



AT THE CENTRE OF REAL CHANGE

Centre for Behaviour Change and Communication

Who we are

Centre for Behaviour Change and Communication (CBCC) is an organisation that was established in 2011. We are committed to achieving transformation of communities by providing comprehensive Social and Behaviour Change (SBC) solutions for the public and private sectors. We do this through innovative and evidence-based interventions that address change at multiple levels and contribute towards SBC policy development and practice in Kenya and beyond.

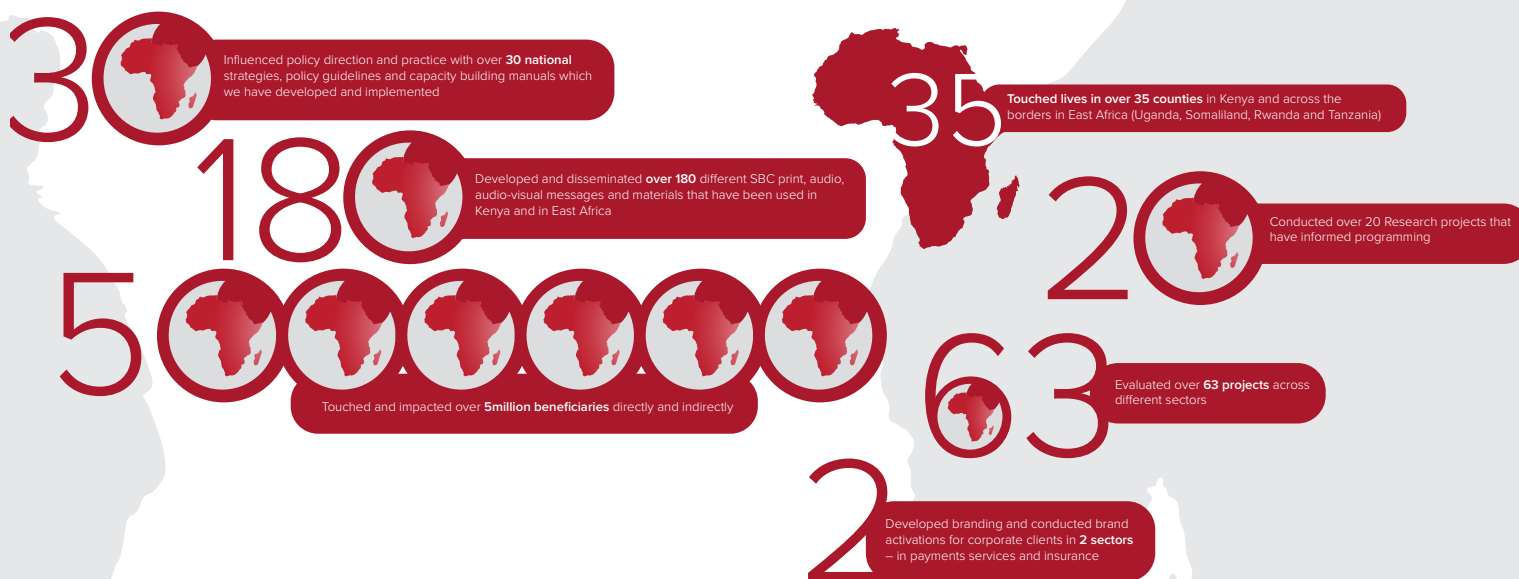
In our quest to bring about lasting and impactful societal change we always take human centred approaches to ensure we develop solutions that meet the needs of our audiences. We have demonstrated expertise in programmes design, planning, implementation, evaluation, training, capacity strengthening and research.

What we do

We provide social and behaviour change (SBC) solutions across all sectors. SBC is a proven, systematic and evidence based process that aims to bring about lasting and impactful change to individuals and communities. SBC approaches have formed the basis for behaviour change interventions for many years in the health sector (influencing uptake of health services, counselling among others). In recent years other sectors such as agriculture, education, governance, environment, road safety and financial services have begun to appreciate the central role of SBC in influencing consumer behaviour and creating demand for products and services.

How we work

We partner with international and local organizations, national and county governments in providing effective SBC solutions. Through these strategic partnerships we have attained the following;



Where we work

By harnessing social and behaviour change theories and approaches we have been able to successfully execute social and behaviour change interventions in health, agriculture, education, insurance, financial services sectors and seeds systems. We are developing interventions for other sectors such as road safety, manufacturing, tourism and wildlife, governance, environment, democracy, gender and child protection among others.

Our programmes

We constantly strive to design and implement behaviour enabling solutions and programmes that are cost effective, measurable and impactful. We have a track record of successfully delivering on solutions for some audiences that are traditionally out of the reach of contemporary programmes such as low literacy communities and hard to reach communities in rural areas. Our programmes integrate and invest in effective SBC interventions that facilitate high impact achievements and efforts to address the SDGs.



Digisomo Talking Books

CBCC has partnered with Amplio Network to empower the most underserved communities with accessible, high quality and appropriate content that leads to behaviour change through the Digisomo Talking Books programme.

The Digisomo Talking Books programme incorporates the use of an audio computer that can be operated by anyone, regardless of their reading or writing ability as the device speaks and provides instructions to the user in their local language. The Digisomo Talking Books audio computer does not require grid electricity – batteries that people are already using in their torches and radios work well in the device.

Why the Talking Books

The Digisomo Talking Book programme bridges the literacy divide, provides standard and quality messages and content, is easy to use, provides performance analytics, user feedback, strengthens training and interpersonal communication, reduces the cost of getting experts to the community and overcomes mass media limitations.

How it is implemented

The Digisomo Talking book programme is integrated into existing programmes as one of the SBC channels to reach specifically identified target audiences. It is also implemented as a stand-alone programme with specific designed outcomes.







TOTO'S FEEDING BOWL

Lishe tosha, Afya Bora

Pima is a programme designed to innovate behaviour enabling solutions for the health and nutrition sector.

One of the innovations is the PIMA toto's feeding bowl.

Pima toto's feeding bowl

This is a low tech, high impact behaviour enabling solution designed to improve feeding of children between the ages of 6 - 23 months. Pima is made up of three different sized layers, appropriately marked on the outside for caregivers to input recommended portions of food as per the child's age. Pima helps address under nutrition problems that might be occasioned by giving infants less than recommended portions which can affect their growth and development. The Pima toto's bowl volume measurements are in accordance with WHO/UNICEF counselling guide and the Kenya MIYCN guidelines. This programme has been developed with lessons learnt from the Zambia Food and Nutrition Commission and other countries such as Bolivia and Malawi

Why Pima toto's feeding bowl

The first two years of a child's life are a critical window during which the foundations for healthy growth and development are built. Inadequate nutrition during this period can have long term consequences such as stunted growth and other effects of poor nutrition.

