Question 3: What types of social and behavioral (SBC) changes or outcomes are commonly sought within health system strengthening projects or interventions? How are SBC methods useful in creating behavior or norm change among government, private sector, and community health system actors? What are lessons learned regarding explicitly incorporating SBC approaches within HSS programs? These questions are central to understanding the role of SBC in health system strengthening.

Integrating Community Structures for Effective WASH Behavior Change: A Cross-Sectoral Approach
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Context
Several research studies in recent years, such as those conducted in Chhattisgarh, have highlighted the significance of community involvement in health system strengthening initiatives. These studies have emphasized the importance of leveraging existing community structures to promote behavior change and ensure sustainability. For instance, the NISHTHA project in Chhattisgarh aimed to strengthen the capacity of community structures to plan and implement local-level initiatives related to Healthy Hygiene and COVID Appropriate Behaviors. This approach was chosen because it acknowledges the value of promoting behavior change through engaging and empowering community members.

Activity Impact
The activity focused on integrating Social and Behavior Change Communication (SBCC) strategies into existing community structures. By engaging these community structures, the intervention aimed to enhance knowledge and attitudes around healthy hygiene behaviors. To achieve the desired outcomes, the program teams focused on capacity building and providing necessary support to members of the community structures. This approach not only helped to promote hygienic behaviors but also strengthened the capacity of existing community structures to plan and implement local-level initiatives.

Facilitators
To address the barriers and challenges associated with integrating SBC approaches within health system strengthening programs, the following facilitators were identified. These facilitators played a crucial role in ensuring the successful implementation of the intervention:

- **Community-based Structures**: Engaging and empowering community structures, such as local government bodies, self-help groups, and NGOs, is essential for creating sustainable behavior changes.
- **Coordination and Collaboration**: Effective coordination and collaboration among different stakeholders are necessary to ensure successful implementation.
- **Resource Mobilization**: Access to resources, including financial and human resources, is crucial for the success of SBC interventions.
- **Monitoring and Evaluation**: Regular monitoring and evaluation mechanisms are essential to track progress and identify areas for improvement.

Challenges and Lessons Learned
Despite the identified facilitators, the intervention encountered various challenges. These challenges included:

- **Resource Constraints**: Limited resources, both financial and human, posed challenges in implementing the intervention.
- **Information Management**: Managing and sharing information effectively was a challenge.
- **Behavior Change**: Sustaining behavior changes and ensuring their sustainability over time was challenging.

Nevertheless, lessons learned from the intervention include:

- **Stakeholder Engagement**: Engaging all stakeholders, including community members, is crucial for successful implementation.
- **Sustainability**: Developing sustainable approaches and ensuring that the outcomes are maintained over time.
- **Monitoring and Evaluation**: Regular monitoring and evaluation are essential to track progress and identify areas for improvement.