Social Behavior change communication (SBCC) strategies to increase uptake screening and treatment of hypertension amongst Kenyan males. | **45**  
Asemath Mwitiagh, The Girl Generation  
Young people are the heart and soul of the end Female Genital Mutilation movement.  
**65**  
Evelyn Kikechi, Centre for BCC  
Using social and behaviour change communication approaches to optimize delivery of micronutrient powders through school meals programme in kenya: lessons learnt from cross secto  
**30**  
Kingsley Esosemou, National Agency for the control of AIDS (NACA) Nigeria  
Embracing quantification and standard operating procedures for logistics management of condom and lubricants commodities for prevention of HIV and other sexually transmitted diseases (STDs) using the Total Market Approach in Nigeria. |
| **107** Bessy Mwebia, Healthy Hearts Africa (HHA)  
The role and impact of community level interventions in the control of hypertension in the private sector in Kenya. | **10**  
Collins Muchoki, USAID  
Health Communication & Marketing (HCM)  
Role of provider behavior change communication in increasing access to family planning methods by adolescents, Kenya.  
**14**  
Victor Omondi, Stowelink  
Creative art projects for SBC driven by youths. |
### 20th POSTER PRESENTATIONS

<table>
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<th>Time</th>
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| 1230hrs - 1400hrs | 96 Charles Orora, USAID Health Communication & Marketing (HCM)  
Community participatory engagement and social behaviour change influence on Immunization uptake among (12-23months) children: Demand side perspectives, Homabay County, Kenya. |
| 130 hrs    | 130 Richard Karinguri, Healthy Hearts Africa (HHA)  
The Role of provider Behaviour Change Communication and task shifting contributes towards sustainable management of hypertension in Kenya. |
| 120 hrs    | 120 Mtuwa Nkhawta, SWET  
Tracking social behaviour change: the care group diffusion of innovations. |
| 141 hrs    | 141 Dieterio Magul, Malaria Consortium Mozambique  
The challenges of introducing mHealth solution in rural Mozambique |
| 228 hrs    | 228 Jacinta Opondo, National Malaria Control Programme, Ministry of Health Kenya  
Building Capacity for Malaria Social- Behaviour Change communication in the kenyan devolved system. |
EVENING PLENARY

THEME: Social and Behaviour Change (SBC) as a catalyst for achieving Universal Health Coverage (UHC)

1630hrs - 1730hrs Plenary session

At a glance

This panel will speak toward building the evidence base in a fast changing arena using modern approaches and thereby identifying strategic opportunities for cross-sectoral collaboration with an objective of positioning SBC as a solution for development across sectors.

Drum Talk: Colin Spurway - BBC Media Action

Drama:

Moderator:
Susan Njoroge

Panel Speakers

Nicholas Owsley - Busara Center
Peter Mwarogo - FHI 360 Kenya
Regional Director, Geopoll
At a glance
It has become increasingly important for stakeholders to come together and gear joint efforts towards achieving a common goal. Using a social behaviour change approach provides an in-depth understanding of the ecosystem, who its failing and what can be done to correct the discourse; Building the tower of Babylon.

Panel discussion: Private Public Partnership - A case by Procter & Gamble (P&G)

Speakers: P&G, Beyond Zero, Medical practitioner, NGO

Moderator: P&G

Panel discussion: Not going it alone - A Multi-sectoral discussion

Speakers: Nation Media Group, PSI Private sector, Clean Cookstoves (CCS), Surangani Abeyesekera C4D Head UNICEF, National Transport and Safety Authority (NTSA), P&G, Kate Ochieng, Commercial Director at PS Kenya

Moderator: Dr Anne Musuva
Theme 3: Breaking the silos, working across sectors
SBC for policy change & Multi sectoral approach
The Ripple effect - Policy changes that can cause waves

Session Chair: Farai Chieza, Population Services International

155 Juliet Ngugi, Nutrition International Project
Multi-sectoral approach and co-creation in addressing adolescent nutrition in Busia, Kitui and Nakuru, Kenya.

181 Akunna Penny BBC Media Action
Partnering for Impact: how can multi-sectoral partnerships enhance social and behavior change communications prospects for making sure that no one is left behind?

39 Katie Gilbert, M&C Saatchi World Services
Fueling a culture of continuous improvement through responsive feedback mechanisms.

209 Ronny Nyadgure, Clean Cooking Alliance Project
Using SBC to promote adoption of cleaner cookstoves in Kenya.

144 Everlyne Komba, Kajiado County
Opportunities for multi-sectoral approach in a devolved governance context.

243 Ms. Oge Madubunyi, Africare
Using social and behavior change communication (SBCC) strategies to increase liquefied petroleum gas (LPG) consumption and demand in Nigerian households.