How is Pima toto's feeding bowl implemented

This innovation is used in the context of complimentary feeding programmes. It can be introduced in existing nutrition programmes or as a standalone intervention. It can also be available through direct sales channels.



 **pima**
TOTO'S FEEDING BOWL
Lishe tosha, Afya Bora





Social & Behaviour Change Regional Hub

Capacity Strengthening for Sustainable Change.

The SBC Regional Hub aims at strengthening the capacity of policy makers, practitioners and emerging professionals in implementing effective SBC programmes to enable them to address the complex and dynamic issues at individual, community and societal level to influence lasting and sustainable change.

The SBC Hub Programmes

- 1. Executive SBC Programme:** This programme is designed for senior professionals and executives working across different sectors interested in steering transformative social and behaviour change programmes in their work. It is a three-day face to face training with two intakes in the year. This is designed for the heads of programmes, senior officials and legislators in national, regional/county governments from Kenya and the region, project leaders from international & local NGOs, faith-based organizations, heads of Corporate Social Responsibility units (CSR) in organizations, heads of advertising and public relations agencies among others
- 2. SBC Practitioners Programme:** This programme is designed for professionals who want to be competent in planning, designing, implementation, monitoring and evaluating effective SBC programmes. It introduces innovative and evidence-based SBC approaches applicable across different sectors. It is a five-day face to face training with two intakes in the year.
This is designed for programme implementers from different countries, national, regional and county governments, senior and middle level officers in International & local NGOs and faith based organizations from different sectors in health, education, agriculture and livelihoods sectors, finance and governance and democracy managers, senior and middle level officers from Corporate Social Responsibility units (CSR) in organizations, managers, senior and middle level officers from advertising and public relations agencies.
- 3. Emerging SBC Professional and Employability Programme:** This programme aims to enhance the skills and capacity of emerging SBC professionals. It is aimed at enabling them to link theory to practice and adequately preparing them for entry to the SBC sector, and enhancing their employability. It is aimed at training and nurturing future SBC professionals whilst providing networking, mentoring, and role modelling best practices. This is a five-day training with eight weeks field practice and experience. This programme has two intakes in the year. This is designed for students/fresh graduates and graduate/post graduate level students in communication, public health, nutrition, agriculture, social development, psychology and other development fields.
- 4. International Volunteer Experience Programme (IVEP):** This programme is designed to meet the needs of international volunteers seeking to serve in different sectors in Kenya. Volunteers get a chance to serve the local communities, share their experience and help transform lives. Opportunities are available in different counties in Kenya and different sectors including education, health, agriculture, WASH, media among others. This programme runs through the year from January to December with a flexible schedule between 1 to 12 weeks depending on the volunteers' choice.

Why should you enrol for a programme at the SBC Regional Hub?

- Programmes are particularly customized to meet the SBC needs of different stakeholders
- We have experienced SBC faculty members & practitioners
- We use a curriculum that has been implemented and its effectiveness tested across Africa
- We use competency-based methodologies and approaches
- There is opportunity to network and interact with SBC practitioners across different sectors

Who are our faculty?

The SBC training programmes are facilitated by distinguished faculty who are professionals in social and behaviour change, public health, nutrition, communication, health promotion, agriculture, financial inclusion, education, media, creative design, broadcasting, behaviour change research, and other experts in different fields. They bring experience from both academia and practice.

How to register and apply

Please visit our website <http://sbcregionalhub.com/> for more information.

Contact us

For more information and enquiries, please contact:

The Coordinator, SBC Regional Hub

Tel. +254 786 831 553

Email: info@sbcregionalhub.com

Website: <http://sbcregionalhub.com>



Social & Behaviour Change Regional Hub

Capacity Strengthening for Sustainable Change.



Social & Behaviour Change Regional Hub

Capacity Strengthening for Sustainable Change.

Our Programmes

- Executive SBC Training
- SBC Practitioners Training
- Emerging SBC Professionals and Employability Programme
- International Volunteer Experience



www.sbcregionalhub.com

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Centre for Behaviour Change
and Communication



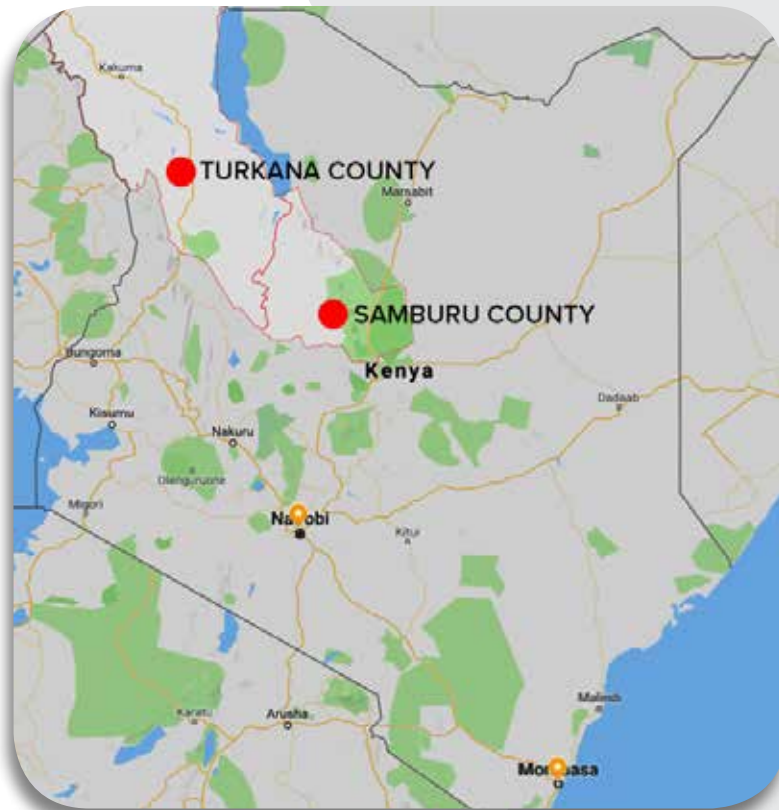


AT THE CENTRE OF REAL CHANGE



USAID
FROM THE AMERICAN PEOPLE

**AFYA
TIMIZA**



This is a 5-year project (2016-2020) funded by USAID. The goal is to provide enhanced access and utilization of quality Family Planning, Reproductive, Maternal, Newborn, Child and Adolescent Health (FP/RMNCAH), Nutrition and WASH services in 2 counties (Samburu & Turkana) in Kenya. The partners are Africa Medical Research Foundation (AMREF), Communities Health Africa Trust (CHAT), The Inter-Religious Council of Kenya (IRCK), Centre for Behaviour Change and Communication (CBCC).

