Outcome Harvesting Evaluation of Social and Behavior Change Activities Focused on Zoonotic Diseases

Breakthrough ACTION Guinea

November 2023

ACRONYMS

CAC   Community Action Cycle

GHS   Global Health Security

IOAP   Integrated Operational Action Plan

IVR   Interactive voice response

NGO   Non-governmental organization

PZD   Priority Zoonotic Diseases

REDISSE   Regional Disease Surveillance Systems Enhancement

IHR   International Health Regulations

SBC   Social and behavior change

SBCC   Social and behavior change communication

TWG   Technical Working Group

USAID   United States Agency for International Development

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EXECUTIVE SUMMARY

This report summarizes Breakthrough ACTION Guinea, the outcome harvesting methodology, and its externally verified outcomes. The following table highlights Breakthrough ACTION's success:

TABLE 1

PROJECT AREA	OUTCOME	IMPORTANCE	BREAKTHROUGH ACTION CONTRIBUTION
Coordination and Risk Communication Systems	G1.06: Guinea's Coordination and Risk Communication Systems IHR (International Health Regulations) scores rose from 1s and 2s in 2018 to all 4s at the 2023 joint external evaluation.	Improved scores increased confidence in Guinea's Coordination and Risk Communication Systems capacity.	Breakthrough ACTION supported implementation of several coordination and risk communication systems activities that led to increased IHR scores, including development of standardized documents, support for coordination and risk communication systems meetings, and capacity building.
Ebola	E2.01: In 2021, journalists reported on Ebola based on information from the Agence Nationale de Sécurité Sanitaire (National Health Security Agency), a reliable source.	Reliable news and information minimizes rumors and fear by keeping the public informed.	In March 2021, Breakthrough ACTION trained journalists on communication in the fight against Ebola.
COVID-19	C2.01-5: Since December 2021, vaccinations for COVID-19 have risen steadily in Faranah, Boké, Kindia, Labé, and Nzerekore regions.	Increased vaccination coverage promotes protection against COVID-19.	Breakthrough ACTION has run a multi-channel communication campaign since May 2021, including interactive voice response (IVR), interactive broadcasts, audio and video spots, and billboards.
Community Engagement	G4.01 and G4.02: Since 2020, some non-governmental organizations (NGOs) have continued to implement Community Action Cycle (CAC) activities, although they are no longer under contract with Breakthrough ACTION.	Continued use of CAC strategies for community engagement effectively communicates messages and drives effective community outreach.	Since 2019, Breakthrough ACTION has participated in building community players' capacity for innovative CAC approaches and has provided logistical and financial support for implementation.

EXECUTIVE SUMMARY

The United States Agency for International Development's flagship social and behavior change (SBC) project, Breakthrough ACTION, has promoted the adoption of healthy behaviors and strengthened SBC capacity and networks in Guinea since 2018. This report shares results from an evaluation of the success of Breakthrough ACTION Guinea's activities in priority zoonotic diseases, including COVID-19 and Ebola.

The findings, obtained using the outcome harvesting methodology, involved collecting evidence of project outcomes from program documentation and identifying ways in which the project contributed to these changes. This process uncovered intended and unintended outcomes, which were externally verified to confirm the link between project activities and specific results. The findings underscore the value of Breakthrough ACTION Guinea's efforts and its substantial impact since its inception in 2018.

BREAKTHROUGH ACTION

Breakthrough ACTION, an eight-year cooperative agreement supported by the United States Agency for International Development (USAID), ignites collective action and encourages people to adopt healthier behaviors—from using modern contraceptive methods and sleeping under bed nets to getting vaccinated against COVID-19 and more. The work harnesses the demonstrated power of communication and integrates innovative approaches based on marketing science, behavioral economics, and human-centered design.

Introduction

1

BREAKTHROUGH ACTION GUINEA

Since 2018, Breakthrough ACTION Guinea has supported and collaborated with the government of Guinea, particularly the Agence Nationale de Sécurité Sanitaire (ANSS) and Service National de Promotion de la Santé (SNPS), to effectively address priority behaviors, build demand for health services and healthy behaviors, develop capacity in SBC among Guinean institutions, and strengthen linkages between communities and the health system. Its health focus areas include integrated health, COVID-19, PZ, and other emerging threats.

Breakthrough ACTION uses a coordinated range of communication channels and approaches grounded in behavioral theory and informed by research and programmatic experience. The approaches are designed and implemented following a systematic and proven process to achieve individual and collective behavior change.

BREAKTHROUGH ACTION GUINEA

TABLE 2

GENERAL PROJECT INFORMATION	
Name	Breakthrough ACTION Guinea
Components	Integrated Health Global Health Security Agenda Ebola COVID-19
Donor	USAID
Project Prime	Johns Hopkins Center for Communication Programs
Partners	Viamo, Think Place, and Save the Children
Start Date	October 1, 2018
Completion Date	Integrated Health: August 2022 Global Health Security Agenda: October 1, 2023

BREAKTHROUGH ACTION GUINEA

GLOBAL HEALTH SECURITY AGENDA GOALS

IR 1. Systems for coordination of SBC for infectious disease and emergency risk communication at the national and subnational levels strengthened

- •Increased availability of quality SBC strategies, guides, and protocols for implementing infectious disease and emergency risk communication programs.
- •Established and maintained platforms or processes for coordination and joint planning to ensure quality of risk communication interventions, products, and activities.
- •Established process to identify limited number of high-impact behaviors to prevent, mitigate, and respond to prioritized zoonotic diseases.

IR 2. In-country capacity to design and implement SBC (risk communication and community engagement) activities strengthened

- •Strengthened effectiveness of public communication.
- •Supported Global Health Security Agenda partners to effectively engage communities in prevention, mitigation, and response.

GEOGRAPHIC FOCUS: The entire country at the national and regional levels

BREAKTHROUGH ACTION GUINEA

COVID-19 GOALS

1. Increased vaccine uptake among individuals with comorbidities in target regions (Labe, Faranah, and N'zérékoré).

2. Strengthened risk communication systems related to COVID-19 vaccination to ensure clear and effective messaging regarding vaccine safety, benefits, and availability.

3. Improved public communication promoting COVID-19 vaccination using mass media (radio, television, social media), interactive community programs, and community dialogues to raise awareness, address concerns, and promote positive attitudes towards vaccination.

4. Strengthened community engagement by fostering involvement in community dialogues and discussions, bringing together community members to address challenges, dispel rumors, and promote informed decision making regarding COVID-19 vaccination.

5. Effectively coordinated with Coordination and Risk Communication Systems actors by promoting collaboration with stakeholders, including health promotion communication focal points and regional One Health platforms, to ensure alignment of efforts, avoid duplication, and create synergies in addressing vaccine hesitancy, managing misinformation, and improving vaccination-related communication strategies.

GEOGRAPHIC FOCUS: Faranah, Labe, and N'zérékoré

1 2 3 4 5 6

Overview of Outcome Harvesting

2

WHAT IS OUTCOME HARVESTING?

Outcome harvesting is an evaluation methodology that involves collecting evidence on what has changed since implementation of the project and working backwards to assess how the project contributed to those changes. The process can identify both intended and unintended outcomes.[1]

Outcome harvesting uses existing program documentation as the primary source of evidence to justify the connection between project activities and specific outcomes. Once initial outcomes have been drafted, they are subsequently subjected to internal and external verification to confirm the link between project activities and outcomes.

[1.] Wilson-Grau, R., & Britt, H. (2012). Outcome harvesting brief. Ford Foundation.

STEPS TO OUTCOME HARVESTING

FIGURE 1
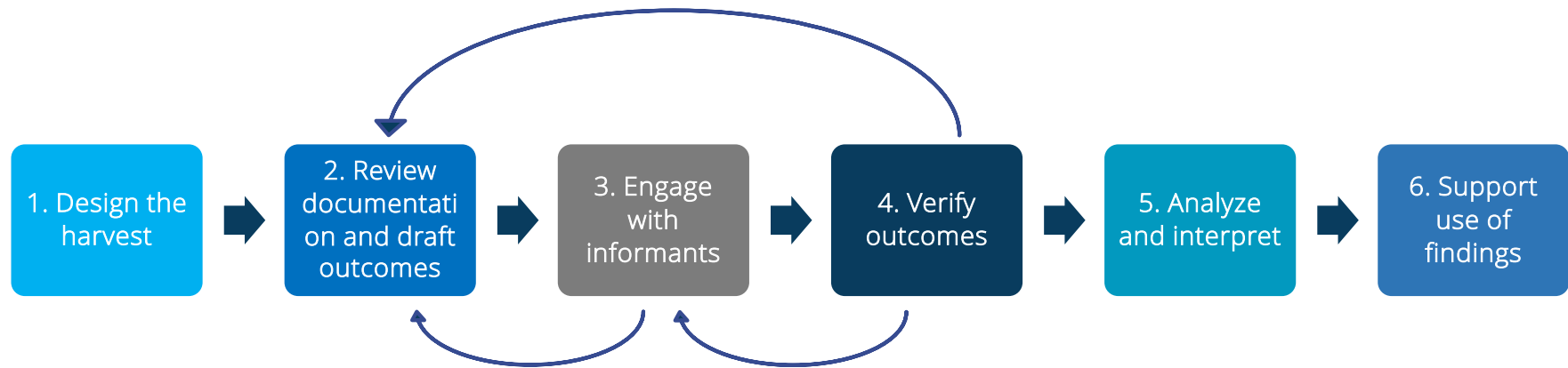
Outcome harvesting involves six iterative steps (see Figure 1 above), and information learned at later steps can influence results from previous steps (e.g., new information in step 4 can lead to changes in step 2 or 3). This process yields cumulative insights and data, leading to a comprehensive understanding of the achieved outcomes.
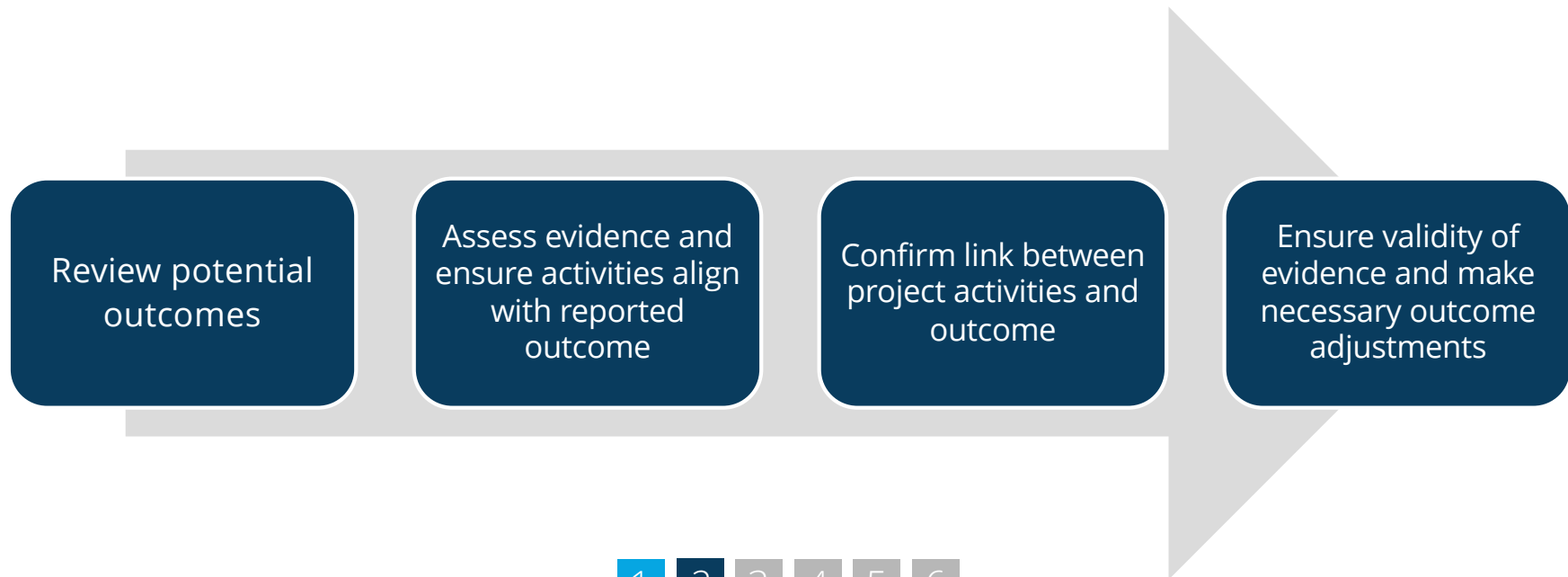
WHEN TO USE OUTCOME HARVESTING

