

Improving Linkages between Social Accountability and Social and Behavior Change:

Findings and Discussion Points from Data Collection for
subnational actors in Ghana

January 19, 2022

Welcome!



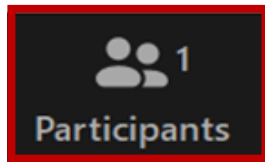
Logistics

- Rename your profile so that your name / organization is displayed.
- Use Chat function to introduce yourself.
- Turn off your microphone when you are not speaking to avoid transmitting background noise.
- To save bandwidth, we will not be using video.
- Use the 'raise your hand' button if you have something to say, or use the chat box for your comments and questions.
- We'll take screenshots of the group (we'll flag when to turn on your video)!
- Today's workshop will be recorded. Recordings and slides will be shared after the second workshop.

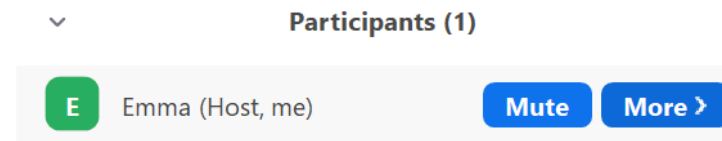


Please rename yourself to ensure your name /organization are visible.

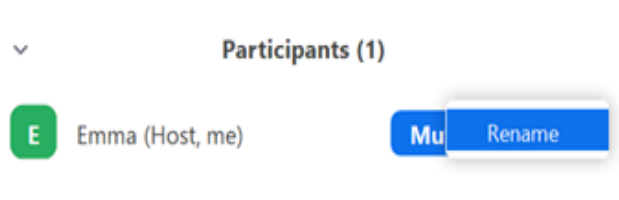
1. Select Participants from the bottom toolbar



2. Hover over your name or phone number to see the **More** option



3. Select the **Rename** option



4. Include your name and organization



Presentation team

Opening Remarks

Linda Vanotoo, Country Director, Health Systems Strengthening Accelerator Project, Results for Development (R4D)

Facilitators

Tania Mathurin, Program Officer, Improving Linkages between Social Accountability and Social and Behavior Change, Results for Development (R4D)

Vicky Okine, Executive Director, Alliance for Reproductive Health Rights,

Molly Lauria, Senior Research Specialist, Improving Linkages between Social Accountability and Social and Behavior Change, ICF



Agenda

- 2:30 PM Welcome and logistics
- 2:40 PM Opening Remarks
- 2:45 PM Overview of the Accelerator
- 2:50 PM Presentation on the SA-SBC Linkages Study
- 3:20 PM Questions and Comments
- 3:40 PM Group discussions
- 4:20 PM Plenary discussion
- 4:45 PM End