AMREF is the lead partner, CBCC AFRICA is responsible for the Social and Behaviour Change component.



ramat e biotisho e Imarei

Samburu



ngesi akiyok ayerut anadakar

Turkana

Nkaing'onisho

ramat e biotisho e Imarei




Nkaing'onisho

Ushujaa ni kupigania afya ya familia kwa kuhakikisha wanapata lishe bora.

FINANCED BY THE USAID-AMREF PARTNERSHIP (2015)

USAID AMREF TIMIZA




Nkaing'onisho

Ushujaa ni kulinda maisha ya mama na mtoto kwa kujifungua hospitalini.

FINANCED BY THE USAID-AMREF PARTNERSHIP (2015)

USAID AMREF TIMIZA



Nkaing'onisho

Ushujaa ni kulinda afya na maisha ya watoto dhidi ya magonjwa.

FINANCED BY THE USAID-AMREF PARTNERSHIP (2015)

USAID AMREF TIMIZA



Nkaing'onisho

Ushujaa ni kuingia jamii dhidi ya magonjwa kwa kunawa mikono kutumia sabuni na maji safi yanayotiririka.

FINANCED BY THE USAID-AMREF PARTNERSHIP (2015)

USAID AMREF TIMIZA



Nkaing'onisho

Ushujaa ni kuwa viongozi wa afya katika jamii.

FINANCED BY THE USAID-AMREF PARTNERSHIP (2015)

USAID AMREF TIMIZA



Nkaing'onisho

Ushujaa ni kulinda maisha ya mama kwa kuwacha pengo la angalau miaka miwili kati ya watoto.

FINANCED BY THE USAID-AMREF PARTNERSHIP (2015)

USAID AMREF TIMIZA



Arwon

Ushujaa ni kupigania afya ya familia kwa kuhakikisha wanapata lishe bora.

FINANSTEDD AV 1000 LÅN AV 10 000 KRÖNOR 1990

USAID AFYA TIMIZA

Arwon

Ushujaa ni kulinda maisha ya mama na mtoto kwa kujifungua hospitalini.

FINANSTEDD AV 1000 LÅN AV 10 000 KRÖNOR 1990

USAID AFYA TIMIZA

Arwon

Ushujaa ni kuwakinga watoto dhidi ya magonjwa kwa kuhakikisha wanapata chanzo zote.

FINANSTEDD AV 1000 LÅN AV 10 000 KRÖNOR 1990

USAID AFYA TIMIZA

Arwon

Ushujaa ni kuingia jamii dhidi ya magonjwa kwa kuosha mikono kutumia sabuni na maji safi yanayotiririka.

FINANSTEDD AV 1000 LÅN AV 10 000 KRÖNOR 1990

USAID AFYA TIMIZA

Arwon

Ushujaa ni kuwa mbele kupigania afya ya jamii.

FINANSTEDD AV 1000 LÅN AV 10 000 KRÖNOR 1990

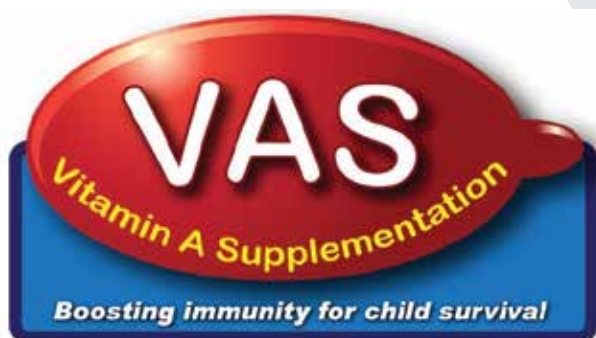
USAID AFYA TIMIZA

Arwon

Mashujaa hutumia mbinu za kisasa kupanga uzazi.

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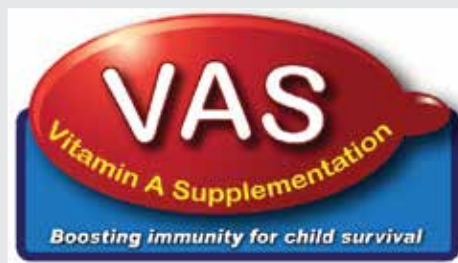
USAID AFYA TIMIZA



VITAMIN A SUPPLEMENTATION (VAS)

This is a one-year demonstration project (2018-2019) funded by Canada through Nutrition International (NI) in Murang'a County in Kenya. It is implemented by CBCC AFRICA in partnership with Murang'a County Government, Ministry of Education (MoE) and Ministry of Health (MoH). The project is aimed at facilitating and guiding the scale up of Vitamin A Supplementation for children 6-59 months in the county by optimizing delivery through multiple channels including: Health centres, Early Childhood Development (ECD) Centres, Community Units and Community Outreaches and Campaigns.





Give your children a chance to live their dreams
With Vitamin A Supplementation (VAS).

VAS improves the children's resistance against infection and increases their chance of survival.
Ensure your child between 6 and 59 months receives Vitamin A every 6 months.

VAS
Vitamin A Supplementation
Boosting immunity for child survival

Vitamin A is available free of charge at every government health facility.

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Vitamin A Supplementation
Boosting immunity for child survival

Vitamin A is available free of charge at every government health facility.

Importance of Vitamin A Supplementation

To reduce the risk of infections and deaths from common childhood diseases through increasing the number of children 6 to 59 months receiving Vitamin A Supplementation.

