

The top portion of the slide features a photograph of three women. They are wearing traditional Indian headscarves (saree pallus) in shades of orange and yellow with intricate patterns. They are positioned behind a wall made of corrugated metal sheets, looking over the top edge. The woman on the left is looking slightly to her right, the middle woman is looking directly forward, and the woman on the right is looking slightly to her left. The word "PATHFINDER" is overlaid in white, bold, sans-serif capital letters on the right side of the image, with a small white triangle pointing downwards to its right.

PATHFINDER

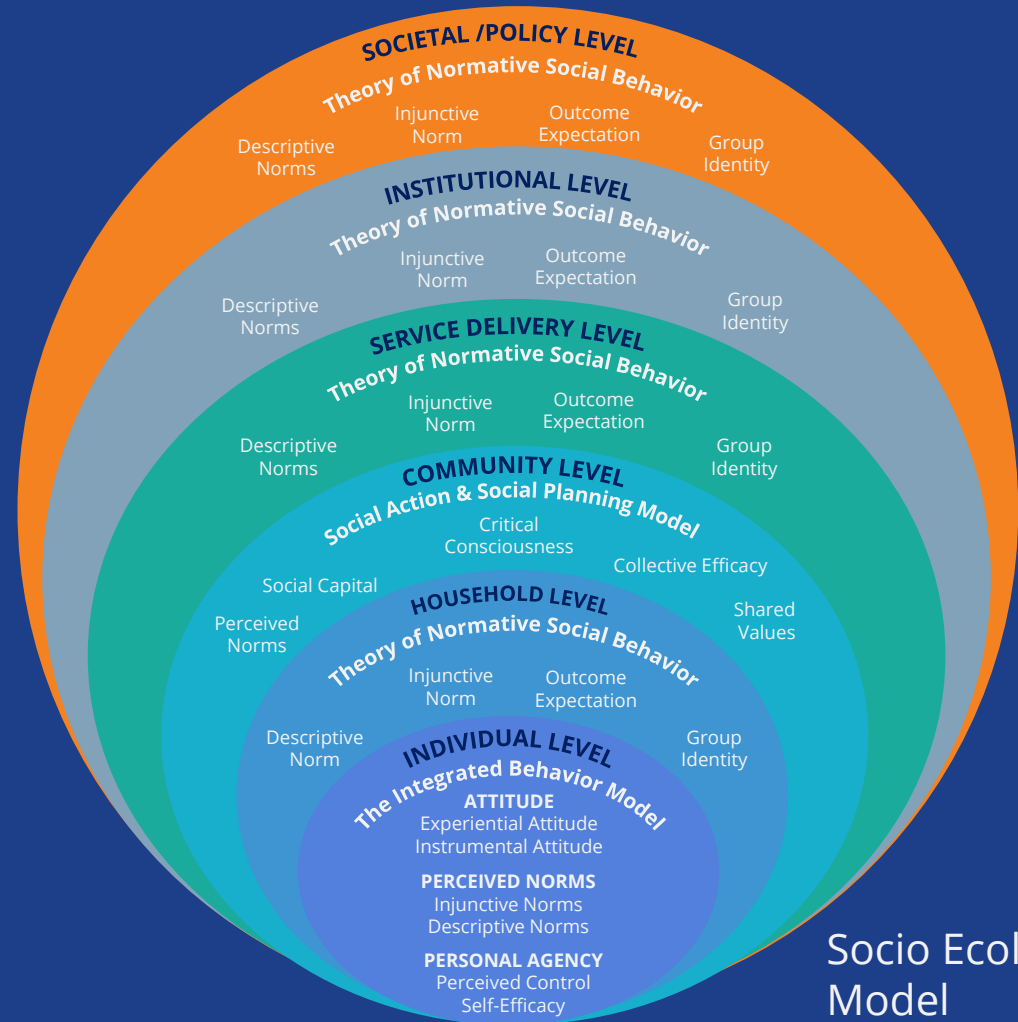
Proven Approaches in Improving SBC with Focus on IPC

K Laxmikant, Sr Director SBCC, Pathfinder International

The Context

How is IPC placed within the context of SBCC ?

