1st ASBC Conference

Disruptive SBC strategies for the future of Africa

Safari Park Hotel

19 – 22 February 2019

# ASBCConference2019

@AfricaSBC

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

Learn | Network | Grow

Zikomo | Aloha | Amul solo
Bienvenue | Bem-vindo | E ku abo
Karibuni | Nnabata | Murakaza neza
Wamukelele | Hoşgeldiniz

“An Independent member of the PSI network”
Jambo and welcome

The Africa Social and Behaviour Change Conference (ASBC) presents a rich platform for cross sector participantstoshareknowledgeandbest practises on Social Behaviour Change from across the globe.

Internationally, there has been increased growth and acceptance of Social and Behaviour Change practices since the inaugural international Social Behaviour Change Communication (SBCC) Summit in Addis Ababa, Ethiopia (2016) and the follow-up international SBCC Summit in Bali, Indonesia (2018). Now here, in Nairobi, is our opportunity to cascade the practice to regional levels to ensure that the benefits permeate and resolve contextual challenges.

ASBC 2019 will set a precedent for future discourse around Social and Behaviour Change in Africa, and pave the way forward for an approach that has the potential to exponentially spur the development of the continent.

By daring to replace cultural aspects that harm us with those that empower us, we have an opportunity to bring about transformative change. This is the disruption promised in the conference theme, ‘Disruptive SBC strategies for the future of Africa’.

Population Services Kenya (PS Kenya), a leader in Social Behaviour Change, is excited to welcome you to this timely conference, and hopes that the three days will provide great learning opportunities and healthy discussions on how we can use Social Behaviour Change to catalyse development in our beautiful continent, Africa.

We also hope that you will be able to find time to explore the safari capital of Africa; the only city in the world that boasts a game park; the ‘green city in the sun’ - Nairobi, and share in Kenya’s vibrant culture and warm people.

We look forward to personally welcoming each one of you, championing Social and Behaviour Change solutions and forging partnerships that will transform Africa.

Yours sincerely,

Joyce Wanderi Maina
Chief Executive Officer
Population Services Kenya
At a glance
What is the role of SBC in achieving the SDGs?
Achievement of the SDGs will need a multi-sectoral approach and will need to leverage on technological advances; acknowledge and address social, cultural and religious practices that are deeply rooted. The rapidly growing youth population in Africa present an opportunity for Africa to reap from this demographic dividend - what is the role of SBC?

Panel Speakers

Sanda Ojiambo, Head of Corporate Responsibility, Safaricom PLC
Colin Spurway, Tanzania Country Director, BBC Media Action
Fidelis Nthenge, Head of World Schools, International Baccalaureate 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


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

- 97 Tomas Meraiyebu, PSI Somalia Influencing behaviour change for increased AYSRH service uptake among Ugandan youth using Human Centered Design.

- 7Y Noel Murunga, Stowelink Kreative Hub: Youth unemployment addressed through social and behavior change.

**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:** Alfyao Wamburi, Afya Uzazi

- 59 Audrine Mikhala / Philip Kinyota, 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.

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

- 46 Pooja Sripad/Charity Ndwiga Population Council Integrating innovative mobile hotline to improve awareness of and access to fistula repair.

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

**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


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

- 67 Peter Lengewa / Phillip Kinyota, CBCC-Africa Digitizing payments using social and behaviour change strategies: promoting cards for payments among the emerging middle class in Kenya.

- 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.

**Side Event:** LVCT Show case

Meaningful engagement of adolescents and young people in policy implementation and accountability at the county level
19th-Afternoon Oral Sessions

**Theme 1: The intersection between culture and SBC in Africa: myth or reality?**
- **Culture at the heart of SBC**
  - Recognizing religion and culture at the root of our people

  **Session Chair:** Nancy Njoki, Population Services Kenya

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

- **19 Andrew Carlson / Chola Lungu, Dignitas North America**

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

- **126 Christopher Meraiyebu, PSI Somalia**
  - Highlighting the Behaviour Change impact of Health Education through home visits in the Somali context.