248 Ali Abd3, USAID Afya jijini
Utilization of Urban Community Led Total Sanitation approach for Sanitation Behaviour Change - Our Experience in Nairobi's informal settlements.

Theme 2: Leveraging on technology in transforming SBC in Africa
Technology for now and tomorrow. Are you with IT?- Part 2

Session Chair: Wycliffe Waweru, Population Services International

41 Nicholas Owseley, Busara Centre for Behavioral Economics
Getting the Message: Using parental text messaging to increase learner attendance.

71 Judson Bonick, Duke University
CAH abstract submission - SMS

100 Vincent Odia, USAID Health Communication & Marketing (HCM)
Tracking program activities using the Google Spreadsheets application.

224 Todd Jennings, PATH
Using data to inform communication and behaviour change: Examples from pursuing Malaria elimination in Zambia.

250 Edward Kubai ikiugu, Marie Stopes Kenya (MSK)
Leveraging technology to transforming Social Behavior Change among community health volunteers.

6Y Ogweno Stephen, Stowellink
Using technology in SBC to improve cardiovascular health sensitization and better lifestyle adaptation: Myheart Ke

249 Haanim Galvaan, Every1 Mobile
Leveraging technology to encourage habit formation amongst young mothers in Nairobi.

Theme 1: The Intersection between Culture & SBC in Africa: Myth or reality?
SBC in hard to reach, marginalised areas- Part II
Standing the test of time- Part 2

Session Chair: Tom Ngarangari, Population Services International

85 Phillip Kinyota/ Kwaba Omwenga/ John Letiwa, USAID Afya Timiza
Effective social and behaviour change messaging for low literacy pastoralist communities in Kenya: The case of Nkai Ngonisho in Samburu and Arvon in Turkana County.

63 Anthony Arasio/ Gilbert Wangalwa/ Sammy Ejore, USAID Afya Timiza
Increasing acceptability, access and utilization of health services in the African context: The case of Kimormor innovative cross sectoral social and behaviour change model of reaching the rural underserved pastoral communities of Turkana County in Kenya.

187 Bernard Nyauchi, FH360 Kenya
Champion Community Model: A promising innovation to improve maternal and newborn health-seeking behaviour in Baringo County, Kenya.

57 Evelyn Kikechi, Centre for BCC
Behaviour automation approach using the levers of sustainable behaviour change in improving hygiene in schools in Samburu County.

66 Beldine Atieno, Concern WorldWide
SBCC programming and the importance of gender: Findings from a gender analysis within community conversations in Marsabit.

Theme 6: Taking Stock of SBC: Demonstrating SBC Impact
Experiential Evidence
Can you see it? Can you touch it? Is it real? Part 3

Session Chair: Melissa Baker, Kantar Public

56 Brynne Gilmore, Trinity Collage Dublin
Innovation in methodology - Thinking outside the black box by using realist evaluations to study Social Behaviour Change interventions.

216 Wanjiru Mathenge, USAID Health Communication & Marketing (HCM)
Enabling her freedom to choose: A user centered qualitative approach to understanding contraceptive uptake in Kenya.

35 Alice Escande, Busara Centre of Behavioural Economics
How does recalling experiences of conflict affect behaviour that aids or hinders post-conflict recovery?

237 Adedoyin Roberts, Nigerian Urban Reproductive Health Initiative
Instituting SBCC to influence change in family planning uptake in private health setting.

214 Alexandra Cronberg, Kantar Public
What’s the optimal way of measuring social norms?

217 Brian Mdwawa, Maverick Project
Engaging the Mwenye, we want the best for the families and community. Co-created approaches of male engagement for family planning uptake in Kilifi County in Kenya.

180 Kaushiki Ghose, BBC Media Action
Importance of cultural understanding to define the role of media in helping to reframe the security and justice reform process in Nigeria
1230hrs - 1400hrs

174 Mark Lominito / Faith Chesang, USAID Afya Timiza
Breaking community-health system barriers to increase uptake and utilization of services through the use of traditional approaches: the case of birth cushions in Turkana county.

246 Jonathan Mbuna, Pakachere IHDC
Enter communities as slaves to exit as kings!

190 Felister Nkangi, USAID/Afya Uzazi
Success or failure of institutional channels (Clan and/or church elders) as alternative media in campaigns against female genital cutting.

44 Asenath Mwithigah, The Girl Generation
Accelerating social change to end Female Genital Mutilation in three African countries.

165 David Kisache, Green Kenya
Using sports to influence positive behaviour change.

90 Emily Davis, FHI360
Reaching adolescent girls and young women (AGYW) through Facebook in Botswana: Using the RE-AIMS model as evidence generation to support social media for behavior change.

