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 or helping norm change among government, private sector, and community health system actors? What are lessons learned regarding explicitly incorporating SBC approaches within HSS programs?

Strengthening Health System’s Strategies to Digitally Connect Adolescent and Youth for Improved Sexual and Reproductive Health in Bangladesh

USAID Advancing Universal Access to Family Planning (AUAFP) Shukhi Jibon Activity, Pathfinder International (Bangladesh)

Aktheruzzaman Bhuian

**Context**

Sexual and Reproductive Health (SRH) service delivery for adolescents in Bangladesh is marked by broadened and custom-built service components, sexually transmitted infections (STIs) awareness, and comprehensive contraceptive services. Digital health interventions can improve adolescent SRH services through strategies for enhancing accessibility, engagement, and user-friendly health services. However, the process of explicitly incorporating SBC approaches within HSS programs is not well documented, making it difficult to understand how to effectively integrate SBC with HSS programs.

**Activity Impact**

**Activity Description**

The activity was grounded on The Transtheoretical Model (TTM) which models behavior change as a process that unfolds over time through a series of stages. The activity was designed to enhance the capacity of the health system to digitally connect adolescents and youth, integrating social and behavior change (SBC) approaches within HSS programs. The activity focused on enhancing the health system's strategies to digitally connect adolescent and youth.

**Facilitators**

- Political commitments and emphasis on ICT-based innovations
- Collaboration between stakeholders to address digital health issues
- Integration of virtual platform as supplementing health and wellbeing curriculum of education system for adolescent and youth
- Openness for inter- and inter-agency collaboration for digital health
- Engagement with specific learning activities to identify the gaps and improve them

**Evidence**

- Improved service delivery through digital platforms by government agencies
- Integration of digital platforms as part of the health system's strategy for adolescent and youth
- Increased engagement and motivation of adolescents through integrated digital health interventions
- Enhanced and continuous development and coordination of digital health tools and services through a dedicated team

**Lessons Learned**

- Inter-agency collaboration faced challenges both in public and private organizations and requires a great deal of effort to build trust
- Acknowledgment of effort by all is crucial in going trust and initiate effective negotiations
- Government commitment and coordination of health and education departments for digital health services
- Focus on digital transformation for organizations (specific organizational change management activities) are required to ensure sustainability for digital health services in organization structures and policies are revised to support such activities
- Capacity building activity (training, workshops) works best when contextualized according to the needs of user groups
- Activities that are clearly aligned with organizational goals and strategic objectives are more sustainable
- Change management of government stakeholders requires specific attention and long-term support to ensure capacity building of stakeholders, and incorporate necessary resources within the structure
- To keep up with technological advancements for digital health, continuous learning and adaptation within the process is crucial and needs special attention for such change management

**Challenges**

- Experience of various failed attempts of digital health tools
- Formal and informal discussion on various systems may be halted based on available results and intended goals in operational plans
- Challenges in implementing digital health platform by government agencies
- Challenges in integrating virtual platform as supplementing health and wellbeing curriculum of education system for adolescent and youth
- Challenges in ensuring inter- and inter-agency collaboration for digital health

**Response**

- Focus on digital transformation for organizations (specific organizational change management activities) are required to ensure sustainability for digital health services in organization structures and policies are revised to support such activities
- Capacity building activity (training, workshops) works best when contextualized according to the needs of user groups
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