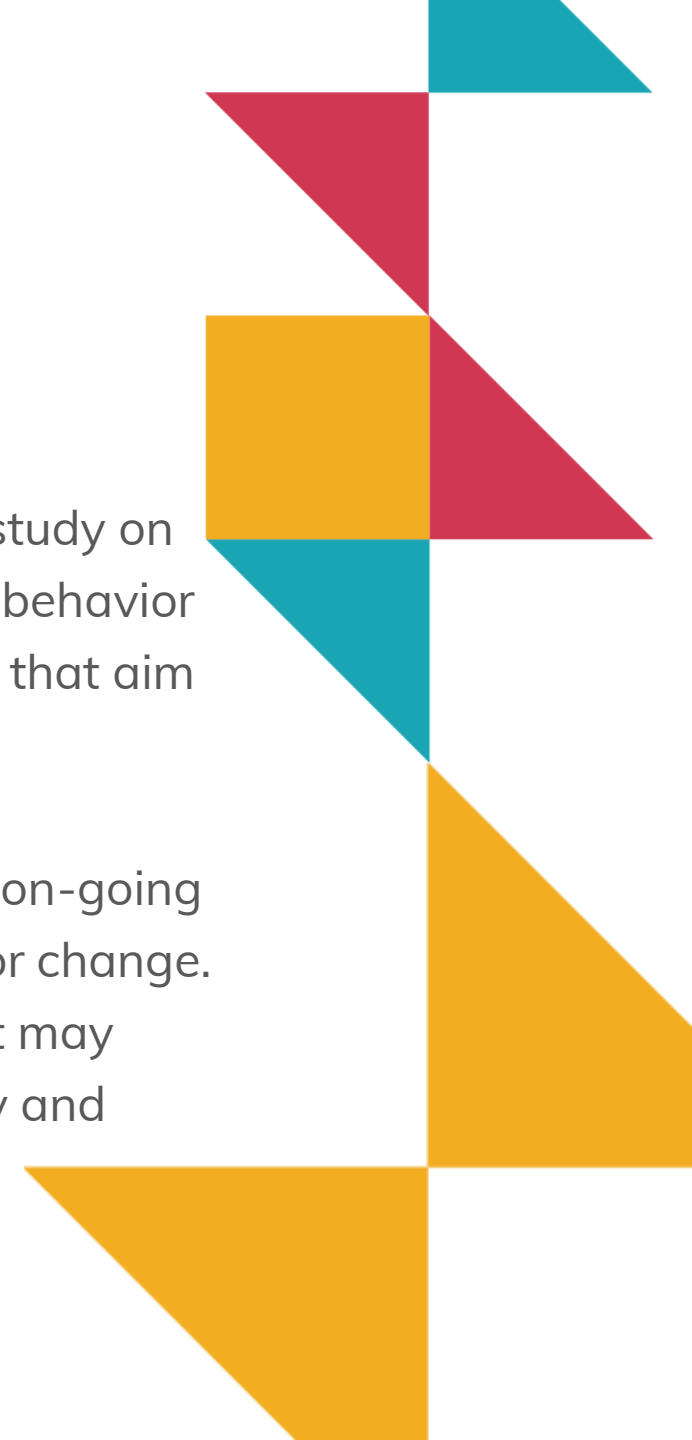


Overview

Welcome!

The Health Systems Strengthening Accelerator Project recently undertook a study on how to strengthen the linkages between social accountability and social and behavior change to inform health systems strengthening approaches, including efforts that aim to increase equity and efficiency through universal health coverage (UHC).

In this session, we will discuss the findings of the study and consideration of on-going efforts in Ghana related to social accountability, UHC, and social and behavior change. We also want to capture additional perspectives at the subnational level that may have been missed in the national study and discuss how social accountability and behavior change are used in your community



The Accelerator

The Accelerator is a five-year (2018-2023) USAID cooperative agreement, with co-funding from the Bill & Melinda Gates Foundation.

The project provides technical assistance across a broad range of health systems strengthening challenges to ensure that in-country institutions and organizations have the capacity and expertise to independently translate, adapt and build more effective and sustainable health system interventions on their journeys to self-reliance.

Implementing Partners



HSS Accelerator in Ghana:

Partnership to Accelerate Ghana's Vision for Achieving Health for All (2019 -2023)

Goal: To work with the Government and other local actors to ensure adequate and efficient use of health sector resources to achieve Ghana's vision of health for all.

HSS Accelerator in Ghana: Six interconnected activities

1. Strengthen overall stewardship and capacity within the health sector to drive health systems change
2. Support the National Health Insurance Authority (NHIA) to become a more strategic purchaser
3. Support the process of implementing and refining Ghana's UHC Roadmap
4. Advance the continuation, transition, and scale-up of preferred primary care provider (PCP) networks
5. Support the Health Facilities Regulatory Agency (HeFRA) to license and regulate quality health care delivery in Ghana
6. Support data systems governance, data harmonization, and overall interoperability of key information systems within Ghana's health sector

The Accelerator

Improving Linkages between Social Accountability and Social and Behavior Change:

National study to understand these links and inform approaches to strengthening health systems, including efforts to increase equity and efficiency through Universal Health Coverage



