



Improving Healthy Behaviors Program (IHBP) is managed by FHI 360, an international NGO, funded by USAID designed to provide technical assistance in the field of strategic communication to the Ministry of Health and Family Welfare, Government of India and in select states. The purpose of the project is to strengthen institutional capacities for IEC/BCC, including strengthening of community platforms for social mobilization.

The project provides technical assistance to central and state health ministries (including NHM Haryana) to develop sustainable national and state level institutional capacity to design, deliver, and evaluate strategic evidence-based BCC programs that will:

- Increase knowledge and attitudes of individuals, families, communities, and health providers about health
- Promote an environment where communities and key influencers support positive health behaviors
- Reduce barriers of vulnerable populations, e.g.,

women and the girl child, people living with HIV (PLHIV), and tuberculosis (TB) patients, to demand and access health services

The project focuses on four health education areas: Family planning/reproductive health (FP/RH), Maternal and Child Health (MCH), HIV/AIDS, and TB. IHBP works on strengthening institutions and human resource capacity for Behavior Change Communication in the Ministry of Health and



Figure 1 IHBP Footprints



Figure 2 IHBP Footprints

Family Welfare (MOHFW) and the National AIDS Control Organization (NACO) and their affiliated training institution—the National Institute of Health and Family Welfare (NIHFW). IHBP is supporting limited efforts to strengthen BCC capacity in the Ministry of Women and Child Development (MOWCD) that will improve information and communication activities within its Integrated Child Development Services (ICDS) program.

IHBP has expertise in developing Behavior Change Communication (BCC) strategies, strategic frameworks and communication campaigns on Maternal Health, repositioning Family Planning and on PPIUCD as well as Menstrual Hygiene. To complement the 360 degree approach it adopts for communication, apart from TV and Radio spots, various IEC materials like Posters, Wall painting/Billboard designs, Flipcharts, Leaflets and standard scripts for performances by the folk media. All the material developed by IHBP is approved by the Ministry of Health & Family Welfare, Government of India for use across the country with possibilities of local adaptation as per felt needs.

IHBP's work in Haryana supports NHM in the following areas:-

- Technical assistance in building institutional capacities to develop, plan, implement and monitor evidence based Social & Behaviour Change Communication activities through placement of technical experts in the field of Health Communication, Capacity Building and Monitoring & Evaluation.
- Adapting nationally approved 360°Degree campaign prototypes developed by IHBP on Maternal health, Family planning and Adolescent Health (RKSK).



Figure 3 MD NHM addressing 5 days SBCC training

- Communication planning – Program Implementation Plans (PIPs) for BCC Component of NHM, Mass & Mid Media plans,
- Capacity Building of various cadres of staff of NHM, Haryana at the state, district and sub district levels on Social & Behavior Change Communication
- M & E for Communication
- Developed Media Habit Questionnaire for concurrent Evaluation



Figure 4 Training of RMNCH Counsellors on IPC



Figure 5 Training of Staff Nurses on IPC



Figure 6 Training of State and District Officers on SBCC

For further information please visit www.ihbp.org