INTEGRATED APPROACHES:
THE SOCIAL AND BEHAVIOR CHANGE (SBC)
KEY TO COMMUNITY HEALTH

#GHPC17
CONTRIBUTING PARTNERS

**USAID’s Maternal and Child Survival Program** is the USAID Bureau for Global Health flagship program to introduce and support high-impact health interventions with a focus on 25 high-priority countries with the ultimate goal of ending preventable child and maternal deaths (EPCMD) within a generation.

[www.mcsprogram.org](http://www.mcsprogram.org)

The **CORE Group Polio Project** is funded under USAID Cooperative Agreement AID-OAA-A-12-00031 to World Vision.

[www.coregroup.org/polio](http://www.coregroup.org/polio)

The **Eleanor Crook Foundation** honors Eleanor Crook’s lifetime dedication and commitment to hunger relief and leadership in developing the food banking movement. The foundation works to aid the hungry and impoverished through sustainable solutions and emergency relief.

[www.eleanorcrookfoundation.org](http://www.eleanorcrookfoundation.org)

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**Expo Table Sponsors**

- [Institute for Reproductive Health](http://www.instituteforreproductivehealth.org)
- [MAP-IT](http://www.map-it.org)
- [Johns Hopkins Center for Communication Programs](http://www.ccp.jhu.edu)

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**Thank you to all contributors, supporters, and sponsors!**

CORE Group extends sincere appreciation to:

- Planning Committee Members
- Working Group Chairs
- Session Point People
- Presenters
- Moderators and Facilitators
- Sponsors
- Donors

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Cover photo: © 2017 Michelle Shapiro, CORE Group

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Spring 2017 Global Health Practitioner Conference
Dear Friends and Colleagues,

We are excited to have the CORE Group Spring 2017 Global Health Practitioner Conference in Washington, DC for two days of stimulating presentations and plenaries, research perspectives, new information circuits, and discussions surrounding the theme “Integrated Approaches: The Social and Behavior Change (SBC) Key to Community Health.” We will examine new approaches to SBC in our community health programming; learn about integrated tools; share SBC integration for humanitarian disaster preparedness, response, and recovery; and discuss family-centered engagement in community health. The agenda is dynamic, featuring CORE Group Members’ pertinent work, as well as a session on advocacy by our partners at Global Health Council during this important time for community health. There will also be a follow-up session on the Institutionalizing Community Health Conference that occurred in South Africa in March 2017, engaging multiple stakeholders from 44 countries for community health commitment and investment going forward.

We are fortunate to have Dr. Rafael Obregon, Chief of the Communication for Development (C4D) Section of UNICEF as the keynote speaker. He will share UNICEF’s work on C4D, as well as challenge participants to think about what integration means for SBC. The keynote is especially relevant given CORE Group’s Call to Action: Complexity Matters signed by multiple CORE Group Members in fall 2016. We are committed to moving the dialogue surrounding SBC forward.

This is a CORE Group Member-driven conference, laying the foundation for post-conference priorities and collaborative response for greater impact. The knowledge sharing and learning, as well as networking opportunities, are important for our partners in community health, CORE Group Members, students, and many others committed to advancing community health for vulnerable populations. We look forward to hearing your ideas during the CORE Group Member Meeting during lunch on Thursday, and we welcome our new Board members.

This conference represents months of planning to thoughtfully address our theme “Integrated Approaches: The SBC Key to Community Health.” Many thanks to everyone who helped make this event possible, including our volunteer planning committee members: Mychelle Farmer (Jhpiego), Debora Freitas Lopez (Chemonics), Kathryn Reider (World Vision), Alfonso Rosales (World Vision), Janine Schooley (PCI), Cindy Uttley (Samaritan’s Purse), and Nora Zenczak (ChildFund International). We also thank our session presenters; our contributing partners and sponsors; innumerable volunteers; our Working Group Chairs; CORE Group staff; and our conference organizer and facilitator Fernando Chang-Muy.

We look forward to your valuable contributions and collaboration moving forward.

In partnership,

Lisa M. Hilmi
CORE Group Executive Director

CONFERENCE OBJECTIVES

By the end of this conference, participants will have:

- Increased knowledge about diverse stakeholder engagement strategies for better health outcomes;
- Strengthened integrated technical expertise (nutrition, disaster/recovery, ECD, newborn health) to ensure robust health systems processes; and
- Fostered substantive partnerships and linkages among our members and partners to advance community health efforts.
PARTNER WITH CORE GROUP

CORE Group is a leader in community health, working to end preventable maternal, newborn, and child deaths around the world. We have a comparative advantage through collaborative action to promote and safeguard health in communities and create new models for reaching the most marginalized populations.

As a neutral, trusted platform for a coalition of more than 100 members, we work together with the broader global health community to foster collaboration and learning, strengthen technical capacity, develop innovative tools and resources, and advocate for effective community-focused health approaches.

We are a technical hub for community health approaches:
Reproductive, Maternal, Newborn, Child & Adolescent Health
Infectious & Non-communicable Diseases
Nutrition
Agriculture & Health
Social & Behavior Change

BENEFIT FROM CORE GROUP’S STRATEGIC ADVANTAGE:

STRENGTHENING PROGRAMMATIC IMPACT
CORE Group mobilizes global health actors and stakeholders around evidence-based practices to translate science into effective community-based programming approaches; implement consistent, high impact interventions; and develop common monitoring and evaluation systems. Working together, we ensure that approaches are grounded in evidence-based practice, avoid duplication, and strengthen collective impact at scale.

KNOWLEDGE MANAGEMENT
CORE Group is a recognized leader in knowledge management, providing a wide variety of opportunities for members and partners to better capture and use lessons learned in program implementation, build skills in knowledge management techniques, and collectively discuss and improve the interface between field-based implementation and donor and global directions.

COLLABORATIVE RESPONSE
CORE Group improves collaboration capacity through timely and unified responses to health crises, such as infectious disease outbreaks, by aligning NGOs and governments on key messages, strategies, and approaches. By mobilizing our membership and their strong in-country relationships, we engage key stakeholders in dialogue and collaborative, evidence-based action for programmatic efficacy. In these responses, we prioritize addressing gaps in community health and empowering civil society to ensure a smooth transition from emergency to sustainable development.

Let's explore the possibilities! Contact us to get started.
contact@coregroup.org | 202-380-3400
USAID’s flagship Maternal and Child Survival Program (MCSP) is a global, USAID Cooperative Agreement to introduce and support high-impact health interventions with the ultimate goal of ending preventable child and maternal deaths within a generation.

MCSP supports programming in maternal, newborn and child health, immunization, family planning and reproductive health, nutrition, health systems strengthening, water/sanitation/hygiene, malaria, prevention of mother-to-child transmission of HIV, and pediatric HIV care and treatment.

www.mcsprogram.org

facebook.com/mcspglobal twitter.com/mcspglobal
We have a unique model that fosters collaboration with in-country communities of religious women and health care partners to increase their capacity to provide clinical and community-based interventions, and a track record of success that speaks for itself.

To begin a discussion about how our organizations can work together to have an even greater impact, please contact: Margaret Brawley, Executive Director, Medicines for Humanity. mbrawley@medicinesforhumanity.org. Direct: (720) 624-1841
WORKING GROUPS

CORE Group’s Working Groups push the field of community health forward by focusing on specific technical and cross-cutting issues. As our International Community Health Network works to fulfill our vision of health and well-being for underserved communities in low- and middle-income countries, Working Groups help articulate that vision from a practical standpoint, identify barriers, and figure out how to move past them.

Working Groups contribute to:
- Developing state-of-the-art tools, practices, and strategies to benefit field programs
- Exchanging information related to best practices, resources, and opportunities
- Linking with academics, advocates, and private resources and expertise
- Fostering their own professional development
- Building organizational partnerships and capacity
- Articulating the community health perspective in global policy dialogues and alliances

Working Groups are teams of individuals from multiple organizations interested in contributing to further development and understanding of a technical or cross-cutting topic. The groups are self-organizing, self-governing, and adaptive entities that transcend organizational boundaries. Working Groups develop and implement collaborative activities aimed at improving international health and development. Working Groups are established and maintained based on the interest of CORE Group Membership.

GET INVOLVED

We encourage everyone to join a Working Group session Thursday afternoon (see page 16 for more information).

Also be sure to sign up for Working Group listservs (see next page). By joining a Working Group listserv, you will receive related communications and updates, and you will be able to write directly to the group to share information and announcements, as well as solicit input on related areas of interest.

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<thead>
<tr>
<th>WORKING GROUP</th>
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<tr>
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<td>COMMUNITY-CENTERED HEALTH SYSTEMS</td>
<td>Megan Christensen, Concern Worldwide</td>
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<td>STRENGTHENING</td>
<td>Alfonso Rosales, World Vision</td>
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<td>MONITORING AND EVALUATION</td>
<td>Claire Boswell, The TOPS Program, Food for the Hungry</td>
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<td>Dora Ward Curry, CARE</td>
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<td>NUTRITION</td>
<td>Jennifer Burns, Catholic Relief Services</td>
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<td>Kathryn Reider, World Vision</td>
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<td>Gwyneth Cotes, SPRING, JSI</td>
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<td>REPRODUCTIVE, MATERNAL, NEWBORN,</td>
<td>Corinne Mazzeo, USAID’s Maternal and Child Survival Program, Save the</td>
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<td>AND ADOLESCENT HEALTH</td>
<td>Children</td>
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<td></td>
<td>Cindy Uttley, Samaritan’s Purse</td>
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<td>Sexual and Reproductive Health and Adolescents</td>
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<td></td>
<td>Mychelle Farmer, Jhpiego</td>
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<td>Regina Benevides, E2A Project, Pathfinder International</td>
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<td>SOCIAL AND BEHAVIOR CHANGE</td>
<td>Debora Freitas, Chemonics International</td>
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<td>Tom Davis, Independent Consultant</td>
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<td>Joseph Petraglia, Pathfinder International</td>
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Are you getting the most out of CORE Group?

Receive important announcements from CORE Group, our 100+ Members, and the broader global health community; engage in discussions; and share your own news, resources, events, and more.

**NETWORK.COREGROUP.ORG**

Join the online home of the International Community Health Network at network.coregroup.org, where you will find upcoming events, new tools and resources, discussion groups, and more.

**LISTSERVS**

Use the following listservs to stay up-to-date on these important topics and contribute your own thoughts and announcements to the groups.

