

## How can we rethink the way we shift social norms through user-centred approaches?

Join MSI Reproductive Choices and ThinkPlace for an exciting and interactive session at the International SBCC Summit 2022

Explore examples of how MSI Reproductive Choices and ThinkPlace have used human centred design (HCD) to develop approaches addressing the social norms affecting access to Sexual and Reproductive Health (SRH) services across Africa.



**Date: Tuesday, 6 December 2022**

**Time: 6.30pm – 8.30pm, after the day's programme at the SBCC Summit**

**Venue: Reda 1, Palais de Congrès convention centre, Marrakech**

Check out the event in the SBCC summit program and add it to your schedule [here](#)

**Any questions, please contact: [georgina.page@msichoices.org](mailto:georgina.page@msichoices.org)**

Since 2017, MSI Reproductive Choices and ThinkPlace have collaborated across East and West Africa to develop innovative solutions for increasing access to contraception. Together we explored the ways a user-centred process can ensure that our approaches focus on immediate service uptake among those further along the behaviour change pathway, while also addressing the social norms affecting long term access to and adoption of SRH services.

You are warmly invited to join us for an interactive evening event at the SBCC Summit in Marrakech. We'll showcase work from our programmes in Nigeria, Zambia, Sierra Leone, DRC and the Sahel and as well as some reflections on our partnership and the use of HCD to develop user-centred interventions targeting long-term behaviour change.