



HEALTH COMMUNICATION CAPACITY COLLABORATIVE (HC3)

September 2014- February 2017 | Implementer: Johns Hopkins Center for Communications Program

The Johns Hopkins Center for Communication Programs (CCP), with partners with USAID/Liberia under the Health Communication Capacity Collaborative (HC3), supports the Ministry of Health (MOH) to implement impactful social and behavior change communication (SBCC) programming. HC3 works to increase demand for health services, promote improved health practices at home, strengthen the information flow of programmatic and evidence-based SBCC, and develop monitoring and evaluation frameworks to measure improved reproductive, maternal, neonatal, and child health (RMNCH) outcomes.

Current Activities

- **Healthy Life Brand:** HC3 and the National Health Promotion Division/MOH are leading the design of a Healthy Life brand, which will be the overall brand for all MOH SBCC activities. The first Healthy Life mass media campaign will focus on compassion and community engagement.
- **Radio Distance Learning:** *Community Action for a Healthy Life*, a radio program for gCHVs, began airing in April 2016. A total of 26 episodes will be broadcast through September 2016.
- **Bridges of Hope:** HC3 is training approximately 1,300 gCHVs and clinic staff to facilitate community engagement sessions through the Bridges of Hope toolkit.
- **Knowledge Management:** HC3 is supporting the MOH to develop and populate an SBCC resource center and on-line repository for SBCC materials, MOH documents, and data to be used by the MOH, partners, students, and journalists.
- **Information Saves Lives:** HC3 is working with local media to set up county-based SMS trackers to capture how (mis)information is spreading about key health issues. Findings will enable journalists to better address health information needs and strengthen systems for information feedback.

- **Research, Monitoring and Evaluation:** HC3 is supporting the MOH on the second national survey on Ebola and the restoration of health services, including building their capacity on how to analyze the collected data.
- **Coordination:** HC3 provides input to MOH technical working groups for developing harmonized RMNCH messages, strengthening SBCC materials review and approval process, and aligning health promotion and community health activities.

Planned Outcomes

- Increased awareness of available RMNCH services;
- Improved attitudes towards health providers;
- Increased intention to seek care from a health provider;
- Improved self-efficacy to adopt project promoted behaviors;
- Adoption of project promoted behaviors; and
- Improved utilization of RMNCH services.