Theoretical Framework



Socio Ecological Model

Logic Framework SBC-IPC

Underlying Conditions

Personal Barriers

- Lack of comprehensive understand of family planning
- Lack of autonomy and agency
- Lack of spousal communication on FP
- Lack of correct, credible information
- Pressure to prove fertility

Social & Cultural Norms

- Restrictive gender roles
- Son preference
- Pressure to prove fertility

Lack of quality counselling & services

- Lack of quality FP counseling and services
- Lack of access to FP counseling and services
- Provider bias
- Public sector focus on limiting methods

Domains of Communication

Individual & Couple

- IPC (DL)
- Community Meetings (DL)
- Mid Media (GV)
- Mobile Intervention

Household

- IPC (DL)
- Community Meetings (DL)
- Mobile Intervention

Community

- Hello Safal (GV)
- Leverage digital social networks (scale-up phase)

Service Delivery

- Access to YFS: counseling and services
- YC: FP counseling and products (DL)
- Narrowcasting SBCC material (DL)

Enabling Environment

- Advocacy
- Leadership
- Cultural Identity

Psychosocial & Environmental Outcomes

Individual

Favorable shift in FP related

- **ATTITUDE**
 - ✓ Experiential Attitude
 - ✓ Instrumental Attitude
- **PERCEIVED NORMS**
 - ✓ Injunctive Norms
 - ✓ Descriptive Norms
- **PERSONAL AGENCY**
 - ✓ Perceived Control
 - ✓ Self-Efficacy

Young Couples & Household

Favorable shift in FP related:

- Descriptive Norms
- Injunctive Norms
- Outcome Expectations
- Group Identity

Community

- Social Capital
- Collective Efficacy
- Critical Consciousness
- Shared Values
- Gender Norms

Service Delivery

- Increased access to Quality Assured, Client-centered, modern FP/RH services and products

Enabling Environment

- Supportive FP policies are implemented in spirit.

Intermediary Outcomes

IO – 1.1 (Supply Side):
Increased access to youth-friendly FP counseling and services

IO – 1.2 (Demand Side)
Informed and empowered decision-making amongst TG on family planning and HTSP

IO – 1.3 (Enabling Environment)
Favorable shift in gender and social norms related to HTSP and contraceptive use amongst married young women (15-24, PO & P1) and their husbands

Primary Outcome 1

Increased uptake of modern contraception among married couples and first-time parents (15-24) in YUVAA-supported districts in Bihar and Maharashtra

High Impact Approaches: Perspectives

TWO BROAD PERSPECTIVES

SBC-IPC high impact approaches from a 'Planning Standard' perspective

- Drawing board stage approaches to develop theory-driven SBC-IPC interventions; Primary audience are SBC Managers;

SBC-IPC high impact approaches from an 'Implementation Standard' perspective

- Field level execution approaches; approaches which improves IPC skills and efficiency; client facing with IPCs/Outreach team as Prime audience

Proven Approaches with Context to SBC-IPC Design/Planning



Theory driven & Evidence based

Always support the SBC conceptual design with a proven theory and authentic evidences from internal and external sources because it help in determining a strategic direction to the overall SBC approach

Theoretical Framework for YUVAA SBCC Strategy

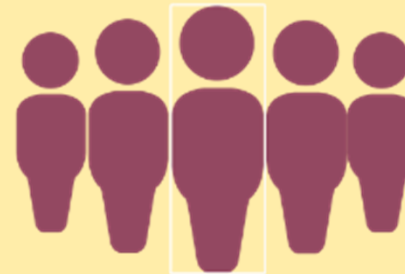
Individual Level



Inter-personal Level



Community Level



Integrated Behavior Model (IBM) to drive intention and adoption of FP/HTSP

Theory of Normative Social Behavior (TNSB) to affect favorable normative mechanisms for inter-spousal and household dynamics

Community Empowerment Framework to shift social and gender norms limiting fertility choices for young couples