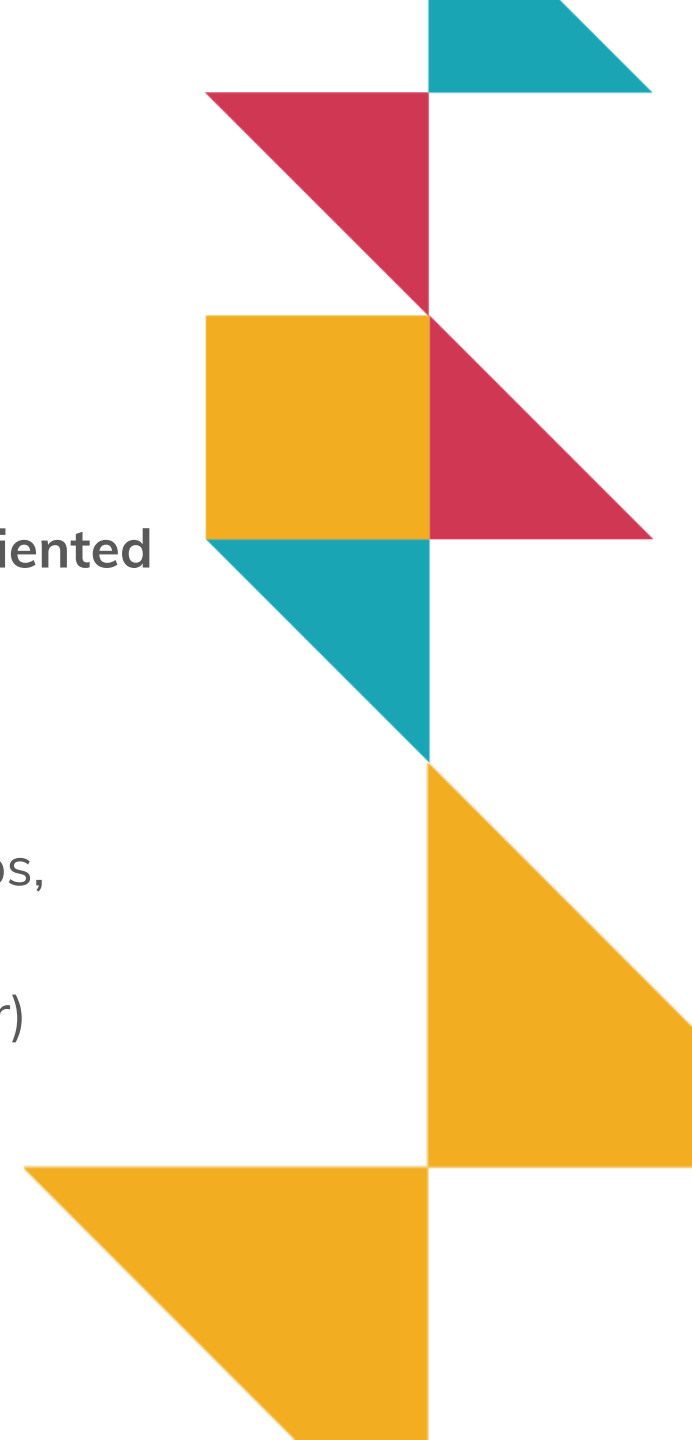
What is Social accountability

- Vast amount of literature on social accountability
- Common term, albeit defined in many ways
- Conveyed this definition, social accountability:
 - Aims to increase the degree that government and service providers are accountable for their conduct, performance, and management of resources
 - Often includes citizen and community engagement work
 - Used as a broad term that includes strategies, approaches, activities, and tools



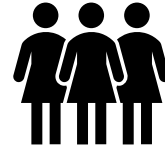
What is Social and behavior change

1. Apply a behavior change lens
2. Integrate behavior change into social accountability activities
3. How can efforts to advance UHC be more behavior change oriented
 - Social and behavior change communications (e.g., raising awareness and providing materials)
 - Social and behavior change (e.g., nudging individuals, groups, institutions to recognize the potential negative impacts of choices and actions as well how context influences behavior)
 - Social and behavior change theories (e.g., diffusion of innovation, stages of change, socio ecological model)



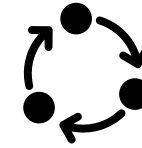
HOW

can social and behavior change programming be used in social accountability approaches?



WHO

are the actors and whose behavior must change?



