



CAPABILITY STATEMENT: SOCIAL & BEHAVIOUR CHANGE COMMUNICATION

OUR WORK

Established in 1999, EHI International Pvt. Ltd. (EHI) is a multidisciplinary consulting firm with over 25 years of experience in advancing public health, social development, and health systems strengthening across India and internationally. With a footprint in all 28 states and 8 Union Territories, EHI is recognized as a trusted technical partner in designing and delivering impactful Social and Behaviour Change Communication (SBCC) strategies.

Our work is rooted in equity, inclusion, and sustainability, offering evidence-based solutions for behaviour change, communication, and social marketing. We bring specialized capabilities in formative research, communication needs assessments, BCC strategy development, intervention planning, capacity building, media planning, advocacy campaigns, and communication impact assessments.

EHI has successfully completed 11 assignments with UNICEF in India and has collaborated with WHO, the World Bank, and national ministries. We led the development and rollout of the National BCC Strategy for the Ministry of Health and Family Welfare (MOHFW) and supported state- and district-level BCC strategies in Rajasthan, West Bengal, and Gujarat. Our work includes training over 27,000 frontline workers in diarrhoea management in Gujarat and UP, and implementing peer education and social surveillance in tribal and rural belts of Odisha and Rajasthan.

We also developed digital SBC platforms, including one on biomedical waste management in Uttarakhand, and supported OXFAM's EU-funded HIV/AIDS prevention programme. EHI uses innovative tools such as the ART participatory reform assessment and the PENTA-CD model. Our expertise extends to multilingual tool development and content creation in Hindi, Gujarati, Bengali, Assamese, and Odiya.

OUR REFERENCES

1. UNICEF Orissa: Rapid Qualitative Assessment of IPV - A rapid qualitative assessment focused on Inactivated Polio Vaccine (IPV) in Orissa. This project likely involved qualitative research methods to assess community perceptions, barriers, and facilitators related to IPV introduction and uptake.

2. UNICEF: KABP Study for Polio Eradication - A Knowledge, Attitude, Behaviour, and Practices (KABP) study supporting polio eradication efforts. This assignment involved primary research to understand factors influencing polio vaccine acceptance and behaviours critical to eradication strategies.
3. UNICEF: Concurrent Knowledge Attitude and Best Practices Study for Polio Eradication - This project entailed ongoing (concurrent) monitoring of knowledge, attitudes, and best practices regarding polio vaccination. The study provided real-time insights to inform and adapt polio eradication interventions.
4. UNICEF MP: Study on Reluctance of Women to Avail Institutional Deliveries - A focused study in Madhya Pradesh to investigate why women hesitate or refuse to use institutional delivery services. This research aimed to identify social, cultural, and systemic barriers to facility-based childbirth, informing maternal health programming.
5. UNICEF Orissa: Formative Research on Maternal and New Born Care - Formative research conducted in Orissa to explore behaviours, beliefs, and practices around maternal and newborn care. The findings were used to design or refine interventions to improve maternal and newborn health outcomes.
6. UNICEF MP: Process Documentation to Promote Institutional Deliveries - A process documentation project in Madhya Pradesh capturing the strategies, steps, and lessons learned in promoting institutional deliveries. This assignment facilitated knowledge sharing and replication of successful approaches.
7. UNICEF: Rapid Immunization Coverage Evaluation Survey in 5 EAG States -A rapid survey to evaluate immunization coverage across five Empowered Action Group (EAG) states. This assignment provided critical data for monitoring immunization program performance and identifying gaps.
8. UNICEF: Rapid Immunization Coverage Evaluation Survey in 5 EAG States (II)
9. UNICEF Bihar: Routine Immunization Coverage Evaluation -An evaluation of routine immunization coverage in Bihar. The project involved data collection and analysis to assess immunization rates and inform strategies for improving vaccine uptake.
10. UNICEF WHO UP: Understanding Barriers to Polio Eradication - A collaborative study with WHO in Uttar Pradesh to identify and analyse barriers to polio eradication. The research focused on social, behavioural, and systemic obstacles preventing complete polio vaccine coverage.
11. UNICEF Bihar: PIP for Reproductive and Child Health II - Preparation of the Project Implementation Plan (PIP) for the second phase of the Reproductive and Child Health program in Bihar. This involved strategic planning and coordination with stakeholders to guide program implementation.
12. OXFAM Orissa and Rajasthan: Capacity Building for Rural and Tribal Youth
13. Rajasthan Health Systems Development Project: IEC Strategy
14. Government of Gujarat, SHSRC: Strengthening Behaviour Change Communication
15. Behavioural Change Communication (BCC) Strategy related to enhancing the demand for Zinc-ORS in management of childhood Diarrhoea in Gujarat
16. Management and Execution of Training on the Revised Childhood Diarrhoea for Micronutrient Initiative
17. KfW West Bengal: Capacity Building of District and Block level Health & Family Welfare Societies
18. CARE India UP & Bihar: Capacity Building for Polio Eradication Initiative
19. Management and Execution of Training on the Revised Childhood Diarrhoea for Micronutrient Initiative