Similar to other evaluation methods, outcome harvesting documents project-related achievements throughout the life of a project. It is uniquely well-suited for:

- Settings where users want to understand the process of change and how each outcome contributes to the achievement, rather than simply to accumulate a list of results and deliverables.

- Complex settings where traditional monitoring and evaluation are not sufficient because the relationship between cause and effect is not easily identifiable (e.g., in Guinea, a range of health activities, key actors, and priority diseases contribute to outcomes).

- Settings where traditional data collection methods such as survey instruments are less useful. Outcome harvesting relies on existing program documentation as its primary data source and thus is an ideal methodology for evaluating the success of capacity strengthening or community engagement activities.

INTERNAL VERIFICATION PROCESS

Internal verification in outcome harvesting validates the accuracy and reliability of identified outcomes and their supporting evidence in the organization's context.

| Review potential outcomes | Assess evidence and ensure activities align with reported outcome | Confirm link between project activities and outcome | Ensure validity of evidence and make necessary outcome adjustments |

GOAL OF OUTCOME HARVESTING

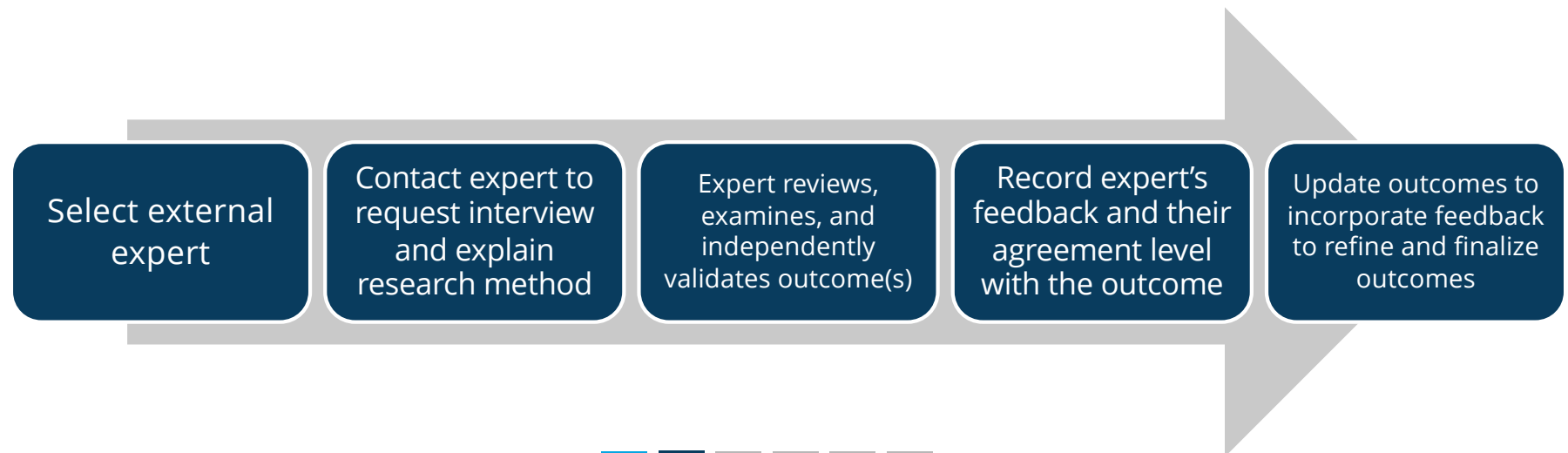Breakthrough ACTION Guinea selected the outcome harvesting methodology to evaluate changes in zoonotic disease prevention efforts conducted by partnering organizations and individuals.

Outcome harvesting can document the project's extensive accomplishments, initiatives, and progress over the years. It therefore serves as a valuable tool to demonstrate the impact of Breakthrough ACTION's work in Guinea.

EXTERNAL VERIFICATION PROCESS

External verification occurs after internal verification and validates the draft outcomes by asking individuals external to Breakthrough ACTION Guinea, yet familiar with its activities, whether a particular outcome is credible. External verification provides an objective perspective for outcome harvesting by minimizing biases and potential conflicts of interest.

| Select external expert | Contact expert to request interview and explain research method | Expert reviews, examines, and independently validates outcome(s) | Record expert's feedback and their agreement level with the outcome | Update outcomes to incorporate feedback to refine and finalize outcomes |

1 2 3 4 5 6

Methods

3

PROCESS TIMELINE - 2023

- A workshop took place between June 5 and June 14, during which the team performed steps 2-4 of the outcome harvesting process. The team included leads from each programmatic area, the chief of party, a lead researcher, and several key staff members from Breakthrough ACTION Guinea and the Johns Hopkins Center for Communication Programs.

- From June 15 to June 30, the team finished the outcome descriptions and collected documentation for every outcome.

- From July 3 to July 24, external experts were contacted and interviewed.

- Analysis of the outcomes occurred concurrently with report writing.

| APR 10-JUN 5: Step 1 | JUN 5-JUN 14: Steps 2 and 3 | JUN 15-JUN 30: Step 3 | JUL 3-JUL 24: Step 4 | JUL 31-AUG25: Steps 5 and 6 |

1 2 3 4 5 6

STEP 1: DESIGN THE OUTCOME HARVEST

During this step, the Breakthrough ACTION Guinea team agreed on the overarching questions and focus of the evaluation, with the goal to evaluate the impact of Breakthrough ACTION Guinea's activities in three separate but related health areas.
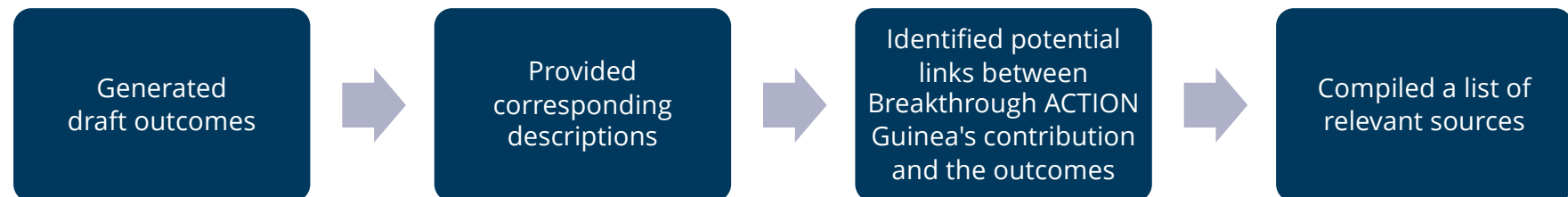
Four types of program activities were included:

- Coordination & risk communication systems
- Public communication
- Capacity strengthening of individuals
- Community engagement

1. **EBOLA**
2. **COVID-19**
3. **GLOBAL HEALTH SECURITY**

STEP 2: REVIEW DOCUMENTATION & DRAFT OUTCOME DESCRIPTIONS

Step 2 occurred in person at the Breakthrough ACTION Guinea office. Following outcome harvesting methodology, the team defined an outcome as an intended or unintended change (either positive or negative) resulting from Breakthrough ACTION Guinea's efforts. By the conclusion of Step 2, the team had collaboratively completed the following:

| Generated draft outcomes | → | Provided corresponding descriptions | → | Identified potential links between Breakthrough ACTION Guinea's contribution and the outcomes | → | Compiled a list of relevant sources |

The team then collected evidence for the outcomes, searching program documentation for details about the observed change, including who was involved, what actions were taken, and when. The team documented the programmatic importance of each change, accompanied by a succinct explanation of the way in which Breakthrough ACTION Guinea contributed to the outcome.