The Vitamin A Bodyguard Story

VITAMIN A BODYGUARD

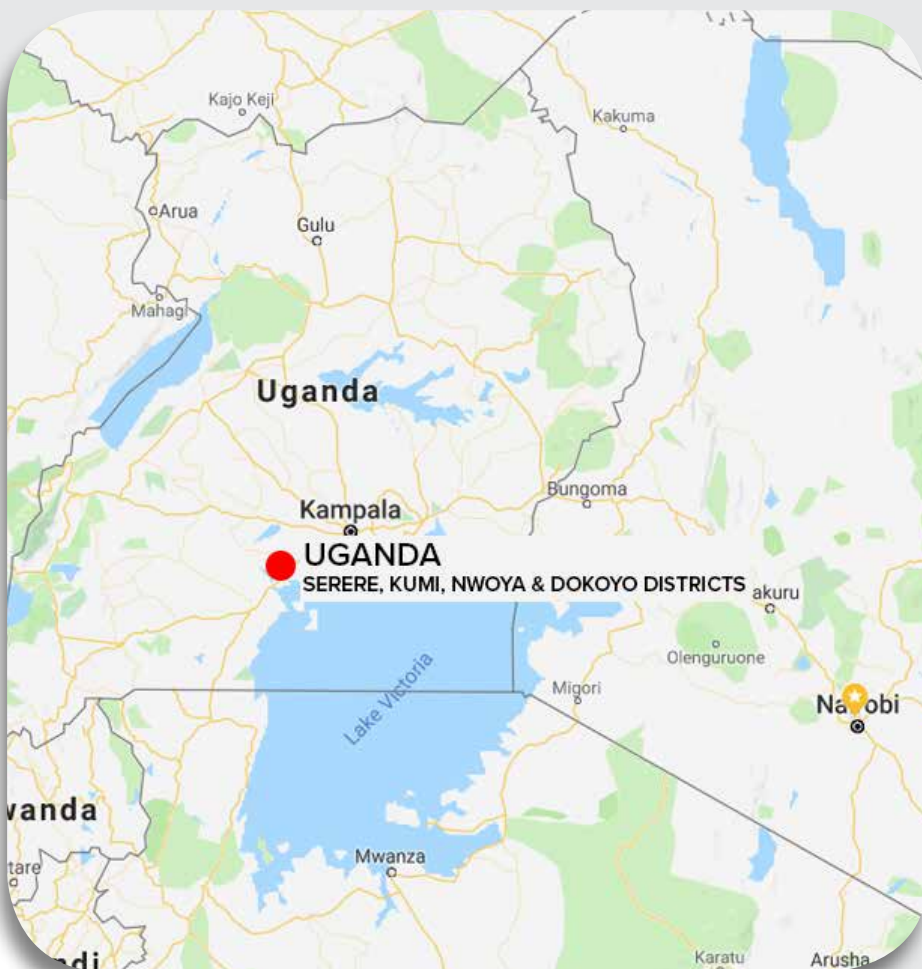
VAS
Vitamin A Supplementation
Boosting immunity for child survival



Kenya Hygiene And Sanitation Improvement Programme (K-SHIP)

This is a 5-year programme (2014-2019) funded by the Water Supply and Sanitation Collaborative Council (WSSCC) through the Global Sanitation Fund (GSF) with AMREF being the Executing Agency and CBCC a Sub-Grantee implementing in Nakuru County (Naivasha sub-county). The overall aim of the programme is to contribute towards the broader goals of poverty eradication, health and environmental improvement, gender equality and long-term social and economic development. The programme focuses on Sanitation and Hygiene Promotion; Equity & Inclusion; Capacity Development and Sanitation Marketing; Advocacy and Communication; Evidence Based Documentation, Learning and Coordination



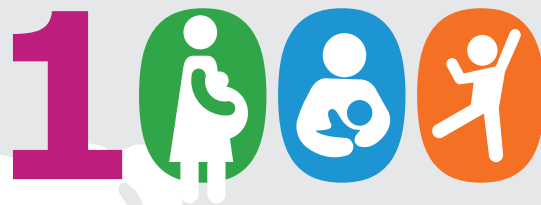


Gender Dynamics In Non-Hybrid Seed Systems Of Uganda And Ethiopia

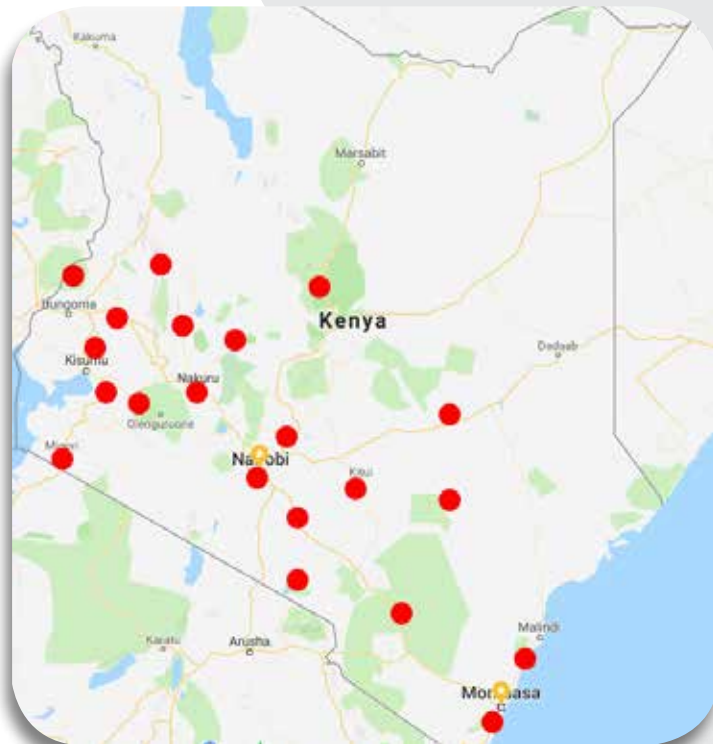
This is a collaborative social science in seed systems research project that is led by the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and implemented in two countries in East Africa. It is implemented in partnership with the Centre for Behaviour Change and Communication (CBCC), National Semi Arids' Resources Research Institute (NaSSARI) and Makerere University. The main objective of the project is to understand the high utilization of 'home saved seeds' by rural farmers although agricultural research and development organizations in the countries have been releasing improved varieties as well as developing seed delivery systems that would allow farmers to have access to seeds of improved and new varieties. CBCC is responsible for the SBC component.



