

Company Profile



Strategic Communications | Social & Behaviour Change | RCCE | Advocacy | Multimedia Storytelling | Public Relations

✓ Uganda Based

🌐 Global Impact



DRIVING CHANGE

S4P Group (Solutions for People) is a Uganda-based strategic communication and social and behaviour change (SBC) firm with over a decade of experience helping development and humanitarian partners translate complex priorities into clear public narratives, measurable behaviour change outcomes and strengthened community trust.

Established in 2015, S4P delivers integrated services across advocacy and campaign design, risk communication and community engagement (RCCE), media relations, event-based communications, branding and visibility, and multimedia storytelling.

Our work is grounded in behavioural science, human-centred design, and advanced audience insights. We combine creative communication with rigorous implementation, ensuring campaigns go beyond awareness to influence norms, strengthen accountability, and improve service uptake. S4P's role is not only to deliver communication activities but also to facilitate dialogue, co-create solutions with communities, and strengthen institutional credibility through evidence-driven storytelling.

2015

Established

**UNICEF, USAID,
GoU, UKAID**

Experience

SBC+RCCE

specialists





Advocacy & Campaign Design

Integrated SBC delivery aligned with global partners like UNICEF



RCCE Systems

Risk communication, community engagement and rumor tracking systems



Media Relations

Strategic PR, earned media and journalist engagement at scale.



Event Based Comms

Documentation and media amplification of national advocacy moments



Branding & Visibility

Translating complex priorities into clear culturally resonant products.



Multimedia Storytelling

Full-service production across photography, video and animation.

WHAT WE DELIVER

We embed monitoring, learning and communication analytics to ensure accountability, adaptive optimisation and continuous improvement.

ANALYTICS

SBC MODELS

VALUE ADD

RCCE SYSTEMS

THEORY-DRIVEN SYSTEMS

S4P's delivery approach is theory-driven and grounded in behavioural insights. We apply established SBC frameworks alongside practical, field-based systems to ensure interventions are locally resonant, participatory, and outcome-oriented.

Our methodology integrates behavioural diagnostics and audience segmentation, stakeholder mapping and coalition mobilisation, co-creation with priority communities, and multi-channel delivery across mass media, community engagement platforms, and digital ecosystems. We apply continuous feedback loops and adaptive learning, supported by structured monitoring systems that track engagement, behavioural outcomes, and institutional visibility. This ensures communication is treated not as messaging alone but as a system that strengthens trust, participation, and sustained change.



INSIGHT



CO-CREATE



DELIVER



MEASURE



ADAPT



BEHAVIOURAL FRAMEWORKS

Integration of COM-B and Social Ecological Model to track engagement and outcomes.



MULTI-CHANNEL SYSTEMS

Coordinated delivery across mass media, community engagement platforms and digital ecosystems.

IMPLEMENTATION CAPACITY

S4P maintains a strong operational infrastructure and surge capacity to implement assignments simultaneously across multiple regions of Uganda. The firm works through a multidisciplinary team and an extended network of specialised consultants across behavioural research, creative design, multimedia production, logistics, and field coordination.

S4P has demonstrated national-scale delivery, including integrated media placement and community mobilisation across more than 72 districts through USAID-funded vaccination surge assignments. We maintain significant alternative media infrastructure, including more than 160 media box units deployed for rapid, community-based outreach.

Through partnerships with over 100 media outlets, journalists, and digital influencers, S4P can rapidly mobilise coverage, secure broad dissemination, and deliver coordinated communications support across Uganda's diverse media landscape.

72
DISTRICTS

160+
MEDIA UNITS

100+
MEDIA PARTNERS



IPC AND COMMUNITY ENGAGEMENT



S4P places interpersonal communication (IPC) and community engagement at the heart of effective SBC programming. Sustainable change depends on trusted dialogue, supportive service interactions, peer influence, and locally owned platforms that help communities turn information into practice.