WHERE

can actors advance social and behavior change within a systemic context?



Study Methodology

- Qualitative study
- 3 research methods:
 - Literature review
 - Online survey (completed by 179, 74 from Ghana)
 - Virtual key informant interviews with 21 key actors, 6 from Ghana
- 3 study countries (Côte d'Ivoire, Ghana, Guinea)



Created by Mohamed Mb
from Noun Project



Created by Alexander Skowalsky
from Noun Project



Study Results

- Part 1: Social Accountability in Ghana
- Part 2: Universal Health Coverage
- Part 3: Social and Behavior change efforts and recommendations



Is social accountability a priority?

	All N = 179	Ghana N = 74
	% YES	% YES
Is social accountability prioritized in your country?		
All survey respondents	68.7	68.9
Disaggregated by organization type		
Government ministry, agency, or parastatal	78.9	77.3
All other organization types	63.9	65.4

What are common social accountability activities currently being used?

Public hearings, including community **dialogue**
Activity reports, **review meetings**, and monitoring
Media **engagement**
Scorecards

Supervision and performance, **peer reviews**
Feedback meetings
CSO **engagement**

Stakeholder **engagement** and **coordination**
Free or affordable and accessible services
National level plans, strategies, policies, tools

Budget reports
Formation of **committees and councils**
Right of information
Presentation of reports (to authorities, communities)
Performance-based financing

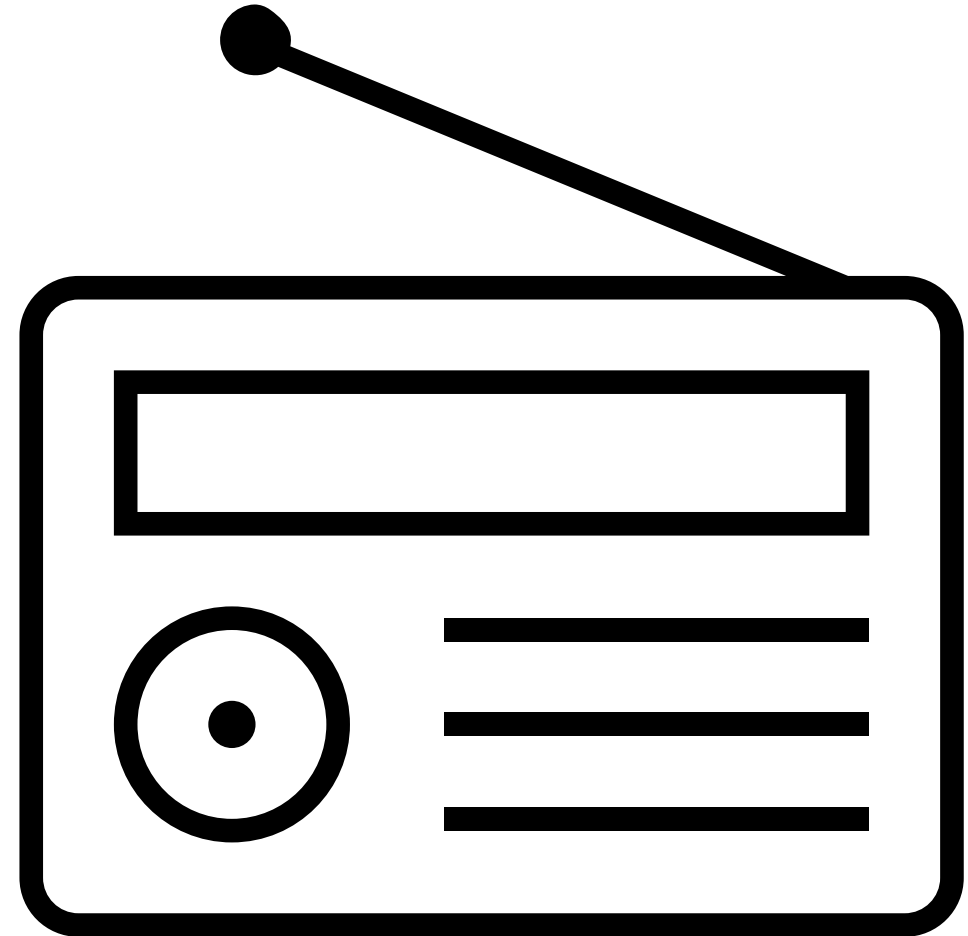
In what ways does the **engagement** include working to the change behavior of:

- Government actors?
- Health sector actors?
- Citizen actors?