STEP 3: ENGAGE INFORMANTS & CONDUCT INTERNAL VERIFICATION

Upon completing step 2, the Breakthrough ACTION Guinea team clarified information in the draft outcome descriptions, as needed, by searching reports, emails, meeting notes, activity plans, and program documentation. New information was posted on a matrix accessible to all team members and organized using a unique, alphanumeric outcome identifier based on the project health area (see legend at right).

This matrix served as an important central repository of evidence supporting the link between Breakthrough ACTION Guinea's efforts and specific outcomes. The team used the matrix to review, revise, and finalize outcomes.

NOTATION OF OUTCOME TYPE, BY HEALTH AREA:

E = Ebloa

C = COVID-19

G = GHS

STEP 3: ENGAGE INFORMANTS & CONDUCT INTERNAL VERIFICATION

For outcomes with no written evidence, the team modified the verification process and instead contacted relevant individuals who were present in a specific meeting or phone call and who could verify the evidence. Confirmation was then documented in an email, which served as proof for the outcome of interest.

This modification prolonged completion of step 3. Thus, to minimize further delay, the team began step 4 concurrently. As a result, some outcomes had not yet finished internal verification (step 3) as others proceeded to external verification (step 4). It is important to note, however, that step 3 was completed for each outcome before moving it to step 4.

STEP 4: VERIFY OUTCOMES

Step 4 of outcome harvesting required verification of outcomes from external experts familiar with Breakthrough ACTION Guinea's work but not directly responsible for its implementation. Interviews with experts were conducted either in person or via Zoom, and interviewees were asked to gauge their degree of agreement (using a Likert scale) with the outcome description and Breakthrough ACTION's role in achieving the outcome (see Annex 2).

Experts were also asked an open-ended question about how Breakthrough ACTION might have influenced behavioral change or capacity strengthening to identify any additional or novel outcomes. These outcomes were documented and later analyzed.

Though outcome harvesting requires only a small subset of outcomes undergo external validation, the team externally verified all outcomes, and most experts verified more than one outcome.
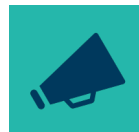
STEP 5: ANALYZE AND INTERPRET

A systematic analysis and interpretation process was applied to the final set of outcomes, categorizing outcomes according to corresponding programmatic activity areas to clarify emerging patterns. The team used four programmatic activity areas (identified in step 2) to organize and analyze outcomes.

The distribution of outcomes within each area yielded insight into the results.

PROGRAMMATIC ACTIVITY AREAS

COORDINATION & RISK COMMUNICATION SYSTEMS

PUBLIC COMMUNICATION

CAPACITY STRENGTHENING OF INDIVIDUALS

COMMUNITY ENGAGEMENT

STEP 5: ANALYZE AND INTERPRET

Outcomes were further classified based on whether they affect change at the individual, organization, or system level, according to the Social and Behavior Change Communication (SBCC) Capacity Ecosystem Model (Health Communication Capacity Collaborative, 2016). This framework posits that change in capacity can occur across individual, organization, and system levels and that each level is important to achieve sustainable change. For example, it is not sufficient to affect change only among individuals who work within organizations because they can be supported or inhibited by the systems where they interact. For this outcome harvesting evaluation, each outcome was classified into the following levels:

- **INDIVIDUAL**: Outcome involves a change in individual(s) within an organization or community.
- **ORGANIZATION**: Outcome involves a change in programmatic, institutional, or financial domains within organizations, governments, or institutions.
- **SYSTEM**: Outcome involves a change in structures that connect and support professionals across multiple organizations.

STEP 6: SUPPORT USE OF FINDINGS

Breakthrough ACTION Guinea will use the findings from outcome harvesting to assess strengths and weaknesses related to its activities and help shape activities in the final project year to ensure maximum impact. Results will be shared with USAID; Coordination and Risk Communication Systems partners; and Global Health Security stakeholders such as government bodies, NGOs, and One Health actors.

These partners can then witness the evolution of Breakthrough ACTION Guinea's work and gauge the effectiveness of their SBC approaches. This sharing also facilitates use of successful methods by other partners in their respective work, effectively serving as a catalyst for increased utilization of SBC strategies.
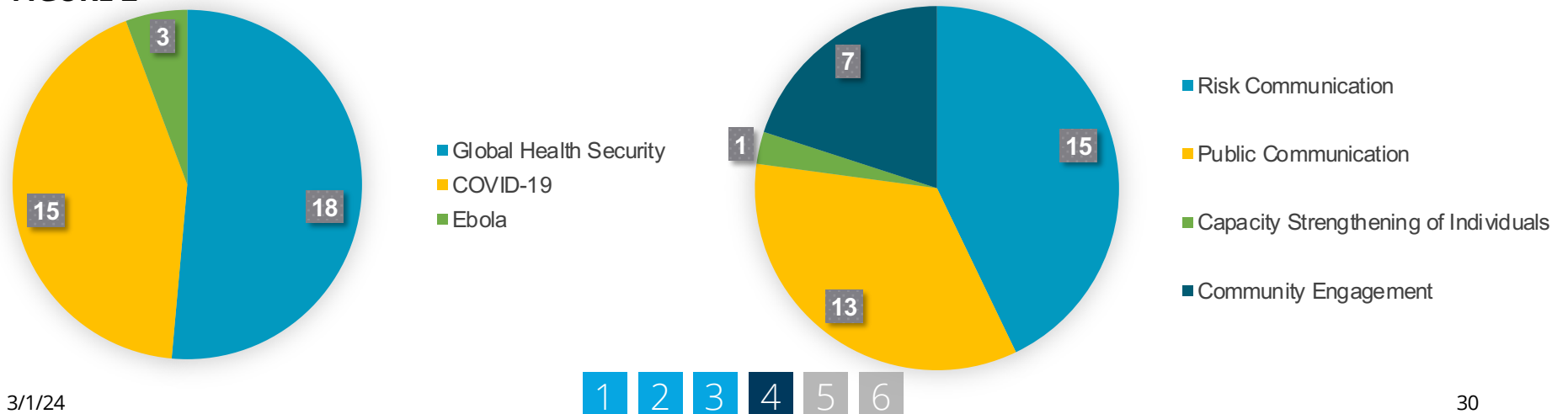
Key Findings

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SUMMARY OF RESULTS

The Breakthrough ACTION Guinea team initially identified 39 outcomes during steps 2 and 3 of the outcome harvesting activity and grouped them according to their programmatic activity area. During internal validation (step 4), three outcomes were excluded, two due to inaccuracies in their prefecture listings and one because it could not be validated. The remaining 36 outcomes were distributed across several domains, as illustrated in the charts below and on the next slide.

FIGURE 2

Left pie chart legend:
- Global Health Security (18)
- COVID-19 (15)
- Ebola (3)

Right pie chart legend:
- Risk Communication (15)
- Public Communication (13)
- Capacity Strengthening of Individuals (1)
- Community Engagement (7)

TOTAL NO. OF OUTCOMES PER YEAR

The following observed trends may be attributed to shifting priorities, especially in response to new outbreaks:

- In 2020, outcomes were evenly distributed across programmatic areas, except for a lack of capacity strengthening outcomes until 2023.
- In 2021, outcomes related to public communication substantially increased, indicating a growing focus on this area.
- In 2021, community engagement outcomes disappeared and then reappeared in subsequent years.
- In 2022 and 2023, public communication outcomes declined while others remained consistent.
- From 2020 to 2023, the focus on coordination and risk communication systems remained consistently high, emphasizing their ongoing importance.

NO. OF OUTCOMES PER YEAR

TABLE 3

YEAR	PROGRAMMATIC ACTIVITY AREAS				
	Public communication	Coordination & risk communication systems	Community engagement	Capacity strengthening	TOTAL
2020	4	2	3	0	9
2021	9	3	0	0	11
2022	0	6	3	0	9
2023	0	4	1	1	6
Total	**13**	**15**	**7**	**1**	**36**

1 2 3 4 5 6

NO. OF OUTCOMES BY PROGRAMMATIC & HEALTH AREA

TABLE 4

PROGRAMMATIC ACTIVITY AREA	HEALTH AREA			
	COVID-19	Ebola	Global Health Security	Total
Coordination and Risk Communication Systems	0	1	14	15
Public Communication	9	1	3	13
Capacity Strengthening of Individuals	1	0	0	1
Community Engagement	5	0	2	7
Total	**15**	**2**	**19**	**36**

1 2 3 4 5 6

OUTCOMES BY SBCC CAPACITY ECOSYSTEM LEVEL

The final set of outcomes encompassed all three levels of the SBCC Capacity Ecosystem Model: 16 at the individual level, 13 at the organization level, and 7 at the system level.

FIGURE 3
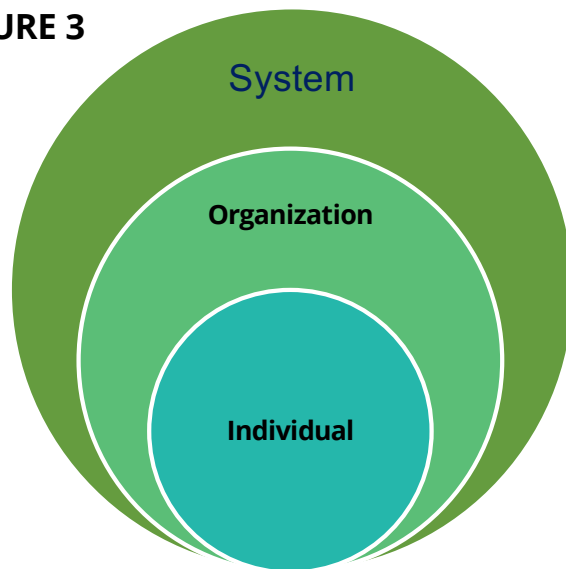
ECOSYSTEM LEVEL	NUMBER OF OUTCOMES
Individual	16
Organization	13
System	7

SUSTAINABILITY OF OUTCOMES

Of the 36 total outcomes, 19 (53%) were identified as sustainable, defined as a change lasting six or more months or resulting in a policy-level alteration. Sixteen of those outcomes were in practice and three were policy-level changes. Nine occurred at the organization level, followed by five at the individual level and five at the system level.

Activities focused on coordination and risk communication yielded 12 sustainable outcomes, followed by four related to public communication, two to community engagement, and one to capacity strengthening of individuals.