ANZILISHA MAISHA BORA YA MTOTO KWA SIKU ELFU MOJA



Healthy habits from pregnancy to two years of age
set the foundation for a great future



Right Start Initiative 'Anzilisha'

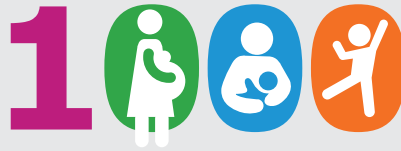
The 'Right Start Initiative' funded by Canada through Nutritional International (NI) is a five-year project (2016-2020) that aims to support MOH, County Governments and other stakeholders to scale up Maternal and Neonatal Health (MNH) package and Maternal, Infant and Young Child Nutrition (MIYCN) in 21 counties in Kenya. The specific objective of the Anzilisha project is to reduce anaemia, low birth weight, mortality and stunting.

CBCC in partnership with the Ministry of Health (MoH) and County Governments implemented evidence informed SBC strategies to improve knowledge, attitudes and practices of caregivers and social influencers and utilization of services between 2016 to 2018. The project was implemented in targeted sub-counties in 21 counties that include: Busia, Kakamega, Vihiga, Bungoma, Kisumu, Homabay, Migori, Nyamira, Bomet, Kericho, Nandi, Trans Nzoia, Nakuru, Narok, Laikipia, Kajiado, Machakos, Makueni, Kitui, Kilifi and Kwale.



ANZILISHA MAISHA BORA YA MTOTO KWA

SIKU ELFU MOJA



Healthy habits from pregnancy to two years of age
set the foundation for a great future

anzilisha USHUPAVU

Apply Chlorhexidine (7.1%) on your newborn baby's
umbilical cord to start a healthy future for your child



Do not put any other substances like saliva,
cowdung, oils, powders, lotions etc on your baby's
umbilical cord as they can cause fatal infections.



ANZILISHA MAISHA BORA YA MTOTO KWA



Healthy habits from pregnancy to two years of age
set the foundation for a great future



NIULIZE KUHUSU SIKU ELFU MOJA ZA anzilisha



The 1000 days start from the day your
child is conceived till the baby reaches two
years of age. This a crucial period for your
child's brain, spinal cord and immune
system development.

ANZILISHA MAISHA BORA YA MTOTO KWA



Healthy habits from pregnancy to two years of age
set the foundation for a great future



SISI TUMEANZILISHA SIKU ZETU ELFU MOJA



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system development.

ANZILISHA MAISHA BORA YA MTOTO KWA



Healthy habits from pregnancy to two years of age
set the foundation for a great future



anzilisha UBINGWA

Practise Kangaroo Mother Care (KMC)
on your underweight baby to start a
bright future for your child



KMC is early, prolonged continuous skin-to-
skin contact between a mother or caregiver
and a preterm or low birth weight baby.
KMC helps improve weight, reduces hospital
stay, and promotes exclusive breastfeeding.

ANZILISHA MAISHA BORA YA MTOTO KWA



Healthy habits from pregnancy to two years of age
set the foundation for a great future



anzilisha USHINDI

Take your child of under 5 years of age to the clinic
every month to start a healthy future for them



Every month your child's weight and height
will be measured so that any problems can
be detected and corrected early.

ANZILISHA MAISHA BORA YA MTOTO KWA



Healthy habits from pregnancy to two years of age
set the foundation for a great future



SISI TUMEANZILISHA SIKU ZETU ELFU MOJA



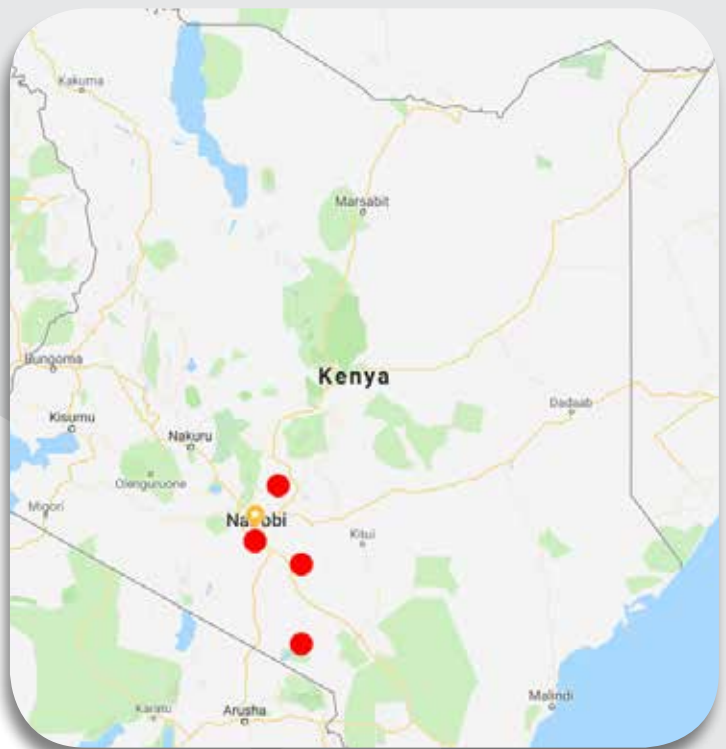
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ANZILISHA MAISHA BORA YA MTOTO KWA



Healthy habits from pregnancy to two years of age
set the foundation for a great future





DIGITIZING PAYMENTS

This was a Visa Foundation project by Pact Kenya and Implemented by the Centre for Behaviour Change and Communication (CBCC) in 2016 -2017. The main objective of this project was to deliver an effective education program to change behaviour of stakeholders (defined as banks, merchant owners, merchant till operators and consumers) in the payment value chain and provide these stakeholders with the knowledge necessary to make and accept digital payments confidently. The project was implemented in three project sites in four counties; Nairobi, Kiambu, Machakos and Kajiado.