*Not subscribed yet? Send a blank email to the addresses below, adding “-subscribe” after the group name. Example: cgcommunity-subscribe@lists.coregroup.org*

**CORE Group Community**

Global community health announcements relevant to all: cgcommunity@lists.coregroup.org

**Working Groups**

- Child Health: cch@lists.coregroup.org
- Community-centered Health Systems Strengthening: hss@lists.coregroup.org
- Monitoring & Evaluation: me@lists.coregroup.org
- Nutrition: nutrition@lists.coregroup.org
- Reproductive, Maternal, Newborn & Adolescent Health: rmnah@lists.coregroup.org
- Social & Behavior Change: sbc@lists.coregroup.org

**Interest Groups**

- Humanitarian-Development Task Force: humanitarian@lists.coregroup.org
- HIV/AIDS: hiv_aids@lists.coregroup.org
- Immunization: immunization@lists.coregroup.org
- Malaria: malaria@lists.coregroup.org
- mHealth: mhealth@lists.coregroup.org
- Non-communicable Diseases: ncd@lists.coregroup.org
- Tuberculosis: tb@lists.coregroup.org

**NEWSLETTERS**

**Member Highlights eNewsletter**

New resources, articles, events, and more from CORE Group’s 100+ Members - sent quarterly. Subscribe: [bit.ly/MemberHighlights](http://bit.ly/MemberHighlights) Submit items for future editions: [coregroup.org/memberhighlights](http://coregroup.org/memberhighlights)

**CORE Group eNewsletter**

Latest news from CORE Group, including project updates, upcoming events, new tools, and more - sent quarterly. Subscribe: [bit.ly/CORENews](http://bit.ly/CORENews)

**SOCIAL MEDIA**

- LinkedIn: [bit.ly/CORELinkedIn](http://bit.ly/CORELinkedIn)
- Twitter: [twitter.com/COREGroupDC](http://twitter.com/COREGroupDC)
- Facebook: [facebook.com/COREGroupDC](http://facebook.com/COREGroupDC)

**Integrated Approaches: The SBC Key to Community Health**
CORE Group is a partner on USAID’s Maternal and Child Survival Program (MCSP), a project that aims to end preventable child and maternal deaths in 25 high-priority countries. Within MCSP, CORE Group is an active member of the cross-cutting Community Health and Civil Society Engagement team, using our expertise in helping non-governmental organizations collaborate with government partners and other NGOs to improve health for communities and families. CORE Group also diffuses MCSP information to our members and creates a forum for MCSP to solicit targeted input and feedback from an array of community health practitioners.

CORE Group has been instrumental in developing MCSP’s Civil Society Engagement Strategy. A literature review authored by CORE Group staff showcases the potential of civil society engagement to strengthen national health systems. CORE Group has also developed a Social Accountability Resources and Tools document that will be continuously updated to identify new guides and tools for effective social accountability strategies.

Building on CORE Group’s role to mobilize members and partners around evidence-based practices, CORE Group led the development of a pilot strategy for community volunteers to improve newborn health by reaching marginalized populations in a pastoralist border area in Ethiopia through an NGO immunization platform. Currently, CORE Group staff are contributing to the authoring of three case studies in Malawi documenting promising social accountability strategies for the country and region.

With MCSP, CORE Group also assisted in planning, promoting and implementing the Institutionalizing Community Health Conference, held on March 27 – 30, 2017 in Johannesburg, South Africa.

Learn more at www.mcsprogram.org.

THE TOPS PROGRAM

CORE Group is a partner on The Technical and Operational Performance Support Program (TOPS), a USAID/Food for Peace (FFP)-funded program that builds the capacity of FFP grantees and improves the quality of implementation through fostering collaboration, innovation, and knowledge sharing around food security and nutrition best practices.

CORE Group brings expertise in cultivating collaborative learning environments through facilitation, planning and leading participatory learning events, and furthering capacity and skills building in order to nurture an open community of practice, the Food Security and Nutrition (FSN) Network.

The main features of the FSN Network include:

- **Knowledge Sharing Meetings**, multi-day meetings held around the world that prioritize knowledge exchange through discussion and activity to stimulate cross-organizational collaboration and learning.
- **Task Forces** in key areas including Agriculture & Natural Resource Management, Social & Behavioral Change, Monitoring & Evaluation, Nutrition, Knowledge Management, Resilience, Gender, and Commodity Management.
- **FSNNetwork.org**, the online home for the community of practice, with online discussions, over 800 resources, upcoming events, FFP updates and relevant news, and materials from past meetings and webinars.
- **FSN Network News**, a bi-weekly e-newsletter that engages and informs over 2,500 subscribers.

Learn more at www.fsnnetwork.org.
The CORE Group Polio Project (CGPP) is a multi-country, multi-partner initiative providing financial backing and on-the-ground technical guidance and support to strengthen host country efforts to eradicate polio. CGPP contributes to polio eradication by working through more than 10,000 community health workers who support campaigns, conduct community-based AFP surveillance, promote routine immunization, track the vaccination status of under fives, newborns, and pregnant women, and mobilize communities to actively participate in vaccination services. The project conducts independent campaign monitoring, cross-border eradication activities, and advocacy, as well as supporting campaign and routine logistics, and AFP surveillance.

This is done as a coalition of national and international NGOs whose dedication, experience, and professionalism demonstrate the value and contribution of civil society to polio eradication and community health throughout the developing world.

The CORE Group Polio Project uses a secretariat model to coordinate the work of its 48 partners in seven countries. The secretariat is a central country office headed by a director or team leader that coordinates and supervises the work of partner NGOs in each country, represents civil society engagement in polio eradication to ministries of health, WHO, UNICEF, CDC, Rotary, and donors, and communicates national and global policies to the member NGOs. Fundamentally, the secretariats ensure that partner NGOs complement rather than duplicate the work of other agencies and that NGO partners know and follow national and global polio eradication policies. The secretariats also give civil society a voice and representation on national and regional polio eradication planning committees.

Learn more at www.coregroup.org/polio.

CORE Group is a committed partner on the Resilience Evaluation, Analysis and Learning (REAL) award. REAL is a consortium-led effort to synthesize evidence on the impact of USAID-funded resilience programming; strengthen the capacity of monitoring and evaluation practitioners to engage in context-specific resilience analysis; and share relevant learning with USAID Missions, host governments, implementing partners, and other key stakeholders. CORE Group works closely with our consortium partners (Save the Children, TANGO International, Mercy Corps and Food for the Hungry), in collaboration with USAID’s Center for Resilience, to share new research on resilience measurement, facilitate knowledge sharing events and trainings, and support dissemination of practical guidance pieces and strategic analysis.

USAID defines resilience as “the ability of people, households, communities, countries and systems to mitigate, adapt to and recover from shocks and stresses in a manner that reduces chronic vulnerability and facilitates inclusive growth.” Over the past three years, the growth of resilience as an organizing framework for bringing development programming and humanitarian assistance together to address the challenges faced by some of the world’s most vulnerable communities has led to a surge in the demand for rigorous, yet practical, monitoring, evaluation, strategic analysis and capacity building support. CORE Group continues to foster learning and improve knowledge sharing mechanisms with our REAL Consortium partners and USAID’s Center for Resilience to help vulnerable populations secure a better future.

Look out for the newest resilience research, tools, technical guidance, and upcoming events coming soon on the REAL page on the Food Security and Nutrition Network: www.fsnnetwork.org. The REAL webpage will be ready in May 2017.
Continue the new connections and partnerships, and keep the conversations going!

Social Networking Reception

Thursday, April 20
5:30 - 7:30pm
Bistro Bistro
1727 Connecticut Avenue (right down the street!)

- Complimentary Appetizers -
- Cash Bar -
- Unlimited Networking -
Rafael Obregon
Chief of the Communication for Development Section, United Nations Children’s Fund

Rafael Obregon, Ph.D. is Chief of the Communication for Development Section, United Nations Children’s Fund, New York. Prior to joining UNICEF he was an Associate Professor in School of Media Arts & Studies, and Director of the Communication and Development Studies Program, Center for International Studies, at Ohio University. He has an extensive teaching, research and professional experience in development and health communication, and international development. He was an associate professor at the Department of Social Communication at Colombia’s Universidad del Norte (1997-2002), where he serves as an adjunct faculty.

Dr. Obregon is a member of the review board of several journals, including the Journal of Health Communication, and serves as guest reviewer of Social Science Medicine, Health Policy Journal, and Biomedcentral. He is a member of several international associations including the International Communication Association and the Latin American Association of Communication Researchers. He has published numerous books, peer-reviewed journal articles, book chapters, and technical reports, including the Handbook of Development Communication and Social Change, Wiley, 2014, and The Handbook of Global Health Communication (2012).

Dr. Obregon earned a doctorate in Mass Communication, Pennsylvania State University, an M.A. in International Affairs, Ohio University; and a B.A. in Social Communication and Journalism, Universidad Autonoma, Colombia.

~

*Dr. Obregon will deliver his keynote address during the opening session on Thursday, April 20.*

*The address will be recorded and made available at www.coregroup.org following the conference.*
## AGENDA AT-A-GLANCE: THURSDAY, APRIL 20