**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 / Dr, Catherine Lengewa, CBCC-Africa**
  - 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, Jilinde Project**
  - 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.

- **134 Matthew Bodien, Center for Advanced Hindsight, Duke University**
  - The Power of Practice: An intervention to encourage and support Health Savings Behavior.

- **184 Stanley Chukuwemeka Okereafior, NURHI**
  - Using Communication Technology To Advance Family Planning: The NURHI 2 IVR 3-2-1 Experience.

**Side Event: Showcase**

- **Clean Cooking Alliance**
  - Saving the environment, one stove at a time

Join expert panelists on an issue at the nexus of health, energy, gender and climate. Insights and learnings will be shared from a diverse set of communications-based efforts to motivate households to switch to clean cooking – including a reality TV series in Kenya, a web drama in Nigeria, and community outreach in Uganda.

Panelists will discuss which approaches have proven most successful, and what challenges remain in realizing the transition to widespread use of clean cookstoves and fuels.

- **CARE (Proctor & Gamble)**
  - Changing Social Norms from within: A Social Analysis and Action participatory method

An experiential immersion using Social Analysis and Action (SAA) participatory methods where case study learnings will be shared to demonstrate successful and sustainably impact and adoption of key human behaviors. This session will change the way you reflect on gender roles and social norms.
19th - AFTERNOON POSTER PRESENTATIONS

1230hrs - 1400hrs

**47 Felix Ochieng**, Kenyatta University
Gender as an important factor in social behavior change among high school students in Kisumu.

**125 Ronny Nyandgure**, USAID Afya Halisi Project
Human Centered Design (HCD) is key to strategic demand creation - the case of Afya Halisi - Maternal and Neonatal Health in Kitui.

**63 Augustine Lkeitan / John Letiwa/Alex Masika/ Alex Masika**, USAID Afya Timiza
Using cultural Leadership structures to break the socio-cultural barriers to access and utilization of health services in underserved pastoralist communities: Lopi Lo Ipayana - Traditional Leadership Model in Samburu.

**109 Achien Genga**, Enabling Sustainable Health Equity (ESHE)
SBC in hard to reach marginalized areas - ESHE (Enabling Sustainable Health Equity).

**192 Betemariam Alemu**, JHUCCP
Using HCD to encourage religious leaders engagement in Social mobilization.

**198 Nancy Githogori**, Aids Healthcare Foundation
Creating transparency in emerging health systems.

**235 Adedoyin Roberts**, Johns Hopkins Centre for Communication Science & Technology(MMUST)
Role of interpersonal communication as a tool for improving the uptake of the Voluntary Medical Male Circumcision Programme in Siaya County, Kenya.

**195 Alice Tama**, Africa Health Markets for Equity (AHME)
Kreative Hub: an innovative approach of using technology in the rural areas.

**204 Beatrice Atieno**, PS Kenya
Traditional words promoting social behavior change and maternal child health in Kacheng’.

**239 Peres Wenje**, Masinde Muliro University of Science & Technology
Improving health service provision for 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.

**102 Vincent Odiara**, USAID Health Communication & Marketing (HCM)
Using technology to improve supportive supervision towards community resilience in select counties in Kenya.

**153 Kenneth Mulondo**, USAID/MAPD, Ministry of Health Uganda
Human Centered Design to change perception of youth on health enterprenuership and art.

**155 Debora Otambo**, Kisumu Medical & Education Trust (KMET)
Peer to peer empowerment model enhancing their voices.

**220 Terry Gatwua**, USAID Health Communications & Marketing (HCM)
Working towards the reduction of HIV burden in Kenya by using SBC as a tool in the realization of UHC.

**150 Andrew Juma**, USAID Health Communications & Marketing (HCM)
Pulling different levers of influence to achieve health impact: The role of Emrons in increasing VMMC uptake in Turkana.

