

WORLD LEADERSHIP DIALOGUE — WCPH 2026, Cape Town**Monday 7 September | 10:30 | Ballroom West****Political Leadership for Integrated Financing of Social and Behavior Change in African Health Systems: A Call to Action**

Social and behaviour change (SBC) interventions are among the most effective tools for improving health outcomes — yet African health systems lack the systematic financing mechanisms to sustain them. Most countries have no dedicated budget allocations, no standardised costing methodologies and no strategic roadmaps for institutionalising SBC within broader health financing frameworks. This gap perpetuates health inequities and undermines progress toward Universal Health Coverage. A multi-country initiative across six African countries (2025–2026) has produced continental SBC costing guidelines, institutionalisation scorecards, country-specific investment cases and budget integration roadmaps endorsed by Ministries of Health and Finance. This dialogue convenes Ministers, permanent secretaries and global health leaders to confront the political economy barriers to SBC financing and agree on concrete commitments, innovative financing mechanisms and accountability frameworks.

Chair**Dr Landry Dongmo Tsague:** Director, Centre for Primary Health Care, Africa CDC**Speakers****Dr Priscilla Madzinga-Kusena:** SBC and Advocacy Team Lead, Africa CDC**Dr Alex de Jonquieres-** Director, Health Systems & Immunisation Strengthening, GAVI.**Member State Panelists:**

- The Gambia: **Dr Yusupha Touray**, Permanent Secretary, Ministry of Health.
- Zimbabwe: **Dr A. J. V. Maunganidze**, Permanent Secretary, Ministry of Health and Child Care
- Malawi: **Dr Dan Namarika**, Permanent Secretary, Ministry of Finance
- Burundi: **Mme Dr Francine Inarukundo**, Permanent Secretary, Ministry of Finance
- Ethiopia: Permanent Secretary, Ministry of Health