



SOCIAL AND BEHAVIOR CHANGE COMMUNICATION

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WHAT IS SBCC?

SBCC is the systematic application of interactive, theory based, and research-driven communication processes and strategies for change at the individual, community, and social levels.

C-Change Project

WHAT ARE THE ESSENTIAL PROCESSES IN SBCC?

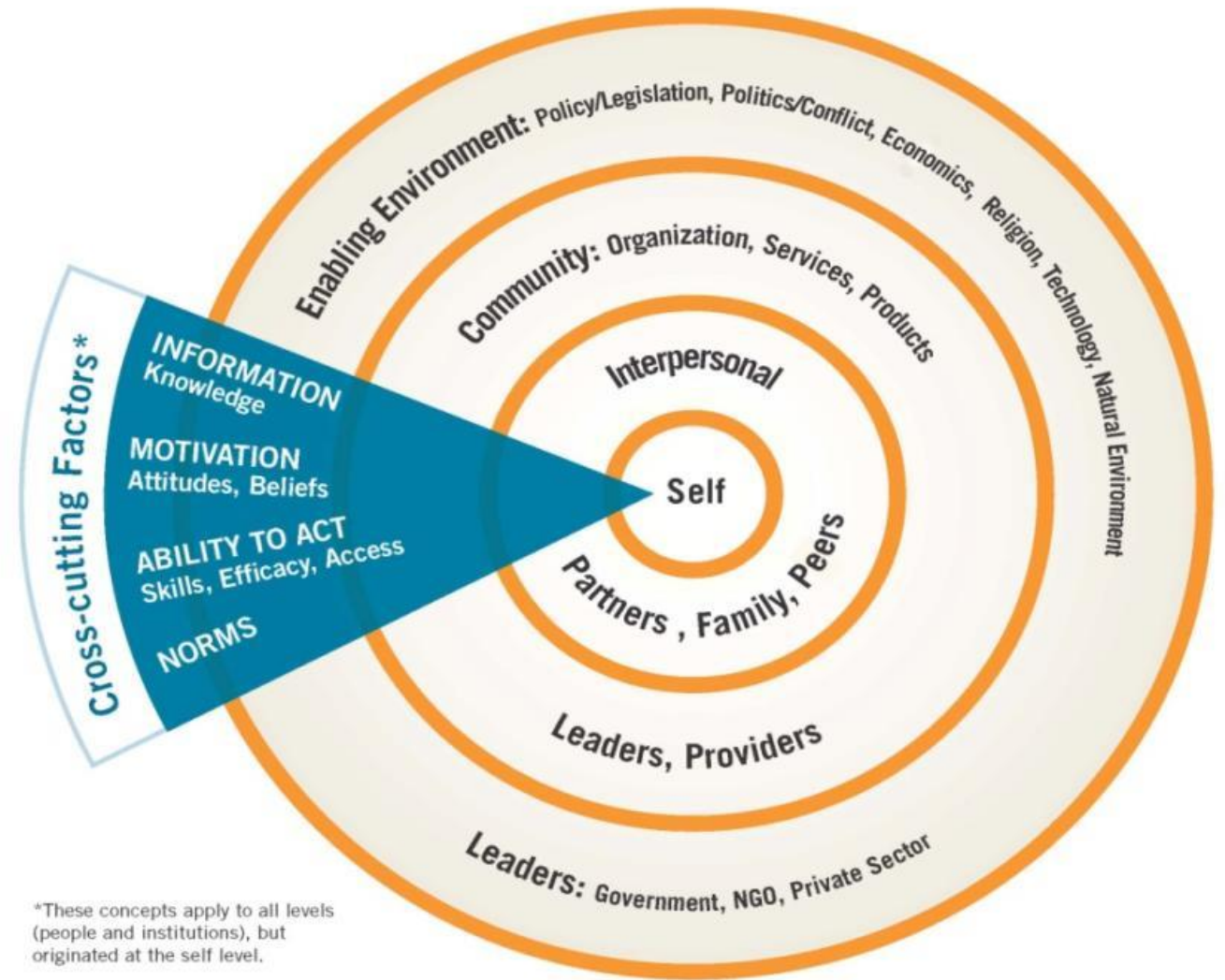
Steps:

1. Understanding the context & audience - situation analysis, formative research
2. Focusing & Designing the Strategy/Approach
3. Creating Activities, Materials, tools
4. Implementing & Monitoring progress
5. Evaluation & Re-planning



SOURCE: Adapted from Health Communication Partnership, P-Process Brochure, CCP at JHU (2003); McKee, Manoncourt, Chin, Carnegie, ACADA Model (2000); Parker, Dalrymple, and Durden, The Integrated Strategy Wheel (1998); AED, Tool Box for Building Health Communication Capacity (1995); National Cancer Institute: Health Communication Program Cycle (1989).

