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SPRING
Strengthening Partnerships, Results
and Innovations in Nutrition Globally

Do's and Don'ts for At-Scale Nutrition Social and Behavior Change Communication



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A movement is growing for At-Scale Nutrition SBCC

- 2015 World Bank World Development Report on *Mind, Society, and Behavior*
- *Alive and Thrive* publishes their process and results
- 2016 The *International Summit on Social and Behavior Change* in Addis Ababa
- *Global Nutrition Reports* highlight the importance of SBC within improved enabling environments to address double burden of malnutrition in all countries
- 2016 Launch of *Accelerator Behaviors* Website: acceleratorbehaviors.org/index

What does SPRING mean by “At-Scale”?

At-Scale interventions

- reach intended populations, equitably,
- at least at sub-national/regional level, with quality goods and services.

They strengthen existing systems to build political will and sustainability

Nutrition SBCC is a **set of interventions** that systematically combine elements of:

- Interpersonal communication
- Social change
- Community mobilization
- Mass media
- Small (community) media
- Advocacy

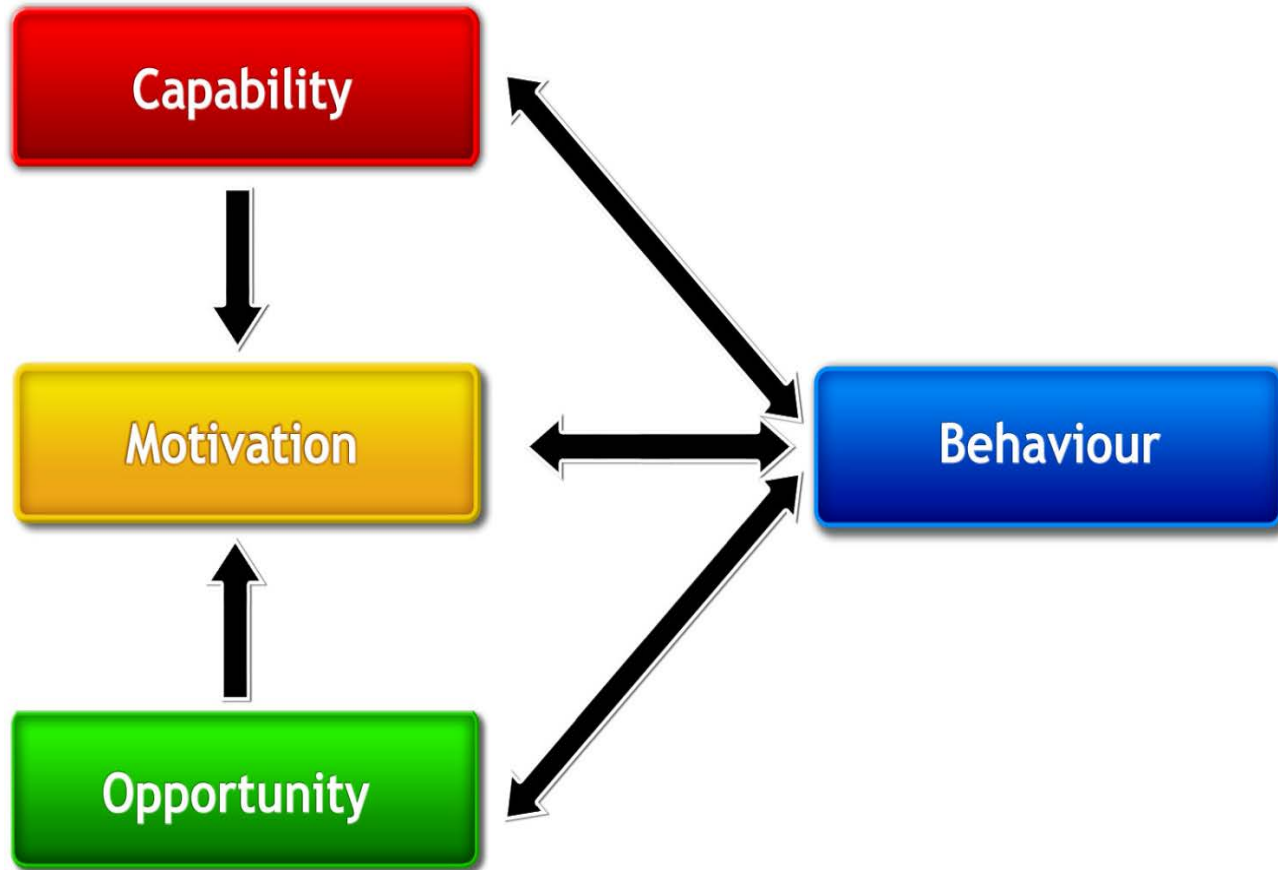
To support...