These sustainable outcomes are bolded and marked with an asterisk (*) in Annex 1.

SUSTAINABILITY OF OUTCOMES

Most outcomes stemmed from support provided by Breakthrough ACTION Guinea staff on the indicator for coordination and risk communication systems, as part of the Joint External Evaluation of Coordination and Risk Communication Systems. This voluntary, collaborative, multisectoral evaluation assesses a country's capacities to prevent, detect, and rapidly respond to public health risks. It also helps identify and address gaps in the health systems. To fulfill its mandate to increase indicator scores for the Coordination and Risk Communication Systems, Breakthrough ACTION Guinea helped partners enhance their capacities to coordinate and harmonize relevant activities, giving them skillsets to effectively manage health emergencies in a sustainable way.

Development of strategic documents and guides, such as the Message Harmonization Guide and Standard Operating Procedures Manual for Coordination and Risk Communication Systems, also played a pivotal role in synchronizing partners' contributions and key messages. Overall, individuals and entities were empowered to continue best practices learned through the initiatives of Breakthrough ACTION Guinea.

ACTIVITIES FOR COORDINATION & RISK COMMUNICATION SYSTEMS

Breakthrough ACTION Guinea collaborated closely with its partners to streamline efforts and establish standardized guidelines for zoonotic disease. The team played a pivotal role in organizing and leading One Health meetings at the national, regional, and prefectural levels. These meetings were crucial platforms for harmonizing efforts and insights from different domains, fostering a unified approach to address zoonotic diseases.

To ensure the seamless flow of information and knowledge, the team also helped establish a comprehensive knowledge management system by uploading files and guides onto the Springboard platform to create an organized and easily accessible repository for both the project and its partners. Breakthrough ACTION Guinea also crafted and disseminated a comprehensive Standard Operating Procedure Manual and Harmonized Message Guide, as well as a National Strategy for Risk Communication specifically tailored for emergency communication regarding zoonotic diseases in Guinea. These documents helped establish standardized procedures and approaches to address different crisis responses.

1 2 3 4 5 6

OUTCOMES FOR COORDINATION & RISK COMMUNICATION SYSTEMS

Compared to other programmatic activity areas, Coordination and Risk Communication Systems had the most overall (n=15) and sustainable (n=9) outcomes. Fourteen of these outcomes centered around GHS, and one focused on Ebola. These changes primarily manifested at the organization level, reflecting collaborative efforts among partners to adopt guidelines from Breakthrough ACTION Guinea and enhance their strategic planning capabilities for addressing zoonotic diseases. Notable examples of these outcomes include the following (also see Table 3):

- Use of the integrated operational action plan (IOAP) for the One Health platform since 2020 (outcome ID G1.01).
- Collaboration of global health security and Coordination and Risk Communication Systems partners under the One Health platform since 2020 (outcome ID G1.04)
- Guinea's Coordination and Risk Communication Systems IHR scores rose from 1s and 2s in 2018 to all 4s at the 2023 joint external evaluation (outcome ID G1.06).
- Partners contributing to reinforcement of health communication planning by sharing and disseminating Breakthrough ACTION Guinea's communication guides with external organizations (outcomes G1.07, G1.09, G1.10, and G1.12).

SAMPLE OUTCOMES: COORDINATION & RISK COMMUNICATION SYSTEMS

TABLE 5

ID	OUTCOME	ECOSYSTEM LEVEL
G1.01	Since 2020, the One Health platform has used the IOAP in Guinea to monitor and coordinate interventions.	System
G1.04	Since 2020, global health security partners have worked in harmony under the leadership of the One Health platform.	System
G1.06	Guinea's Coordination and Risk Communication Systems IHR scores rose from 1s and 2s in 2018 to all 4s at the 2023 joint external evaluation.	System
G1.07	Since June 2021, the harmonized message guide has been disseminated by other partners as part of the Coordination and Risk Communication Systems interventions in Guinea.	Organization
G1.09	In March 2023, One Health took the initiative of drawing up an operational action plan for the Fight Against Rabies during a One Health Technical Working Group (TWG) meeting.	System
G1.10	Since June 2022, the Compass platform has been updated by the focal points of the relevant ministries working on a voluntary basis.	Individual
G1.11	In November 2022, the Regional Disease Surveillance Systems Enhancement (REDISSE) project printed and distributed 1,000 copies of the 10th edition of the ECHOS newsletter.	Organization
G1.12	In April 2022, the Regional Disease Surveillance Systems Enhancement (REDISSE) project printed and distributed 1,000 copies of the 9th edition of the ECHOS newsletter.	Organization

JOINT EXTERNAL EVALUATION SCORES

ID	OUTCOME	ECOSYSTEM LEVEL
G1.06	Guinea's Coordination and Risk Communication Systems IHR scores rose from 1s and 2s in 2018 to all 4s at the 2023 joint external evaluation.	System

During the first joint external evaluation in 2017, the Government of Guinea received scores of 1s and 2s (out of 5), where 5 denotes a country has implemented a sustainable level of capability for the indicator. Between 2019 and 2021, when the internal midterm joint external evaluation was conducted, Breakthrough ACTION contributed to the development of nine strategic Coordination and Risk Communication Systems national documents and organized ongoing, regular meetings with key GHS stakeholders at the national level. The team also worked with the Government of Guinea on seven PZD communication campaigns and trained more than 1,000 people.

These activities continued and were amplified in the years following the midterm joint external evaluation. Breakthrough ACTION started working with local NGOs in 2021 and increased community-level activities. Working closely with the One Health Platform and the Agence Nationale de Sécurité Sanitaire (National Health Security Agency) to identify target prefectures, the team started working with the Health Communication and Promotion Focal Points to conduct community dialogues.

JOINT EXTERNAL EVALUATION SCORES

Regular SBC messaging, communication campaigns, and capacity strengthening activities continued between 2022 and 2023 with five PDZ communication campaigns and 21 trainings/orientations conducted. The 5th IOAP workshop was held in January 2023, a key annual event bringing together key global health security and Coordination and Risk Communication Systems stakeholders to discuss and plan activities related to the One Health platform. Sustained coordination and communication efforts and increased community-level activities helped increase scores for the Coordination and Risk Communication Systems indicators in the 2023 joint external evaluation.

TABLE 6

RISK COMMUNICATION JOINT EXTERNAL EVALUATION INDICATOR	2017	2021
R.5.1: Risk communication systems for unusual or unexpected events and emergencies	1	2
R.5.2: Internal and partner coordination for emergency risk communication	2	2
R.5.3: Public communication for emergencies	1	3
R.5.4: Communication engagement with affected communities	2	2
R.5.5: Addressing perceptions, risky behaviors, and misinformation	2	2

COORDINATION AND RISK COMMUNICATION SYSTEMS JOINT EXTERNAL EVALUATION INDICATOR	2023*
R.5.1: Risk Communication and Community Engagement for emergencies	4
R.5.2: Risk Communication	4
R.5.3: Community Engagement	4

*Note: The JEE indicators were updated in 2023 and are not easily comparable, though together they still work to accomplish the same overall objectives.

OPERATIONAL ACTION PLAN

ID	OUTCOME	ECOSYSTEM LEVEL
G1.09	In March 2023, the One Health platform took the initiative of drawing up an operational action plan for the fight against rabies during a One Health Technical Working Group (TWG) meeting.	System

Breakthrough ACTION has supported regular SBC messaging on rabies in different target zones throughout Guinea since 2019. Highlights include the following:

- Between 2019 and 2022, Breakthrough ACTION Guinea reached 2,485,863 people with two radio spots (in French and four local languages), one press release, 20 interactive radio programs, and four visuals posted locally and on social media.

- Awareness-raising activities at the community level reached 1,185 people.

- The project organized an annual IOAP to help coordinate and harmonize country-wide Coordination and Risk Communication Systems activities to increase partners' prioritization of a rabies action plan. In response, the Government of Guinea asked Breakthrough ACTION to support the planning and implementation of an operation action plan, including the National Rabies Vaccine Campaign, indicating the government's confidence in the project and Breakthrough ACTION's expertise. Coordination and Risk Communication Systems partners can now synchronize their efforts and activities for the National Rabies Vaccine Campaign.

UPDATING THE COMPASS PLATFORM

ID	OUTCOME	ECOSYSTEM LEVEL
G1.10	Since June 2022, the Compass platform has been updated by the focal points of the relevant ministries working on a voluntary basis.	Individual

In 2019, Breakthrough ACTION Guinea held a 2-day orientation on two knowledge management platforms, Springboard and Compass, for stakeholders and partners. Springboard is an online community for dedicated SBC professionals. The Compass is a curated collection of SBC resources and tools.

In 2021, the team conducted a 5-day training for One Health ministries, the Service National de Promotion de la Santé, Agence Nationale de Sécurité Sanitaire, and other prominent actors. These focal points continue to act as the management committee for Springboard and the Compass in Guinea.

Knowledge management plays a key role in fostering collaboration and professional development among Coordination and Risk Communication Systems and SBC professionals in Guinea. The introduction of Springboard and Compass facilitated the seamless exchange of SBC materials and empowered focal points from key ministries and organizations, ensuring effective knowledge management for sustainable impact.

REDISSE DISTRIBUTION OF ECHOS

ID	OUTCOME	ECOSYSTEM LEVEL
G1.11	In November 2022, REDISSE printed and distributed 1,000 copies of the 10th edition of the ECHOS newsletter.	Organization

The ECHOS One Health newsletter has been published nearly every quarter since 2019 to highlight critical achievements across the One Health platform, including Coordination and Risk Communication Systems activities of GHS partners. The newsletter

- Enhances partner coordination.
- Supports knowledge management and capacity strengthening.
- Raises the profile of global health security contributions to priority zoonotic disease preparedness by featuring stories and photos from the health promotion and communication focal points and community.
- Fosters knowledge management and cross-sharing through regular publication and distribution to Coordination and Risk Communication Systems partners.