Across UNICEF and USAID-supported programmes, S4P delivers mobilisation models implemented by youth champions, mentor parents, community leaders, and frontline health workers. These approaches strengthen two-way communication through house-to-house engagement, school dialogues, market activations, and community accountability platforms.

Under the AMVC3 Accelerated Mass COVID-19 Vaccination Campaign, S4P integrated interpersonal mobilisation with alternative media outreach across 67 districts, supporting coordinated roadshows, live talk shows, and follow-through on service uptake.

S4P has also advanced youth-led engagement through the U-Report Communities of Action model, supporting vaccine confidence and routine immunisation uptake through peer mobilisation. In outbreak contexts, such as Mpox, S4P combines hotspot outreach, social listening, and stigma reduction to counter misinformation and strengthen timely care-seeking.

YOUTH CHAMPIONS	VHTS/HEALTH WORKERS	MENTOR PARENTS	COMMUNITY LEADERS
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CURRICULUM DEVELOPMENT

S4P designs and delivers competency-based SBC and RCCE training curricula that strengthen institutional and community preparedness, using practical adult learning methods and scalable cascade models.

For example, in partnership with UNICEF Uganda and KCCA, S4P developed a tailored RCCE curriculum aligned with global competency frameworks that covers coordination, community-centred engagement, inclusive communication, and learning systems.

S4P supported the certification of 41 master trainers and the training of 192 peer educators across Kampala's five divisions, thereby ensuring sustained capacity beyond individual projects.

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Masters Training

92

Peer Educators

“Developed tailored RCCE curriculum covering coordination, inclusive communication, and social listening systems.”



FLAGSHIP CAMPAIGN AND ADVOCACY EXPERIENCE

S4P designs and implements flagship advocacy and SBC campaigns that integrate community mobilisation, media amplification, and leadership engagement to deliver measurable outcomes.

Under the USAID-funded Social and Behaviour Change Activity, S4P delivered integrated malaria and family health interventions through participatory tools, household follow-up, community norm activation, and district accountability mechanisms. Through UNICEF-supported youth mobilisation models, S4P has strengthened vaccine confidence and service uptake by positioning adolescents and young people as trusted messengers.



BRANDING, VISIBILITY & PRODUCTION

S4P provides full-service branding, design, and print production to support partners' visibility requirements across campaigns, events, and institutional communications.

Our creative approach combines behavioural insight with strict adherence to donor brand standards.

We develop toolkits, infographics, dashboards, posters, interactive engagement tools, and event branding packages that translate complex priorities into accessible formats.



BROADCAST MANAGEMENT

S4P provides full-service media booking and broadcast management to support national and sub-national SBC, RCCE, and advocacy priorities.

We manage strategic airtime across radio, television, and alternative media channels, ensuring high-frequency message reach, quality assurance, and alignment with campaign objectives.

S4P has delivered large-scale media placements for routine immunisation and emergency response campaigns, including mobilising more than 40 media houses for the Big Catch-Up vaccination campaign.

We also support implementing partners with end-to-end media booking, monitoring, and value-added services, including through the FHI360 RISE project and USAID-supported vaccination surge communication across 72 districts.

40+

MEDIA HOUSES MANAGED

“Delivered large-scale media placements for the Big Catch-Up vaccination campaign across 72 districts.”

MULTIMEDIA STORYTELLING AND DIGITAL INNOVATION

S4P delivers high-quality, human-centred multimedia documentation and storytelling that strengthen advocacy, amplify beneficiary voices, and demonstrate accountability to stakeholders and donors.

Our in-house team produces impact videos, highlight reels, digital reels, photography libraries, audio products, and animated explainers, optimised for partner platforms and social media.



DOCUMENTARY



ANIMATION



SOCIAL MEDIA REELS.

INNOVATION AND VALUE ADDED SERVICES

S4P differentiates itself through the integration of behavioural science, strategic communications, and marketing-informed delivery systems.