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<th>Time</th>
<th>Event</th>
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<td>8:30am - 9:00am</td>
<td>Breakfast &amp; Registration</td>
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<tr>
<td>9:00am - 10:30am</td>
<td>OPENING &amp; KEYNOTE</td>
</tr>
<tr>
<td><strong>Academy Hall</strong></td>
<td>Welcome &amp; Board of Directors Updates</td>
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<tr>
<td>Lisa M. Hilmi, CORE Group Executive Director; Judy Lewis, CORE Group Board of Directors Chair</td>
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<tr>
<td><strong>Keynote:</strong> The Value Add of Communication for Social and Behavior Change Outcomes: Reflections and New Directions</td>
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<tr>
<td>Rafael Obregon, Chief of the Communication for Development Section, United Nations Children's Fund</td>
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<tr>
<td>10:30am - 11:00am</td>
<td>Break / Expo Tables Open</td>
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<tr>
<td>11:00am - 12:30pm</td>
<td>CONCURRENT SESSIONS</td>
</tr>
<tr>
<td><strong>Academy Hall</strong></td>
<td>Integrating Social &amp; Behavior Change for Disaster Preparedness, Response, and Recovery</td>
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<tr>
<td>Mary DeCoster, TOPS, Food for the Hungry; Claire Boswell, TOPS, Food for the Hungry; Beth Outterson, Medical Teams International; Jean Meyer Capps, Independent; Debora B. Freitas López, Chemonics International (Moderator)</td>
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<tr>
<td><strong>Vista Room</strong></td>
<td>Prioritizing Behaviors for Scalable, Integrated, and Quality Nutrition &amp; SBC Programs</td>
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<tr>
<td>Ann Jimerson, Alive &amp; Thrive, FHI 360; Ashley Aakesson, SPRING, The Manoff Group; Mary Packard, FANTA III, FHI 360; Kathryn Reider, World Vision US (Moderator)</td>
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<tr>
<td><strong>Balcony Room D</strong></td>
<td>Strengthening the Building Blocks of Health Systems: Doing Better, Reaching More</td>
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<tr>
<td>Cristina Bisson, RTI International; Ochiawunma Ibe, USAID's Maternal and Child Survival Program, ICF; Aida Tall, ChildFund Senegal; Sascha Lamstein, SPRING, JSI; Megan Christensen, Concern Worldwide US (Moderator)</td>
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<tr>
<td><strong>Balcony Room E</strong></td>
<td>It’s a Family Affair: Engaging Fathers and Grandmothers for Real and Lasting Change</td>
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<td>Mary Pat Kieffer, PCI; Judi Aubel, Grandmother Project; Janine Schooley, PCI (Moderator)</td>
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<td>12:30pm - 2:00pm</td>
<td>LUNCH</td>
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<td><strong>Academy Hall</strong></td>
<td>CORE Group Membership Meeting - starting at 12:45pm</td>
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<td><strong>2:00pm - 3:30pm</strong></td>
<td>WORKING GROUP SESSIONS: PLANNING AND INNOVATION</td>
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<tr>
<td><strong>Academy Hall</strong></td>
<td>Social &amp; Behavior Change</td>
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<td>Community-centered Health Systems Strengthening</td>
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<td>Reproductive, Maternal, Newborn and Adolescent Health</td>
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<td><strong>Balcony Room E</strong></td>
<td>Humanitarian-Development Task Force</td>
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<td>3:30pm - 4:00pm</td>
<td>Break / Expo Tables Open</td>
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<tr>
<td>4:00pm - 5:30pm</td>
<td>NEW INFORMATION CIRCUITS</td>
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<tr>
<td><strong>Academy Hall</strong></td>
<td>Rotating table presentations on new and innovative programs and initiatives</td>
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<tr>
<td>5:30pm - 7:30pm</td>
<td>Social Networking Reception</td>
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<tr>
<td><strong>Bistro Bistro</strong></td>
<td>1727 Connecticut Ave NW; Washington, DC 20009</td>
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<td>Hors d’oeuvres will be provided; Cash bar available.</td>
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<tr>
<td><strong>Academy Hall</strong></td>
<td><strong>Global Health Advocacy: Current Events in D.C., Geneva, &amp; Beyond</strong></td>
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<td></td>
<td>Crystal Lander, Management Sciences for Health; Robyn Fischer, WaterAid America; Brandon Ball, PATH; Annie Toro, US Pharmacopeial Convention; Danielle Heiberg, Global Health Council (Moderator)</td>
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<tr>
<td><strong>Vista Room</strong></td>
<td><strong>Next Steps from Institutionalizing Community Health Conference: Community Engagement and SBC</strong></td>
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<td>Linkages as Part of Health Systems Strengthening</td>
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<td><strong>Balcony Room D</strong></td>
<td><strong>Parents as First Teachers: Integrated Models for Promoting Early Child Education, Nutrition and Health</strong></td>
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<td></td>
<td>Tom Davis, Independent; Elena McEwan, THRIVE, Catholic Relief Services</td>
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<tr>
<td><strong>Balcony Room E</strong></td>
<td><strong>Newborn Care Through the Social &amp; Behavior Change Lens: Experiences from Ethiopia, Pakistan, and Rwanda</strong></td>
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<td>Asayehegn Tekeste, USAID's Maternal and Child Survival Program Ethiopia, Save the Children; Qamar u Zaman Jamali, USAID's Maternal and Child Health Integrated Program Pakistan, Save the Children; Pascal Musoni, USAID's Maternal and Child Survival Program Rwanda, Save the Children; Rachel Taylor, USAID's Maternal and Child Survival Program, Save the Children (Moderator)</td>
</tr>
<tr>
<td>10:30am - 11:00am</td>
<td>Break</td>
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<tr>
<td>11:00am - 1:00pm</td>
<td><strong>PLENARY SESSION &amp; CLOSING</strong></td>
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<tr>
<td><strong>Academy Hall</strong></td>
<td><strong>Integrating and Adapting Social &amp; Behavior Change: The Why, the What, and the How</strong></td>
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<td>Sanjanthi Velu, HC3, Johns Hopkins University Center for Communications Program; Neha Shah, Accelerate, The Manoff Group; Joseph Petraglia, Pathfinder; Debora Freitas López, Chemonics International</td>
</tr>
<tr>
<td>1:00pm - 2:00pm</td>
<td><strong>NETWORKING LUNCH</strong></td>
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<tr>
<td><strong>Academy Hall</strong></td>
<td>All are invited to stay for lunch.</td>
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<tr>
<td><strong>Vista Room</strong></td>
<td><strong>Working Group Co-Chair Lunch</strong> - starting at 1:15pm</td>
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SESSION DESCRIPTIONS | THURSDAY, APRIL 20

OPENING & KEYNOTE | 9:00AM | ACADEMY HALL

Welcome & Board of Directors Update
Lisa Hilmi, CORE Group Executive Director; Judy Lewis, CORE Group Board of Directors Chair

Keynote Address:
The Value Add of Communication for Social and Behavior Change Outcomes: Reflections and New Directions
Rafael Obregon, Chief of the Communication for Development Section, United Nations Children’s Fund (UNICEF)

CONCURRENT SESSIONS | 11:00AM

Integrating Social & Behavior Change for Disaster Preparedness, Response, and Recovery
11:00am – 12:30pm | Academy Hall
Mary DeCoster, The TOPS Program, Food for the Hungry; Claire Boswell, The TOPS Program, Food for the Hungry; Beth Outterson, Medical Teams International; Jean Meyer Capps, Independent Consultant; Debora B. Freitas López, Chemonics International (Moderator)

There are growing synergies between development and humanitarian assistance and Social & Behavior Change (SBC) approaches for increasing resilience in the targeted populations. In this interactive session, participants will learn about integrating SBC to inspire behavior change and to best contribute to preparedness, response, and recovery efforts, including in protracted emergency settings and Ebola outbreaks. Participants will hear about how different SBC approaches that are often used in long term development, such as community-led total sanitation, and empowering community health volunteers as agents of change can be effectively applied and integrated after sudden onset emergencies as well as chronic emergencies in an effort promote and enable resilience and care-seeking behaviors. Participants will also discuss what tools could be used and what gaps need to be addressed through more information, resources, and research.

Prioritizing Behaviors for Scalable, Integrated, and Quality Nutrition & SBC Programs
11:00am – 12:30pm | Vista Room
Ann Jimerson, Alive & Thrive, FHI 360; Ashley Aakesson, SPRING, The Manoff Group; Mary Packard, FANTA III, FHI 360; Kathryn Reider, World Vision (Moderator)

Applying SBC in nutrition programs helps implementers make data-driven decisions to prioritize efforts and achieve greater impact. Participants will hear about how to craft a social and behavior change strategy for large-scale nutrition impact in nine steps exploring aspects of designing for scale using a design process, decision-making tools, and workshop plan with exercises that allow implementers to use their own data to create strategies that should result in rapid, large-scale changes in nutrition behaviors. Participants will also learn about nutrition-sensitive agriculture programming with a behavior change lens exploring aspects of designing for integration. This design process helps agriculture programmers in a given context to identify, prioritize, and effectively promote nutrition-sensitive practices which complement specific agriculture and livelihood practices they already promote. Finally, participants will learn about improving interpersonal communication for Nutrition Assessment, Counseling and Support (NACS), exploring ways to improve the quality of counseling. Participants will leave with a package of tools developed to address persistent weaknesses in the “C” in NACS. This approach applies proven SBC principles to help health care providers deliver effective nutrition counseling.

Strengthening the Building Blocks of Health Systems: Doing Better, Reaching More
11:00am – 12:30pm | Balcony Room D
Cristina Bisson, RTI International; Ochiawunma Ibe, USAID’s Maternal and Child Survival Program, ICF; Aida Tall, ChildFund Senegal; Sascha Lamstein, SPRING, JSI; Megan Christensen, Concern Worldwide US (Moderator)

Building health systems that meet the multi-faceted needs of children, adolescents, and adults is vastly complex. Research by WHO indicates that six key building blocks need to be developed and well connected in order to support systems building processes and boost broad health outcomes. Diverse practitioners will explore some of the lesser understood components in an effort to build new knowledge. Participants will come to understand new work in Health Workforce, Health Information Systems, and from integration and equity perspectives, Health Service Delivery. In this interactive session, participants will engage in rich dialogue around new methods for building the capacity of the health workforce; an innovative tool for collecting, analyzing, and using information on community health workers; strategies for integrating health with nutrition systems; and an equity approach to community health, with a particular focus on gender and youth.
It’s a Family Affair: Engaging Fathers and Grandmothers for Real and Lasting Change
11:00am – 12:30pm | Balcony Room E
Mary Pat Kieffer, PCI; Judi Aubel, Grandmother Project; Janine Schooley, PCI (Moderator)

In order to address social norms such as gender inequities and achieve optimal social and behavior change outcomes, engaging men and other household influencers is key. Participants will hear about strategies on engaging fathers and grandmothers in Malawi and Bangladesh, as well as several additional examples of family member engagement and support, for improved maternal & child health and nutrition outcomes. This interactive session will stimulate small group discussions to form ideas and plans for incorporating fathers and grandmothers more proactively into existing programming. Participants will then reach consensus on overall conclusions and recommendations.

WORKING GROUP SESSIONS: PLANNING AND INNOVATION | 2:00PM

Social and Behavior Change
2:00pm – 3:30pm | Academy Hall
Co-Chairs: Tom Davis, Independent; Joseph Petraglia, Pathfinder International; Debora B. Freitas López, Chemonics International

The Social and Behavior Change Working Group will provide updates on current work plan-related activities, review priorities as expressed in the last CORE Group Conference, and discuss progress on those priorities as well as the broader strategic vision for the working group.

Monitoring & Evaluation
2:00pm – 3:30pm | Academy Hall
Co-Chairs: Claire Boswell, The TOPS Program, Food for the Hungry; Dora Curry, CARE

The M&E Working Group will review our overall vision and objectives for any new members; determine small, actionable steps for the next six months; and identify specific “Show and Tell” topics for upcoming webinars. Come join us!

Nutrition
2:00pm – 3:30pm | Vista Room
Co-Chairs: Jen Burns, Catholic Relief Services; Kathryn Reider, World Vision; Gwyneth Cotes, SPRING, JSI

Please join the Nutrition Working Group to learn about various efforts that the group is working to achieve! Working group efforts focus on the double burden of malnutrition, the Essential Nutrition Actions framework, CMAM/CCM integration, nutrition-sensitive integration, multi-sectoral anemia, and a technical webinar series. In addition, we will begin gathering ideas for the next year’s work plan and fall conference. Finally, Julia Rosenbaum of the WASHPals Project will present recent findings of a literature review on the links between ingestion of soil and animal feces, disposal of infant & child feces, environmental enteric dysfunction, and undernutrition. Participants will discuss potential interventions to prevent exposure through much-ignored disease pathways.

Community-centered Health Systems Strengthening
2:00pm – 3:30pm | Angle Room
Co-Chairs: Alfonso Rosales, World Vision; Megan Christensen, Concern Worldwide

Come energized, ready to participate, and willing to contribute to the 2017-18 work plan and its deliverables! Alfonso Rosales and Megan Christensen will lead the Community-Centered Health Systems Strengthening Working Group in a review of the annual work plan, facilitate a discussion on the progress achieved to date, and make amendments to the work plan including prioritization of activities. We will review thematic areas for which members have local success stories, learning, and evidence that can be pitched at international conferences and other forums to increase visibility and advocacy for community health systems. Topics may include review of recent publications, recent conferences and events, and review of survey results from the Working Group.

Reproductive, Maternal, Newborn, & Adolescent Health
2:00pm – 3:30pm | Balcony D
Co-Chairs: Regina Benevides, Pathfinder International; Mychelle Farmer, Jhpiego; Corinne Mazzeo, USAID’s Maternal and Child Survival Program, Save the Children; Cindy Uttley, Samaritan’s Purse
SESSION DESCRIPTIONS | THURSDAY, APRIL 20

The RMNAH Working Group will review technical accomplishments, discuss current priorities and strategic directions for working group members, and assign tasks for priorities moving forward.

Humanitarian-Development Task Force
2:00pm – 3:30pm | Balcony E
Co-Chairs: Jesse Hartness, Save the Children; Dominic Bowen, Medical Teams International

The Humanitarian-Development Task Force will meet for the first time to review and discuss the terms of reference, develop priorities for the group, and decide on directions, tasks, and responsibilities moving forward.