**76 Joseph Njoroge**, PS Kenya
The role of Community Health Volunteers in advancing contraceptive uptake in PS Kenya’s Social Franchise Private Clinics.

**244 Chancey Mauluka/Patnace Nkohon jera**, UNICEF
Reducing vulnerabilities in emergencies through Parent-Child Engagement.

**109 Linda Mama**, a Gem Initiative in Health Care.
They are engaged and know it all: a case of increased uptake of long acting reversible contraceptives in South West Kenya.

**5Y Collins Ongola**, Stowelink
Traditional Leadership Model in Samburu.

**198 Nancy Githogori**, Aids Healthcare Foundation
Girls ACT and safe space: Lessons from Mombasa County.

**111 Job Makoyo**, Healthy Hearts Africa (HHA)
The Role Task Shifting and PBCC contributes towards sustainable management of Hypertension in Kenya.

**98 Melissa Baker, Kantar Public**
To what extent can fear lead to sustained behavior change? Case study on seat belt use advertising in Cape Town, South Africa.

**51 Victor Owinyo**, Kenyatta University
Project Alpha: a living evidence of the impact of social behaviour change as a key strategy in health sensitization projects.

**239 Felix Muvea**, Pharm Access
Creating transparency in emerging health systems.

**138 Stephen Njoka/Geoffrey Rugaita**, Planned Parenthood Federation of America, Planned Parenthood Global
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.

**13 Bill Okaka / Gloria Chelimo**, USAID Assist Project

**70 Jeremiah Ongwara**, Kisumu County Malaria Social & Behaviour Change Department of Health & Sanitation
Creating transparency in emerging health systems.

**241 Felix Muvea**, Pharm Access
Re-starting the conversation about condoms with a new generation.

**111 Job Makoyo**, Healthy Hearts Africa (HHA)

**138 Stephen Njoka/Geoffrey Rugaita**, Planned Parenthood Federation of America, Planned Parenthood Global
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.

**244 Chancey Mauluka/Patnace Nkohon jera**, UNICEF
Reducing vulnerabilities in emergencies through Parent-Child Engagement.

**235 Adedoyin Roberts**, Johns Hopkins Centre for Communication Programs
Improving health service provision for family planning: Lessons from private sector.

**150 Andrew Juma**, USAID Health Communications & Marketing (HCM)
Strengthening the capacity of public sector institutions to promote and oversee social marketing and social & behaviour change initiatives in Kenya.

**159 Debra Otambo**, Kisumu Medical & Education Trust (KMET)
Peer to peer empowerment model enhancing their voices.

**93 Ramathan Nsibuga**, Population Services International Uganda
Significance of Mobile Electronic Referral System (MeRS) on access to modern contraception in the private sector.

**114 Benson Nduru**, Nutrition Resilience Project
Using technology to improve supportive supervision towards community resilience in select counties in Kenya.

**62 Paul Karimi**, Independent
Empowering the youth through technology & environmental conservation.

**204 Beatrice Atieno**, PS Kenya
Traditional words promoting social behavior change and maternal child health in Kacheng’.

**239 Felix Muvea**, Pharm Access
Creating transparency in emerging health systems.

**198 Nancy Githogori**, Aids Healthcare Foundation
Girls ACT and safe space: Lessons from Mombasa County.
Our Global Health entity is committed to improving access to healthcare for the most vulnerable people living in low- and middle-income countries. Working hand in hand with partners we provide sustainable solutions for unmet medical needs with a focus on infectious diseases like malaria, tuberculosis and neglected tropical diseases, and non-communicable diseases such as diabetes, cardiovascular diseases and mental health.

Because medicines alone are not enough, Sanofi Global Health Programs have developed a holistic approach through Social Behavior Change Communication (SBCC) solutions to improve access to care, raise disease awareness and fight stigma.