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Rahisisha kazi,
uza na Kadi leo



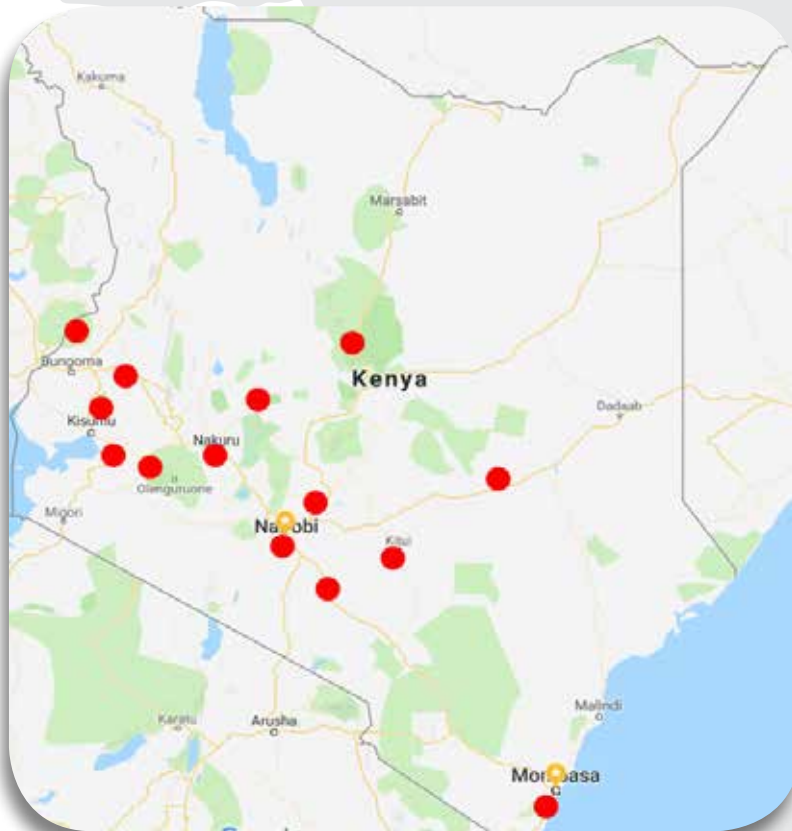

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Rahisisha kazi,
uza na **Kadi** leo




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IFAS



IRON AND FOLIC ACID SUPPLEMENTATION (IFAS)

This was a 3-year programme funded by Canada through Nutrition International and implemented by CBCC in partnership with MOH in 2014 to 2016. The goal of this project was to implement Social and behaviour change interventions to ultimately improve IFAS coverage and utilization by pregnant women to accelerate reduction of maternal anaemia. It was implemented in 14 Counties in Kenya; Busia, Vihiga, Nakuru, Nairobi, Garissa, Machakos, Kakamega, Nyamira, Muranga, Bomet, Samburu, Kitui, Kwale, Laikipia.



IFAS

Nyongeza ya Iron na Folic Acid (IFAS)



Mwongozo wa mazungumzo kwa wahudumu wa afya ya jamii.

IFAS Iron & Folic Acid Supplements
Huimarisha afya ya mama na ujauzito wake.

Visit your nearest health care provider to get more information on IFAS.

"Iron and Folic Acid Supplements (IFAS) keep me and my unborn baby healthy."



Taking IFAS daily during pregnancy will help:

- Sustain your strength
- Prevent Anaemia
- Reduce risk of low birth weight

IFAS Iron & Folic Acid Supplements
Huimarisha afya ya mama na ujauzito wake.

Visit your nearest health care provider to get more information on IFAS.

"Iron and Folic Acid Supplements (IFAS) keep me and my unborn baby healthy."



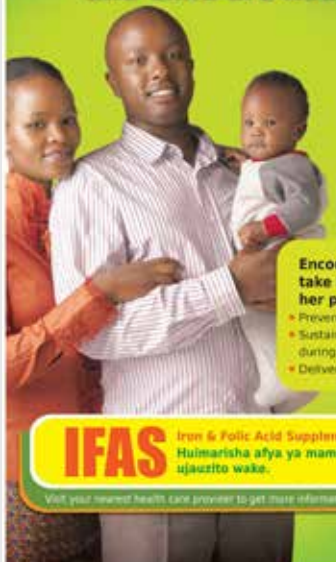
Taking IFAS daily during pregnancy will help:

- Sustain your strength
- Prevent Anaemia
- Reduce risk of low birth weight

IFAS Iron & Folic Acid Supplements
Huimarisha afya ya mama na ujauzito wake.

Visit your nearest health care provider to get more information on IFAS.

"Thanks to Iron and Folic Acid Supplements (IFAS) my wife and child are healthy."



Encourage your wife to take IFAS daily during her pregnancy to:

- Prevent Anaemia
- Sustain her strength during delivery
- Deliver a healthy baby

IFAS Iron & Folic Acid Supplements
Huimarisha afya ya mama na ujauzito wake.

Visit your nearest health care provider to get more information on IFAS.

Be a champion; give pregnant women the chance to have a healthy pregnancy.



Counsel and support pregnant women on the use of Iron and Folic Acid Supplements (IFAS) to help:

- Prevent Anaemia
- Prevent risk of low birth weight
- Prevent unsafe pregnancy and complications during delivery

IFAS Iron & Folic Acid Supplements
Huimarisha afya ya mama na ujauzito wake.

Visit your nearest health care provider to get more information on IFAS.

Give complete and accurate information on Iron and Folic Acid Supplements (IFAS).



Ensure that you counsel mothers on benefits of IFAS

Ensure you provide IFAS to all pregnant women regardless of their hb status

Ensure you provide complete dosage to be taken daily from conception to delivery

Ensure you counsel pregnant mothers on managing side effects of IFAS

IFAS Iron & Folic Acid Supplements
Huimarisha afya ya mama na ujauzito wake.

Visit your nearest health care provider to get more information on IFAS.



School WASH And Nutrition

This project was funded by Canada and Unilever through World Food Programme (WFP) and implemented by CBCC in partnership with the County Governments and MOH in selected schools in Marsabit and Samburu. The objective of this program was to implement Social and behaviour change interventions aimed at improving nutrition and hygiene among school going pupils. This was implemented in 2015 to 2017.



School Nutrition and Hygiene

SMART CHILDREN WASH THEIR HANDS



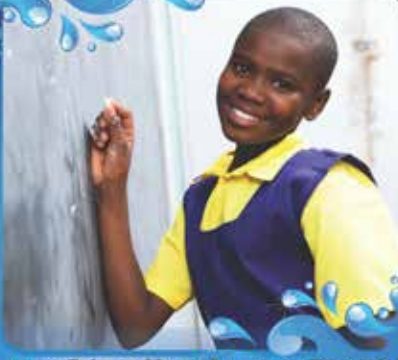
I fight germs by washing my hands at 5 important times with soap or ash and running water

- Before eating any food or feeding the baby
- Before preparing food
- After using the latrine
- After cleaning the babies' bottom
- After touching animals

Be Clean, Eat Right, Be Smart

This educational material was developed by the World Food Programme and the Government of Uganda with the support of the Government of Uganda, United Nations Children's Fund (UNICEF), and various other partners. It is a public good and its use is encouraged. It is not to be sold or used for commercial purposes without the written permission of the Government of Uganda.