NEW INFORMATION CIRCUITS | 4:00PM | ACADEMY HALL

Table 1 | Innovating and Integrating Community Led Action to drive change
Alex Tran, GOAL Global

Participants will explore how an extensively implemented and well-evidenced Social and Behavior Change (SBC) approach can be replicated across development and emergency contexts. This approach was adapted and integrated to achieve successful outcomes in sectors beyond that of its original application, as well as integrated as a component of multi-faceted programs to amplify impact. A case study of innovating the Community Led Total Sanitation model for the Ebola response in Sierra Leone in 2014 will show how this approach has been further modified and incorporated into a current GOAL and PSI-led program in Malawi addressing Sexual and Reproductive Health and Climate Change Adaptation behavior simultaneously.

Table 2 | Community Action for Diabetes and Cancer
Sarah Shannon, Hesperian Health Guides

People living in poverty today are some of the most vulnerable to non-communicable diseases (NCDs) like diabetes and cancer. NCDs kill 38 million people each year, more than three-quarters of whom die in poor countries. People working in agriculture and other industries are exposed to chemicals and pollution that cause cancer, and often the disease is stigmatized as the result of personal misconduct. People in these settings often cannot afford cancer screenings, and lack information about prevention. Community Health Workers can play a huge role in addressing, preventing, and supporting people affected by NCDs such as diabetes and cancer. This roundtable will provide information from Hesperian's NEW chapters of “Where There Is No Doctor” covering diabetes and cancer.

Table 3 | Use of Barrier Analysis in Emergency Settings
Caroline Abla, International Medical Corps

International Medical Corps conducted several barrier analysis assessments in Lebanon, Jordan, and Turkey to study the determinants of several IYCF and maternal nutrition and health behaviors. The setting in Lebanon was refugees living among host communities, as well as living in tented settlements. In Jordan the setting was a closed refugee camp, while in Turkey it was with refugees living in urban areas. In Turkey the focus was on adolescent girls while in Lebanon and Jordan, it was pregnant and lactating women of all ages. This roundtable session can help understand maternal and health challenges facing refugees, as a first step in finding solutions.

Table 4 | Review of HMIS Systems for Maternal, Newborn and Child Health
Emma Williams, USAID’s Maternal and Child Survival Program, Jhpiego

USAID’s Maternal and Child Survival Program is reviewing the availability of key data elements related to maternal, newborn and child health in the 24 USAID priority countries, including indicators related to community health programs. This review can help country and global stakeholders understand which MNCH indicators can be currently calculated using data available in routine information systems. Participants will learn details of the findings and how to access the data.

Table 5 | Integrating Strategies for Controlling Cholera: Vaccine and WASH
David Sack and Anne Ballard, Johns Hopkins Bloomberg School of Public Health

Oral cholera vaccine is now being scaled up to control cholera outbreaks as well as reduce the threat of endemic cholera. The vaccine is recommended by WHO, and is funded by GAVI, but many agencies still lack information on its appropriate...
use and how to integrate vaccine with ongoing WASH interventions. This roundtable from the DOVE project at Johns Hopkins will provide an overview of the vaccine, how it is now being used in many countries in Africa, Asia and Haiti, where to find resources for the vaccine, and how to integrate use of the vaccine with WaSH.

Table 6 | Grow Together: An Integrated Community Stunting Prevention Program Focusing on Priority Social and Behavioral Outcomes in Health, WASH and Agriculture

Melissa Antal, The Manoff Group

The USAID-funded NOURISH Project in Cambodia addresses stunting prevention in the community by focusing on priority social and behavioral outcomes tied to nutrition, WASH and agriculture to achieve improved nutrition outcomes for women and children in the first 1,000 days. SBC products and tools used in communities will be demonstrated and discussed. Among the products united under a “Grow Together” theme that will be featured are: a series of audio soundbites for community volunteers to play on their mobile phones for caregivers, the child length mat to help communities to visualize and take action around children’s growth, and a life-sized data dashboard for community dialogues that tracks community progress on nutrition, WASH and agriculture.

Table 7 | Let’s Play! Community Health Volunteers Play Games to Address Social Norms and Family Planning Use in Nepal

Gabrielle Nguyen, Save the Children

Despite Nepal’s relatively high contraceptive prevalence rate (50%), 27% of married women have an unmet need for family planning (FP). Formative research among five unique districts of Nepal showed that low FP use was related to three factors: 1) individuals had limited knowledge about fertility and family planning methods; 2) women had misconceptions about FP side effects; and 3) social norms impact birth timing and couples’ decision making. The FACT Nepal project addresses these barriers to FP use through the use of nine participatory group games, led by Nepal’s network of volunteer community extension workers, to diffuse fertility awareness and FP messages to communities across five districts, specifically focusing on select underserved populations. The round table session will demonstrate select games that best exemplify how game play can encourage critical reflection to initiate normative change and diffusion of information.

Table 8 | One Download at a Time: mPowering Frontline Health Workers Responding to the Zika Epidemic

Alex Kellerstrass, USAID’s Maternal and Child Survival Program, Jhpiego

mPowering’s ORB online training content platform helps frontline health workers. This roundtable will provide a brief presentation of its use as a tool within USAID’s Maternal and Child Survival Program Zika Response activities. Discussions will include evidence for the use of mobile training for health workers during an epidemic, as well as a brief overview of MCSP’s Zika response work in Latin America and Haiti. Participants will learn about digital tools that support mobile training for community health workers specifically in the context of Zika. While this session will not teach participants how to use these tools in detail, it will provide an overview of each tool (with relevant examples). Participants will learn how the use of ORB and mobile training can streamline health worker training and create opportunities for collaboration. Participants will see how ORB operationalizes the Principles of Digital Development and how they could use ORB to enhance their programs.

Table 9 | New WHO Program Reporting Standards for SRMNCAH work

Stephanie Levy, USAID

For the last 18 months, a WHO-led partnership (WHO, UNFPA, UNICEF, USAID, BMGF, NORAD, NIH, and the Norwegian Institute of Public Health) have been working to improve the building, reporting, assessment, and application of the evidence base for complex, multidisciplinary interventions, particularly social, behavioral, and community engagement interventions for MNCH, in order to show their value and give policymakers the information needed to ensure their uptake. One part of this work has been to develop program reporting standards (PRS) to provide guidance for complete and accurate reporting on the development, implementation, and monitoring and evaluation processes of SRMNCAH research and programs. The aim is to ensure that the required information to understand essential elements of implementation and sustainability and important contextual factors are documented and facilitate knowledge translation within and between different programs and sectors and contribute to processes to assess the evidence of intervention effectiveness. Participants will become familiar with version 1.0 of the PRS now available for piloting and feedback.
Table 10 | New Cholera Prevention and Management Health Promotion Materials  
Tom Davis, Independent

Participants will get a first look at the CORE Group Cholera teaching module, a set of four lesson plans which can be used in Care Groups, Mother-to-Mother Support Groups and other health promotion group and home visit settings. Participants will learn about how the modules were developed and how organizations can use these new materials to stop cholera epidemics in their tracks.

Table 11 | MAP-IT: Model for Assessment of Pediatric Interventions for Tuberculosis  
Doris Rouse, RTI International

MAP-IT (Model for Assessment of Pediatric Interventions for Tuberculosis) model is a user-friendly, web-based tool that estimates the potential of expanded existing and new pediatric TB interventions to prevent children from contracting pediatric tuberculosis (TB) and to reduce mortality. Users can assess the impact on incidence and mortality for changes in a technology’s availability, use, or efficacy to understand the potential impact of various interventions. It also allows users to package interventions for simultaneous dissemination to see the impact of intervention synergies. Users can set their own parameters to assess comparative impact of intervention options. Citations and references are included for full transparency on the sources of data and assumptions. MAP-IT is available online at no charge: www.mapit4pedstb.org.

Table 12 | FANTA Guide to Anthropometry: A Practical Tool(Kit) for Program Planners, Managers, and Implementers  
Lesley Oot, FHI 360

The FANTA Guide to Anthropometry supports the effective use of anthropometry in health, nutrition, and food security programs. The guide helps development practitioners who implement or oversee food security, nutrition, or health programs that collect and/or use anthropometric data as part of surveillance, service provision, monitoring and evaluation, or program design. Participants will learn how the guide can support the collection of high quality anthropometric data, and how the guide can serve as comprehensive reference (across all age group) on how to conduct and interpret anthropometric data.

Table 13 | Integrated Programs for CHWs in Malawi: What Can We Learn?  
Marc D. Mitchell, D-tree International

Malawi has relied on Health Surveillance Assistants (HSAs), to provide RMNCH services in rural areas. The services include IMCI, antenatal, postnatal and neonatal care and family planning. Working with the government, D-tree has developed a digital tool being used by 1200 HSAs that improves quality of care, supports supervision and improves logistics management in an integrated digital health system. Participants will discuss: What were the barriers to integration by donors, government and users? How did we overcome these barriers? What are the lessons for future programs?

Table 14 | Engaging Entrepreneurs in Developing Community Videos for Nutrition in the Sahel  
Alix Harou, SPRING, JSI

The Sahel faces a challenging environment. Malnutrition in women and children is compounded by low employment, limited communication channels, and cultural barriers at the community level. To overcome these challenges, USAID’s Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) Project established an income generating community video approach to promote uptake of high-impact nutrition and hygiene behaviors. Participants will learn about four video production hubs in Niger and three in Burkina Faso, where SPRING is building and reinforcing the hubs’ technical capacity in video production. Although too early to confirm whether this innovative investment in village-level private sector will result in sustainable, community video production resources, the project has identified some important lessons learned in establishing the hubs.

Table 15 | Emory WASHCon Tool to Measure WASH in Health Facilities  
Precious Sancho, World Vision

The Emory WASHCon Tool (WASH Conditions Assessment Tool) is an easy-to-use mobile assessment tool which collects real-time data on the WASH conditions of healthcare facilities. The two-hour survey consists of interview and observation, focusing on five key domains: water supply, sanitation facilities, handwashing facilities, environmental cleanliness, and
waste management. Based on the responses to each question, the program dashboard calculates a score that correlates to a red, yellow or green stoplight. This color-coded scoring helps facility staff to prioritize the areas of greatest need and helps implementers to compare between locations and over time. The Emory WASHCon tool, if utilized widely, will add to a much-needed evidence base on the conditions of WASH in healthcare facilities and will help facilities and implementers to strategically address WASH needs.

**Table 16 | Nutrition-Sensitive Agriculture Project in Chin State, Myanmar (PACE Tool)**
*Julia Weatherson, Catholic Relief Services*

Myanmar has one of the highest rates of stunting in children under five years old in ASEAN with stunting rates for children under five at 29% and peaking at 41% in Chin State. With the recent launch of a national campaign to tackle malnutrition by State Counsellor Aung San Suu Kyi in January 2017, Chin is a priority state for nutrition efforts to tackle malnutrition. Funded by Livelihoods Food Security Trust-fund (LIFT), PACE is an integrated agriculture and nutrition project in 60 remote villages in Chin focused on supporting smallholder farmers to increase sustainable farm production and pregnant and lactating women and children age 6-23 months to improve diet diversity. PACE employs SBC approaches in farmer demonstrations and cascade mother groups to promote and ensure adoption of improved agronomic and nutritional practices.

