

"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

About the Ghana Sustainable Change Project

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.



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.



GOAL 2: Communication Programming for Health

- Conduct comprehensive desk reviews of behavioral studies related to health 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

During 2007 and 2008 GSCP will focus on rolling out 3 key health communications campaigns at the community level. A key component of this roll out will be working with community radio stations to help promote these health campaigns through talk radio, radio dramas, and radio spots. Training of local radio staff may also be needed. Towards that end, GSCP is seeking the help of a community radio coordinator that can work closely with the team on the ground to do the following:

- Map community radio stations in GSCP's 30 program districts
- Coordinate with the Ghana Community Radio Network and individual stations to implement radio activities around the three campaigns
- Identify training needs at various stations



Additional Placement Information

Ghana Sustainable Change Project - Accra

- Willing to work with key members of staff on other communication and community mobilization projects as opportunities arise

Accommodation Details

You will be staying at the Ikando accommodation in the centre of Accra. The accommodation is clean and furnished. It is only a stone's throw away from the centre of town and a 10-minute bus ride to the GSCP offices. A cleaner will be available a couple of times a week to clean the accommodation and do your market shopping for you.



Project Fees

Currency	4 weeks (incl deposit)	Each additional week	Deposit
British Pounds	£ 655	£ 87	£ 150
US Dollars	\$ 1239	\$ 163	\$ 297
Euros	€ 971	€ 127	€ 234

US Dollar and Euro value may differ depending on currency fluctuations.

What's included in the project fees?

- Accommodation
- Welcome pack
- \$100 donation to the host organisation
- Transfers to and from Airport
- 24/7 emergency support
- In-country introduction to life in Ghana.

What's not included?

- Flights & Visa
- Food
- Vaccinations (please speak to your physician)
- Medical and Travel Insurance

Health and Safety

There are a number of health clinics and hospitals in the area. Volunteers should show due care and diligence whilst in placement. We recommend volunteers do not walk alone at night. Refrain from bringing expensive items as these attract attention.

Other details

- The volunteer will be housed in our accommodation in the centre of town; it is clean and well maintained. Previous volunteers described the house as "a lovely haven in all the chaos." The accommodation is centrally located to Accra, with it possible to walk from the accommodation to nearby shops, communication centres, bars and restaurants.
- The accommodation has 24/7 security
- Washing & ironing facility is available.
- Please arrive on a weekday to avoid being surcharged for weekend pick-ups.
- There are small stores in the neighbourhood and larger supermarkets can be found a 5-min drive away.

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