ACTIVITIES FOR PUBLIC COMMUNICATION

Breakthrough ACTION Guinea has

- Conducted campaigns to disseminate communication materials via a variety of channels, such as radio, print, video, interactive voice response, and social media.
- Aired programs on rural radio outlets, inviting health experts to participate in discussions (in the local language) about pertinent subjects, such as PZDs and the COVID-19 vaccine.
- Held roundtable discussions for professionals to debate and discuss crucial One Health topics.

OUTCOMES FOR PUBLIC COMMUNICATION

This programmatic activity is the only category with outcomes spanning all three health areas of interest (nine for COVID-19, three for GHS, and one for Ebola). Among these 12 outcomes, four were organizational-level and eight were individual-level, including three notable ones related to journalists (also see Table 7):

- Journalists used the Agence Nationale de Sécurité Sanitaire as their primary source for accurate information regarding Ebola and other zoonotic diseases (E2.01).
- Journalists corroborated information from credible sources before reporting on such diseases (G2.01).
- Journalists themselves created informative radio shows discussing zoonotic diseases for the public's benefit (G2.02).

OUTCOMES FOR PUBLIC COMMUNICATION

COVID-19 outcomes involved elevated vaccination rates in regions where Breakthrough ACTION Guinea conducted communication campaigns including radio spots, interactive radio programming, and community dialogues (C2.02, C2.03, C2.04, C2.05). On an organizational level, partners like the Agence Nationale de Sécurité Sanitaire and Programme Élargi de Vaccination (Expanded Immunization Program) disseminated Breakthrough ACTION Guinea's radio spots and videos on social media to educate the public (C2.07, C2.08). These strategic actions led to consistent messaging across multiple platforms during the pandemic, fortified using Breakthrough ACTION Guinea's communication materials.

The 2021 One Health Approach and Risk Communication training for media and public health spokespeople provided participants with skills to detect rumors, counter misinformation (infodemic management), and establish connections with health agencies, enriching their reporting capabilities beyond what they would typically possess.

SAMPLE OUTCOMES: PUBLIC COMMUNICATION

TABLE 7

ID	OUTCOME	ECOSYSTEM LEVEL
E2.01	In 2021, journalists got information on Ebola from the Agence Nationale de Sécurité Sanitaire, which is a reliable source.	Individual
G2.01	Since July 2021, journalists have investigated information on illnesses to avoid spreading misinformation.	Individual
G2.02	After the One Health Approach and Risk Communication training in June 2021, several media outlets initiated health programs focusing on the prevention of zoonotic and other diseases with epidemic potential.	Organization
C2.01-C2.05	Since December 2021, the number of people vaccinated against COVID-19 has risen steadily in the Boké, Faranah, Kindia, Labe, N'zérékoré, and other regions.	Individual
C2.06	In 2020, the Agence Nationale de Sécurité Sanitaire posted audio spots and video clips produced by Breakthrough ACTION Guinea on their Facebook page.	Organization
C2.07	In June 2020, posters produced by Breakthrough ACTION Guinea were used by the Programme Elargi de Vaccination.	Organization
C2.08	In May 2020, the posters produced by Breakthrough ACTION Guinée were used by the Alliance pour la Promotion de la Gouvernance (AGIL).	Organization

MEDIA TRAINING

ID	OUTCOME	ECOSYSTEM LEVEL
G2.02	After the One Health Approach and Risk Communication training in June 2021, several media outlets initiated health programs focusing on the prevention of zoonotic diseases and other diseases with epidemic potential.	Organization

Breakthrough ACTION Guinea and major global health security stakeholders adapted a One Health Approach and Risk Communication curriculum for journalists and government spokespersons and held eight regional trainings. After the training material was reviewed and updated to the Guinean context during an initial working session with relevant authorities, the team conducted a training of trainers with 17 participants (future trainers), including journalists, media professionals, and communication focal points from key One Health ministries. Eight participants, divided into four teams, were selected to conduct two cascade training sessions per team. Multi-day trainings for 200 participants (journalists, community health workers, and regional focal points from key One Health ministries) were held throughout the country to improve knowledge on the One Health approach and priority zoonotic diseases. Participants learned how to communicate for behavior change, dispel rumors and misinformation, and contribute to essential communication during a health emergency. This outcome illustrates that media outlets began to prioritize zoonotic diseases and suggests that information during public health crises may be more accurate in the future.

INCREASED COVID-19 VACCINATION

ID	OUTCOME	ECOSYSTEM LEVEL
C2.01-C2.05	Since December 2021, the number of people vaccinated against COVID-19 has risen steadily in the Boké, Faranah, Kindia, Labe, N'zérékoré, and other regions.	Individual

Breakthrough ACTION Guinea acted at the onset of the pandemic to provide the Government of Guinea with technical and logistical support to launch a multi-channel COVID-19 awareness and prevention campaign, which lasted from April 2020 to April 2021 and focused on social distancing and other preventative behaviors. In May 2021, the team shifted focus to COVID-19 vaccine uptake. Breakthrough ACTION Guinea produced several materials aimed at key populations, contributing to the steady increase in vaccinations in target areas.

CHANNEL	REACH (2021-2023)
3 video spots in 6 languages	2,047,131
5 radio spots in 7 languages	2,293,072
38 posters/visuals	82,615
4 Interactive voice response (IVR) messages	50,611
95 interactive radio programs	2,293,072
60 community dialogues	1 200

POSTERS DISSEMINATED BY PROGRAMME ÉLARGI DE VACCINATION

ID	OUTCOME	ECOSYSTEM LEVEL
C2.07	In June 2020, the posters produced by Breakthrough ACTION Guinea were used by the Programme Élargi de Vaccination.	Organization

In March 2020, Breakthrough ACTION Guinea produced four A3-sized posters on COVID-19 and shared them with partners as part of their routine knowledge management practices, reaching 6,500 people. These posters were so well received that the Programme Élargi de Vaccination under the Ministry of Public Health and Hygiene used them to increase awareness and prevention of COVID-19.

ACTIVITIES FOR CAPACITY STRENGTHENING OF INDIVIDUALS

Breakthrough ACTION Guinea played a pivotal role in capacity strengthening of individuals through its comprehensive training initiatives at the community, prefectural, and national levels:

- Trained several local NGOs, health promotion and communication focal points, community health workers, and communication and media professionals across Guinea, equipping them with the skills to prepare for and manage zoonotic disease-related concerns effectively.
- Contributed to strengthening capacity within the One Health Platform and the Agence Nationale de Sécurité Sanitaire through knowledge transfer and competence development.
- Reached nearly 1,700 people through trainings and disseminations such on documents like the Harmonized Message Guide on PZDs, GHS Partner/Stakeholder Map, Standard Operating Procedures Manual, the One Health Approach, SBC for Coordination and Risk Communication Systems and Gender.
- Actively participated in the elaboration of national strategic policies and financing professional development opportunities for Agence Nationale de Sécurité Sanitaire staff members to engage and share knowledge with professionals from other countries.

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OUTCOME FOR CAPACITY STRENGTHENING OF INDIVIDUALS

Only one outcome (C3.01), which was related to COVID-19 activities, aligned with capacity strengthening of individuals (see next slide). After the One Health journalist training in April 2023, participants voiced a need for a cohesive platform for group communication and inquiries about zoonotic diseases.

The outcome underscores journalists' favorable response to collaborative networking with health promoters, their shared desire to sustain this partnership for upcoming initiatives, and how direct engagement between journalists and health experts ensures convenient access to accurate information. This outcome also reflects a notable step forward in fostering effective collaboration and streamlined communication related to zoonotic disease.

JOURNALIST PLATFORM

ID	OUTCOME	ECOSYSTEM LEVEL
C3.01	In April 2023, several journalists expressed the need to create an exchange platform enabling them to interact on healthcare issues.	Individual

In April 2023, Breakthrough ACTION Guinea conducted a training with 47 journalists focusing on techniques for collecting, analyzing, and disseminating information about the COVID-19 vaccine. This training increased journalists' self-efficacy and desire to learn about health issues.

At the request of participants, Breakthrough ACTION started a WhatsApp Group so that they could continue to access reliable sources for reporting on health issues, which helped create sustained improvement in the information they share with the public.

ACTIVITIES FOR COMMUNITY ENGAGEMENT

The Breakthrough ACTION Guinea team used various community engagement strategies to foster dialogue and promote positive health behaviors.

- In coordination with One Health, the team collaborated with different health promotion and communication focal points at the prefectural level to organize "Dialogues Communautaires," facilitated conversations about a specific theme such as the COVID-19 vaccine.

- In 2020, Breakthrough ACTION Guinea partnered with local NGOs to implement the Community Action Cycle (CAC), a community-led, cyclical, holistic, and evidence-based community mobilization approach. The CAC's six phases (prepare to mobilize, organize for action, explore the issues, plan together, act together, and evaluate together) directly engage the community to identify needs and concerns.

- As part of the "act together" phase, NGOs organized home visits and public events with interactive elements, engaging both men and women. They also trained community health workers on diverse topics, contributing to enhanced knowledge and community sensitization.

1 2 3 4 5 6

ACTIVITIES FOR COMMUNITY ENGAGEMENT

Of the seven outcomes associated with this programmatic activity, five related to COVID-19 and two related to global health security (see Table 8). Notable outcomes at the individual level included

- Increased COVID-19 vaccination rates among target populations, which continued even after Breakthrough ACTION Guinea stopped their targeted outreach work (C4.01 and C4.02).
- Community leaders taking proactive measures to integrate zoonosis prevention practices within their respective communities after Breakthrough ACTION Guinea organized a series of community dialogues about the COVID-19 vaccine, facilitated by health promotion and communication focal points. Specifically,
  - A village chief requested a COVID-19 vaccine team provide vaccinations to his village (C4.04).
  - A head of household consistently wore a mask when leaving the house and encouraged his family to do so (C4.05).

OUTCOMES FOR COMMUNITY ENGAGEMENT

At the organizational level, local NGOs adopted the CAC approach for activities beyond those associated with their partnership with Breakthrough ACTION Guinea (G4.01 and G4.02).

These outcomes collectively underscore tangible progress in the COVID-19 response, vaccine adherence, and prevention while also highlighting collaborative initiatives within the framework of the GHS portfolio.