**Table 17 | Social Norms and Networking Approach to Maternal and Newborn Health Practices**
*Ali Karim and Leanne Dougherty, JSI*

The social network approach supports the idea that behaviors, such as maternal practices, diffuse through a society best through overlapping social networks that produce positive perceptions of self-efficacy, descriptive norms, and injunctive norms regarding the behaviors. This table will present findings from two John Snow, Inc projects that have integrated social norms and network (SNN) approaches to improve maternal and newborn health outcomes. First, we will highlight the SNN approaches adopted by The Last Ten Kilometers Project (L10K) to influence early postnatal care in the context of the service delivery system of Ethiopia’s health extension program (HEP). Second, we will present findings from an evaluation of the Community Benefits Health (CBH) project (conducted from 2014-2016).

**Table 18 | We Decide Together: A Couple Strengthening Approach to Healthy Timing and Spacing of Pregnancies**
*Lauren VanEnk, Institute for Reproductive Health*

Through the Strengthening Marriages and Relationships through Planning and Communication (SMART) Couples Project, Catholic Relief Services and the Institute for Reproductive Health are working together to improve healthy timing and spacing of pregnancies, shared decision making, and equality among couples in Niger, Burkina Faso, and Ghana, where social norms around gender and family planning negatively influence health outcomes. This innovative approach strives to improve healthy timing and spacing of pregnancies and engage men in reproductive health through couple-strengthening workshops. Participants will learn about this new approach to strengthen couple relationships while at the same time improving family planning uptake in conservative settings with high unmet need. Join to discuss factors contributing to poor health outcomes in West Africa and the value of a faith-based, couple-centered approach to address such issues as well as the feasibility of integrating FAM into multi-sector development programs.

**Table 19 | Panicked by Nutrition in Emergencies? A Guide to the IYCF-E and CMAM Toolkits**
*Paul Wasike and Nicki Connell, Save the Children*

There is a need for and interest in easy-to-use emergency response toolkits by actors in the public health arena globally. In response to this demand, Save the Children developed and translated two Toolkits: the IYCF-E Toolkit and the CMAM Toolkit. Both toolkits are publically available, ready resources for first responders to an emergency as well as for use in emergency preparedness and scale up of both IYCF and CMAM services and programs. Both are quick and easy-to-use starting points that consolidate IYCF-E and CMAM best practice and guidance with standardized operational tools that will allow Nutrition Advisors, Coordinators, and Program Managers to rapidly access needed inputs and begin implementation as soon as possible, without needing to spend a lot of time searching for certain tools. Both resources were developed using USAID OFDA and USAID Technical and Operational Performance Support (TOPS) program funding.
CONCURRENT SESSIONS | 9:00AM

Global Health Advocacy: Current Events in D.C., Geneva, & Beyond
9:00am – 10:30am | Academy Hall
Crystal Lander, Management Sciences for Health; Robyn Fischer, WaterAid America; Brandon Ball, PATH; Annie Toro, US Pharmacopeial Convention; Danielle Heiberg, Global Health Council (Moderator)

For decades the United States has been a leader in global health and foreign assistance in general, launching initiatives such as PEPFAR and PMI, and committing to an AIDS-free generation and ending preventable child and maternal deaths. Initial action from the Trump administration signals a shift in U.S. foreign assistance policy and the role the United States will play globally. Hear from global health advocates how the current political climate changes how we tell the story of what we do. Discussion will focus on how to be a successful advocate, whether you work in Washington, DC or in the field, and how advocates and implementers can work together to tell a more powerful story on Capitol Hill and with the Trump Administration.

Next Steps from Institutionalizing Community Health Conference: Community Engagement and SBC Linkages as Part of Health Systems Strengthening
9:00am – 10:30am | Vista Room

This session will provide general highlights and key commitments made during the Institutionalizing Community Health Conference (ICHC), followed by a focused discussion on the role of social and behavior change as well as community engagement in strengthening community-level health systems. The session will draw upon a range of presentations from the ICHC such as the linkages with primary health care and communities, resilience and scaling-up models, as well as those focusing on social and behavior change interventions and engaging communities in social accountability around health. It will also provide a forum to discuss post-conference next steps and ways for the SBC practitioners to be engaged in the broader community health systems global agenda.

Parents as First Teachers: Integrated Models for promoting Early Child Education, Nutrition and Health
9:00am – 10:30am | Balcony Room D
Elena McEwan, THRIVE, Catholic Relief Services; Tom Davis, Independent (Moderator)

During this participatory session, we will examine two models for integrating early child education/development (ECE/ECD) with health, nutrition and WASH interventions: (1) PCI’s Education Cascade Group model, and (2) CRS’ THRIVE model. We will also jointly develop a list of “ideal design specifications” (criteria) for integrated models that promote improved ECE/ECD along with health, nutrition, and WASH. Participants will work in small groups to generate a list of current barriers to the expansion of integrated models by CORE Group members, and to discuss resources (and resource people) that can help members to move forward with integrated programs. This session is intended to help organizations that want to do more ECE/ECD in integrated programs, and to take concrete steps to move forward with it, connecting them with those who are already promoting ECE/ECD as part of integrated programs for children.

Newborn Care Through the Social & Behavior Change Lens: Experiences from Ethiopia, Pakistan, and Rwanda
9:00am – 10:30pm | Balcony Room E
Asayehegn Tekeste, USAID’s Maternal and Child Survival Program Ethiopia, Save the Children; Qamar u Zaman Jamali, USAID’s Maternal and Child Health Integrated Program Pakistan, Save the Children; Pascal Musoni, USAID’s Maternal and Child Survival Program Rwanda, Save the Children; Rachel Taylor, USAID’s Maternal and Child Survival Program, Save the Children (Moderator)

Participants will learn about three country programs’ experiences in implementing SBC and community-based efforts aimed at improving newborn health outcomes. Specifically, participants will gain information on a diversity of activities and in different countries: Implementing community empowerment centered demand generation for newborn services in Ethiopia; Community health workers’ role in chlorhexidine scale-up in Sindh, Pakistan; and community engagement and uptake of postnatal care services in targeted districts in Rwanda. Participants in this interactive session will discuss the key challenges and opportunities for using SBC to strengthen newborn health programming.
Integrating and Adapting Social & Behavior Change: The Why, the What, and the How
11:00pm – 1:00pm
Sanjanthi Velu, HC3, Johns Hopkins University Center for Communication Programs; Neha Shah, Accelerate, The Manoff Group; Joseph Petraglia, Pathfinder; Debora B. Freitas López, Chemonics International (Moderator)

Health programs deliver critical, life-saving interventions; however, these interventions may not always be integrated across technical areas or focused on common behavioral outcomes. In this interactive session, participants will consider the complexities of social and behavior change and the challenges of monitoring and evaluating change across technical areas. Participants will also get insights into how behavioral outcomes and logical pathways to changing behaviors might be used to better align and coordinate programs to maximize investments and accelerate impact. Finally participants will also obtain guidance regarding strategic design, implementation, capacity strengthening, course corrections and adaptations during implementation, research for and evaluation of integrated SBC programs. Throughtout, the moderator and panelists will share their experiences in using adaptive management and resources to guide whether or not to integrate, pros and cons of integration, mapping the landscape, engaging support, and preparing for integration and encourage audience members to offer their own concerns and resources.
Ashley Aakesson, SBCC Advisor, SPRING, The Manoff Group

Ashley Aakesson is a social scientist, social and behavior change (SBC) practitioner, and nutrition leader with 18 years of experience and a passionate commitment to working in solidarity with vulnerable groups. She currently serves as an SBCC Advisor with The Manoff Group, on the SPRING Project, providing strategic thinking, technical guidance, and program support at country and global levels. She has particular expertise in designing multi-sectoral nutrition programming which leverages SBC principles and processes to increase effectiveness. She has worked extensively in Ethiopia, Haiti, Kyrgyzstan, and Uganda, and several other countries. She holds a MA in Anthropology with a specialization in community, health, and development from the University of Maryland, College Park.

Brandon Ball, Policy & Advocacy Office, PATH

Brandon Ball oversees Congressional Relations for PATH’s U.S. and Global Advocacy team, where he designs and implements strategies to achieve objectives across PATH’s global health portfolios, which include health security, research and development, maternal and child health, immunization, and malaria. Brandon also serves as co-chair of the Malaria Roundtable. He has previously served as a health policy staffer for Senator Lamar Alexander (R-TN), and as Global Health Advocacy Manager at the U.N. Foundation, where Brandon worked to secure increases of more than $16 billion in U.S. funding for global health accounts, and successful passage of the Girls Count Act, which helps supports programs in developing countries to improve birth registration and documentation. Brandon has also held positions at the State Department, and with the State of Tennessee on domestic health issues.

Cristina Bisson, Senior Health Systems Strengthening Specialist, Supporting the Health Workforce – A Vital Element to HSS, RTI International

Cristina Bisson has 20 years of experience leading global health programs. As both a Country Director and Senior Technical Advisor for Intrahealth programs in Vietnam, Senegal, and Ethiopia, Cristina led multi-million dollar projects in HIV, maternal, newborn, and child health (MNCH), and malaria. She also built expertise in health systems strengthening, integrated service delivery, advocacy and public health policy, quality improvement, strategic planning, and training design. Ms. Bisson works within RTI’s Global Health Division (GHD). She is responsible for GHD program development and implementation related to health systems strengthening, particularly integrated service delivery systems, to assure equitable, high quality, and sustainable health services and programs. Her areas of focus include maternal child health and family planning, HIV, and non-communicable diseases. Ms. Bisson is a registered nurse and keeps her license current in Florida, Virginia, and Washington, DC. In the clinical setting, she focused on emergency nursing and cardiac care.

Claire Boswell, Social and Behavioral Change Specialist, The TOPS Program, Food for the Hungry

Claire Boswell supports the overall social and behavior change (SBC) effort led by Food for the Hungry. She has worked on maternal and child health programming in a variety of capacities over the past 17 years, including program management and technical support. Her particular interests are developing and applying simple, practical tools to build field capacity in behavior change and monitoring and evaluation. Claire has an MHS from the Johns Hopkins School of Public Health and a BA in Spanish from Samford University.

Jean Meyer Capps, Independent

Jean Meyer Capps is an independent global health consultant with 25 years of experience working with CORE Group member NGOs, private consulting firms, UN Agencies, and USAID. Before starting her consulting business, she worked with ICRC, UNHCR, Peace Corps, as a USAID Health and Child Survival Technical Advisor, and in USAID’s Food Security program. She has been involved with CORE Group since it began and has been a member of several working groups. Her current focus is on development, implementation, and evaluation of strong evidence-based public health programs, including identification and promotion of activities “that work” to save the lives and improve the health of women, children, and men in resource-limited environments. She has led evaluations of over 20 USAID-funded health programs in MNCH, family planning, HIV/AIDS, TB, health systems, and WASH. She is also a member of APHA, American Evaluation Association, and Christian Connections for International Health.
Ketan Chitnis, Communication for Development Specialist, UNICEF
Ketan works in Programme Division in UNICEF New York, providing technical support in research, capacity building and programme planning and coordination for social and behavior change communication and community engagement across maternal and child health and nutrition programmes. He has worked with UNICEF for over 12 years in Nepal, Bangkok (covering East Asia & Pacific Region), Viet Nam and New York Headquarters. He holds a doctoral degree in Communication for Development, focusing on participation and empowerment processes in community-based health programmes, in India.