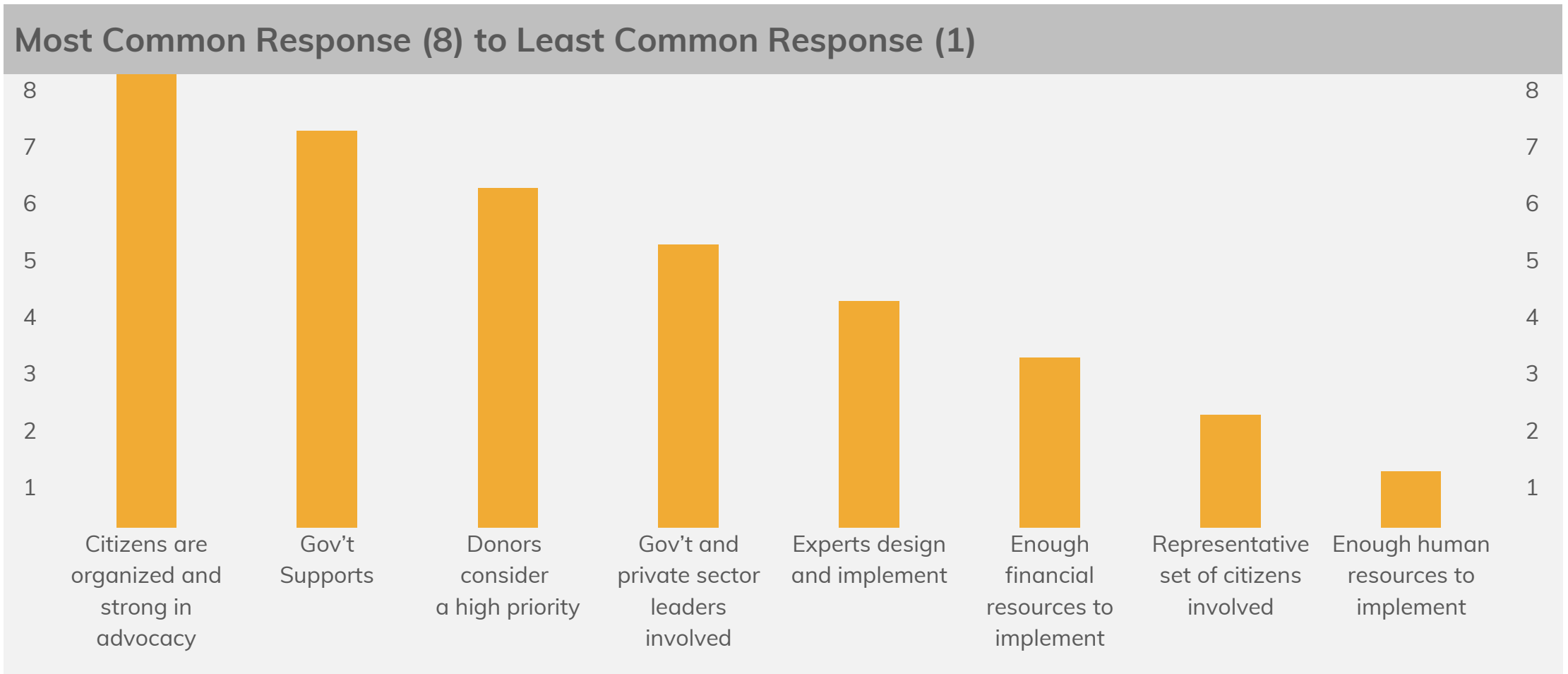
For example, would increased reporting of government data combined with engaging the community around the data constitute behavior change on the part of the government?

