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

2019 Safari Park Hotel
19 – 22 February

# ASBCConference2019

PROGRAMME

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

Drum Talk:
Renee Ngamau, Amnesty International

Opening Ceremony
Honourable Guest

MC: Oby Obyerodhyambo

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
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<tr>
<th>Time</th>
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| 1000hrs - 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 SBC 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  
| 1100hrs - 1230hrs | **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.  
|
| 19th-MORNING ORAL SESSIONS | **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.  
|
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 Mdawida, Nutrition International Project
A social marketing approach to assess nutrition communication and weekly iron folic supplementation for adolescent girls: A formative assessment in Kenya.

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.

Ivy

Side Event: Showcase

Clean Cooking Alliance

Saving the environment, one stove at a time
### 19th - AFTERNOON POSTER PRESENTATIONS

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<td>1230hrs - 1400hrs</td>
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<td>47 Felix Ochieng, Kenyatta University</td>
<td>Gender as an important factor in social behavior change among high school students in Kismu.</td>
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<tr>
<td>54 Penina Odeno, USAID Health Communications &amp; Marketing (HCM)</td>
<td>Malaria programming in hard to reach areas through social behaviour change communication in Nyatike Sub-County, Migori County, Kenya.</td>
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<tr>
<td>125 Ronny Nyandgure, USAID Afya Halisi Project</td>
<td>Human Centered Design (HCD) is key to strategic demand creation- the case of Afya Halisi- Maternal and Neonatal Health in Kitui.</td>
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<td>63 Augustine Lkeitan, CHMT Samburu/ Alex Masika, USAID Afya Timiza</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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<tr>
<td>109 Achiel Genga, Enabling Sustainable Health Equity (ESHE)</td>
<td>SBC in hard to reach marginalized areas - ESHE (Enabling Sustainable Health Equity).</td>
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<td>192 Betemariam Alemu, JHUCCP</td>
<td>Using HCD to encourage religious leaders engagement in Social mobilization.</td>
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<td>169 Vellah Kadeiza, Independent</td>
<td>How to make Africa better for the youth.</td>
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<td>204 Beatrice Atieno, USAID Health Communications &amp; Marketing (HCM)</td>
<td>Traditional words promoting social behavior change and maternal child health in Kachieng’.</td>
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<td>159 Debora Otambo, Kisumu Medical &amp; Education Trust (KMET)</td>
<td>Peer to peer empowerment model enhancing their voices.</td>
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<td>93 Ramathan Nsubuga, Population Services International Uganda</td>
<td>Significance of Mobile Electronic Referral System (MeRS) on access to modern contraception in the private sector.</td>
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<td>153 Kenneth Mulondo, USAID/MAPD, Ministry of Health Uganda</td>
<td>Building Social Behavior Change by leveraging technology in the rural areas.</td>
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<td>176 Enola Maina, Enabling sustainable Health Equity (ESHE)</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>114 Benson Ndiritu, USAID Health Communications &amp; Marketing (HCM)</td>
<td>Using technology to improve supportive supervision towards community resilience in select counties in Kenya.</td>
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<td>162 Paul Karimi, Independent</td>
<td>Empowering the youth through technology &amp; environmental conservation.</td>
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<td>76 Joseph Njorge, USAID Health Communications &amp; Marketing (HCM)</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>57 Collins Ongola, Stowellink</td>
<td>The Kreative Hub.</td>
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<td>111 Job Makoyo, Healthy Hearts Africa (HHA)</td>
<td>The Role Task Shifting and PBCC contributes towards sustainable management of Hypertension in Kenya.</td>
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<td>98 Melissa Baker, Kantar Public</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>31 Caroline Nyandat, Kisumu Medical and Education Trust (KMET)</td>
<td>They are engaged and know it all: a case of increased uptake of long acting reversible contraceptives in South West Kenya.</td>
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<td>61 Victor Owinyo, Kenya University</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>102 Vincent Odiara, USAID Health Communication &amp; Marketing (HCM)</td>
<td>Strengthening the capacity of public sector institutions to promote and oversee social marketing and social &amp; behaviour change initiatives in Kenya.</td>
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<td>239 Peres Wenje, Masinde Muliro University of Science &amp; Technology(MMUST)</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>241 Felix Muvea, Pharm Access</td>
<td>Creating transparency in emerging health systems.</td>
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### 19th POSTER PRESENTATIONS