For any information please contact justine.chabrol@sanofi.com
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 a platform to highlight SBC interventions that are largely affected by cultural diversities.

Speakers:

**Chaning Jang**, CSO and VP Research_busara Center for Behavioural Economics
**Evelina Moceviciute**, General Manager, TBWAKhangarue Media
**Mike Mutungi**, Chief Executive Officer, I Choose Life Africa
**MORNING PLENARY**

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

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<th>Delegate Registration from 0600hrs</th>
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**0800hrs - 1030hrs Plenary session**

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**Welcome note:** MC

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<th><strong>Drum Talk:</strong> Esther Somoire, County Government of Kajiado</th>
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<th><strong>Moderator:</strong> Josea Rono</th>
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<th><strong>Panel Speakers</strong></th>
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**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; it demands innovation, creativity, political will and collaborative work at global and country levels on health systems strengthening (HSS). What more can be done?

- **Speaker:** Dr. Githinji Gitahi, Group Chief Executive Officer, Amref Health Africa & Co-Chair UHC 2030
- **Prof. Khama Rogo,** Lead Health Sector Specialist with the World Bank & Head of the World Bank Group's Health in Africa Initiative.
- **Sabina Chege,** Women Representative, Murang’a County and Chairperson of Parliamentary Health Committee
- **Dr Simon Kigondu,** Secretary General Kenya Medical Association
- **Dr. Susan Mukasa,** Senior Director, Market Groups Africa - PSI
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<th>Time</th>
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<td><strong>Side Event: Pre formed Panel discussion:</strong></td>
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<td><strong>179 Anna Colom &amp; Kaushiki Ghose, BBC Media Action.</strong></td>
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<td><strong>Understanding the impact of digital technologies, in particular online</strong></td>
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<td><strong>communication platforms is measured, including the challenges by different research</strong></td>
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<td><strong>A showcase of SBC intervention within the Somali context</strong></td>
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<td>critic and Nature SAHANs current interventions as well as share their</td>
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<td>experiences and recommendations. It will take a market place format and</td>
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<td>Committed to child labour? Using a commitment model to inform behaviour</td>
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<td><strong>129 Karinguri Richard, Healthy Hearts Africa (HHA)</strong></td>
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<td>Social, behaviour change communication (SBCC) contributing to increased</td>
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<td>hypertension care (screening and service) for males.</td>
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<td><strong>147 Ting Jiang, Center for Advanced Hindsight, Duke University</strong></td>
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<td>Promoting saving for health with calendars - A field experiment in Kenya.</td>
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<td><strong>72 Angumua Carrine, CARE Cameroon</strong></td>
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<td>Improving the HIV/AIDS Cascade using the Enhanced Social and Behaviour</td>
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<td>Change Communication and Mobiliser (ESBCC) Model The case of CHAMP</td>
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<td><strong>206 Susan Kimani, PS Kenya</strong></td>
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<td>HIV Self Testing roll-out through the Private Sector in Kenya.</td>
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<td><strong>Leaving no one behind</strong></td>
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<td><strong>Session Chair: Joyce Mumah, Independent</strong></td>
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<td><strong>187 Bernard Nyauchi, FHI360 Kenya</strong></td>