Community radio

- Apply a behavior change lens broadly
 - Listening to the radio may not require behavior change
 - What is conveyed might be about a different behavior to change
 - Often radio messaging is about health practices or conditions
 - Messaging could also be about changing views and perceptions around government-health facility-citizen relationships
- Apply a behavior change lens to government specifically
 - Government actors constitute a community
 - Important to strategically communicate to this community



What factors facilitate the success of social accountability activities?



Success factors and behaviors

Most common survey responses

Behaviors aligned to success factors

Success factors for social accountability

- Government supports
- Citizens are organized and strong in advocacy



- Behaviors aligned to government support include being aware, engaged, and constructive
- Behaviors aligned to citizen organization include understanding the role of data and how to use evidence to advocate

In what ways do behaviors need to change? How can that be implemented?

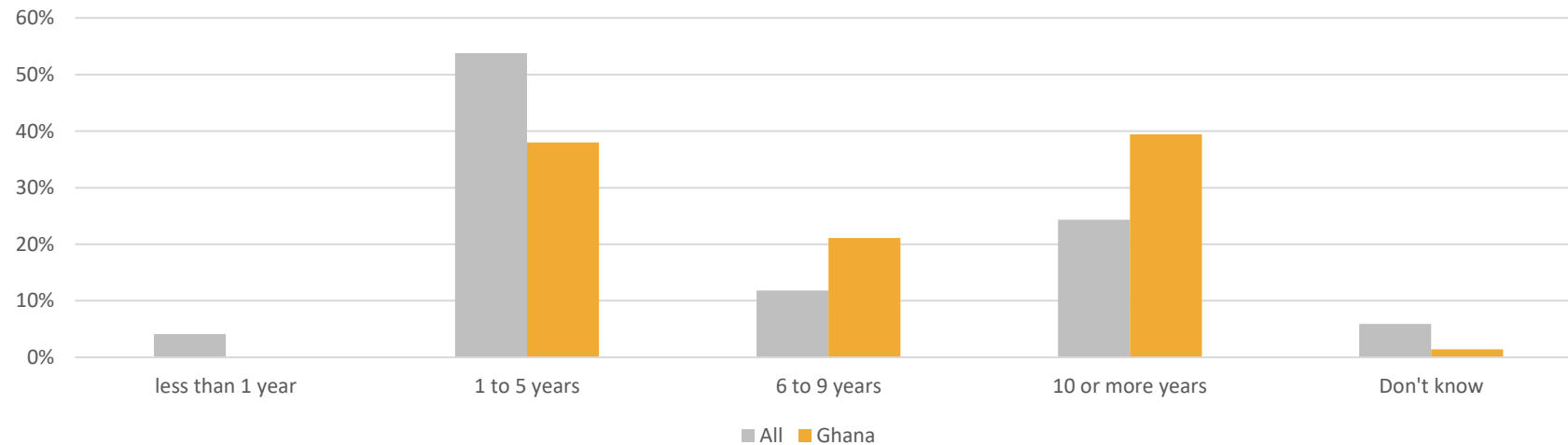
Universal health coverage

- A concept of broad access to essential health care, including safe, effective, quality and affordable essential medicines and vaccines, along with protection from catastrophic financial risk.
- In Ghana, the idea of UHC is linked to the NHI.



Is there a UHC effort? For how long?

	All	Ghana
	% YES	% YES
<i>Is there an active effort to advance UHC in your country?</i>		
<i>All survey respondent</i>	92.7	94.6
<i>Government ministry, agency, or parastatal</i>	96.4	100.0
<i>All other organization types*</i>	91.0	92.3



_____ are leaders in effort to advance UHC

	% Strongly Disagree and Disagree	% Neutral	% Strongly Agree and Agree
Government Officials	2.7	13.5	83.8
Health Care Providers	18.9	23.0	58.1
Health Care Facility Managers	16.2	29.7	54.1
Citizens	28.4	33.8	37.8

Representativeness of UHC efforts

Stakeholders do not perceive UHC efforts to be representative

	% Strongly Disagree and Disagree	% Neutral	% Strongly Agree and Agree
Men	18.9	40.5	40.5
Women	28.4	40.5	31.1
Persons with disabilities	59.5	25.7	14.9
Individuals with specific health conditions	68.5	19.2	12.3
Individuals who struggle with mental illness	76.7	17.8	5.5
Youth	43.2	37.8	18.9
Urban citizens	39.2	32.4	28.4
Rural citizens	54.2	27.0	18.9

Challenges with achieving UHC

It is not uncommon that stakeholders describe UHC as complicated, disorganized, falling short, sporadic, unsustainable, lacking representativeness, and a site of disagreement.

