

# BEHAVIOR

## CHANGE

# IMPACT

### *Evidence in Action*

[behaviorchangeimpact.org](http://behaviorchangeimpact.org)

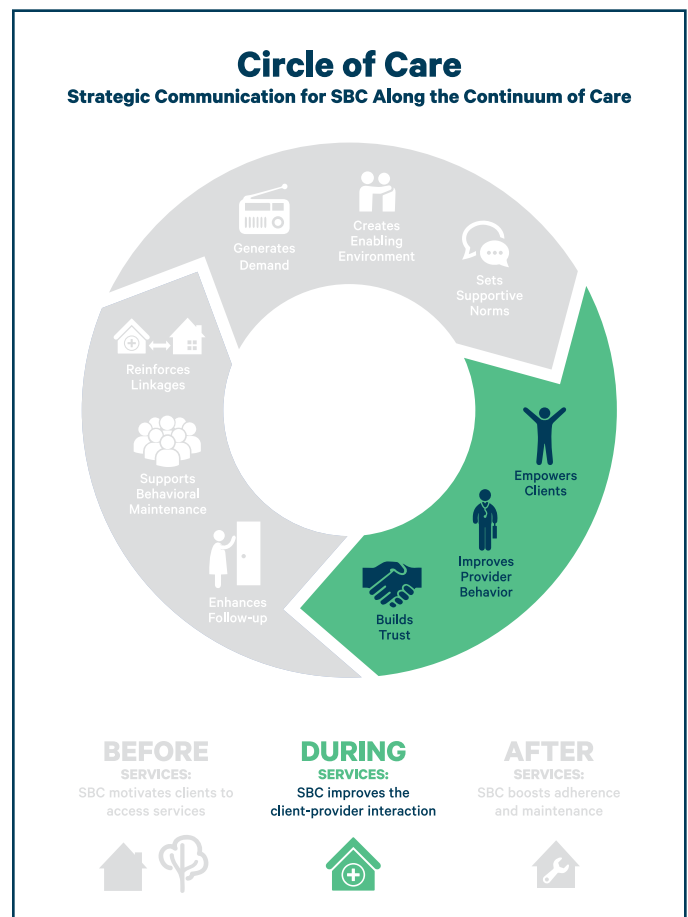
## SBC Family Planning Evidence Database Brief

### Circle of Care: Social and Behavior Change During Services

[Social and behavior change \(SBC\) for service delivery](#) is distinguished by its focus on service interactions: the use of SBC to motivate clients to access services, to improve the client-provider interaction, and to boost adherence and maintenance. This process uses the [Circle of Care](#), a holistic model to show how SBC can be applied across the service continuum—before, during, and after services—to improve health outcomes.

In the **During** Stage, while clients are accessing family planning (FP) services, SBC interventions increase a client's health literacy to support method selection and improve provider behavior to support method choice. During this stage, SBC interventions can be used to:

- Empower clients—Support clients in expressing their reproductive intentions and FP needs; increase clients' knowledge of various contraceptives, including benefits and side effects; increase clients' confidence and self-efficacy while interacting with providers and the greater health system.



- Improve provider behavior—Strengthen provider skills and influence their attitudes towards clients by addressing underlying assumptions based on cultural norms and personal beliefs that could lead to biases in care.
- Build trust—Positively influence the level of confidence between communities and FP services by improving providers’ interactions with clients and shaping positive client perceptions of providers as credible, dependable, and caring.

The following nine articles selected from the [SBC for Family Planning Evidence Database](#) demonstrate that SBC improves the client-provider interaction in the During Stage. The [SBC for Family Planning Evidence Database](#), updated in November 2019, compiles and highlights key SBC successes spanning over 20 years (1995–2018). The database presents a collection of over 250 articles describing interventions or studies from low- and middle-income countries addressing FP challenges through SBC approaches.



**SBC empowers clients** by supporting the expression of their reproductive intentions and FP needs; increasing their knowledge of

various contraceptives, including benefits and side effects; and increasing their confidence and self-efficacy while interacting with providers and the greater health system.

- **Effect of deploying trained community based reproductive health nurses on long-acting reversible contraception use in rural Ethiopia: A cluster randomized community trial**  
*Zerfu, T. A., Ayele, H. T., & Nigatu, T.*  
Ethiopia | 2018
- **The impact of balanced counseling on contraceptive method choice and determinants of long acting and reversible contraceptive continuation in Nepal**  
*Sapkota, S., Rajbhandary, R., & Lohani, S.*  
Nepal | 2017

- **Process evaluation of a mobile phone-based intervention to support post-abortion contraception in Cambodia**

*Smith, C., Ly, S., Uk, V., Warnock, R., Edwards, P., & Free, C.*  
Cambodia | 2017



**SBC improves provider behavior** by strengthening their skills and influencing their attitudes towards clients by addressing underlying assumptions based on cultural norms and personal beliefs that may lead to biases in care.

- **Evaluation of a multi-level intervention to improve postpartum intrauterine device services in Rwanda**  
*Ingabire, R., Nyombayire, J., Hoagland, A., Da Costa, V., Mazzei, A., Haddad, L., & ... Wall, K. M.*  
Rwanda | 2018
- **Evaluating the impact of a quality management intervention on post-abortion contraceptive uptake in private sector clinics in Western Kenya: A pre- and post-intervention study**  
*Wendot, S., Scott, R. H., Nafula, I., Theuri, I., Ikiugu, E., & Footman, K.*  
Kenya | 2018
- **Strengthening youth friendly health services through expanding method choice to include long-acting reversible contraceptives for Ethiopian youth**  
*Fikree, F. F., Abshiro, W. K., Mai, M. M., Hagos, K. L., & Asnake, M.*  
Ethiopia | 2017
- **Impact of structured counseling on choice of contraceptive method among postpartum women**  
*Chhabra, H. K., Mohanty, I. R., Mohanty, N. C., Thamke, P., & Deshmukh, Y. A.*  
India | 2015



**SBC builds trust** by positively influencing the level of confidence between communities and FP services by improving providers' interactions with clients and shaping positive client perceptions of providers as credible, dependable, and caring.

- **Impact of a “diagonal” intervention on uptake of sexual and reproductive health services by female sex workers in Mozambique: A mixed-methods implementation study**

*Lafort, Y., Lessitala, F., de Melo, M. S. I., Griffin, S., Chersich, M., & Delva, W.*

Mozambique | 2018

- **Effects of a social accountability approach, CARE's Community Score Card, on reproductive health-related outcomes in Malawi: A cluster-randomized controlled evaluation**

*Gullo, S., Galavotti, C., Kuhlmann, A. S., Msiska, T., Hastings, P., & Marti, C. N.*

Malawi | 2017



Summaries of these articles and additional studies on the influence of SBC on attitudes and behaviors among clients and providers are accessible through the [SBC for Family Planning Evidence Database](#). The six SBC Evidence Databases, which together host over 600 articles, compile and highlight key SBC successes spanning over 20 years.

This factsheet is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Breakthrough ACTION and do not necessarily reflect the views of USAID or the United States Government.