



# Developing Social and Behavior Change Agendas for Integrated Programming and Provider Behavior Change

Breakthrough RESEARCH will develop a consensus-driven research and learning agenda for two priority social and behavior change (SBC) themes: 1) integrated, multi-health element or cross-sectoral SBC and 2) provider behavior change. The agendas will help fill key implementation science gaps that will allow USAID, its SBC and service delivery implementing partners, and other stakeholders to improve their own programming and contribute to scale up and/or adoption by other organizations.

## WHY ARE WE DOING THIS ACTIVITY?

Breakthrough RESEARCH is using a systematic approach to identify clear implementation science research gaps and questions for prioritized topics of integrated (multi-health element or cross-sectoral) SBC and provider behavior change. Although there has been a great deal of SBC research, as new and emerging approaches are applied in SBC programming, they require investigation and documentation of their potential for behavioral impact. This effort will build upon past and current efforts by USAID and other multilateral partners to strengthen the evidence base for SBC.

## HOW WILL THIS ACTIVITY BE IMPLEMENTED?

Breakthrough RESEARCH will convene a diverse group of SBC stakeholders including: researchers, implementing partners, service delivery practitioners, and donors. The main elements of our process are described as follows.

- **Conduct evidence review to identify cross-cutting evidence gaps.** A broad-based landscaping of the SBC evidence base will be conducted to generate an inventory of cross-cutting evidence gaps

## ACTIVITY SNAPSHOT

**Develop prioritized SBC research agendas to guide investments and ultimately improve programs**

**LEAD PARTNER**  
Population Council

**GEOGRAPHIC LOCATION**  
Global

**ANTICIPATED TIMELINE**  
2017 – 2022

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and identify recurring themes. The landscaping will focus on USAID's key technical areas: family planning; reproductive health; HIV/AIDS; malaria; emerging infectious diseases; and maternal, child, and neonatal health. A targeted strategy will be used to tap into published and grey literature on programmatic research generated in low- and middle-income countries from 2012 to 2018.

- **Convene expert consultation series.** The consultations will convene SBC experts from different sectors and use guided dialogues and interactive exercises to get input on the emerging themes from the landscaping, discuss prioritization processes, start to identify key research questions, and plan for the way forward.

- **Leverage ongoing agenda setting efforts.** To ensure synergy with other current research and agenda setting efforts, we will engage in select communities of practice and carry out a series of key informant interviews. This engagement will provide an opportunity for us to share and solicit feedback on our efforts and discuss alignment with other complementary efforts.
- **Establish Technical Advisory Networks.** We will establish two Technical Advisory Networks (TANs) – one on each key thematic area. TAN membership will be drawn from participants of the consultative meetings as well as other recommended SBC experts. The TAN members will be engaged in a facilitated process of developing and sharing implementation science research agendas for each topic. Members will be engaged using a variety of mechanisms including virtual meetings and online surveys, among others.

Specific activities carried out through the TANs may include: generating research questions, developing prioritization criteria, applying established methodologies for prioritization, developing brief concept notes for studies that could address the identified priority evidence gaps, and strategizing on how best to share and socialize the research agendas in different regional and national contexts.



Overall, the TAN process will enhance collaboration and coordination across disciplines and allow members to benefit from opportunities to provide leadership and to build synergies for knowledge sharing and learning.

- **Adapt and socialize research agendas for regional and national contexts.** We plan to convene regional and national knowledge sharing events focused on the two prioritized thematic areas. At these events, we and TAN members will engage with local stakeholders about how to adapt the priority SBC research agenda to reflect regional and local contexts.
- **Package priority SBC research agendas for broader dissemination.** We will package the priority research agenda in user-friendly, audience-tailored formats. The agenda will be shared widely via online and in-person platforms and socialized through targeted outreach to key decisionmakers. TAN members will help champion and lead these efforts.

#### ANTICIPATED PRODUCTS

- Matrix of key evidence gaps and resources
- Summary of outcomes from expert consultations
- One priority SBC research agenda in a user-friendly format

#### HOW WILL THE OUTCOMES HELP IMPROVE SBC PROGRAMS?

The research agendas developed through this activity will be useful to a range of stakeholders. For example, developing consensus around priority SBC implementation science gaps will allow USAID, its SBC and service delivery implementing partners, and other stakeholders to identify and pursue the answers to research questions that will improve their own programming and contribute to scale up and/or adoption by other organizations.

#### Breakthrough RESEARCH

This activity is being implemented as part of Breakthrough RESEARCH. Breakthrough RESEARCH catalyzes social and behavior change (SBC) by conducting state-of-the-art research and evaluation and promoting evidence-based solutions to improve health and development programs around the world. Breakthrough RESEARCH is a consortium led by the Population Council in partnership with Avenir Health, ideas42, Institute for Reproductive Health at Georgetown University, Population Reference Bureau, and Tulane University.

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#### Breakthrough RESEARCH

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