Megan Christensen, Health Advisor, Concern Worldwide U.S.
Megan Christensen, Health Advisor for Concern Worldwide U.S., provides technical support to Concern’s health programs in Sierra Leone, Kenya, Niger, Zambia, and Uganda, and recently supported the development of a primary healthcare program in Syria. During her seven years with Concern, Megan has designed and managed various maternal, newborn and child health projects, including Concern’s portfolio of USAID-funded child survival projects—implemented in both rural and urban settings. She also oversees two operational research initiatives in collaboration with Johns Hopkins University. Megan holds a Master of Public Health-Global Public Health from George Washington University and has prior maternal and child health research experience in Kenya and clinical research experience in a level-one trauma center in Minneapolis, Minnesota.

Tom Davis, Independent, @ThomasPhilipDa1
Tom Davis, MPH, is an international health consultant with 33 years of international and domestic field experience in planning, implementing, and evaluating MCHN and education programs, and SBC activities in food security, child survival, nutrition, HIV and other projects in 27 countries. He was the recipient of the 2012 APHA Gordon Wyon Award for Excellence in Community-oriented Public Health, Epidemiology and Practice, and was the original developer of the Barrier Analysis methodology and the Education Cascade Group model. He co-led the Food Security and Nutrition Network’s Social & Behavioral Change (SBC) Task Force, served as Chairman of the Board for the CORE Group for 6.5 years, and has been a member of CORE’s SBC Working Group. Tom has been a champion, co-pioneer, and regular author of papers on the Care Group strategy. He is currently consulting with PCI, Curamericas, CORE Group, Food for the Hungry, and other CORE Group members.

Mary DeCoster, Senior Specialist for SBC, The TOPS Program, Food for the Hungry, @MaryDecoster
Mary DeCoster provides technical support to the overall social and behavior change (SBC) effort that Food for the Hungry leads in The TOPS Program, including identifying the knowledge and skill needs of practitioners and involving them in the process of implementation, synthesizing, producing, field testing, and delivering reliable, high-quality SBC information in user-friendly appropriate formats and venues; using effective and appropriate information and skill delivery systems/applications; and supporting and expanding skill and knowledge exchange forums. This work is multi-sectoral, reaching practitioners in a range of disciplines, ranging from health and nutrition to agriculture, natural resource management, gender equity, and more, with the common thread of supporting people working in food security programming. Previously, she has managed health behavior programs for communicable disease prevention, reproductive health, and maternal/child health and has backstopped child survival projects. Mary has an MPH from the UNC Gillings School of Public Health in the Department of Health Behavior.

Robyn Fischer, Senior Policy & Advocacy Officer, WaterAid America, @fischshstick1
Robyn Fischer serves as the Senior Policy and Advocacy Officer for WaterAid. She works with US government to improve international assistance for WASH services in the world’s poorest communities. Prior to joining WaterAid, Robyn worked at National Wildlife Federation advocating for legislation that protected the scope of the Clean Water Act and promoted Gulf Coast restoration. She also spent time analyzing national freshwater policy for the US House of Representatives’ Water and Power Subcommittee. Robyn holds a degree in Environmental Studies from the University of California, Santa Cruz and she is based here in Washington, DC.
Danielle Heiberg, Senior Advocacy Manager, Global Health Council, @daniheiberg

Danielle Heiberg is the Senior Advocacy Manager at Global Health Council (GHC). In this role, she manages GHC’s domestic and global advocacy strategy and coordinates GHC’s relationship with the global health advocacy community. She oversees GHC’s appropriations and legislative work; manages the publication of “The Global Health Briefing Book” and other advocacy resources; and coordinates the work of several thematic roundtables. Prior to joining GHC, she was a Senior Program Associate at InterAction, where she was responsible for managing thematic working groups on global health, food security and agriculture, and climate and development. Danielle also managed communications and outreach for NGO Aid Map, an initiative to map the work of InterAction members. Previously, she worked in the Public Policy office of Yahoo and in the Congressional and Public Affairs office of the Institute of Museum and Library Services, an independent federal agency. She also worked on Capitol Hill for Senator Dianne Feinstein (D-CA). Danielle holds a BA in International Relations from Mills College.

Ochiawunma Ibe, Community Health Technical Advisor, USAID’S Maternal and Child Survival Program, ICF

Dr. Ochiawunma Ibe is a trained Pediatrician with additional graduate qualifications in Public Health and Maternal and Child Health. She has over 15 years of experience in the design, management and implementation of public health and HIV programs and has held senior technical positions in USAID-funded health and HIV programs as well as working for USAID since 2002. Ochi started her development career with Palladium where she served as Senior Reproductive Health and Child Survival Advisor. Areas of technical expertise include HIV/AIDS Care and Support; Nutrition; Maternal, Newborn and Child Health specifically family planning, Malaria control, Immunization; Adolescent health; Orphans and Vulnerable Children (OVC). Ochi experience in Nigeria, Namibia and mostly recently in Liberia where she served as the Senior Community Health Advisor where she assisted the Government of Liberia to strengthen Community health systems and deploy a fit-for-purpose well-trained, supervised and incentivized Community Health workforce.

Qamar u Zaman Jamali, Newborn and Child Health Advisor, USAID's Maternal and Child Health Integrated Program Pakistan, Save the Children, @QamarJamali4

Dr. Qamar u Zaman Jamali is a Newborn and Child Health Advisor with Save the Children Pakistan, where he leads the newborn and child health components of the MCHIP Associate Award in Sindh Province. Prior to his current position, Dr. Jamali worked for the WHO, Norway Pakistan Partnership Initiative-UNFPA, and UNICEF, among other organizations. Dr. Jamali holds an MSPH from Dow University of Health Sciences in Karachi, Pakistan, an MBA from the University of Sindh, Pakistan, and an MBBS from Liaquat University of Medical and Health Sciences, Pakistan. Dr. Jamali has played critical and leading role in introducing and scaling up high impact newborn and child health interventions in Sindh, Pakistan, including Helping Babies Breathe, chlorhexidine for umbilical cord care, Kangaroo Mother Care, and case management of pneumonia and diarrhea.

Ann Jimerson, Senior Specialist in Behavior Change, Alive & Thrive, FHI 360, @annjimerson

Ann Jimerson specializes in analyzing and applying consumer research to design programs that result in changes in behavior. As a trainer, Ann helped CORE’s SBC working group develop a workshop that is now Designing for Behavior Change. With Alive & Thrive, Ann contributes to nutrition program design and produces tools that others can use to teach and learn about behavior change processes and principles – including e-magazines and an online, video-based series of case study kits for behavior change.

Telesphore Kabore, USAID's Maternal and Child Survival Project, Save the Children

Télesphore E. L. Kaboré, MSc, DUSPC, DEA, is Advisor Community Mobilization with Save the Children. Mr. Kabore is an expert in Community Based Participatory Programming, Civil Society and Community Capacity Strengthening with a focus on public health, particularly on Maternal and Child Health, HIV/AIDS Prevention, OVC, Nutrition. He has over 20 years of experience in providing leadership in Community Mobilization, Training and Program Management and assisting Ministries of Health and NGOs to work with communities to establish community-based prevention, promotional and curative services, care and support programs to PLHIV and OVC, quality improvement initiatives, cost recovery programs, and income generation activities. Mr. Kabore has an expertise in operational and qualitative research. Over his career, Mr. Kabore has provided technical assistance and has overseen program implementation in various countries including Bangladesh, Benin, Burkina Faso, Cote d’Ivoire, Egypt, Ethiopia, Eritrea, Guinea, Haiti, Kenya, Malawi, Mali, Mozambique, Niger, Nigeria, Rwanda, Sudan, South Sudan, and Uganda.
PRESENTER BIOS

Mary Pat Kieffer, Senior Director of Health, PCI

Mary Pat Kieffer is the Senior Director of Health at Project Concern International (PCI). Kieffer brings over 30 years of experience in program design and implementation in international public health and development, with expertise in MNCHN and the design and implementation of pediatric HIV interventions, and successful research experience includes testing innovative community barriers to uptake and retention of MCH/PMTCT services and a current PCI project examining father involvement in promoting MNCH in Malawi. Prior to joining PCI, Kieffer was with the Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) in several roles including Senior Director of Technical Assistance, Senior Director of Technical Leadership Development, and Country Director in Swaziland. Before EGPAF, Kieffer was the Deputy Director of USAID’s East Africa Office for Regional Health and HIV/AIDS Programs specializing in pediatric AIDS and Prevention of Mother-to-Child transmission. Kieffer has a Master’s in Population and International Health from the Harvard, and degrees from Lesley College and Northwestern University. She has lived and worked in a range of countries including Malawi, Swaziland, Kenya, and Thailand.

Nazo Kureshy, Team Leader, Community Health Team, USAID

Ms. Kureshy serves as the Team Leader for the Community Health Team and guides community and civil society priorities for USAID’s goal to end preventable child and maternal deaths through the Child Survival and Health Grants Program, the Integrating Community Health mechanism, USAID’s flagship Maternal and Child Survival Program (MCSP), and for USAID/Pakistan. In this role, Ms. Kureshy provides strategic contributions to USAID’s policy dialogue on partnerships with civil society organizations in the health sector with senior leadership in GH, with other U.S. Government, and with leadership among the PVOs, faith-based organizations and other development partners such as UNICEF, WHO, and the Bill and Melinda Gates Foundation.

Sascha Lamstein, Technical Advisor and Team Lead, Systems Thinking for Nutrition, SPRING, JSI

Dr. Lamstein has 20 years of experience working in the field of international development, primarily with health and nutrition projects. Her specialties include infant, child, adolescent, and women’s nutrition, social and behavior change communication, systems strengthening, and monitoring and evaluation. With the SPRING project, Dr. Lamstein has worked to promote systems thinking and strengthening for nutrition, including the development of tools and guidance related to strengthening policies, governance, financing and the nutrition workforce. In addition, she is leading SPRING’s evaluation of the community infant and young child feeding (C-IYCF) counseling package in Nigeria, working to strengthen human resources for nutrition, and co-leading our work related to adolescent girls’ nutrition. Prior to working with SPRING, Dr. Lamstein worked with John Snow, Inc. (JSI). She has worked in more than a dozen countries in the Americas, Africa, and Asia. Dr. Lamstein has 20 years of experience working in the field of international development, primarily with health and nutrition projects. Her specialties include infant, child, adolescent, and women’s nutrition, social and behavior change communication, systems strengthening, and monitoring and evaluation. With the SPRING project, Dr. Lamstein has worked to promote systems thinking and strengthening for nutrition, including the development of tools and guidance related to strengthening policies, governance, financing and the nutrition workforce. In addition, she is leading SPRING’s evaluation of the community infant and young child feeding (C-IYCF) counseling package in Nigeria, working to strengthen human resources for nutrition, and co-leading our work related to adolescent girls’ nutrition. Prior to working with SPRING, Dr. Lamstein worked with John Snow, Inc. (JSI). She has worked in more than a dozen countries in the Americas, Africa, and Asia.

