

# 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.

## 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>

### CAMPAIGN HIGHLIGHT: SAFE LOVE

#### 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



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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
Fresh View Cinemas	Safe Love (Love Games)	Discount for cinema screenings of "Love Games" trailers	\$5,400
Fresh View Cinemas	Safe Love (Love Games)	Discount for advertisements on screen	\$3,500
Lafarge	Safe Love (Love Games)	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	Safe Love (Love Games)	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	Safe Love (Love Games)	Distribution and airing of "Love Games" in the United Kingdom and Europe	\$197,600
Yori TV	Safe Love (Love Games)	Online airing of "Love Games"	n/a <sup>4</sup>
Zamtel	Safe Love (Love Games)	Broadcasting of "Love Games" season 2, "Love Games Live," TV trailers, and radio promotion	\$51,500
Zuku Entertainment	Safe Love (Love Games)	Broadcasting on subscription satellite TV in Kenya, Tanzania, and Uganda	\$19,500
<b>Total Contribution Value</b>			<b>\$678,886</b>

## 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.

## Reference

I. Chemonics International, ICF International. CSH: STOP Malaria campaign Champion Community Initiative Community Household Monitoring Summary Report, 2014

<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.