**1230hrs - 1400hrs**

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<td>23Y</td>
<td>Felister Nkangi</td>
<td>Independent</td>
<td>Promoting appropriate handwashing with soap through the use of community participatory theatre.</td>
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<td>158</td>
<td>Okoth Oscar</td>
<td>Kisumu Medical and Education Trust (KMET)</td>
<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>Nancy Githogori</td>
<td>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

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**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

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**Drum Talk**

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

**Drama:**

Kitu Ni Kukachora

**Moderator:**

Susan Njoroge
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.
20th - MORNING ORAL SESSIONS

1100hrs - 1230hrs

### Theme 4: Role of SBC towards achieving Universal Health Coverage
**Catalyzing Universal Health Coverage through innovative SBC approaches**
*Going the extra mile*

**Session Chair:** Stephen Mucheye, Nutrition International

- **110** Alexandria Cronberg, Kantar Public
  Committed to child labour? Using a commitment model to inform behaviour change strategies relating to child labour in Ghana.

- **129** Karinguri Richard, Healthy Hearts Africa (HHA)
  Social, Behaviour change communication (SBCC) contributing to increased hypertension care (screening and service) for males.

### Theme 5: 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.
20th - AFTERNOON ORAL SESSIONS
1400hrs - 1600hrs

**Theme 1,2,6: SBCC Stories from Across the Globe**

*It's Story Time!!*

**Session Chair:** Nicholas Owseley, Busara Centre for Behavioural Economics

116 Regan Alsup, Discovery Learning Alliance
My Better World - Blending animation and documentaries to empower African Youth.

18 Jan Lindemans, Duke University
Information, Testimonials and Drama: An experiment in Kenya.

79 Muffy Potter, Put It Out There Pictures
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.

122 Zachariah Kahwai, TLEIG
Using social media for behavior change among the young people through sharing short films.

189 Felister Nkangi, USAID Afya Uzazi
The place of songs in dissemination of messages against 'female circumcision' among the abagusii community of kenya.

**Theme 5: Beyond donor funding, how do we sustain SBC? Entrenching the practice.**

*Meeting the needs of the present without compromising the future*

**Session Chair:** Dr Christine Kisia, World Health Organization (WHO)

183 Kaushiki Ghose / Doreen Bangapi, BBC Media Action
Sustaining resourcing for social behavior change communication in local radio stations in Tanzania.

232 Enola Maina, USAID Health Communication & Marketing (HCM)
Surrounding Johnny- A condom social marketing approach to increase condom use.

8Y Stephen Ogweno, Stowelink
Using art to sustain SBC funding.

**Salt and Pepper: cross-cutting of themes**

**Salt and Pepper:**

**Session Chair:** Martha Nyagaya, Nutrition International

33 Tom Wein, The Dignity
Project: New measurement for respectful development.

103 Vincent Odiara, USAID Health Communication & Marketing (HCM)
Strengthening the capacity of public sector institutions to promote and oversee social marketing and social & behavior change initiatives in Kenya - the documentary.

196 Jeremia Ochieng, Jilinde project
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.

**Theme 1: The Intersection between culture & SBC in Africa: myth or reality?**

**Session Chair:** Tom Ngarangari, Population Services International

132 Christopher Meraiyebu, PSI Somalia
Exploring the potentials of the key influencers of a Somali woman for increased impact of behaviour change interventions.

21 PSI Somalia
Influencing behaviour change for increased AYSRH service uptake among Ugandan youth using Human Centered Design.

126 PSI Somalia
Highlighting the Behaviour Change impact of Health Education through home visits in the Somali context.

**Side Event: Show case**

LVCT Show case
Meaningful engagement of adolescents and young people in policy implementation and accountability at the county level.