SMART GIRLS ARE CLEAN



I keep myself clean and happy during my monthly periods by

- Using clean pads or cloths during my monthly periods
- Changing my pad or cloth every 4 to 6 hours
- Washing my hands with soap and water after changing my pads or clothes
- Bathing regularly
- Using clean water and soap to wash my clothes and change them
- Disposing the used pads in the school's basket

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I AM A SMART TEACHER




- I teach children to wash their hands at 5 critical times using soap and running water
- I teach children to use the latrine properly and not the bush
- I teach children to eat a variety of food from different food groups and exercise regularly
- I teach children to drink adequate clean and safe water daily
- I teach children to be clean and to wear clean clothes

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SMART CHILDREN EAT RIGHT



Eat different types of foods from All the food groups

Energy Giving Foods	Body Building Foods	Protective Foods	Clean Drinking Water

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I AM A SMART COOK



- I wash my hands with soap and running water before handling and during food preparation
- I wash dishes regularly and daily with clean water before cooking or eating from them
- I use clean kitchen equipment and dishes to prepare and serve food
- I use a latrine with soap, my hands with soap and running water after
- I keep myself clean by bathing daily and wearing clean clothes
- I do medical check-ups every 6 months

Be Clean, Eat Right, Be Smart

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SMART CHILDREN USE LATRINES



I prevent the spread of diseases like diarrhea, cholera and typhoid by

- Using a latrine and not the bush
- Disposing faeces directly in the hole
- Using proper anal cleansing material
- Washing hands with soap or ash and running water
- Keeping the latrine clean always

Be Clean, Eat Right, Be Smart

This educational material was developed by the World Food Programme and the Government of Uganda with the support of the Government of Uganda, United Nations Children's Fund (UNICEF), and various other partners. It is a public good and its use is encouraged. It is not to be sold or used for commercial purposes without the written permission of the Government of Uganda.



Home Fortification Using Micronutrient Powders

This was a programme funded by Global Alliance for Improved Nutrition (GAIN) and implemented by CBCC in partnership with the County Government of Nairobi and MOH. The goal of the programme was to address micronutrient deficiencies among infants and young children 6 to 23 months. The goal for the Home Fortification Social and Behaviour Change (SBC) project was to support the achievement of the National Home Fortification Programme by creating awareness about Micronutrient Powders (MNPs) and supporting Behavior Change Communication (BCC) and social marketing activities to promote consumption of MNPs. The program was implemented from 2014 to 2015 in the nine sub counties of Nairobi namely: Makadara, Westlands, Kamukunji, Dagoretti, Langata, Ruaraka, Starehe, Njiru and Embakasi.





IFDC 2SCALE programme

This was a project funded by IFDC through the 2SCALE project and implemented by CBCC in Kasese, Uganda and Meru in Kenya in 2016 - 2017. CBCC implemented SBC through the Digisomo Talking Books Programme among the Shalem sorghum farmers in Meru and Nyakatonzi Cotton farmers in Kasese. The Shalem partnership aimed to develop competitive smallholder driven sorghum cluster value chain supplying quality produce in large quantities to the various market segments by facilitating farmer mobilization, training and helping strengthen the supply chain to deliver agro-inputs, improve aggregation efficiency and accelerate payments to farmers. In Uganda it was aimed at providing support for farmer mobilization, training of farmers and extension staff, and links to input suppliers and investors in order to increase yields of several oilseed crops, ensuring year-round supplies and minimizing price fluctuations.



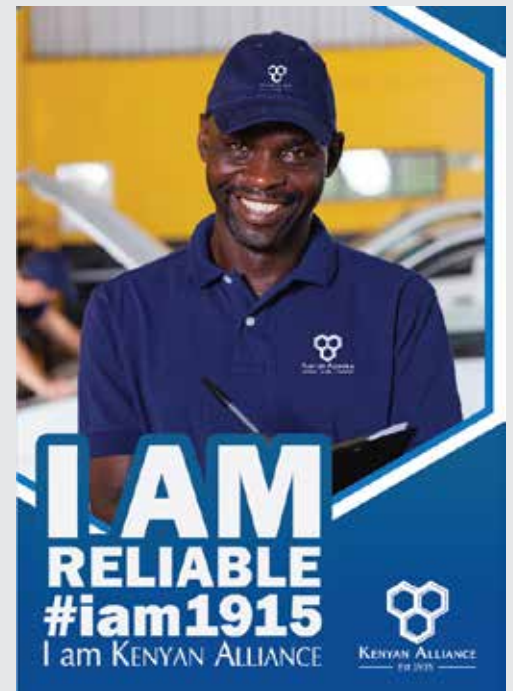
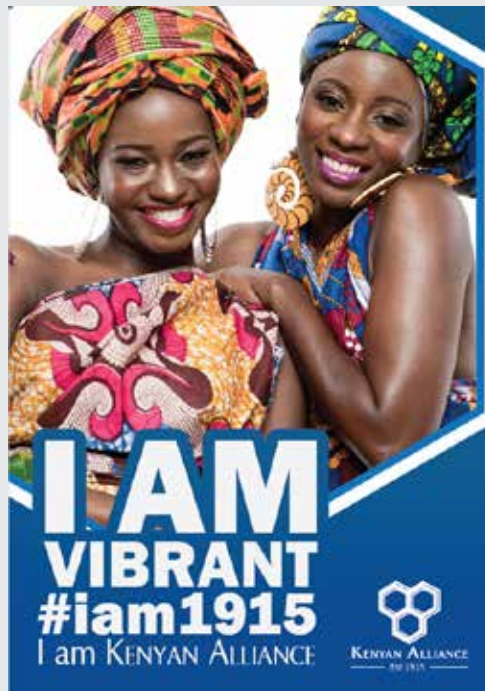
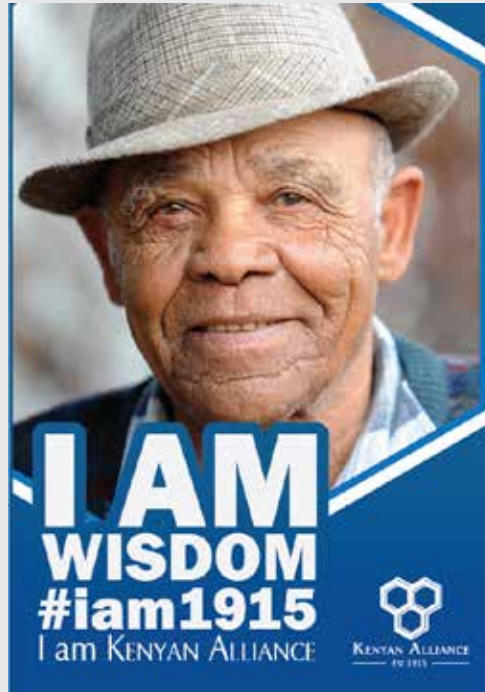
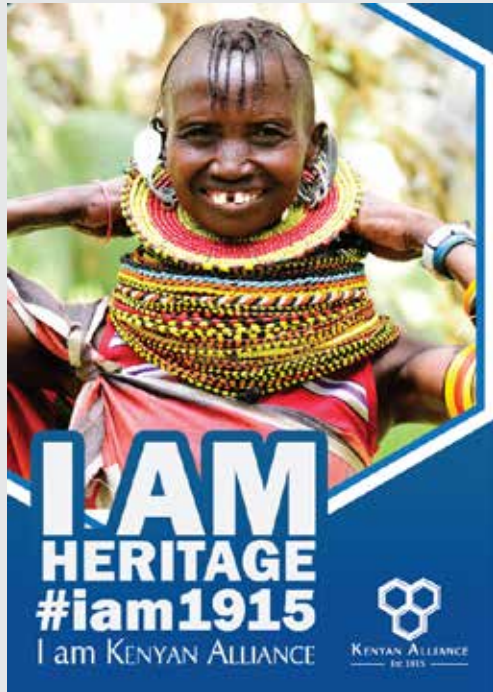