175 Javan Waita, USAID Health
Communication & Marketing (HCM) Embracing ESBC in increasing access to ASRH information and services. Case study of Tunza Clinics, Kenya.

210 Hulu Betena, JHUCCP
Hulu Betena: mHealth solution for young families in Ethiopia.

152 James Mule, USAID Health Communication & Marketing (HCM)
Assessing the impact of SMS service in increasing net use in Lake and Coast endemic regions of Kenya.

22Y Edwin Bett, Independent
Using technology as a tool for alleviating poverty.

19Y Peter Muriithi, Independent
Jirani’s Food.

177 Lilian Silinging, Population Services International
Utilizing mobile technology to improve overall customer experience in Tunza clinics, Nairobi Kenya.

245 Jonathan Mbuna, Pakachere IHDC
Tell my story.

181 Kaushiki Ghose, BBC Media Action
Partnering for impact: how can multi-sectoral partnerships enhance social and behavior change communication prospects for making sure that no one is left behind?

73 Angumua Carrine, CARE Cameroon
Ensuring Universal Health Coverage (UHC): Integrated SBCC approaches to mitigate stigma and violence against men who have sex with men (MSM) in Bamenda, Cameroon.

75 Ephraim Mebrate
Cracking or disrupting? Using Human Centered Design (HCD) approach to unlock the power of SBCC for adoption of improved sanitation, Ethiopia.

166 Christine Were, USAID Health
Communication & Marketing (HCM) Acceptability and feasibility for scale-up of the new birth companion role of traditional birth attendants in Kakamega County, Kenya.

200 Clara Wakutaipha, PSI/Society for Family Health
Make the cut Zambia.

201 Nimrod Silla, Bill & Melinda Gates, PrEP
Project The use of a facilitation guide in peer education on demand creation for oral Pre Exposure Prophylaxis (PrEP) in Kenya; A pilot study in Nairobi.

11D Dennis Ojwok, Clean Cooking Alliance Project
Moving Kenyan populations to clean cooking through behavior change communication.

197 Adedoyin Roberts, NURHI
Role of SBCC in influencing contraceptive belief and knowledge among men in Southern Western Nigeria.

242 Aloise Gikunda, USAID Health
Communication & Marketing (HCM) Integration of treatment and SBCC interventions in combating malaria in coast hotspots, Kenya.

36 Mtuwa Nkhata, SWET
Promotion of positive health seeking behaviors through behavior change communication.

49 Noel Murunga, Kenyatta University
Promotion of positive health seeking behaviors through behavior change communication.

53 Anna Moyo, USAID Health
Reaching adolescent girls and young women (AGYW) through Smith’s chat for dealing with personal issues and suicide prevention.

76 Hazel Ouma, USAID Health
Research on community health volunteers: The role of motivation and compensation.

161 Aulive Msoma, FHI 360
A historic establishment of a functional harmonized National Monitoring and Evaluation System for Social and Behavior Change Communication (SBCC) for health in Malawi

168 Alice Njeri, Youth Board
Kenyan youth board of commerce and entrepreneurship.

123 Chifundo Zulu, Story Workshop
Empowered urban citizenry and strengthened governance structures for responsive service delivery [Deepening Democracy III (DDIII)]: The case of Chilomoni, Masasa, Ndirande and Zolozolo townships in Blantyre and Mzuzu City - Malawi.

135 Matthew Bodien, Center for Advanced Hindsight, Duke University
Research on community health volunteers: The role of motivation and compensation.

14Y Dennis Wainaina, Independent
How to make Africa better for the youth.

20Y Esther Neema Mumo, Independent
Dream Tribe.

105 Samuel Mbugua, Maverick Project
Implication of cultural practices in the management of sick young infants with possible severe bacterial infection.

104 Christine Were, Reproductive Health Program
Community perceptions on delivery of long acting reversible contraceptives by chews in Kilifi county, Kenya.

23 Nancy Njoki, USAID Health
Understanding barriers and enablers to advise malaria interventions in Kenya.
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<tr>
<td>07.00 - 09.00</td>
<td>Delegate Registration</td>
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<tr>
<td>09.00 - 17.00</td>
<td>Showcase</td>
</tr>
<tr>
<td>1400hrs - 1600hrs</td>
<td>Nation Leadership Forum Closing Ceremony</td>
</tr>
<tr>
<td>22 February 2019</td>
<td>Showcase of Clean Cookstoves</td>
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**Entertainment**

**Panel discussion:**
Sustainability; how do we entrench the social & behaviour change practise?

**Speakers:**
Government of Kenya, Safaricom PLC, AMREF Health Africa, USIU, PS Kenya, Donor

**Moderator:**
Nation TV

**Communique/declarations**
Joyce Wanderi

**Awards & closing**
Enola Maina