Ghana

Few organizations bring citizens together around UHC

No incentive to demand accountability

Citizens easily influenced by politicians



Examples of social accountability to support Universal Health Coverage

- Education for rights holders
- Community scorecards and participatory budgeting
- Client satisfaction survey
- CSO monitoring and forums for feedback

Challenges with social accountability to support Universal Health Coverage

- Lack of understating of social accountability
- Top-down approach from the government
- Community members not involved in decisions
- No enforcement mechanisms

Moving social accountability for UHC forward

- Specific, tangible mechanisms to improve social accountability needed to advance UHC – many suggest need for further behavior changes by citizens *and* politicians
 - Selection of specific mechanisms needs to reflect context-specific barriers and past social accountability and UHC efforts



Recommendations

Data from the survey indicate

- Desire for increased behavior change to result in
 - Increased transparency from the government
 - Improved communications across government/civil society
 - Consistent community engagement



Recommendations

Behavior
Change



Social
Accountability

- Engagements and existing social accountability activities
 - Understand who is engaging with who, why increase needed
 - Embrace range of ways activities are titled and pursued
- Refinement about applying a behavior change lens
 - What behavior change outcome is expected from engagement?
 - What actors is an activity targeting for behavior change?

Recommendations

Behavior
Change



UHC Advocacy
and Involvement

- Connecting equity and representativeness
 - Health equity means fair, consistent access to services for all
 - Also, having the option for a seat at the engagement table
- Entry points for advocacy and involvement
 - Role of citizens, role of citizen organizations
 - Door must be open, desire to enter must be there
 - Choices around where in the continuum (e.g., planning, budgeting, policy-making, implementation)

Recommendations

Behavior
Change



Social Accountability
for UHC

- Convergence of comparable endeavors
 - UHC is a landscape-shifting undertaking
 - Established sets of actors engaging in new ways, also new sets of actors engaging
 - Generation of information national-level focused, with need for information to flow down to sub-national levels
 - Points of newness are great points to focus on behavior because when there is newness, behaviors are forming



Questions or Comments?



www.accelerateHSS.org



@AccelerateHSS



AccelerateHSS@r4d.org



Introduction for group discussions

- Designate a reporter
 - Designate a president
 - We will have 40 minutes then a restitution at the end
-



Social Accountability

1. What does social accountability mean for your community?
2. What are the social accountability activities to prioritize?
Have social accountability approaches been implemented in your community?
3. And what factors influence success and challenges with them?



Universal Health Coverage

1. What is their take on UHC? What does it mean for them?
2. Does information on UHC flow from the national level? Are they aware of policies to achieve UHC? What behavior must change for information to circulate?
3. What types of actions do you think could be most effective in increasing social accountability for health in your country?
4. How can social accountability be used to address challenges in the health sector?
5. How can behavior change and social accountability increase health equity? What behavior would need to be changed to advance UHC?



Social and Behavior change efforts

1. Who needs to change their behavior to mobilize large and diverse voices to engage in social accountability approaches to advance UHC?
2. How can citizens / providers / government institutions change their behavior to help increase accountability in health?



Plenary presentations and discussions





POLL

- Choose your answer
- Click on "Submit"



Wrap up and Next Steps

- Share recording of this workshop, the slides, and the report
- Share synthesis of groupwork notes

Thank you



www.accelerateHSS.org



[@AccelerateHSS](https://twitter.com/AccelerateHSS)



AccelerateHSS@r4d.org

This presentation is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of the Cooperative Agreement No. 7200-AA-18CA-00037 managed by Results for Development (R4D) The contents are the responsibility of R4D, and do not necessarily reflect the views of USAID or the United States Government.