Crystal Lander, Senior Director of Policy, Advocacy and Communications, Management Sciences for Health, @crystallander

Crystal Lander is a senior public health professional with experience in organizing, advocacy and public speaking. As the director of policy and advocacy at Management Sciences for Health (MSH) she manages the organization’s engagement on United States and global health policy in over 30 countries. Her responsibilities include identifying opportunities to demonstrate MSH’s health impact, influence global health policy and increase resources for global health by coordinating special events and meetings with US congressional representatives and program partners. Crystal is also a trained facilitator and presenter. She is a graduate of the University of Michigan-Ann Arbor with degrees in Spanish and economics and Tulane School of Public Health and Tropical Medicine with a degree in international health policy.
Debora B. Freitas López, Director, Chemonics International, @debofreitas, @chemonics

Debora B. Freitas López has over fifteen years of experience in global health. She has led or taken part in designing, implementing, and monitoring and evaluation multilevel initiatives for social and behavioral changes in health and other sectors. Through her work and consultancies with international development organizations and donor entities, she has supported establishment of sound SBC initiatives for specific social issues and strengthened capacity of stakeholders, decision- and policy-makers, among others, so that they are better-prepared to address challenges in their nations. As a Director in the Global Health Division, she serves as the SBC point person, providing leadership and technical expertise and support to current and future projects across Chemonics to ensure technical integrity. She has served on various local and national boards. Currently, she is a SBC Working Group co-chair for CORE Group. She holds a MS in health evaluation sciences/epidemiology from the University of Virginia.

Elena McEwan, Senior Technical Advisor for Maternal and Child Health, THRIVE, Catholic Relief Services

Since 2006, Elena has served as the Senior Technical Adviser in Maternal and Child Health at Catholic Relief Services. Her primary role is to provide global leadership to CRS’ maternal and child health programming. She coordinates and provides technical support in MCH, ECD, SBCC, proposals development, start up activities, monitoring, evaluation and documentation, and shares CRS’ best practices and lessons learned in global forums.

Tanvi Monga, Senior Program Officer, USAID’s Maternal and Child Survival Program, ICF

Tanvi Monga, MPH, MS, is a Senior Program Officer on the Community Health and Civil Society Engagement team on the USAID Maternal and Child Survival Program. Ms. Monga has over 9 years of progressively responsible experience in program management and design, technical assistance, and monitoring and evaluation. While working in RMNCH issues, she has particular interest in equity and social accountability. Over her career, Ms. Monga has worked in various countries in Africa and Central America. She holds a MPH in International Health and Development and a MS in Molecular and Cellular Biology.

Melanie Morrow, Community Health and Civil Society Engagement Team Leader, USAID’s Maternal and Child Survival Project, ICF

Melanie Morrow is a global health practitioner with expertise in multiple aspects of community health, including community mobilization, social and behavior change communication, monitoring and evaluation, and maternal and child health interventions. Ms. Morrow joined ICF International in 2013 and manages the Community Health and Civil Society Engagement Team on USAID’s Maternal and Child Survival Program. Prior to joining ICF, Ms. Morrow spent 13 years in health technical and leadership roles at World Relief and served as an interim technical advisor on gender violence at USAID Tanzania. She was a Rainer Arnhold Fellow for her work on Care Groups and collaborated with the Ministry of Health of Colombia as a Fulbright Scholar. Ms. Morrow has a master’s degree in public health from Johns Hopkins University and a B.A. in anthropology with a minor in biology from the College of William and Mary.

Pascal Musoni, Community Mobilization/SBCC Team Leader, USAID’s Maternal and Child Survival Program Rwanda, Save the Children, @PascalMusoni

Dr. Pascal Musoni is a medical doctor currently working as Community Mobilization and Social Behaviour Change Communication Team Lead for MCSP/Rwanda. Prior to his work with MCSP, Dr. Musoni was the Community Team Leader for MCHIP Rwanda. He has also worked as coordinator for the child survival, malaria, and nutrition components of the USAID TWUBAKANE Project, and supported WHO and Rwanda MOH malaria programs. Earlier in his career, Dr. Musoni worked at the provincial, district, and hospital levels as a Medical Director and clinician in Rwanda and Burundi, which provided him an opportunity to gain experience working with a wide variety of local and international partner organizations.

Beth Outterson, Knowledge Management Senior Advisor, Medical Teams International

As Knowledge Management (KM) Senior Advisor at Medical Teams International (MTI), Beth Outterson guides MTI’s learning initiative and KM strategy. She builds staff competency in community health through development of online resources, and training field based “Capacity Building Champions.” Previously, Beth worked at Save the Children and at the U.S. Peace Corps headquarters. Beth has an MA and MPH from Tulane University.
Integrated Approaches: The SBC Key to Community Health

PRESENTER BIOS

Mary Packard, Technical Advisor, Social and Behavior Change, FANTA III, FHI 360
Mary Packard has been working in international health and development since serving in the Peace Corps in the Philippines during the mid-1980s. She is an expert in social and behavior change communications with experience in organizational development, project design and evaluation, gender, sexual & reproductive health, and HIV/AIDS. She has served long term postings in Thailand, Jerusalem, Croatia, and Vietnam, working for international NGOs and donor agencies. She also worked for Planned Parenthood and other U.S. nonprofits. Mary is an anthropologist by training and by instinct. She holds a PhD from American University and a masters’ degree from the Fletcher School at Tufts University. Mary has been at FANTA for 3 years, where much of her work has focused on improving counseling and community engagement in Sub-Saharan African countries implementing NACS (Nutrition Assessment, Counseling and Support).

Joseph Petraglia, Senior Advisor for Behavior Change, Pathfinder
Joseph Petraglia specializes in behavior change with extensive U.S. and international experience in intervention design, project management, and qualitative approaches to evaluation. Joseph has designed training curricula and tools for behavior change and is the developer of the Pathways to Change methodology and REACH (Reflection and Action for Change) intervention using theories of adult learning and narrative. He is currently technical director of the (Re)Solve project focusing on the role of context and adaptation in the design of solutions to modern contraceptive uptake. Joseph has published widely in the public health, rhetoric, and cognitive science fields and has conducted training for a range of ministerial, NGO and U.S. government stakeholders throughout Africa, Asia, Latin America, and the U.S.

Kathryn Reider, Senior Technical Advisor for Nutrition, World Vision US
Kathryn Reider is the Senior Technical Advisor for Nutrition for World Vision US. She has over 15 years of experience in technically supporting and managing international nutrition and health projects. She has worked with two large US PVOs and has directly overseen the technical design and implementation of nutrition components for several USAID-funded programs, along with private foundations and other donor programs. Kathryn actively participates in technical presentations and working groups in the international nutrition community. At World Vision, she advises on project design and management and provides capacity building support to the partnership in nutrition, behavior change programming and integrated program models. Kathryn holds a Master of Science degree in nutrition from the Friedman School of Nutrition Science and Policy at Tufts University and a Bachelor of Arts degree in French business studies from the University of Illinois.

Janine Schooley, Senior Vice President for Programs, PCI
Ms. Schooley has served as the senior-most technical and programs staff at PCI since 2000. As Senior Vice President for Programs, she ensures integrated, quality programming for sustainable impact across PCI’s global portfolio. Since 2007 she has been on faculty at the Monterey Institute of International Studies, teaching a course on social and behavior change in global public health programming. Ms. Schooley served as Secretary of the CORE Group Board from 2002-2011 as well as Co-Chair of the HIV/AIDS Working Group for several years. She is again on the CORE Board as of 2014.

Neha Shah, Vice President, ACCELERATE Project, The Manoff Group
Neha Shah has 20 years of experience in product design, marketing, strategic planning, process improvement, and financial sustainability for NGOs around the world. Currently, Neha directs the USAID-funded ACCELERATE Project, working to bring behavioral science to the design, management, and monitoring of health programming in 25 priority countries that are part of the Ending Preventable Child and Maternal Deaths global initiative. Prior to ACCELERATE, Neha was the chief of party for a USAID/Bolivia-funded project where she designed and led a Social Enterprise Workshop Series for NGOs looking to expand into new markets, develop new services targeted toward non-traditional audiences, and diversify their funding streams. Neha has worked in India, Bolivia, Ethiopia, and Colombia on various USAID- and CDC-funded projects, primarily in health, agriculture, and governance. She holds an MBA from Stanford University and a BS in Mechanical Engineering from Washington University. She is fluent in Spanish and Gujarati.

Aida Tall, Community Health Lead, Integrated Service Delivery for Healthy Behavior (ISD-HB), ChildFund Senegal
Dr. Aida Tall has over 18 years of experience as a practicing general medicine physician and a technical advisor on USG-funded projects in Senegal. Dr. Tall is currently Senior Manager of Community Health in the recently launched, USAID-funded Neema project for integrated service delivery and healthy behaviors in Senegal. She undertakes development of strategies at the community level including
Asayehegn Tekeste, Deputy Chief of Party, USAID’s Maternal and Child Survival Program Ethiopia, Save the Children

Asayehegn Tekeste has over 13 years of experience in the field of public health, working in Ethiopia and South Sudan. He is an expert in community-based and multi-partner programming in a variety of health areas, including HIV/AIDS, emergency nutrition, and MNCH. He specializes in the design and implementation of strategies focusing on community empowerment, social and behavioral change communication, and local government and CSO/NGO capacity strengthening and grant management. He currently serves as Deputy Chief of Party for MCSP Ethiopia – Newborns in Ethiopia Gaining Attention. Prior to joining MCSP in Ethiopia, he led the design and implementation of the community mobilization and SBCC components of MCHIP South Sudan’s Integrated Service Delivery Program, and with Save the Children as Deputy Chief of Party for a flagship USAID HIV prevention program in Ethiopia. Mr. Asayehegn holds a Masters of Public Health degree from Jimma University and has clinical background.

Annie Toro, Director of International Regulatory Policy and Advocacy, U.S. Pharmacopeial Convention (USP)

Ms. Toro has worked in the field of policy for more than 20 years. She currently serves as U.S. Pharmacopeial Convention (USP)’s Director of International Regulatory Policy and Advocacy and lead expert for global health and nutrition advocacy. She has held senior management level positions at various widely recognized and leading health entities. Throughout her career, Annie has worked on a wide range of issues, including maternal and child health; HIV/AIDS; tuberculosis; malaria; mental health and substance abuse; family planning and reproductive health; global health security; water, sanitation and hygiene; nutrition and food security; women’s health and rights; health disparities; occupational health; non-communicable diseases; violence prevention; environmental health; food safety; emergency preparedness and response; workforce development; school health; immigration; housing; poverty; and health and education funding. Ms. Toro served as Democratic Staff Director at the U.S. House Financial Services Committee Subcommittee on Oversight and Investigations, and also as Senior Legislative Counsel to U.S. Representative Luis V. Gutierrez. She has also held positions at the World Health Organization and the Organization of American States, among others. Ms. Toro has earned numerous recognitions and awards, and has served on many leadership roles.

