



## TECHNICAL BRIEF

# UNDERSTANDING THE BOTTOM LINE: PRIVATE SECTOR ENGAGEMENT TO EXPAND THE REACH AND IMPACT OF BEHAVIOR CHANGE COMMUNICATIONS INITIATIVES

Between 2010 and 2014, the USAID Zambia Communications Support for Health (CSH) program collaborated with the Zambian government to implement four health communication campaigns: the CSH-designed Safe Love HIV Prevention campaign and USAID's STOP Malaria, Mothers Alive, and The First 1,000 Most Critical Days nutrition campaigns. To expand the reach and impact of these initiatives, CSH aimed to implement a robust private sector engagement strategy in Zambia and globally.

## ABOUT CHEMONICS

Founded in 1975, Chemonics is one of the world's leading international development consulting firms. In 76 countries around the globe today, our network of approximately 4,300 specialists pursue a higher standard in development everyday to help clients, partners, and beneficiaries achieve results.

## CSH APPROACH AND CONSIDERATIONS OF ZAMBIA'S PRIVATE SECTOR

To effectively engage the private sector, CSH staff examined the mission and vision statements of potential partners and assessed these companies' past corporate social responsibility strategies as an important criterion for approaching and presenting potential partnering engagements. When engaging corporate partners, CSH staff framed the opportunity as a mutual investment that would be built on equal business collaboration and returns. To formalize partnerships, CSH used memoranda of understanding and licensing agreements that outlined expectations and benefits of the engagements and stipulated the monetary value of in-kind and financial support. Although some companies expressed concern that engaging in health sector support could take the focus away from their products and associate the company with health challenges, many others viewed the relationship as a positive collaboration that increased positive associations and visibility with their brands and networking opportunities.

## RESULTS

Ultimately, the program solidified 13 partnerships, representing substantial in-kind and monetary support and a widely improved reach of campaign messages and materials. CSH relied primarily on in-kind donations due to restrictions in accepting monetary contributions from private companies. The Safe Love HIV Prevention campaign received the most contributions due to high interest in the popular "Love Games" TV series. As a result, most support went toward distribution and broadcasting. Across all campaigns however, the total support provided to date is \$678,886.<sup>1</sup>

## SAFE LOVE CAMPAIGN

### TARGET AUDIENCE

**Primary:** Men and women aged 15-49

**Secondary:** Peer networks and family members

### CAMPAIGN ELEMENTS

Television and radio advertisements, radio drama series "Life at the Turnoff," TV drama series "Love Games," interpersonal communication community activities (e.g., small group and one-on-one discussions, radio listening clubs), social media outlets (e.g., campaign website, Facebook, Twitter), and outdoor and small mass media (e.g., billboards, posters, fliers)

### LOCATION

National and regional media, as well as community activities implemented in nine districts across four Zambian provinces: Kabwe, Kafue, Kapiri Mposhi, Kawambwa, Luanshya, Lusaka, Mansa, Mkushi, and Samfya

### CSH PRIVATE SECTOR ENGAGEMENT COST ESTIMATES

| COMPANY                                | AREA OF SUPPORT        | NATURE OF SUPPORT  | COST ESTIMATE |
|--|------------------------|--|---------------|
| DSTV Africa Magic (M-Net, MultiChoice) | Safe Love (Love Games) | Seasons 1 and 2 of "Love Games" syndicated in 45 countries | \$256,786     |
| First Quantum Minerals Ltd.            | STOP Malaria           | Reprinting of malaria board game and coloring book         | \$5,200       |

<sup>1</sup> Chemonics International, ICF International. CSH: STOP Malaria campaign Champion Community Initiative Community Household Monitoring Summary Report, 2014

|                                 |                        |  |                      |
|---------------------------------|------------------------|--|----------------------|
| Fresh View Cinemas              | Safe Love (Love Games) | Discount for cinema screenings of “Love Games” trailers                                    | \$5,400              |
| Fresh View Cinemas              |                        | Discount for advertisements on screen  | \$3,500              |
| Lafarge                         |                        | Reduced screening cost for “Love Games” launch at Fresh View Cinemas                       | \$3,850              |
| Natural Valley (Manzi Valley)   | STOP Malaria           | Captured under First Quantum Minerals Ltd.   | —                    |
| N/A (CSH program supported)     | Mothers Alive          | Transportation of birth plans  | \$1,800              |
|                                 | First 1,000 Days       | Transportation of campaign materials to Northern and Luapula provinces                     | \$3,730 <sup>1</sup> |
|                                 | CSH Program            | Donation of 350 bottles of water at CSH events   | \$220                |
| NBC Namibia                     | Safe Love (Love Games) | Broadcast and promotion of “Love Games” on Namibian national TV                            | \$100,000            |
| Reel African                    |                        | Online distribution of “Love Games” on Hulu Premium and YouTube channels                   | n/a <sup>2</sup>     |
| Total Zambia                    | Safe Love              | Donation of space for Safe Love advertisements   | \$700                |
|                                 | STOP Malaria           | Donation of student malaria kits   | n/a <sup>3</sup>     |
| TVC Nigeria                     | Safe Love (Love Games) | Broadcast of “Love Games” in Nigeria   | \$29,100             |
| VoxAfrica                       |                        | Distribution and airing of “Love Games” in the United Kingdom and Europe                   | \$197,600            |
| Yori TV                         |                        | Online airing of “Love Games”  | n/a <sup>4</sup>     |
| Zamtel                          |                        | Broadcasting of “Love Games” season 2, “Love Games Live,” TV trailers, and radio promotion | \$51,500             |
| Zuku Entertainment              |                        | Broadcasting on subscription satellite TV in Kenya, Tanzania, and Uganda                   | \$19,500             |
| <b>TOTAL CONTRIBUTION VALUE</b> |                        |  | <b>\$678,886</b>     |

<sup>1</sup> Based on CSH or hired vehicles, roundtrip fuel estimate, and driver allowances.

<sup>2</sup> This online channel does not charge content producers to air materials on its platform.

<sup>3</sup> CSH facilitated this donation, but it was not part of the STOP Malaria campaign. Kits included rulers, pencils, and malaria games and were branded with the First Quantum Minerals logo.

<sup>4</sup> This channel does not pay for content.

## LESSONS LEARNED

The project discovered that companies with existing corporate social responsibility programs that had supported other causes were more likely to participate as partners. Similarly, companies that already had a relationship with CSH or a CSH staff member also more commonly agreed to provide support. Although distributors’ exclusivity requirements often conflicted with CSH’s aim to circulate widely some

of the TV-based campaign materials, which delayed contracting, CSH streamlined the process and signed non-exclusive agreements with international distributors by securing a copyright to the show. CSH overcame the challenge of not having the means to directly accept funds from companies by building a system for them to pay vendors directly or work with an NGO that was willing to pay the vendor for the support. For companies that were reluctant to directly pay vendors due to their corporate giving policies, providing an option to work through NGOs allowed them to ensure their contributions would be tax exempt. Finally, CSH learned the importance of understanding the budgeting cycle for each company and approaching it before its calendar or fiscal year funds had been allocated.