



## USE CASE

# Build Effective Social and Behavior Change Strategies



## Using hyperlocal communication consumption data

Radio campaigns aimed at reducing barriers to contraceptives use Fraym's advanced geospatial data to help the Government of Zambia target public health messaging.

### CHALLENGE

To aid the Government of Zambia in its efforts to improve [access to and demand for sexual and reproductive health services](#), Development Media International (DMI) refined a Social and Behaviour Change Communication strategy using data produced by GRID3 in collaboration with Fraym.

### SOLUTION

**TARGETING:** Create neighborhood-level vulnerability profiles using machine-learning generated data, to identify and locate communities in need of sexual and reproductive health services

**AIM:** Change behaviours, tackle norms, and increase contraceptive use in the country

### STRATEGY

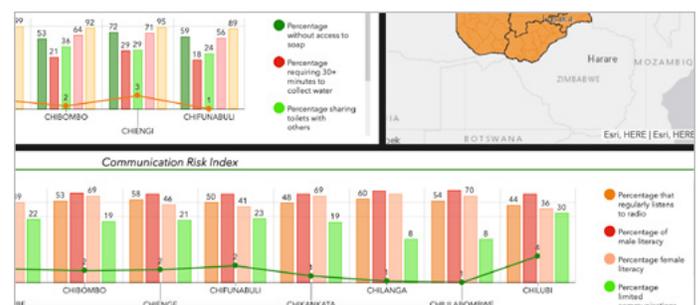
This strategy analyses the [current need for contraceptives](#) at the district level alongside access to radio broadcasts to **identify areas where a radio campaign will have the greatest impact**. Through the campaigns, 8 million listeners are reached every month.

### DATA AND ANALYSIS

Fraym used advanced algorithms to produce two categories of data: (1) socioeconomic vulnerability and (2) communications access.

Communications access measures the connectedness of communities, identifying areas where traditional media is not reaching households. Socioeconomic risk identifies communities with limited options to cope with economic shocks.

From this data, DMI identified the most connected districts—including those with the highest rates of radio listenership—and compared them with key sexual and reproductive health indicators from Zambia's Demographic Health Survey to target their radio campaigns and deploy "below the line" strategies in the most disconnected areas.



A snapshot of the Zambia communication risk dashboard.

“The vulnerability risk data in an accessible, user-friendly format allowed us to easily identify districts with a high unmet need for contraceptives in which radio campaigns would have the greatest potential to change behaviours.

We used this information to inform our radio station selection and broadcast strategy. In December 2020, we reached eight million listeners with the campaigns.”

**GEORGINA FRANCIS**

Country Operations Manager at DMI

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**8 MILLION  
LISTENERS**

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**FOCUSED**   
**INTERVENTION**

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## TARGETED STRATEGIES



INTERPERSONAL



COMMUNITY



ROADSHOWS

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While using mass media to increase demand for modern contraceptives has proven to be a highly effective strategy, reaching those who are outside the coverage of traditional media broadcast was also a high priority for DMI and the WISH2ACTION Consortium. In this endeavor Fraym and GRID3 data once again played a crucial role:

“The data also allowed us to locate and target districts that would benefit from alternative, ‘below the line’, strategies, such as interpersonal communication, community meetings, and roadshows.

For example, we developed a focused intervention in two districts of Southern Province after the data indicated that such strategies should be employed to reach the target population in those areas.

The data provided by Fraym and GRID3 have proved invaluable for our SBCC strategy.”