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<td>Champion Community Model: A promising innovation to improve maternal</td>
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<td>and newborn health-seeking behaviour in Baringo County, Kenya.</td>
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<td><strong>253 Ambrose Were, World Vision International</strong></td>
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<td>Faith Leaders - Key to community behaviour change.</td>
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<td>Behaviour Change; Making health an interesting topic.</td>
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<td><strong>231 Dr. Elizabeth Wala, Amref Health Africa</strong></td>
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<td>Contribution to Universal Health Coverage by strengthening the capacity</td>
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<td>NHIF as an entry point.</td>
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<td><strong>149 Andrew Juma, USAID Health Communication &amp; Marketing (HCM)</strong></td>
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<td>3D (Diagnose, Design and Deliver): Using Human Centred Design principles</td>
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<td><strong>194 Charles Orora, African Health Markets for Equity (AHME) Healthcare</strong></td>
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<td>Financing Project Community-based targeting in advancing Universal</td>
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<td><strong>Social determinants of Social &amp; Behaviour Change (SBC)</strong></td>
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<td><em>If you can’t show it, then it probably didn’t happen</em></td>
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<td><strong>Part 2 Evidence based programming</strong></td>
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<td><strong>Session Chair: Dr Catherine Lengewa, Centre for BCC</strong></td>
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<td><strong>40 Jessica Jean Francois, Ideas42</strong></td>
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<td>Barriers to respectful care during Facility-Based Birth in Chipata</td>
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<td><strong>83 Sarah Magni, Genesis Analytics</strong></td>
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<td>Using behavioural economics to close the intention-action gap for medical</td>
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<td>male circumcision: Preliminary results from a contact pilot.</td>
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<td><strong>211 Hulu Beteina, JHUCCP</strong></td>
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<td>Social Mobilization: A community model to generate health.</td>
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<td><strong>53 Salome Aketch, USAID Health Communication &amp; Marketing (HCM)</strong></td>
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<td>Factors affecting immunization uptake in Kenya.</td>
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<td><strong>203 Zipporah Muitheri, PS Kenya</strong></td>
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<td>The role of behaviour change interventions in improving maternal</td>
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<td><strong>157 Frehiwot Belete, Splash International</strong></td>
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<td>Exploring the potential of disseminating knowledge from children.</td>
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<td><strong>Session Chair: Stephen Mucheke, Nutrition International</strong></td>
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<td>Improving the HIV/AIDS Cascade using the Enhanced Social and Behaviour</td>
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<td>Promoting saving for health with calendars - A field experiment in Kenya.</td>
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<td><strong>110 Alexandra Cronberg, Kantar Public</strong></td>
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<td>Committed to child labour? Using a commitment model to inform behaviour</td>
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<td>change strategies relating to child labour in Ghana.</td>
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<td><strong>129 Karinguri Richard, Healthy Hearts Africa (HHA)</strong></td>
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<td>Social, behaviour change communication (SBCC) contributing to increased</td>
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### 20th - AFTERNOON ORAL SESSIONS