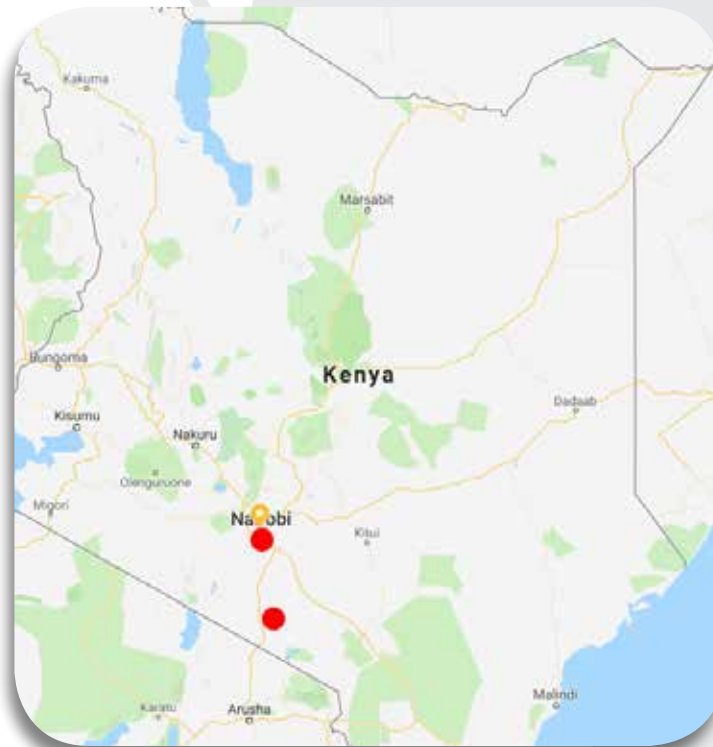
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This process involved research, development of a brand strategy, rebranding and implementation of process to enhance the adoption of the brand essence within the company's workforce. This exercise was conducted between April and December 2018.







Healthcare Waste Management

This was a private public partnership project funded by GIZ and implemented by CBCC in partnership with Nairobi Women's Hospital in 2014. The purpose of the project was to improve patient safety, overall quality of care, personnel safety and environmental protection by minimizing hazardous effect of health care waste management and disposal. The role of CBCC was to develop a unique evidence based branded campaign for promoting safe management of health care waste. This project was implemented in Nairobi and Kajiado.



**One needle
many dangers!**

**TOGETHER
LET'S TAKE,
RESPONSIBILITY!**




Ensure that your healthcare institution is accredited with this symbol from the Ministry of Health to show that it practices quality healthcare waste management.

Report incidences of unsafe healthcare waste disposal on hotline +254 (02) 222333

giz 

**One drop
many dangers!**

**TOGETHER
LET'S TAKE,
RESPONSIBILITY!**




Ensure that your healthcare institution is accredited with this symbol from the Ministry of Health to show that it practices quality healthcare waste management.

Report incidences of unsafe healthcare waste disposal on hotline +254 (02) 222333

giz 

**TOGETHER
LET'S TAKE,
RESPONSIBILITY!**



I care for your well being.

I am taking the responsibility to ensure that healthcare waste is managed correctly from segregation to disposal.

Together let us protect ourselves, our families, our community and environment from the risks of unsafe healthcare waste disposal.



Report incidences of unsafe healthcare waste disposal on hotline +254 (02) 222333

giz 

**TOGETHER
LET'S TAKE,
RESPONSIBILITY!**



I care for your well being.

I am taking the responsibility to ensure that I practice quality Healthcare Waste Management.

Together let us protect ourselves, our families, our community and environment from the risks of unsafe healthcare waste disposal.



Report incidences of unsafe healthcare waste disposal on hotline +254 (02) 222333

giz 

**TOGETHER
LET'S TAKE,
RESPONSIBILITY!**



I care for your well being.

I am taking the responsibility to ensure that I practice quality Healthcare Waste Management.

Together let us protect ourselves, our families, our community and environment from the risks of unsafe healthcare waste disposal.



Report incidences of unsafe healthcare waste disposal on hotline +254 (02) 222333

giz 

**TOGETHER
LET'S TAKE,
RESPONSIBILITY!**



We care...

We are taking the responsibility to ensure that we practice quality Healthcare Waste Management.

Together let us protect ourselves, our families, our community and environment from the risks of unsafe healthcare waste disposal.



Report incidences of unsafe healthcare waste disposal on hotline +254 (02) 222333

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CHANGE