



Suggested Tweets for HIP Partners focused on the New Suite of SBC Briefs

Quick Content! All Suggested Tweets Ready to be Posted

Monthly, we send you an updated social media guide on the High Impact Practices in Family Planning (HIPs) with the purpose of (1) increasing awareness and use of the HIP briefs, and (2) generating traffic on the HIP website. Beginning in October 2021, we started including posts for sharing on LinkedIn. Please share! Please share!

This month's social media messages are focused on the three new social and behavior change (SBC) briefs: [Knowledge, Beliefs, Attitudes, and Self-efficacy: strengthening an individual's ability to achieve their reproductive intentions](#); [Promoting healthy couples' communication to improve reproductive health outcomes](#); and [Social Norms: promoting community support for family planning](#).

These three briefs each focus on one of the three levels of the socio-ecological model that support the adoption of healthy practices: individual, community, and society. They outline intervention approaches that address the determinants of SBC at different levels of the model, which recognizes that determinants of health behaviors exist on multiple levels, are interrelated, and extend beyond the individual. The HIP brief [Knowledge, Beliefs, Attitudes, and Self-efficacy: strengthening an individual's ability to achieve their reproductive intentions](#) explains the link between these individual level factors and family planning outcomes and documents SBC interventions that have been effective. At the interpersonal level, couple communication and joint decision-making is particularly important in the voluntary uptake of contraceptive methods. The HIP brief [Promoting healthy couples' communication to improve reproductive health outcomes](#) establishes the evidence linking couple communication to family planning and reproductive health outcomes, and documents evidence from numerous studies that describe the role of SBC interventions in facilitating this critical behavior. Finally, at the community and social levels, social norms influence an individual's or couple's desire for, and access to, family planning methods. The HIP brief [Social Norms: promoting community support for family planning](#) describes the evidence from interventions that use reflective dialogue, interpersonal communication, mass and/or social media, digital technologies, or a combination of these channels to fortify or shift social norms to increase social support for voluntary family planning.

Tweet me!

Successful SBC interventions address the determinants of SBC at the individual, interpersonal and societal levels. Now, there is a HIP brief for each one of these levels that outline approaches that work. Read now! #HIPs4FP <https://www.fphighimpactpractices.org/briefs/>



Announcing the release of THREE new HIP briefs on Social Behavior Change (SBC)



Community/society
Interpersonal
Individual
Knowledge, Attitudes, Beliefs, and Self-efficacy

Promoting healthy couples' communication

Social norms

#HIPs4FP

HIP FAMILY PLANNING HIGH IMPACT PRACTICES

Do you know the individual level factors that influence #FamilyPlanning outcomes, and how they link with SBC to create lasting change? Read all about it in the new #HIPs4FP brief on Knowledge, attitudes, beliefs and self-efficacy <https://bit.ly/3OuLX2J>

Accurate knowledge about #FamilyPlanning is a critical factor to reach #FamilyPlanning goals. What other related factors influence one's ability to reach their fertility intentions? Get the full scoop in the new #HIPs4FP brief <https://bit.ly/3OuLX2J>

In Nigeria, data showed that seeing a TV ad with #FamilyPlanning messages was associated with higher discussion and use of modern contraception among couples. How can you implement the proven practice of couples communication? Read the new #HIPs4FP brief <https://bit.ly/3OQMhZp>

In Malawi, peer counseling with male motivators resulted in an increase in shared decision-making and #FamilyPlanning uptake. This is just one example of many successful interventions highlighted in the new #HIPs4FP brief on couples communication. Read on! <https://bit.ly/3OQMhZp>

Some social norms change quickly. Others are more persistent. They are all powerful in influencing #ReproHealth and #FamilyPlanning behaviors. Read about social norms interventions that led to positive change in the new #HIPs4FP brief <https://bit.ly/3xLoXoW>

Reflective Dialogues. Social network mapping. Mass media - and more! Read about different SBC

approaches that have successfully shifted social norms and improved #FamilyPlanning and #ReproHealth outcomes in the new #HIPs4FP brief. <https://bit.ly/3xLoXoW>

LinkedIn Post

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These three briefs each focus on one of the three levels of the socio-ecological model that support the adoption of healthy practices: individual, community, and society. They outline intervention approaches that address the determinants of SBC at different levels of the model, which recognizes that determinants of health behaviors exist on multiple levels, are interrelated, and extend beyond the individual. The HIP brief: [Knowledge, Beliefs, Attitudes, and Self-efficacy: strengthening an individual's ability to achieve their reproductive intentions](#) explains the link between these individual level factors and family planning outcomes and documents SBC interventions that have been effective. At the interpersonal level, couple communication and joint decision-making is particularly important in the voluntary uptake of contraceptive methods. The HIP brief [Promoting healthy couples' communication to improve reproductive health outcomes](#) establishes the evidence linking couple communication to family planning and reproductive health outcomes, and documents evidence from numerous studies that describe the role of SBC interventions in facilitating this critical behavior. Finally, at the community and social levels, social norms influence an individual's or couple's desire for, and access to, family planning methods. The HIP brief [Social Norms: promoting community support for family planning](#) describes the evidence from interventions that use reflective dialogue, interpersonal communication, mass and/or social media, digital technologies, or a combination of these channels to fortify or shift social norms to increase social support for voluntary family planning. #HIPs4FP



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new HIP briefs on Social Behavior Change (SBC)**

*Promoting healthy
couples'
communication*



#HIPs4FP

HIP | FAMILY
PLANNING
HIGH IMPACT
PRACTICES