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GLOBAL HEALTH SECURITY PROGRAM

Fact Sheet: Breakthrough ACTION

OVERVIEW

Breakthrough ACTION (BA) ignites collective action and encourages people to adopt healthier behaviors and reduce risky behaviors. By forging, testing, and scaling up new and hybrid approaches to social and behavior change (SBC), BA assists countries in building their capacity to plan and implement effective and responsive risk communication and community engagement (RCCE) interventions. Firmly grounded in proven practices, BA works in partnership with governments, civil society, and communities around the world to implement creative and sustainable SBC programming, nurture SBC champions, promote new techniques and technologies, and advocate for strategic and sustained investment in SBC.

In the area of Global Health Security (GHS), BA is dedicated to building RCCE capacity in line with the International Health Regulations framework. Alongside its capacity-building work, the project has assisted countries in tackling numerous disease outbreaks such as COVID-19, Ebola, Zika, Lassa fever, Anthrax, HPAI, Marburg virus, and Mpox, as well as addressing continuing threats such as rabies and antimicrobial resistance.

BREAKTHROUGH ACTION IN ACTION

- **Risk Communication and Community Engagement.** Activities implemented by the project have addressed Priority Zoonotic Diseases (PZDs) in Africa, Asia and Latin America/Caribbean. In the past year alone, RCCE activities have been successful in reaching over 80 million people with One Health and PZD content, including an estimated 18 million by television, 53 million by radio, 7 million through social media and mobile phones and 1.5 million through community engagement. In addition, the project developed and produced over 300 communication materials related to One Health and PZDs, and trained over 6,000 people working in human health, animal health, environmental health, and media sectors.
- **Outbreak Response.** RCCE staff (JHU/CCP) were able to mobilize quickly to rapidly respond to the Ebola outbreak in Uganda. Information was shared with over 7 million people through mass media, social media, community meetings, household visits, key influencers, boda-boda (motorbike) drivers, and religious, cultural, and traditional leaders.
- **Build National and Subnational Capacities and Systems.** Platforms, such as the RCCE TWG and community engagement systems, developed under GHSA work, were quickly mobilized as COVID-19 response became the overriding national priority.
- **Rumor / Misinformation Management.** In the DRC, a free, on-demand information service was accessed by over 2.5 million people to receive priority zoonotic disease messaging. Côte d'Ivoire utilized its rumor management system to systematically track and address 1,332 rumors and misinformation. Guinea reached over 350,000 people through social media posts on prevention of Lassa fever, Avian influenza, brucellosis, Ebola, and COVID-19. Mali reached over 10 million people to promote safe behaviors for zoonotic diseases.
- **Interactive Voice Response.** Breakthrough Action has leveraged mobile phone platforms to provide free public access to health information on Lassa fever, yellow fever, Mpox and other disease threats to improve awareness and health-seeking behaviors such as appropriate and prompt-care seeking and personal and environmental hygiene.
- **Knowledge Management.** The project launched the [Zoonotic Behavioral Research Assessment Online Toolkit](#) (ZBRA) in March 2023 to provide countries with a one-stop portal for easy access to behavioral research and tools for PZD. The toolkit identifies key behaviors for 13 zoonotic diseases and provides ready-made questionnaires that can be adapted and deployed quickly to gather behavioral data on each disease. The dashboard also provides summaries of zoonotic behavioral research data for 13 countries.

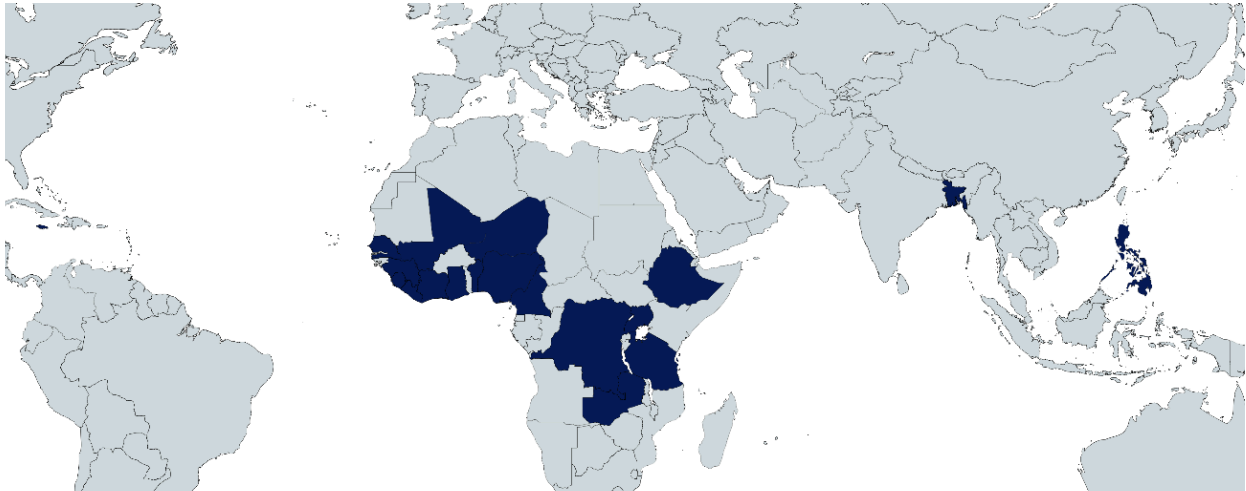
KEY PROJECT DATES

- **July 2017 - July 2025:** Period of Performance
- **November 15, 2024:** For continuing BA programs, FY23 funds must be fully-committed by

mid-November (last BA funding modification). All new country programming requests will be considered on a case by case basis given BA's limited remaining ceiling.

→ **March 2025:** End of Programming Activities

BREAKTHROUGH ACTION GHS COUNTRIES



* BA implements activities in 19 countries: Bangladesh, Benin, Cameroon, Côte d'Ivoire, DRC, Ethiopia, Ghana, Guinea, Jamaica, Liberia, Mali, Niger, Nigeria, Philippines, Senegal, Sierra Leone, Tanzania, Uganda, and Zambia.

PROJECT PARTNERS & IMPLEMENTERS

BA is a cooperative agreement led by Johns Hopkins Center for Communication Programs that includes implementing partners Save the Children, Ideas42, Viamo, ThinkPlace, The International Center for Research on Women, and Camber Collective.