**1400hrs - 1600hrs**

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<td><strong>Theme 1,2,6: SBCC Stories from Across the Globe</strong>&lt;br&gt;It's Story Time!!&lt;br&gt;&lt;br&gt;Session Chair: Nicholas Owseley, Busara Centre for Behavioural Economics</td>
<td><strong>Theme 5: Beyond donor funding, how do we sustain SBC? Entrenching the practice.</strong>&lt;br&gt;Meeting the needs of the present without compromising the future&lt;br&gt;&lt;br&gt;Session Chair: May Ondeng, World Vision International</td>
<td><strong>Salt and Pepper: Cross-cutting themes</strong>&lt;br&gt;<strong>Salt and Pepper:</strong>&lt;br&gt;Session Chair: Dr. Job Makoyo, Population Services Kenya</td>
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<td><strong>116 Regan Alsup, Discovery Learning Alliance</strong>&lt;br&gt;My Better World – Blending animation and documentaries to empower African Youth.</td>
<td><strong>183 Kaushiki Ghose / Doreen Bangapi, BBC Media Action</strong>&lt;br&gt;Sustaining resourcing for social behavior change communication in local radio stations in Tanzania.</td>
<td><strong>33 Tom Wein, The Dignity</strong>&lt;br&gt;Project: New measurement for respectful development.</td>
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<td><strong>79 Muffy Potter, Put It Out There Pictures</strong>&lt;br&gt;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.</td>
<td><strong>8Y Stephen Ogweno, Stowelink</strong>&lt;br&gt;Using art to sustain SBC funding.</td>
<td><strong>196 Jeremia Ochieng, Jilinde project</strong>&lt;br&gt;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.</td>
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<td><strong>122 Zachariah Kahwai, TLEIG</strong>&lt;br&gt;Using social media for behavior change among the young people through short films.</td>
<td><strong>146 Chifundo Zulu, Afikepo/NAPE</strong>&lt;br&gt;Nutrition Communication for the Promotion of Nutrition for the School Aged Child</td>
<td><strong>253 Evelina Mocvicicute-Tanzania creative agency</strong>&lt;br&gt;SBCC Product Design - Combining peer to peer learning, story telling and entertainment'.</td>
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<td><strong>189 Felister Nkangi, USAID Afya Uzazi</strong>&lt;br&gt;The place of songs in dissemination of messages against ‘female circumcision’ among the abagusii community of kenya.</td>
<td><strong>227 Brian Mdawida, Nutrition International Project</strong>&lt;br&gt;A social marketing approach to assess nutrition communication and weekly iron folic supplementation for adolescent girls: A formative assessment in Kenya</td>
<td><strong>216 Wanjiru Mathenge, PS Kenya</strong>&lt;br&gt;Enabling her freedom to choose: A user centered qualitative approach to understanding contraceptive uptake in Kenya.</td>
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<td><strong>173 Judy Atoni, Food for the Hungry; University of Iowa</strong>&lt;br&gt;The Care Group Model: Sustaining SBC in Mozambique beyond donor engagement using a Cascading Approach to Health Promotion</td>
<td><strong>116 Piotr Brzezinski, Impacts International Project</strong>&lt;br&gt;Getting the message out: Nutrition Communication &amp; Social Marketing of Weekly Folic Acid Supplementation for Adolescents in Tanzania</td>
<td><strong>58 Charles Mumbi/Evelyn Kikechi , CBCC-Africa</strong>&lt;br&gt;Cross Sector Coordination in Vitamin A Supplementation Behaviour Change Interventions Yielding Results: Insights from Murang'a County</td>
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**Side Event: Skills building sessions**<br>PSI/PS Kenya Key stone event<br>Designing programs using innovative approaches; opportunities to design and deliver with the user

**Side Event: Kantar Public Preformed Panel**<br>The Role of Emotion in Social & Behaviour Change

43 Susan Gigli<br>This panel will consist of four presentations sharing examples of how the role of emotion has been addressed as part of different programs with behaviour change objectives, and how these examples might have benefited from incorporating an explicit focus on emotion.
20th - POSTER PRESENTATIONS

130hrs - 1400hrs

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.

137. Martinho de Macedo, Malaria Consortium Mozambique
Community dialogues for the prevention and control of neglected tropical disease.

131. Lucy Maikweki, USAID Health Communication & Marketing (HCM)
Taking the Heroic Cut to Turkana.

28. Elkana Rotich, PS Kenya
Addressing barriers to modern family planning services in Adolescents and Young Adults.

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.

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.

54. Penina Ogendo, USAID Health Communication & Marketing (HCM)
Malaria programming in hard to reach areas through social behaviour change communication in Nyatike sub-county, Migori county, Kenya.

153. Kenneth Mulondo, USAID/Mapd, Ministry of Health Uganda
Building Social Behavior Change by leveraging the technology in the rural areas.

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

118. Nassir Hassan, Population Services International somaliland
Synchronized communication using interpersonal and mobile phone technology for Health Behavioral Change.

240. Joseph Mutwenele, USAID Health Communication & Marketing (HCM)
How effective is social media in reaching young people with information on sexual and reproductive health? A focus on the PS Kenya “Kitu Ni Kukachora” program.

48. Stephen Ogweno, Kenyatta University
Integrating social behaviour change and technology to promote health care in non- communicable diseases prevention.

238. Brian Mdawida, USAID Health Communication & Marketing (HCM)
Measuring SBC approaches for their effectiveness and impact to ensure Social Behavior Change in health in Kenya.