SAMPLE OUTCOMES: COMMUNITY ENGAGEMENT

TABLE 8

ID	OUTCOME	ECOSYSTEM LEVEL
C4.01-4.02	After June 2022, people in Boké and Kindia adhered to COVID-19 vaccination guidelines.	Individual
C4.04	On February 19, 2023, three days after the community dialogue, the chief of a village in Beindou requested that a Direction Prefectoral de la Sante team be sent to his area to vaccinate his community.	Individual
C4.05	In May 2020, a head of household made a commitment to respect and enforce the use of protective measures such as handwashing and mask wearing masks among family and neighbors.	Individual
G4.01	Since 2020, NGOs have continued to implement CAC-related activities, although they are no longer under contract with Breakthrough ACTION.	Organization
G4.02	Since 2020, local NGOs continue to use the CAC with new donors.	Organization

REQUEST FOR VACCINATION BY CHIEF

ID	OUTCOME	ECOSYSTEM LEVEL
C4.04	On February 19, 2023, three days after the community dialogue, the chief of a village in Beindou requested that a Direction Prefectoral de la Sante team be sent to his area to vaccinate his community.	Individual

In early 2022, Breakthrough ACTION Guinea adopted "community dialogues" as another communication channel in its ongoing SBC COVID-19 vaccination campaign. The dialogues were facilitated by health promotion and communication focal points staff oriented on the Breakthrough ACTION Guinea Community Dialogue Guide and Picture Box.

During the dialogues, images were shown and explained to participants, ensuring clear visibility and comprehension. Questions were posed to assess the community's understanding and perceptions of current practices, knowledge, and attitudes regarding COVID-19 vaccination. Information for informed decision making also was provided. After each discussion, participants were encouraged to consider actions to address identified problems, and key messages were reinforced. These community dialogues fostered engagement, dispelled misinformation, and addressed community-specific concerns related to COVID-19 vaccination. This approach acknowledged the diversity of community stakeholders and helped create informed and empowered communities in the fight against COVID-19.

COVID-19 VACCINATION: BOKÉ & KINDIA

ID	OUTCOME	ECOSYSTEM LEVEL
C4.01-02	After June 2022, people in Boké, Kindia, and other regions adhered to COVID-19 vaccination recommendations.	Individual

In May and June 2022, Breakthrough ACTION Guinea started conducting community dialogues about COVID-19 in Kounsitel, Madina Dian, Dibia, Aviation (Boké Region), Samaya, Mindia (Kindia Region) Samana, Diecké, and Boma Sud (N'zérékoré Region). Rates of vaccination increased after the dialogues.

COVID-19 VACCINATION: BOKÉ & KINDIA

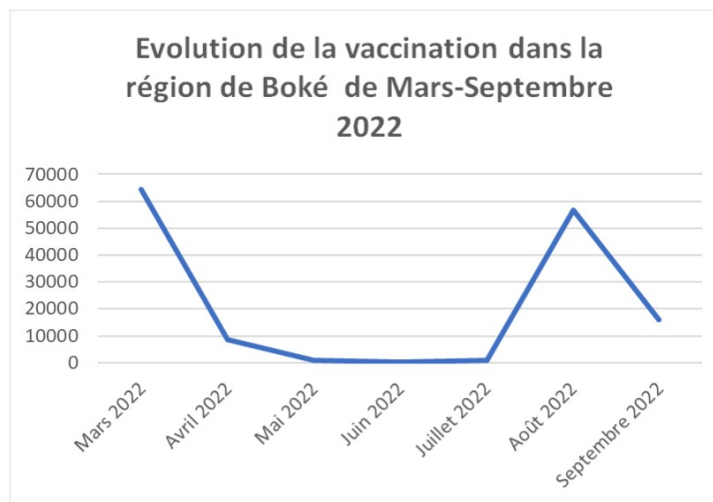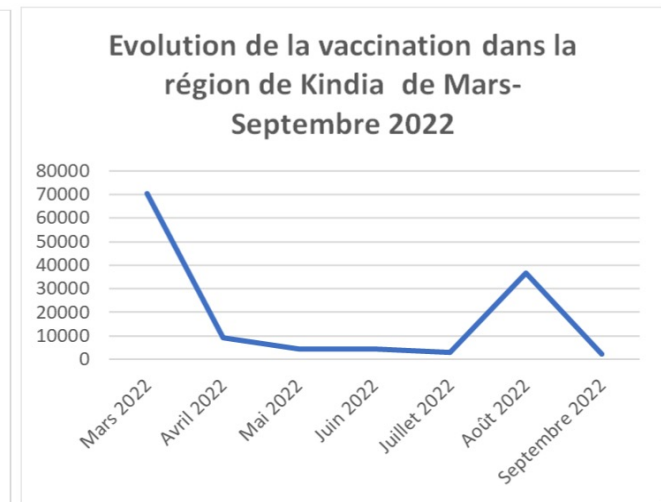| ID	OUTCOME	ECOSYSTEM LEVEL
C4.01-02	After June 2022, people in Boké, Kindia, and other regions adhered to COVID-19 vaccination recommendations.	Individual

FIGURE 4

FIGURE 5

These figures illustrate a spike in vaccination rates in Boké (Figure 4) and Kindia (Figure 5) soon after Breakthrough ACTION's promotion of the vaccines via community dialogues held in May and June of 2022.

Evolution de la vaccination dans la région de Boké de Mars-Septembre 2022

Evolution de la vaccination dans la région de Kindia de Mars-Septembre 2022

1 2 3 4 5 6

COMMUNITY ACTION CYCLE

ID	OUTCOME	ECOSYSTEM LEVEL
G4.01	Since 2020, some NGOs have continued to implement CAC-related activities, even after their contracts with Breakthrough ACTION.	Organization

As mentioned, Breakthrough ACTION Guinea began implementing the CAC approach with local NGOs in 2020. Since then, some NGO partners have continued using the CAC outside of their work with the project, indicating the perceived value of this community mobilization approach. These NGOs further provide more regular and effective implementation of community outreach and mobilization activities.
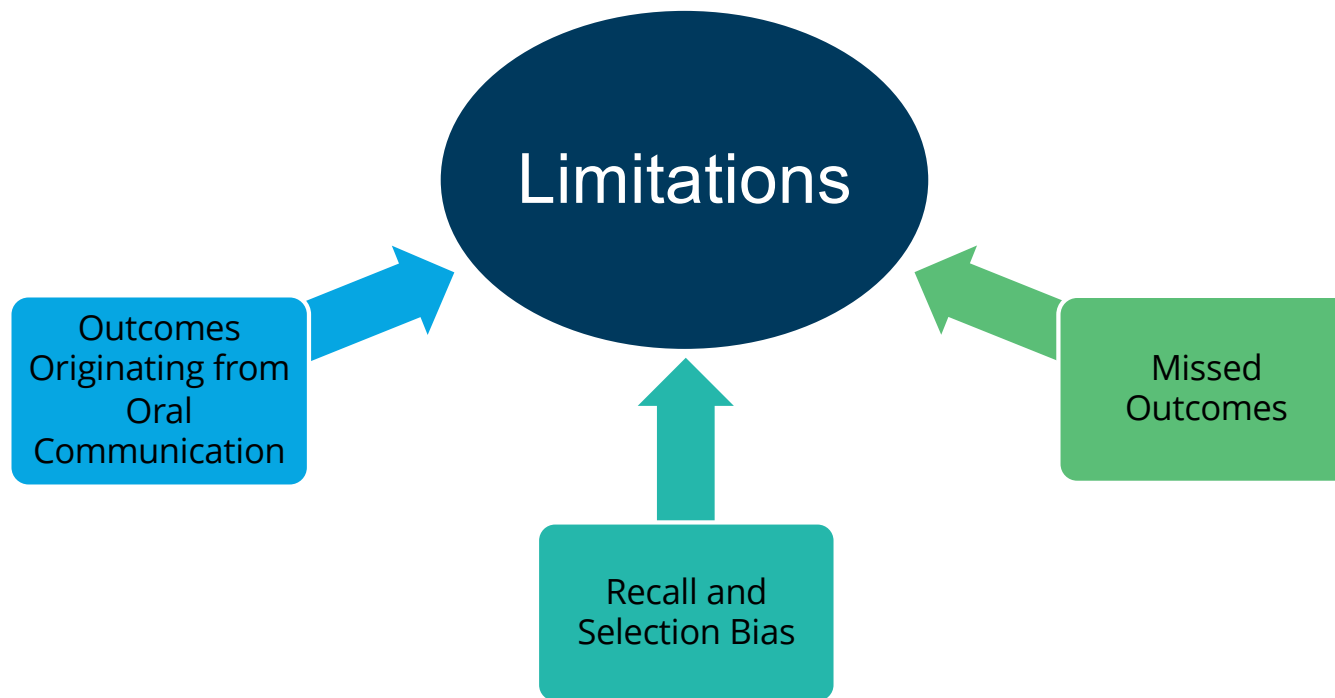
Discussion

4

STRENGTHS

Breakthrough ACTION Guinea implemented a robust, multi-step process (i.e., outcome harvesting) to validate all project outcomes. This verification process involved compiling written project documentation, as well as interviews with individuals familiar with yet external to the project.

As a result of outcome harvesting, Breakthrough ACTION Guinea can attest to the credibility of every outcome in the final set. In addition, this approach enabled Breakthrough ACTION Guinea to identify both anticipated and unanticipated outcomes, providing a comprehensive yet nuanced understanding of the project's impact.

LIMITATIONS

Limitations

Outcomes Originating from Oral Communication

Recall and Selection Bias

Missed Outcomes

1 2 3 4 5 6

LIMITATIONS:
RECALL & SELECTION BIAS

Recall and selection bias may have occurred during the outcome brainstorming workshop, which involved looking back on events in the past three years. For example, the team may not have recalled outcomes from 2019 as easily as they would more recent outcomes.

Outcome harvesting as an evaluative process is most powerful when information is captured as they occur, rather than recalling information from several years ago. Nevertheless, the similar numbers of outcomes across the years alleviates concerns about a huge differential bias. Future programs should consider integrating Outcome Harvesting as a routine part of tracking outcomes early on.

