

Typical Process for Designing Social Behavior Change Strategies

1. **Identify behaviors related to project objectives**. It is important to begin with evidence-based behaviors related to the activity objectives. For example, an activity aimed at reducing anemia may logically prioritize the intake of iron supplements or deworming medication.
2. **Gather available data**, which could include reviewing primary or secondary data and conducting formative research. To identify priority behaviors and appropriate social behavior change communication (SBCC) approaches, program designers will need to understand the causes of malnutrition in their context and population. This process includes a review of interventions currently being implemented in the country or the project context that might directly or indirectly affect nutrition. Formative research is critical for identifying barriers and facilitators of key behaviors, designing the overall strategy, and developing messages, when appropriate, which resonate both with the priority and/or influencing group(s) and effectively address the identified issues. Formative research can also help identify and build on existing positive behaviors to advance the SBCC approaches.
3. **Design an SBCC strategy including—** 
   1. *clearly defined and prioritized behaviors that will be promoted.* Evidence confirms that SBCC interventions are most effective when they promote a limited number of “doable” actions at one time.
   2. *project interventions to bring about sustained changes in priority behaviors.* These should be informed by a theory of change or a results framework, and should present the development hypothesis of how activities will lead to outputs, outcomes, and, eventually, impacts.
   3. *a program monitoring plan* that includes specific, measurable, achievable, relevant, and time-bound (SMART) indicators of the inputs, processes, outputs, outcomes, and impacts identified.
   4. *clearly defined target populations*, including the priority group(s) or the population expected to adopt and maintain the priority behaviors, and the influencing groups depicted in the socio-ecological model, such as partners, families, peers, leaders, service providers, private sector, nongovernmental organizations, and government representatives.
   5. *a communication plan* including a mix of strategies, channels, and delivery platforms and effective training resources, job aids, media, and materials for engaging the proposed target population(s).
4. **Consider whether communication and non-communication activities are both being used to reduce barriers and build on enablers for action**. Most effective SBCC strategies include a mix of communication and non-communication activities, such as—

* *interpersonal communication*, including—but not limited to—facility-based counseling, home visits, and support groups
* *community mobilization*, including fairs, contests, and dialogues, as well as community radio and video production and dissemination events
* *social marketing* of technologies or commodities (e.g., home water treatment or fortified foods)
* *mass media campaigns* (e.g., television dramas, radio broadcasts)
* *systems strengthening*—improving access to and quality of goods and services (e.g., training of health workers on improved nutrition counseling skills and behaviors)
* *behavioral economics*—using conscious and unconscious factors that drive decisions and actions to make optimal behaviors easy and desirable
* *creating social, policy, or financial incentives or disincentives* to behavior change
* *advocacy* conducted at the community level, up to the national level, among decision makers and policymakers