



SOCIAL BEHAVIOR CHANGE COMMUNICATION: JOINT DECISION MAKING

Healthy Mother, Healthy Baby Activity

The USAID Healthy Mother, Healthy Baby (HMHB) Activity seeks to enable families to adopt better maternal, newborn, and child health (MNCH), infant and young child feeding (IYCF) and water, sanitation, and hygiene (WASH) practices during the first 1,000 days of a child's life.

HMHB SOCIAL BEHAVIOR CHANGE CAMPAIGNS

To encourage men, women, and mothers-in-law to work together to raise healthy babies, HMHB launched the *Joint Decision Making and Planning Together: Share the Money, Share the Load* campaign. The campaign is just one component of HMHB's targeted social behavior change communication (SBCC) strategy, which also includes *Joint Decision Making and Breastfeeding Beyond the First 40 Days*. HMHB also supports WASH activities and initiatives to create demand for fortified foods using SBCC events and messaging.



JOINT DECISION MAKING

To build social support in the community for target behaviors, Community Health Teams (CHTs) implement a reward program for behavior change early adopter households. Households that score highest on the *Joint Decision Making and Planning through the 5 Life Moments Calendar* will be identified by their respective CHT to receive recognition with home signs and recognition at community events. These early adopters will also be encouraged to serve as role models for short videos and role model cards, which will be produced and disseminated in communities starting in Year 2 of the activity. Key campaign messages included:

- Share the Money, Share the Load through Joint Decision Making and Planning through the 5 Key Life Moments of a baby's life—seed to Kulcha—is how we ensure our children reach their full potential!
- Allow mom to give your baby the best start in life; decide together how you can share the load at home so she can rest and care for your baby.
- Share the load with breastfeeding moms so she can breast feed exclusively for the first 6 months and on demand until your baby reaches two years.
- Give your little Kulcha the best start in life through the 5 Life Moments (seed to Kulcha): eat healthy while pregnant, take supplements, breastfeed exclusively, and feed your baby iron-rich and Vitamin A-rich foods.
- Plan together so mom can prepare iron-rich and Vitamin A-rich foods for your little Kulcha as they grow.