1 2 3 4 5 6

LIMITATIONS:
OUTCOMES ORIGININATING FROM ORAL COMMUNICATION

This is the first time the Breakthrough ACTION Guinea team conducted outcome harvesting, and the process took longer than expected, partly because it was sometimes challenging to identify program documentation for outcomes where the original data source involved oral and not written communication.

To address this issue, the team modified the process by confirming via phone call with partners who could attest to the communication. A follow-up email verification of that phone call then served as the written program documentation.

To avoid such delays in the future, a process for dealing with oral communication should be implemented.

INSIGHTS: PUBLIC COMMUNICATION

Most outcomes in this programmatic area stemmed from the One Health and Risk Communication training program held in June 2021. This training aimed to empower journalists, government representatives, and public health spokespeople with skills to discern reliable information from misinformation and to enhance their ability to effectively communicate that information.

Another programmatic activity involved multi-channel health communication campaigns disseminating Breakthrough ACTION Guinea materials (e.g., posters) to partners for use in their communication efforts.

Breakthrough ACTION recognizes the critical role of those in direct communication with the public. Investing in their training is vital to ensure the credibility of their messages and to prevent the spread of misinformation. Breakthrough ACTION Guinea should continue working with local partners, emphasizing the importance of fact-checking zoonotic disease information. For example, the team may explore working with other local leaders and organizations with capacity building opportunities. Expanding these partnerships can bridge information gaps and ensure credibility of health information in hard-to-reach communities.

INSIGHTS: COORDINATION AND RISK COMMUNICATION SYSTEMS

This programmatic area yielded the highest total number of outcomes (n=15) and the most sustainable outcomes (n=9).

These outcomes were closely tied to Breakthrough ACTION Guinea's activities, such as facilitating the organization of IOAP evaluations and revisions, crafting and disseminating guides and protocols to streamline programmatic efforts, and extending support through technical expertise to other Coordination and Risk Communication Systems and global health security actors to better prepare the Guinean government to respond to a GHS emergency.

Breakthrough ACTION Guinea should continue promoting better coordination among health organizations and equipping them with valuable organizational skills. These activities can foster sustainable change in organization- and system- level capacity and yield lasting results in Guinea.

INSIGHTS: CAPACITY STRENGTHENING OF INDIVIDUALS

Only one outcome was related to capacity strengthening of individuals. Although Breakthrough ACTION Guinea worked to enhance the country's ability to handle zoonotic diseases and enhance the capacity of individuals, the results of this effort are not best captured through evaluation methodologies such as outcome harvesting.

In the future, Breakthrough ACTION Guinea may instead explore other evaluation methods (e.g., post-training surveys) to assess how participants benefit. Outcome harvesting can complement this more traditional, and appropriate, method of professional development evaluation.

INSIGHTS: COMMUNITY ENGAGEMENT

Among the various activities undertaken in this programmatic area, the community dialogue events contributed many outcomes, nearly all of which highlight the importance of community engagement in amplifying voices and facilitating learning.

The impact of this approach extended beyond individual behavior change to produce transformative effects at the organizational level. After receiving training on this activity by Breakthrough ACTION Guinea personnel, partner organizations embraced it. It is thus imperative to continue exploring the advantages of community engagement involving local and community actors.

Equally important is the continued training of partners to ensure widespread adoption of this effective means of conveying messages, which in turn enhances public health communication.

RECOMMENDATIONS

1. Enhance coordination and risk communication systems. Trainings and support provided under this programmatic activity proved to be sustainable and increased the capacity for partners to independently carry out programming activities, even after Breakthrough ACTION Guinea concluded its involvement.

2. Expand communication avenues with the public by providing effective communication methods training to a broader target. Investing in communication training is vital to maintain information accuracy. Breakthrough ACTION Guinea's work decreased the spread of misinformation related to zoonotic diseases; more work in this area could bridge remaining information gaps and ensure traditionally hard-to-reach communities receive accurate health information.

3. Brainstorm methods to effectively evaluate capacity-strengthening efforts for individuals.

4. Continue training partners on One Health topics to ensure widespread adoption of community-based dialogue as a means of conveying messages, ultimately contributing to the enhancement of overall public health communication.

Annex

6

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - EBOLA

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
E1.01	*In April 2021, Agence Nationale de Sécurité Sanitaire developed national guidance document to clarify roles and responsibilities of each actor in the Ebola response.	Clarification of roles and responsibilities of all players in response leading to better organization and coordination of the emergency response.	System	In March 2021, Breakthrough ACTION contributed its technical expertise in communications to the development of the document.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.01	*Since 2020, the One Health platform has been using the IOAP in Guinea to monitor and coordinate interventions.	Planning activities based on previous year's results and unification of budget for various Coordination and Risk Communication Systems interventions. The IOAP enabled optimal use of resources by reallocating them based on needs.	System	Since 2019, Breakthrough ACTION has supported the organization of the IOAP evaluation and planning workshop.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.02	*In 2023, the One Health platform was cited as a model of coordination through the IOAP at sub-regional meeting of One Health players in 2022.	One Health platform monitors interventions by all partners and fosters synergy in interventions modeled after One Health.	Organization	Since 2019, Breakthrough ACTION has supported the organization of the IOAP evaluation and planning workshop.
G1.03	In 2023, the One Health platform changed the timing of the IOAP from February to January.	More independence in terms of organization, inviting participants, and conducting mid-course evaluations.	System	Since 2019, Breakthrough ACTION has supported the organization of the IOAP evaluation and planning workshop.

 * Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.04	*Since 2020, global health security partners have been working in harmony under the leadership of the One Health platform.	Enhanced ability to detect, prevent, and respond to zoonotic disease. Better resource allocation. Minimal duplication of efforts. More efficient response system.	System	Since 2019, Breakthrough ACTION has supported the organization of the IOAP evaluation and planning workshop.
G1.05	*In January 2023, the One Health platform decided to prioritize low-cost, high-impact activities.	Increased respect for One Health platform. Improved collaboration.	System	Since 2019, Breakthrough ACTION has supported the organization of the IOAP evaluation and planning workshop.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.06	Guinea's Coordination and Risk Communication Systems IHR scores rose from 1s and 2s in 2018 to all 4s at the 2023 joint external evaluation.	Increased confidence in Guinea's Coordination and Risk Communication Systems capacity.	System	To obtain these high scores, Breakthrough ACTION has supported implementation of several Coordination and Risk Communication Systems activities for development of standardized documents, support for coordination meetings, and capacity-building support for key players.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.07	*Since June 2021, the harmonized message guide has been disseminated by other partners as part of Coordination and Risk Communication Systems interventions in Guinea.	Use of the guide by partners at all levels unified communication regarding zoonoses. All reliable sources of health information shared common understanding.	Organization	Breakthrough ACTION supported the development of the guide, which was finalized in September 2020 and submitted to USAID in November 2020. The first dissemination workshop was in Conakry in December 2020 and then in Kankan and Kindia in February 2021.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.08	*In 2021, the Agence Nationale de Sécurité Sanitaire distributed the harmonized message guide to other partners as part of Coordination and Risk Communication Systems interventions in Guinea.	Use of the guide by partners at all levels unified communication regarding zoonoses. All reliable sources of health information shared common understanding.	Organization	In September 2020, Breakthrough ACTION supported the development and distribution of a harmonized message guide on priority zoonotic disease in Guinea.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.09	*In March 2023, the One Health platform took the initiative of drawing up an operational action plan for the fight against rabies during a One Health Technical Working Group (TWG) meeting.	Logistical and financial support for One Health-Technical Working Group meetings on rabies epidemic.	System	Breakthrough ACTION worked to create spots and used the International Day for Rabies to plan programming and events related to the topic to raise awareness. They also worked to increase their partner's recognition of the importance of Operational Action Plan for Rabies (PAO Rage).
G1.10	*Since June 2022, the Compass platform has been updated by the focal points of the relevant ministries working on a voluntary basis.	Guaranteed equal access to essential documents while promoting knowledge management and sharing.	Individual	Breakthrough ACTION organized an orientation on the use and supply of the Springboard platform from March 18 to June 22, 2021.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.11	*In November 2022, REDISSE printed and distributed 1,000 copies of the 10th edition of the ECHOS newsletter.	More people had access to newsletter's information.	Organization	Creation and sharing of the ECHOS newsletter link on November 2, 2022.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.12	In April 2022, REDISSE printed and distributed 1,000 copies of the 9th edition of the ECHOS newsletter.	New editions of the newsletter helped increase the number of people reached and helped popularize the activities of One Health.	Organization	Since September 2019, the Breakthrough ACTION project has supported the production of a quarterly One Health newsletter, bringing together the achievements of Global Health Security Agenda players.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.13	*During the response to the avian flu epidemic in 2022, National Directorate of Veterinary Services used the "harmonized message guide on priority zoonotic disease" for their communication campaigns and community engagement activities.	Better communication messages. With the guide, National Directorate of Veterinary Services can put key messages into action more quickly.	Organization	Breakthrough ACTION supported the development of the Harmonized Message Guide on Priority Zoonotic Disease in Guinea.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COORDINATION AND RISK COMMUNICATION SYSTEMS - GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G1.14	During 2022, some Springboard focal points continued to register staff from different departments on the platform during orientation sessions they organized at their own expense.	Expanded French-speaking Springboard community and the network of SBC players.	Individual	Since 2021, Breakthrough ACTION has been building capacity of Springboard focal points in various departments to use the platform.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: PUBLIC COMMUNICATION – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C2.01	Since December 2021, the number of people vaccinated against COVID-19 has risen steadily in the Faranah region.	Increased vaccination coverage, which promotes protection against the COVID-19 virus.	Individual	Breakthrough ACTION has been running a multi-channel communication campaign since May 2021 (IVR, interactive broadcasts, audio and video spots, billboards).
C2.02	Since December 2021, the number of people vaccinated against COVID-19 has risen steadily in the Boké region.	Increased vaccination coverage, which promotes protection against the COVID-19 virus.	Individual	Breakthrough ACTION has been running a multi-channel communication campaign since May 2021 (IVR, interactive broadcasts, audio and video spots, billboards).