119 Cynthia Kisa, IRCK; AMREF, USAID Afya Timiza
Use of congregational model to increase access to information on family planning, reproductive, new born, child, adolescent, health (FP/RMNC), nutrition and water, sanitation & hygiene (WASH) services in the pastoral Samburu & Turkana Counties, Kenya.
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| **91** Kondwani Makwenda, FHI360 Malawi  
Reaching malawian men with targeted HIV and AIDS interpersonal communication: towards the last mile attainment of the 90-90-90 targets. |
| **118** Nassir Hassan, Population Services International Somali  
Synchronized communication using interpersonal and mobile phone technology for Health Behavioral Change. |
| **55** George Oscar, African Healthy Markets for Equity (AHME)  
The role of community volunteers in increasing the uptake of safe motherhood services in the Tunza Social Franchise Model during the 2017 health workers industrial strike: A case study of Kakamega, Vihiga, Bungoma and Busia Counties of Kenya. |
| **148** Andrew Juma, USAID Health Communication & Marketing (HCM)  
Pulling different levels of influence to achieve health impact: the role of Emrons in increasing VMMC uptake in Turkana. |
| **164** Rhoda Otipa, USAID Health Communication & Marketing (HCM)  
Women: The devils and advocates to contraceptive uptake. |
| **137** Martinho de Macedo, Malaria Consortium Mozambique  
Community dialogues for the prevention and control of neglected tropical disease. |
| **163** Rhoda Otipa, American Cancer Society  
Contextualizing Information, Education and Communication (IEC) for early cancer control in Kenya. |
| **131** Lucy Maikweki, USAID Health Communication & Marketing (HCM)  
Taking the Heroic Cut to Turkana. |
| **28** Elkana Rotich, Reproductive Health Program  
Addressing barriers to modern family planning services in Adolescents and Young Adults. |
| **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. |
| **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. |
| **188** Benard Nyauchi, FHI360  
Improving maternal and child health indicators among adolescent girls in Nakuru and Baringo counties using Binti Shujaa Innovation. |
| **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 sector. |
| **10** Y Victor Omondi, Stowelink  
Creative art projects for SBC driven by youths. |
| **18** Eric Bakuli, Independent  
Lipa na Mavuno. |
| **145** Ting Jiang, Center for Advanced Hindsight, Duke University  
The role of behavior change support in achieving Universal Health Coverage in Kenya. |
| **30** Kingsley Esmoscano, 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. |
### 20th-POSTER PRESENTATIONS

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<td>Mtuwa Nkhawta, SWET</td>
<td>Tracking social behaviour change: the care group diffusion of innovations.</td>
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<td>141</td>
<td>Dieterio Magul, Malaria Consortium Mozambique</td>
<td>The challenges of introducing mHealth solution in rural Mozambique.</td>
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<td>228</td>
<td>Jacinta Opondo, National Malaria Control Programme, Ministry of Health Kenya</td>
<td>Building Capacity for Malaria Social- Behaviour Change communication in the kenyan devolved system.</td>
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EVENING PLENARY

THEME: Demonstrating Behaviour Change impact

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
**Delegate Registration from 0800hrs**

**Registration Desk**

**0900hrs - 1030hrs Plenary Session**

**Jambo Hall**

**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 indepth 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, LNGO

**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

**MC:** Oby Obyodhyambo

**Drum Talk:**

**Speaker:** Nation Media Group
21st - MORNING ORAL SESSIONS
1100hrs - 1230hrs

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 Nyadjure, Clean Cooking Alliance Project
Using SBC to promote adoption of cleaner cook-stoves 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 Abdi, 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 Odiera, 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 Owgeno Stephen, Stowelink
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 Arwon 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.

251 Ms. Roselyn Mutemi, UNICEF
Working with Religious Leaders for Behaviour and social change communication

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 Brynee 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 Adeoyin 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 Mdawida, 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.
21st - POSTER SESSIONS

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 Kische, 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 behaviour change.

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

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

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

19Y Peter Muriithi, Independent
Jirani’s Food.

177 Lilian Sillingi, 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 Wakutaipa, PSI/Society for Family Health
Make the cut Zambia.

110 Dennis Ojwo, 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 Mtuw Nkhata, SWET
Promotion of positive health seeking behaviors through integrated community voices, participation and leadership engagement in shifting norms around nutrition in Malawi.

49 Noel Murunga, Kenyatta University
Creative Hub: a multi-faceted approach shifting norms around nutrition in Malawi.

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.

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.

201 Nimrod Silla, Bill & Melinda Gates, PrEP

23 Nancy Njoki, USAID Health
Communication & Marketing (HCM)
Understanding barriers and enablers to advise malaria interventions in Kenya.

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.
1400hrs - 1600hrs Nation Leadership Forum Closing Ceremony

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
Kate Ochieng
1st ASBC Conference
‘Disruptive SBC strategies for the future of Africa’

Showcase of Clean Cookstoves
Invitation only

DAY FOUR
22 FEBRUARY 2019

Global Alliance for Clean Cook Stoves