

## 19. Analysis to Promote Desired Behaviours

Participant Group	Desired Actions	Positive Cultural References support desired Actions	Barriers/obstacles to desired Actions	Activities for promoting desired Actions	
				Activities	Channels
National & State Leadership, Policy and Decision Makers	Promote, support and mobilize funds for the implementation of the CSD Plan.	On-going reform process.	<p>Inadequate coordination among vertical programmes within MoH and limited coordination between the line Ministries.</p> <p>Lack of timely, costed implementation plans.</p> <p>Inadequate awareness of the CSD Plan among policy makers to promote the implementation of the CSD Plan.</p> <p>Other competing priorities and less interaction on CSD issue.</p>	<p>Conduct quarterly coordination meetings between the programmes within MoH and between line Ministries on CSD.</p> <p>Advocate for integrated planning/implementation.</p> <p>Fundraising activities for CSD (through public announcements, private sector mobilisation, etc.).</p> <p>Provide regular briefs/updates to policy makers on CSD.</p> <p>Develop policy brief for policy/decision makers.</p> <p>Advocate for state and region authorities.</p>	<p>Round-tables</p> <p>Special meetings &amp; events</p> <p>Policy brief, study tour</p>
Members of Parliament	Political leadership takes part in supporting CSD in respective townships and constituencies.	On-going reform process.	<p>Lack of information about significance of CSD.</p> <p>Lack of understanding of the role they can play in CSD.</p> <p>Other competing priorities.</p>	<p>Arrange national-level meetings with Members of Parliament (MPs) to lead and support.</p>	<p>Briefings, Forums</p>