SBCC APPLIES A SOCIO- ECOLOGICAL MOD



SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)

SBCC USES MULTIPLE CHANNELS OF COMMUNICATION FOR CHANGE AT 3 LEVELS



SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)

PROGRAM EXAMPLES -- FANTA SBCC

Build the Future. Invest in Nutrition Now.

Health and Nutrition in Ghana

Ghana has persistently high rates of undernutrition despite advances in economic growth and improvement in health indicators.

- In Ghana, 8 in 10 children under 5 years of age and 3 in 10 women suffer some form of undernutrition, including stunting; wasting; and deficiencies in iron, iodine, and vitamin A. In young children, undernutrition predisposes them to increased infection and impaired physical growth and mental development.



Photo credit: UNICEF

- Three in 10 children are permanently stunted.
- Seven in 10 children suffer from vitamin A deficiency.
- Eight in 10 children under 5 are anaemic.
- Seven in 10 pregnant women are anaemic.

- Undernutrition has significant adverse consequences, including poor health and death.

- One in 13 Ghanaian children dies before his or her fifth birthday. About half of those deaths are associated with undernutrition.
- Children that suffer from undernutrition are more likely to die of illnesses, such as malaria, diarrhoea, and pneumonia, and from complications from HIV.
- One in five maternal deaths during pregnancy and child birth is related to iron deficiency anaemia.



Photo credit: Ian McEwan, FANTA

- Undernutrition has long-term effects.

- Mothers that suffer from undernutrition are likely to give birth to low-birth-weight babies, which can lead to an increased risk of inhibited growth and development.
- Female low-birth-weight babies are more likely to suffer from undernutrition when they become pregnant. This can contribute to the cycle of intergenerational malnutrition and its related problems. But this cycle can be broken.



Photo credit: UNICEF/Phozzi

- Advocacy level – promoting national government investments in nutrition programming
- Community level – mobilizing community volunteers for group activities and home visits for improved dietary practices
- Facility level – individual counseling and group ‘health talks’



WHAT ARE THE MAIN DIFFERENCES FROM OTHER APPROACHES?

- **Health Education** – building knowledge (SBCC: knowledge is not enough to change behavior)
 - IEC : print media, expert-driven information
- **Social marketing** – audience focus (SBCC also has, but broadens beyond individual level)
- **BCC** – incorporates behavior change theory → identify determinants, but still individual focus
- **SBCC** Broadened focus to encompass the whole social & enabling context and different levels of change.
 - Evolution to “**SBC**”

WHERE IS SBCC USED?

- Anywhere social and behavior change is sought!
- Big donor funded programs, small community based NGOs...
- Nutrition SBCC Summit in Bethesda Nov 2014 presented a wide range of applications

WHY SBCC?

- Its systematic process ensures messages and methods are grounded in data on the social context and target audience.
- Its use of mutually reinforcing communication channels can trigger change at different levels for greater impact.
- Participation and capacity building cuts across SBCC activities, to make change more sustainable.
- SBCC works!

KEY ELEMENTS OF SBCC

- Applies the socio-ecological model for behavior change
- Based on research
- Focused on target audience
- Uses multiple channels of communication
- Works for change at 3 levels
- Involves partners and communities throughout the process

REFERENCES

- C-Change Project. *C-Modules*. <https://www.c-changeprogram.org/focus-areas/capacity-strengthening/sbcc-modules#0>
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- Sanghvi, T., A. Jimerson, et al. (2013). *Tailoring communication strategies to improve infant and young child feeding practices in different country settings*. *Food and Nutrition Bulletin* 34(3).

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