ANNEX 1: PUBLIC COMMUNICATION – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C2.03	Since December 2021, the number of people vaccinated against COVID-19 has risen steadily in the Kindia region.	Increased vaccination coverage, which promotes protection against the COVID-19 virus.	Individual	Breakthrough ACTION has been running a multi-channel communication campaign since May 2021 (IVR, interactive broadcasts, audio and video spots, billboards).
C2.04	Since December 2021, the number of people vaccinated against COVID-19 has risen steadily in the Labé region.	Increased vaccination coverage, which promotes protection against the COVID-19 virus.	Individual	Breakthrough ACTION has been running a multi-channel communication campaign since May 2021 (IVR, interactive broadcasts, audio and video spots, billboards).

ANNEX 1: PUBLIC COMMUNICATION – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C2.05	Since December 2021, the number of people vaccinated against COVID-19 has been rising steadily in the N'zérékoré region.	Increased vaccination coverage, which promotes protection against the COVID-19 virus.	Individual	Breakthrough ACTION has been running a multi-channel communication campaign since May 2021 (IVR, interactive broadcasts, audio and video spots, billboards).
C2.06	In 2020, the Agence Nationale de Sécurité Sanitaire (National Health Security Agency) used the audio spots and video clips produced by Breakthrough ACTION Guinea to post them on their Facebook page.	Increased awareness and prevention of COVID-19.	Organization	Breakthrough ACTION produced the spots and video capsule on COVID-19 and then shared them with Agence Nationale de Sécurité Sanitaire.

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ANNEX 1: PUBLIC COMMUNICATION – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C2.07	In June 2020, the posters produced by Breakthrough ACTION Guinea were used by the Programme Elargi de Vaccination (Immunization Expansion Program).	Increased awareness and prevention of COVID-19.	Organization	Breakthrough ACTION produced the COVID-19 posters and then shared them with partners.
C2.08	In May 2020, the posters produced by Breakthrough ACTION Guinea were used by the Alliance pour la Promotion de la Gouvernance (AGIL).	Increased awareness and prevention of COVID-19.	Organization	Breakthrough ACTION produced the COVID-19 posters and then shared them with partners.

ANNEX 1: PUBLIC COMMUNICATION – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C2.09	In May 2020, posters produced by Breakthrough ACTION Guinea were used by the Association of Health Journalists.	Increased awareness and prevention of COVID-19.	Organization	Breakthrough ACTION produced the COVID-19 posters and then shared them with partners.

ANNEX 1: PUBLIC COMMUNICATION – EBOLA

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
E2.01	*In 2021, journalists sought information on Ebola from the Agence Nationale de Sécurité Sanitaire, which is a reliable source.	Journalists shared reliable information and avoided fear mongering while also making the public better informed.	Individual	in March 2021, Breakthrough ACTION trained journalists on communication in the fight against Ebola.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: PUBLIC COMMUNICATION – GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G2.01	*Since July 2021, to avoid spreading rumors, journalists have begun investigating illnesses.	Reinforced journalists' knowledge of zoonotic disease and how to communicate before, during, and after epidemics. Improved relationship between journalists and One Health communications managers.	Individual	From June 7 to 19, 2021, Breakthrough ACTION organized a training on the One Health approach and risk communication for various professionals, including journalists.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: PUBLIC COMMUNICATION – GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G2.02	*After the training on the One Health approach and risk communication in June 2021, several media outlets initiated health programs focusing on the prevention of zoonotic diseases and other diseases with epidemic potential.	Provided journalists with tools for risk communication, including interview techniques, principles of effective communication, and how to collaborate with One Health communication officers during public health epidemics.	Organization	From June 7 to 19, 2021, Breakthrough ACTION organized a training on the One Health approach and risk communication for various professionals, including journalists.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: PUBLIC COMMUNICATION – GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G2.03	*Since July 2021, One Health communication managers who participated in a training on the One Health approach and risk communication have been much more favorable to interview requests from journalists on zoonotic disease issues.	Strengthened collaboration between media and public health professionals from key One Health departments, preparing them to work effectively and respond together in the event of a public health epidemic.	Individual	From June 7 to 19, 2021, Breakthrough ACTION organized a training on the One Health approach and risk communication for various professionals, including One Health professionals.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: CAPACITY STRENGTHENING OF INDIVIDUALS – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C3.01	*In April 2023, several journalists expressed the need to create an exchange platform enabling them to interact on healthcare issues.	Increased journalists' self-efficacy and desire to learn about health issues, making them more likely to interact with reliable sources to report on health issues, which improves the accuracy of information available to the public.	Individual	In April 2023, Breakthrough ACTION supported the training of 47 journalists in techniques for collecting, processing, and disseminating information on the COVID-19 vaccine.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COMMUNITY ENGAGEMENT – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C4.01	After June 2022, people in areas of Boké adhered to COVID-19 vaccine requirements.	Increased vaccination coverage, which promotes protection against the COVID-19 virus.	Individual	Support for the organization of community dialogues in May and June 2022 in Kounsitel, Madina Dian, Dibia, and Aviation (Boké region) promoting COVID-19 vaccination.
C4.02	After June 2022, people in areas of Kindia adhered to COVID-19 vaccine requirements.	Increased vaccination coverage, which promotes protection against the COVID-19 virus.	Individual	Support for the organization of community dialogues in May and June 2022 in Samaya, and Mindia (Kindia Region) promoting COVID-19 vaccination.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COMMUNITY ENGAGEMENT – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C4.03	After June 2022, people in certain areas of N'zérékoré adhered to COVID-19 vaccine requirements.	Increased vaccination coverage, which promotes protection against the COVID-19 virus.	Individual	Support for the organization of community dialogues in May and June 2022 in the localities of Samana, Diecké, Boma Sud (N'zérékoré region) regarding promotion of COVID-19 vaccination.
C4.04	On February 19, 2023, three days after the community dialogue, the chief of a village in Beindou requested that a Direction Prefectoral de la Sante team be sent to his area to vaccinate his community.	Increased immunization coverage by encouraging communities to get vaccinated, which increased self-efficacy for disease prevention.	Individual	Support for the organization of a community dialogue in Bendou (N'zérékoré region) in February 2023 for promotion of COVID-19 vaccination.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COMMUNITY ENGAGEMENT – COVID-19

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
C4.05	In May 2020, a head of household made a commitment to respect and enforce protective measures (e.g., handwashing, mask wearing in his family and among neighbors).	Increased awareness and prevention of COVID-19.	Individual	Since May 2020, Breakthrough ACTION has distributed kits and conducted door-to-door awareness campaigns.

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ANNEX 1: COMMUNITY ENGAGEMENT – GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G4.01	*Since 2020, NGOs have continued to implement CAC activities, even after their contracts with Breakthrough ACTION.	More effective community outreach due to continued use of CAC strategy for community activities.	Organization	Since 2020, Breakthrough ACTION has participated in building community players' capacity on the innovative CAC approach and provided logistical and financial support for its implementation.

* Indicates a sustainable outcome lasting six or more months or resulting in a policy-level alteration.

ANNEX 1: COMMUNITY ENGAGEMENT – GHS

ID	DESCRIPTION OF RESULTS	IMPORTANCE OF RESULTS	SBCC CAPACITY ECOSYSTEM LEVEL	BREAKTHROUGH ACTION'S CONTRIBUTION
G4.02	Since 2020, local NGOs have used CAC with new donors.	Continued use of CAC strategies for community engagement activities is effective for communicating messages. NGOs using the strategy showcased how they gained skills from Breakthrough ACTION's training.	Organization	Since 2020, Breakthrough ACTION has trained local NGOs in the innovative CAC approach.

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ANNEX 2: QUESTIONS FOR EXTERNAL VERIFICATION (STEP 4)

Voici une description du résultat et du rôle de Breakthrough ACTION, directement ou indirectement, dans l'influence de ce résultat (Contribution de BA). *[Remettez à l'informateur une copie papier du résultat [colonne E], de la contribution de BA [colonne J] et des autres acteurs et facteurs [colonne O]. Lisez chaque description à haute voix pour répondre aux questions 1 et 2].*

Résultats:

Contribution de Breakthrough ACTION :

Importance du résultat:

1. Sur la base de votre compréhension, dans quelle mesure êtes-vous d'accord ou pas avec la description du résultat présentée ? Êtes-vous entièrement d'accord, partiellement d'accord ou en désaccord ?

   Marquez leur réponse d'un X entre les parenthèses [].

   []Entièrement d'accord [] Partiellement d'accord [] Pas d'accord

Si vous êtes partiellement d'accord ou en désaccord, comment ajouteriez-vous ou modifieriez-vous cette description, si nécessaire ?

(Sonder pour comprendre les ajouts ou les modifications spécifiques. Notez la réponse de l'informateur).

2. Sur la base de votre compréhension, dans quelle mesure êtes-vous d'accord ou pas avec la description de la façon dont Breakthrough ACTION a **contribué** au résultat ? Êtes-vous entièrement d'accord, partiellement d'accord ou en désaccord ?

   Marquez leur réponse d'un X entre les parenthèses [].

   [] Entièrement d'accord [] Partiellement d'accord [] Pas d'accord

Si vous êtes partiellement d'accord ou en désaccord, comment ajouteriez-vous ou modifieriez-vous cette description, si nécessaire ?

3. D'après votre connaissance des activités GHSA et COVID de Breakthrough ACTION Guinée, y a-t-il d'autres façons dont le projet a influencé les changements dans le renforcement des capacités locales pour améliorer le Changement de Comportement Social (CCS) ?

   Si oui, et si Breakthrough ACTION Guinée a pu influencer le changement, sondez pour savoir ce qui a changé et à quel moment.

Nous vous remercions de votre aide. Votre avis nous permettra de garantir la qualité de cette évaluation. Par ailleurs, si vous souhaitez recevoir le rapport complet, faites-le moi savoir et nous ferons en sorte que vous le receviez.

REFERENCES

1. Health Communication Capacity Collaborative. (2016). The SBCC Capacity Ecosystem: A Model for Social and Behavior Change Communication Capacity Strengthening.

2. Standley, C., Carlin, E., Sorrell, E., Barry, A., Bile, E., Diakite, A., et al. (2019). Assessing health systems in Guinea for prevention and control of priority zoonotic diseases: A one health approach. One Health, 7, 100093. doi:10.1016/j.onehlt.2019.100093