- Advanced Audience Segmentation
- Crisis Communication Support
- Integrated Media Monitoring
- Multilingual Production
- Digital Influencer Mobilisation
- Evidence-Driven Storytelling

These capabilities enable partners to strengthen trust, improve accountability, and maximise the effectiveness of communication across diverse Ugandan contexts.



Farmer Support Center

ADVICE • ASSISTANCE • AGRO-INPUTS

S4P has developed the Farmer Support Centres (FSCs), a scalable, market-driven platform to strengthen smallholder farmers' productivity, incomes, and resilience. The FSC model recognises that access to inputs and information alone is insufficient.

Farmer decisions are shaped by trust, timing, social norms, risk perception, and short-term pressures. FSCs, therefore, address both structural and behavioural barriers simultaneously. To date, we have established 48 FSCs in the Karamoja, Acholi, and Kigezi sub-regions.

Each FSC is led by a trained local Business Service Provider (BSP), a youth or farmer agro-entrepreneur, who works with approximately 5 to 6 farmer groups and serves around 1,500 farmers. Through this community-embedded platform,

farmers access integrated advisory support, market linkages, and practical services throughout the agricultural cycle.

The FSC model is inclusive by design, addressing the behavioural and social constraints faced by women and youth farmers through peer-based engagement and accessible service formats. As the network expands, FSCs serve as a learning platform, generating real-time insights into behaviourally informed agricultural service delivery.

S4P's growth vision is to scale the FSC network to reach 50,000 smallholder farmers across Uganda by strengthening existing centres, expanding into high-potential districts, and deepening digital, financial, and market integration.



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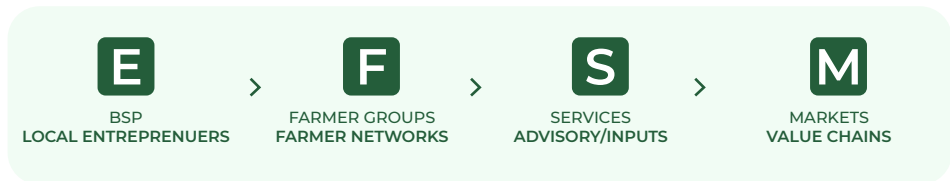
CENTERS ACTIVE

50K

GOAL

1500

FARMERS





FreshYard offers urban farming solutions designed to help city residents grow fresh, chemical-free vegetables in limited spaces like balconies, rooftops, or backyards.

How to Get Started

01 Consultation

The FreshYard team visits your home to introduce the program.

02 Assessment

Your available space is measured and evaluated

03 Selection & Setup

You choose a farming option based on your space, and the team assists with the setup and scheduling of follow-up visits.



Farming Options and Fees



Sack Gardening:
Costs 265,000/=; it is portable, saves space, and retains moisture well.



Container Gardening:
Costs 275,000/=; it is eco-friendly, maximizes vertical space, and is ideal for herbs and leafy greens.



PVC Pipes/Gutters:
Costs 275,000/=; it offers a clean, organized, and space-saving design with efficient water use.



Rooftop & Balcony Gardens:
Costs 470,000/=; it utilizes otherwise unused space.

Urban farming allows families to improve nutrition, save money on food, beautify their homes, and teach children practical agricultural skills. Available crops include tomatoes, spinach, lettuce, peppers, leeks, herbs, and sukuma.

EXPERIENCE OVER THE PAST 5 YEARS

Over the past five years, S4P has delivered high-impact SBC, RCCE, advocacy, and multimedia communication assignments for leading international organisations, UN agencies, and government partners across immunisation, malaria prevention, maternal and child health, nutrition, WASH, adolescent protection, and public health emergencies.

