



Additional Placement Information

Ghana Sustainable Change Project - Accra

"If anyone has been looking for an ethical and professional NGO in Ghana, then I can personally recommend Ikando and its leadership."

Ralph Stone –
December 2006.



Got more questions?

Request a call back.

Email call@ikando.org including your name and telephone number and we will call you back.



"Thanks so much for all your support during my stay, you went beyond the call of duty. It was an amazing experience."

Lorna Williams

In June 2004, USAID awarded the Ghana Sustainable Change Project (GSCP) to the Academy for Educational Development and its partners, CARE, the Manoff Group and EXP Momentum. This five-year Project has the mandate to support the Ghana Health Service and other private and civil society groups to increase the health status of Ghanaians through communication interventions which can be sustained over time. The Project, with its partners and counterparts, will develop evidence-based communication interventions that increasingly impact on reproductive and child health, and HIV/AIDS, and that take into consideration all aspects of a supportive environment including capacity building, advocacy and social marketing. The GSCP will provide technical assistance to strengthen training and the implementation of communication programs for health, along with limited commodity support to the health sector under the four following Project goals:

- **Capacity Building:** Strengthen public and private capacity for sustainable behavior change communication (BCC) programming at all levels;
- **Communication Programming:** Develop and implement communication strategies utilizing a range of channels (mass media, community, inter-personal) in reproductive and child health, and HIV/AIDS prevention, care and support;
- **Advocacy:** Strengthen the capacity of government, decision-makers and opinion leaders to advocate in support of programs and activities that influence positive behavior change;
- **Social Marketing:** Strengthen and expand social marketing of products and services that will expand access to health products.

In addition to national level programming, the geographic focus of GSCP is driven by the USAID strategy for CHPS roll-out which targets 30 districts in seven of Ghana's regions.

The following illustrates key activities that will be conducted under each of the four goals over the life of the project in close collaboration with our partners and collaborators:

GOAL 1: Capacity Building

- Conduct assessment of BCC capacity building tools and programs in Ghana.
- Work with partners to improve BCC coordination for health programs through broad-based consultation. This will include the creation of a Ghana Sustainable Change Project Advisory Group.
- Strengthen capacity of the National Population Council, Ghana AIDS Commission and the GHS Health Promotion Unit in the area of strategic planning and implementation of communication programs for health.
- Institutionalize regional and district level communication capacity for health (District Health Management Teams).
- Strengthen the role of Ghana's universities in the delivery of communication training for health.
- Strengthen pre- and in-service training for communication for health
- Support public and private providers to use communication materials and techniques for health.

GOAL 2: Communication Programming for Health

- Conduct comprehensive desk reviews of behavioral studies related to health



How to Apply

Please fill in the application form you have been sent and email it together with an up-to-date resume (CV) to: info@ikando.org

We will email you within 48 hours of receiving your completed application form and resume.



behaviors.

- Conduct target population formative assessments to define obstacles to adaptation of positive behaviors among clients, potential clients and service providers
- Segment and geographically target communication interventions;
- Develop and test innovative communication approaches such as interactive media
- Conduct strategic planning and communication design workshops
- Promote counseling and testing services among general population
- At national level, coordinate and support programming of campaigns that complement community and provider level activities
- Develop and implement multi-media communication campaigns

GOAL 3: Advocacy

- Work with opinion leaders and decision makers in the medical, political, business and religious communities to identify issues, and mobilize support for and participation in an enabling environment for healthier behaviors.
- Support policy development and advocacy for PLWHA, most at risk and vulnerable groups, as well as for workplace HIV/AIDS programs, including treatment, care and support.
- Build advocacy skills in support of respective stakeholders' interests including civil society organizations
- Stimulate dialogue and develop action plans around emerging issues such as PMTCT, access to counseling and testing, stigma and discrimination
- Reduce costs of conducting mass media activities.

GOAL 4: Social Marketing

- Increase CYP through increased access to health products.
- Conduct market research; improve market segmentation, targeting, strategic product pricing and distribution
- Develop private sector strategies to increase the contraceptive market
- Strengthen sustainability of SM by increasing cost recovery, cross subsidization and strategic partnerships with private sector
- Offer expanded mix of family planning services, with emphasis on longer term methods
- Launch three stand-alone counseling and testing centers
- Market quality branded services

An important part of the project is documenting lessons learned and processes of the evidence based approach. Towards that end, GSCP is seeking the help of professional editors / writers that can work closely with the team on the ground to do the following:

- Assist in the development of case studies for key components of the project.
- Edit project documents
- Develop summaries for distribution to key audiences,
- Assist in the development of press packets for the key technical areas of the project.

Each applicant will need to submit a piece of recent written work.



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More questions? Please feel free to browse our FAQs on ikando.org or email us at info@ikando.org.



Ikando UK
69 Rennie Court, Upper Ground, London, SE1 9NZ, UK
uk@ikando.org

Ikando Ghana
Keta Close, Ring Road Central, Accra, Ghana
+233 243 246 092
ghana@ikando.org

Accommodation Details

You will be staying at the Ikando accommodation in the centre of Accra. Our main house is large and spacious, with a big surrounding garden in the centre of town. Our office is located at the back of the garden in what used to be the staff quarters. The house has a spacious communal living area, dining area and kitchen. Upstairs there is a large balcony where volunteers sit out in the evening, a study area and bedrooms with two bathrooms. All of the upstairs bedrooms have access to balconies.

Extra Details

Project Duration	Min Duration 12 weeks - Max Duration 52 weeks (can be extended in-country)
Dates	You can volunteer at any time from Feb to June and Sep to Dec.
Pricing	£ 1,351 for 12 weeks, £87 per week thereafter. For pricing in a different currency please check out www.oanda.com .
Deposit	£ 150 (included in total price)
Location	On the outskirts of Accra
Airport to fly into	Accra Airport (ACC) - (also known as Kotoka International Airport)
In-country Budget	From \$50 on a tight budget to \$150 p/week if you wish to explore Ghana.

What's included in the project fees?

- Accommodation
- Welcome pack
- Airport pick-up
- 24/7 Emergency support.
- Introduction to life in Ghana.

What's not included?

- Flights & Visa
- Food
- Vaccinations (please speak to your local GP)
- Insurance (required)

We work hard to include as much information as possible online. Please check out the following links on www.ikando.org for further information regarding:

- Health & Safety: www.ikando.org/healthandsafety.html
- Accommodation: www.ikando.org/accommodation.html
- Organizing your flights: www.ikando.org/flights.html
- Organizing your visa: www.ikando.org/visa.html
- In-country Food: www.ikando.org/food.html
- Airport-Pick up: www.ikando.org/airport.html

If you have any further questions on this placement, please do not hesitate to contact us.