Sanjanthi Velu, Team Lead - Asia, Johns Hopkins Center for Communication Programs

Sanjanthi Velu has a PhD in Communication Studies and over 15 years of experience in the field of social and behavior change communication, multi-media production, community-based approaches, mHealth, capacity strengthening, communication research, and project management. She has worked on diverse issues from family planning, maternal and child health to WASH, HIV/AIDS prevention, tobacco control, and environmental communication programs in Asia and Africa. She was the country director for Johns Hopkins Center for Communication Programs (CCP) in India for six years and currently provides leadership on Health Communication Capacity Collaborative’s Asia programs and other global projects at CCP.
Lisa M. Hilmi, Executive Director
lhilmi@coregroup.org | @lisa_hilmi
Lisa Hilmi has an extensive career in global health, employing both human rights and community-based participatory approaches to addressing health disparities for women, children and communities. She has a strong commitment to partnership and collaboration. Lisa has worked with several CORE Group members in over 12 countries, the UN, and Foundations, in maternal and child health, disaster recovery and prevention, and health systems strengthening. She is completing a PhD at the University of Pennsylvania, and has an MPH from Columbia University, a BSN from University of Pennsylvania and a BA in Political Science/Communications from Villanova. She is a Registered Nurse and nationally certified pediatric nurse.

David Shanklin, Community Health and Civil Society Advisor
dshanklin@coregroup.org
David S. Shanklin, MS has over twenty years of experience in community-based health programming in the context of national health system strengthening. His specialties include maternal, neonatal, and child health and nutrition; mortality impact assessment; and health program monitoring and evaluation. His activities include: leadership in the participatory development of project designs together with country staff; overseeing pilot tests of new concepts in order to improve models for replication and scale up; and conducting operations research to improve field strategies, advancing the evidence-base, and the importance of community health care as an integral part of national health systems.

Michael Christopher, Senior Knowledge Management Specialist
mchristopher@coregroup.org | @mickchristopher
Michael Christopher is the Senior Knowledge Management Specialist with CORE Group for USAID's Resilience Program, through the TOPS Associate Award. Michael specializes in leveraging technology for optimizing development outcomes and has over twenty years of experience managing international development and technology projects in the health, investment, promotion and ICT4D sectors. He has worked with diverse public and private sector groups such as the CDC, World Bank Group, USAID, Yahoo!, the International Medical Corps and the U.S. Peace Corps. A certified PMP, Michael also holds an MPA in International Management from the Monterey Institute of International Studies and a BA in International Relations and History from Michigan State University.

Michelle Shapiro, Communications and Knowledge Manager
mshapiro@coregroup.org | @michelleshapiro
As Communications and Knowledge Manager, Michelle strengthens communication and knowledge-sharing between CORE Group, its membership, and the broader global health community to advocate for key community health activities and messages, and to demonstrate CORE Group's value and impact in the field. Michelle has over six years of marketing and communications experience in both the for-profit and nonprofit sectors. Michelle holds a Bachelor of Science in Communication from Boston University. In her free time she enjoys exploring new neighborhoods, cooking for friends, and volunteering.

Holly Collins, Communications Associate
hcollins@coregroup.org | @hollywcollins
Holly Collins is a Communications Associate with CORE Group and The TOPS Program. She uses writing and digital communication skills to effectively communicate food security and global health information across multiple platforms. Holly has experience in social media, marketing, media production, and both domestic and international journalism. Her vision for communication is to share stories and information in order to move others to action in vulnerable communities. She has worked for multiple nonprofit organizations focusing on children and education in various contexts. Holly earned a Bachelor of Arts in professional writing and journalism from Miami University in Oxford, Ohio.

Shelia Jackson, Senior Knowledge Management Specialist
sjackson@coregroup.org | @sljackson19
Shelia Jackson is the Senior Knowledge Management Specialist with the TOPS Program. She has experience in envisioning, developing, and directing knowledge sharing programs that focus on the role knowledge management plays in helping people to efficiently accomplish daily tasks while adding to the institutional knowledge of their organization. A lifelong learner, Shelia enjoys the collaboration and training processes. She strives to create environments where everyone feels comfortable to participate and learn. Shelia earned a Master’s degree in Library and Information Science from Florida State University. She enjoys traveling, exercising, hiking, reading, cooking, volunteering, and doting on her nephews.
CORE GROUP STAFF BIOS

Yemisi Songo-Williams, Knowledge Management Specialist
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Yemisi designs and executes knowledge management activities and processes to strengthen and expand the TOPS FSN Network. She works to improve food security and nutrition practice by providing support in leveraging new technologies and practices for engaging online communities in knowledge exchange and capacity strengthening. Yemisi routinely develops strategies and forums to facilitate knowledge sharing through meetings, conferences, field exchange visits, social media and other online collaboration forums, and has previously led the creation and management of web-based platforms for knowledge collection and dissemination. Yemisi holds an MSc in Social Research Methods from the London School of Economics and Political Science.

Adrienne Todela, Knowledge Management Officer
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As Knowledge Management Officer, Adrienne is responsible for supporting both the CORE Group and The TOPS Program teams with multimedia content creation and management, knowledge sharing event design and production, and overall community engagement through the FSN and Community Health Networks. She holds knowledge sharing and public information essential to effective capacity building and strengthening in the international development arena. She has experience in content creation, media outreach, and events management from her work with varied non-profit, non-governmental organizations such as Accion International, The African Foundation for Development, and the United Nations High Commissioner for Refugees. Adrienne received her B.A. in International Relations and B.S. in Journalism from Boston University in 2015. In her free time, she enjoys exploring different cuisines, collecting scarves from her travels, and spending time with loved ones.

Erin Murray, Operations and Accounts Manager
emurray@coregroup.org | @econnerm

As Operations and Accounts Manager, Erin is responsible for managing the CORE Group’s office operations, membership, and event planning, including conferences and webinars. She has worked in operations and administration for varied non-profit organizations, including a charter school located in DC, an alternative energy association, and an international educational non-profit. She served as a volunteer English teacher for WorldTeach in Costa Rica, and has taught English to various adult communities. Erin enjoys yoga, traveling, reading, and attempting to cook.

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Integrated Approaches: The SBC Key to Community Health
BECOME A MEMBER OF CORE GROUP

People join CORE Group for its “wealth of ideas and action” and “marketplace of innovation.”

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WHO: Young professionals (21-35 years old) with bright ideas and questions in the arena of public health.

WHAT: A community to foster engagement, collaboration, knowledge sharing, and career development.

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Special thanks to outgoing Board Chair Judy Lewis for her many years of strong leadership and dedication to CORE Group!
The **Model for Assessment of Pediatric Interventions for TB** (MAP-IT) is a user-friendly, web-based tool to estimate the potential impact of existing and new interventions for the prevention, diagnosis, and treatment of TB in children 0-14 years of age.

**Cause Tree**

The Model for Assessment of Pediatric Interventions for TB (MAP-IT) is a user-friendly, web-based tool to estimate the potential impact of existing and new interventions for the prevention, diagnosis and treatment of TB in children 0-14 years of age.

MAP-IT offers several decision support tools that guide setting and technology change strategies:

- **Interactive Cause-of-Death Tree**
  - Shows current deaths by type of tuberculosis.

- **The MAP-IT Framework**

- **Technology Assessments**
  - Provides easy access to and information on current technologies and technologies in development that could offer improvements in prevention, diagnosis, or treatment.

- **Predictive Model**
  - Provides a detailed decision support tool that can be used by the global health community and technology developers to understand the potential mortality impact of various interventions within specific or broadly based areas.

**Find out more on our website:**

http://mapit4pedstb.org/

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**TB is a leading cause of childhood morbidity and mortality. Did you know?**

- **1 million children develop TB each year.**
- **140,000 children die each year of a disease that can be prevented & treated.**
- **53 million carry the TB infection, with risk of developing active TB.**
- **64% of children are never diagnosed.**

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**MAP-IT**

Model for Assessment of Pediatric Interventions for TB

A tool to estimate the potential impact of existing and new interventions for pediatric tuberculosis

Countries with the highest burden of TB
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Every month we are featuring “milestones” in CORE Group’s story, from its 1997 inception to the global network it is today.

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20years.coregroup.org

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September 25 – September 29, 2017
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September 25 – September 29, 2017
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Integrated Approaches: The SBC Key to Community Health
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<th>BEFORE THIS CONFERENCE I HAD NEVER THOUGHT ABOUT...</th>
<th>THE MOST INTERESTING IDEA I'VE HEARD IS...</th>
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<tr>
<th>SECTIONS I WANT TO REVIEW LATER...</th>
<th>NEXT WEEK I WILL FOLLOW UP ON...</th>
<th>IN THE NEXT YEAR I AM INSPIRED TO...</th>
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<tr>
<th>I WANT TO CHECK OUT THESE RESOURCES, WEBSITES, ETC...</th>
<th>I WANT TO KEEP IN TOUCH WITH...</th>
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<th>MY FAVORITE QUOTE IS...</th>
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SHARE YOUR REFLECTIONS ON TWITTER! #GHPC17
CORE GROUP MEMBER ORGANIZATIONS

Action Against Hunger
Adventist Development and Relief Agency
African Methodist Episcopal Church Service and Development Agency
Catholic Medical Mission Board
Catholic Relief Services
ChildFund International
Concern Worldwide US
Curamericas Global
Episcopal Relief & Development
Food for the Hungry
Future Generations
Global Health Action
GOAL
Grameen Foundation
Handicap International
Health & Development International
HealthRight International
Helen Keller International
Hesperian Health Guides
ideas42
IMA World Health
International Medical Corps
International Rescue Committee
Malaria Consortium
Medical Care Development International
Medical Teams International
Medicines for Humanity
Mercy Corps
PATH
Pathfinder International
PCI
Project C.U.R.E.
Project HOPE
Relief International
Salvation Army World Service Office
Samaritan’s Purse International Projects
Save the Children
WellShare International
World Relief
World Renew
World Vision

CORE GROUP ASSOCIATE ORGANIZATIONS

Carolina Global Breastfeeding Institute
Chemonics
Christian Blind Mission – US
Consortium of Universities for Global Health
Duke Global Health Institute Evidence Lab
Edesia
eHealth Africa
Eleanor Crook Foundation
FHI 360
Grandmother Project - Change Through Culture
ICF International
Institute for Reproductive Health, Georgetown University
InterAction
IntraHealth International
Jhpiego
Johns Hopkins Bloomberg School of Public Health, Department of International Health
Johns Hopkins Center for Communication Programs
JSI Research & Training Institute, Inc.
Liverpool Associates in Tropical Health USA
Loma Linda University School of Public Health, Department of Global Health
Medair
Medtronic Philanthropy
Partners of the Americas
UMCOR
University of Iowa College of Public Health, Global Health Initiative
University Research Co.
Women’s Refugee Commission

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Marydean Purves
Jessica Rockwood
Marcie Rubardt
Pragati Singh
Angela Stene
Sandra Wilcox
Thank you for attending! We hope you’ll stay involved:

ONLINE RESOURCES
Download state-of-the-art tools, curricula, and technical resources.
coregroup.org/resources

COMMUNITY HEALTH LISTSERVS
Join the exchange of programmatic advice, tools, resources, and events.
coregroup.org/connect

UPCOMING EVENTS
World Immunization Week: April 24 - 30, 2017
International Day of the Midwife: May 5, 2017
International Conference on Child’s Health and Development: June 8 - 9, 2017 | Nepal
TOPS/FSN Network Knowledge Sharing Meeting: July 19 - 20, 2017 | Washington, DC
MORE EVENTS: coregroup.org/events

Fall 2017 Global Health Practitioner Conference
September 25 - 29, 2017 | Baltimore, MD
Join us for a celebratory 20th Anniversary Gala the evening of Thursday, September 28. Learn more at 20years.coregroup.org

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20 years
strengthening global community health through collaboration