45. Asenath Mwthihag, The Girl Generation
Young people are the heart and soul of the end Female Genital Mutilation movement.

127. Vincent Odiara, USAID Afya halisi Project

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. Mtuwa Nkhawta, SWET
Tracking social behaviour change: the care group diffusion of innovations.

141. Dieterio Magul, Malaria Consortium Mozambique
The challenges of introducing mHealth solution in rural Mozambique.

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.

60. Gladys Abuta, CBCC Africa
Going beyond donor funding by harnessing the power of natural community leaders for sustainable behaviour change in hygiene and sanitation: insights from k-ship project implemented in Naivasha Sub-county, Nakuru County.

25. Angela Mutegi, Purple Frames
Picturing Fatherhood: First time fathers’ perceptions on visual representation of their role, in exclusive breastfeeding health messages.

Impact of labour support by former traditional birth attendants on psychosocial outcomes of labour and delivery in kakamega count, kenya.

188. Benard Nyaucli, FHI360
Improving maternal and child health indicators among adolescent girls in Nakuru and Baringo counties using Binti Shujaa Innovation.

65. Evelyn Kikechi / Dr, Catherine Lengewa, CBCC-Africa
Using social and behaviour change communication approaches to optimize delivery of micronutrient powders through school meals programme in kenya: lessons learnt from cross sector.

151. Collins Muchoki, USAID Health Communication & Marketing (HCM)
The role of provider behavior change communication in increasing access to family planning methods by adolescents, Kenya.

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

99. Purity Kibathi, Aga Khan University Hospital Sexual health knowledge, attitudes and beliefs among nurses working in Aga Khan University Hospital Nairobi.


64. Evelyn Kikechi / Dr, Catherine Lengewa, CBCC-Africa
Using social and behavior change communication as a driver for product uptake in urban poor populations of Nairobi: lessons learnt on programming for home fortification with micronutrient powders for children 6 - 23 months.

10Y. Victor Omondi, Independent
Creative art projects for SBC driven by youths.

18Y. 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.

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.

228. Jacinta Opondo, National Malaria Control Programme, Ministry of Health Kenya
Building Capacity for Malaria Social- Behaviour Change communication in the kenyan devolved system.
We are honoured to be part of the Africa Social Behaviour Change Conference, not only as a sponsor but as an organization that creates authentic experiences for the African consumer.

If we are to be the change we seek, then we need to look through an African lens to attain it.

True Change Happens Through Personal Experiences

Personal Experiences

NEED CASH? USITENSE.

- GO TO M-PESA MENU
- SELECT LOANS & SAVINGS
- SELECT KCB M-PESA

Regulated by the Central Bank of Kenya.
**EVENING PLENARY**

**TOPIC:** Demonstrating Behaviour Change impact

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**1630hrs - 1730hrs Plenary session**

**MC:** Marion Wanyoike

**Drum Talk:**
Colin Spurway - Tanzania Country Director, BBC Media Action

*Seriously Entertaining: top tips for effective youth edutainment*

**Drama**

Kenya School of Mass Communication

**Moderator:**
Joyce Mumah, Independent Consultant

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**At a glance**

How do we demonstrate impact of SBC interventions? This panel will explore building the evidence base for SBC using modern approaches. It will identifying strategic opportunities for cross-sectoral collaboration with an objective of positioning SBC as a solution for development across sectors

**Panel Speakers**

Nicholas Owsley, Busara Center for behavioural Economics
Peter Mwarogo, FHI 360 Kenya
John Murunga, Regional Director East Africa, 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.
21st - MORNING ORAL SESSIONS
1100hrs - 1230hrs

Theme 1: The Intersection between Culture & SBC in Africa: Myth or reality?

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.

57 Evelyn Kikechi / Dr Catherine Lengewa, Centre for Health & Development
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.

63 Anthony Arasio/ Gilbert Wangalwa/ Sammy Ejore, USAID Afya Timiza
Behaviour automation approach using the levers of sustainable behaviour change in improving hygiene in schools in Samburu County.