Client	Assignment	Thematic Focus	Coverage	Period
UNICEF Uganda	Youth-led FGM & Child Marriage Prevention Initiative	Social norms change, adolescent protection	Karamoja & Sebei	Nov 2025 – Ongoing
UNICEF Uganda	U-Report Communities of Action for HPV+ Campaign	HPV vaccination uptake, adolescent health	Kamuli, Namayingo, Tororo	Mar – Jun 2025
UNICEF Uganda	Youth-led Polio & Routine Immunisation Communities of Action	Vaccine confidence, peer mobilisation	Multi-district Uganda	Sept – Dec 2025
UNICEF Uganda / KCCA	RCCE Preparedness Training for Urban Public Health Emergencies	Emergency preparedness, rumour management	Kampala (5 divisions)	Oct – Dec 2025
UNICEF Uganda	HCD-informed SBC Pilot to Improve Immunisation Uptake	Caregiver trust, defaulter tracing	Kampala & Wakiso	Aug – Dec 2025
UNICEF Uganda / MoH / KCCA	Mpox RCCE Response	Outbreak RCCE, stigma reduction	Kampala & Wakiso	Dec 2024 – June 2025
UNICEF Uganda	“I’m Her Keeper” Multimedia ANC Campaign	Maternal health, male engagement	West Nile	Oct 2024 – Jun 2025
UNICEF Uganda	National Public Health Emergencies Media Campaign	Emergency risk communication	Nationwide	Jul – Dec 2025

Client	Assignment	Thematic Focus	Coverage	Period
UNICEF Uganda	Routine Immunisation Radio Talk Shows	Demand generation	Western & Central Uganda	Jun – Oct 2025
UNICEF Uganda	Yellow Fever Radio Spots Campaign	Vaccine awareness	Uganda	Apr – Jul 2025
UNICEF Uganda	Mukono WASH Behaviour Change Media Campaign	Hygiene and sanitation promotion	Mukono	Oct – Dec 2024
UNICEF Uganda (WHO & MoH)	Big Catch-Up / Routine Immunisation Media Campaign	Catch-up vaccination mobilisation	Nationwide	Nov – Dec 2024
UNICEF Uganda	World Breastfeeding Week Radio Campaign	Nutrition promotion	National	Aug 2024
USAID SBICA (JHU CCP)	Mass Action Against Malaria (MAAM) SBC Campaign	Malaria prevention and treatment seeking	13 districts	Nov 2023 – Sept 2024
FHI360	RISE Project – Media Booking & Broadcast for Family Planning	SRH/FP communication	Multi-region Uganda	Jun – Sept 2023
USAID SBICA (JHU CCP)	Integrated Family Health SBC Campaign	Multi-thematic health SBC	21 districts	Dec 2022 – Apr 2024
USAID SBICA (JHU CCP)	Ebola Virus Disease RCCE Emergency Support	Alternative media + IPC mobilisation	Affected districts	Dec 2022 – Oct 2023
USAID SBICA (JHU CCP)	AMVC3 Accelerated Mass COVID-19 Vaccination Campaign	Alternative media and mobilisation surge	67 districts	Jun – Sept 2022
UNICEF Uganda	National Handwashing with Soap SBCC Toolkit Development	WASH strategy and toolkit production	National	Feb – Dec 2022
UNICEF Uganda	COVID-19 Community Mobilisation in Urban Settings	RCCE and outreach	Kampala, Wakiso, Mukono	Aug – Nov 2021
UNICEF Uganda / KCCA	Ebola RCCE Support in Greater Kampala	Mobilisation and activations	Kampala region	Nov 2022 – Jun 2023
USAID / Mercy Corps Consortium (APOLOU)	Karamoja Resilience SBC Platforms (“Eyok Kiyan”)	Nutrition, WASH, adolescent wellbeing	Karamoja	Up to Nov 2022

WHY S4P GROUP?

UGANDA-ROOTED

Deep context understanding and local community presence.

TRUSTED PARTNER

Proven excellence with UNICEF, USAID, UKAID, and GOU.

SCIENCE-DRIVEN

Behavioural science core with creative implementation

SCALABLE DELIVERY

Capacity to implement national-scale assignments rapidly.



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