Proven Approaches with Context to SBC-IPC Design/Planning

Audience Insight

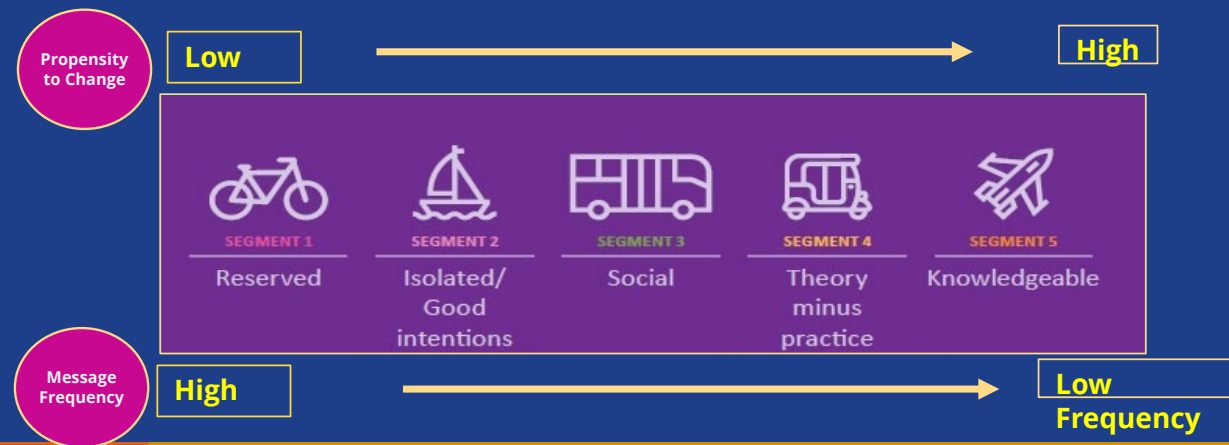
'Know your target audience as you know yourself'

- Formative and market research exercise will provide audience data; key behavior insight; social factors; key behavior determinants.
- Mobile landscape study; media consumption trend and aptitude

Proven Approaches with Context to SBC-IPC Design/Planning

Audience Segmentation Approach

- One of the best practices to improve targeting efficiency of IPC;
- Segment the audience and prioritize;
- Helps in developing a strategic and efficient reach & frequency planning;
- Make segmentation approach part of IPC training tool.



Segmentation Content Plan

Relationship Management

Inter-spousal Communication

Joint Decision-making

Couple Bonding

Social and Gender Norms

Agency/Autonomy for Women

Enhancing Women's Share Voice

Communication Skills

MIL Communication

Health Planning

PPFP

Healthy Lifestyle

ANC/PNC

COVID-19 Related Behaviors

Financial Planning

Financial Readiness

Saving vs Investment

HTSP

Importance of HTSP

Goal Setting / Fertility Planning

Myths, Misconceptions and Fear of Side Effects

Informed Choice

Persuasion

Information

Proven Approaches with Context to SBC-IPC Design/Planning

Go-Digital IPC

- Develop digital IPC strategy and IPC tools like gamification; behavior modeling films; viral GIFs
- Equipe IPC will mobile/tablet-based tools;

The Opportunity: Nepal has 16 million internet users in 2023, internet penetration is 51% of total population in 2023 (source-Datareportal)



Proven Approaches with Context to SBC-IPC Design/Planning

MEL-Digital Matrix

“If You Can’t Measure What You are Doing, You have Done Nothing”

- Set the MEL matrix as part of the design;
- Behavior indicators prioritized;
- Digital Dashboard for LIVE data tracking

Proven Approaches with Context to SBC-IPC Design/Planning

Coaching

- Coaching of IPCs vis-à-vis Training of IPCs
- Institutionalizing coaching as a capacity building mechanism;
- Less expensive than training and sustainable;
- Coach Assist & Progress (CAP) approach

Proven Approaches from Implementation Standard perspective



- 1. Solution-Focused Approach:** Focus on finding solutions rather than dwelling on problems.
- 2. Collaborative Approach:** Work together to achieve a common goal.
- 3. Emotionally Intelligent Approach:** Recognize and manage your own emotions and empathize with others.
- 4. Assertive Approach:** Express your needs and feelings clearly and respectfully.
- 5. Active Listening Approach:** Fully engage with the other person, asking clarifying questions and paraphrasing.

Proven Approaches from Implementation Standard perspective



- 6. Non-Judgmental Approach:** Avoid making assumptions or jumping to conclusions.
- 7. Open-Minded Approach:** Be receptive to new ideas and perspectives.
- 8. Empathetic Approach:** Show understanding and compassion towards others.
- 9. Clear and Concise Approach:** Communicate directly and avoid ambiguity.
- 10. Feedback-Oriented Approach:** Give and receive constructive feedback.
- 11. Culturally Sensitive Approach:** Respect and adapt to different communication styles.
- 12. Adaptable Approach:** Adjust your communication style to suit the situation and person.

Proven Approaches from Implementation Standard perspective



13. Positive Approach: Focus on positive outcomes and solutions.

14. Respectful Approach: Treat others with respect and dignity.

15. Mindful Approach: Be present and fully engaged in the conversation.

These approaches can help you build strong relationships, resolve conflicts, and communicate effectively with others.



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