66 Beldine Atieno / Caroline mugo, Concern Worldwide
SBC programming and the importance of gender: Findings from a gender analysis within community conversations in Marsabit.

Theme 2: Leveraging on technology in transforming SBC in Africa

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.

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

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

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.

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 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 / Caroline Mugo, Trinity College Dublin
Innovation in methodology - Thinking outside the black box by using realist evaluations to study Social Behaviour Change interventions.

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?

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

### 1st ASBC Conference

**‘Disruptive SBC strategies for the future of Africa’**

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<td>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.</td>
<td>Mark Lominito / Faith Chesang, USAID Afya Timiza</td>
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<td>Enter communities as slaves to exit as kings!</td>
<td>Jonathan Mbuna, Pakachere IHDC</td>
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<td>Success or failure of institutional channels (Clan and/or church elders) as alternative media in campaigns against female genital mutilation in three African countries</td>
<td>Evelyn Kikech / Dr. Catherine Lengewa</td>
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<td>Accelerating social change to end Female Genital Mutilation in three African countries</td>
<td>44 Asenath Mwithigah, The Girl Generation</td>
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<td>Using sports to influence positive behaviour change.</td>
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<td>Using technology as a tool for alleviating poverty.</td>
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<td>Utilizing mobile technology to improve overall customer experience in Tunza clinics, Nairobi Kenya.</td>
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<td>Acceptability and feasibility for scale-up of the new birth companion role of traditional birth attendants in Kakamega County, Kenya.</td>
<td>166 Christine Were, USAID Health Communication &amp; Marketing (HCM)</td>
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<td>Role of SBCC in influencing contraceptive belief and knowledge among men in Southern Western Nigeria.</td>
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<td>Promotion of positive health seeking behaviors through integrated community voices, participation and leadership engagement in shifting norms around nutrition in Malawi.</td>
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<td>How to make Africa better for the youth.</td>
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<td>Research on community health volunteers: The role of motivation and compensation.</td>
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<td>Assessing the impact of SMS service in increasing net use in Lake and Coast endemic regions of Kenya.</td>
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1st ASBC Conference
‘Disruptive SBC strategies for the future of Africa’

DAY THREE 21 FEBRUARY 2019

Delegate Registration from 0600hrs  Registration Desk

1400hrs - 1600hrs  Jambo Hall

CLOSING CEREMONY AND SBC LEADERS FORUM

MC: Marion Wanyoike

Moderator: Olive Burrows, Nation TV

Communique/declarations: Joyce Wanderi Maina, Chief Executive Officer, Population Services Kenya

AFTERNOON PLENARY

TOPIC: Sustainability; how do we entrench social & behaviour change?

At a glance

So what? A re-cap of the preceding days - how do we entrench the need to achieve social impact this continent so passionately requires; now and for future generations. A summary of disruptive thoughts with disruptive partners to make it all happen.

Panel Discussion Speakers

- Dr. Samuel Mahugu, Head of Health Promotion Unit, GOK
- Dr. Githinji Gitahi, Group Chief Executive Officer - Amref Health Africa & Co-chair of UHC 2030
- Patrick Wilson, Deputy Mission Director, USAID KEA
- Benjamin Makai, Senior Manager - Technology for Development, Safaricom
- Joyce Wanderi Maina, Chief Executive Officer, Population Services Kenya
The Clean Cooking Alliance works with a global network of partners to build an inclusive industry that makes clean cooking accessible to the three billion people who live each day without it. Established in 2010, the Alliance is driving consumer demand, building a pipeline of investible businesses, and sustaining an enabling environment that allows the sector to thrive. Clean cooking transforms lives by improving health, protecting the climate and environment, empowering women, and helping families save time and money. Learn more about our work at www.CleanCookingAlliance.org.
1st ASBC Conference
‘Disruptive SBC strategies for the future of Africa’

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