- Individuals
- Families (households)
- Communities
- Institutions
- Countries

In **adopting** and **maintaining** high impact nutrition specific and nutrition-sensitive practices.

Effective nutrition SBCC
leverages **enablers** of
behaviors and reduces
barriers to behavioral
adoption

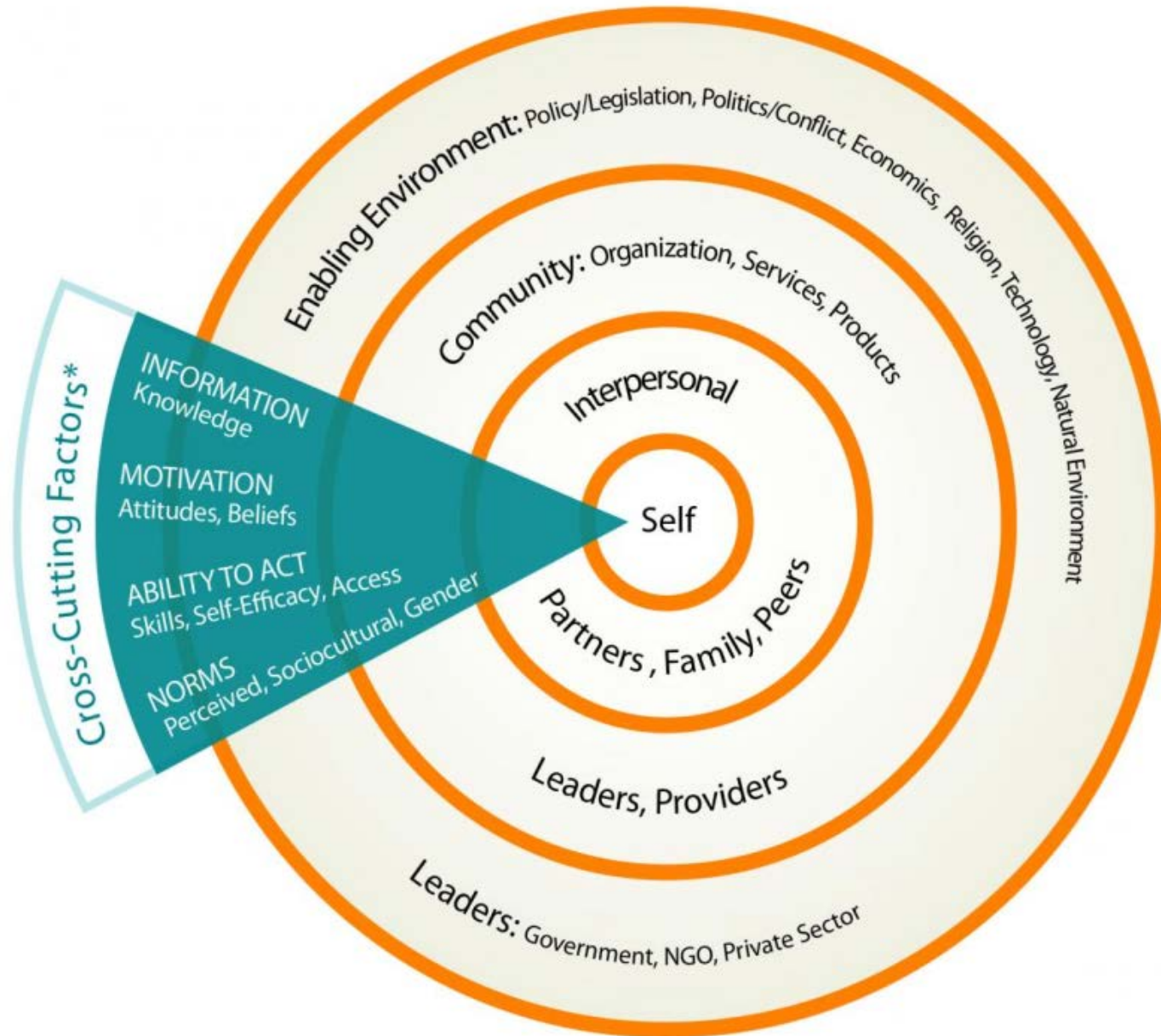
COM-B model



Reproduced from Michie, van Stralen, and West, 2011



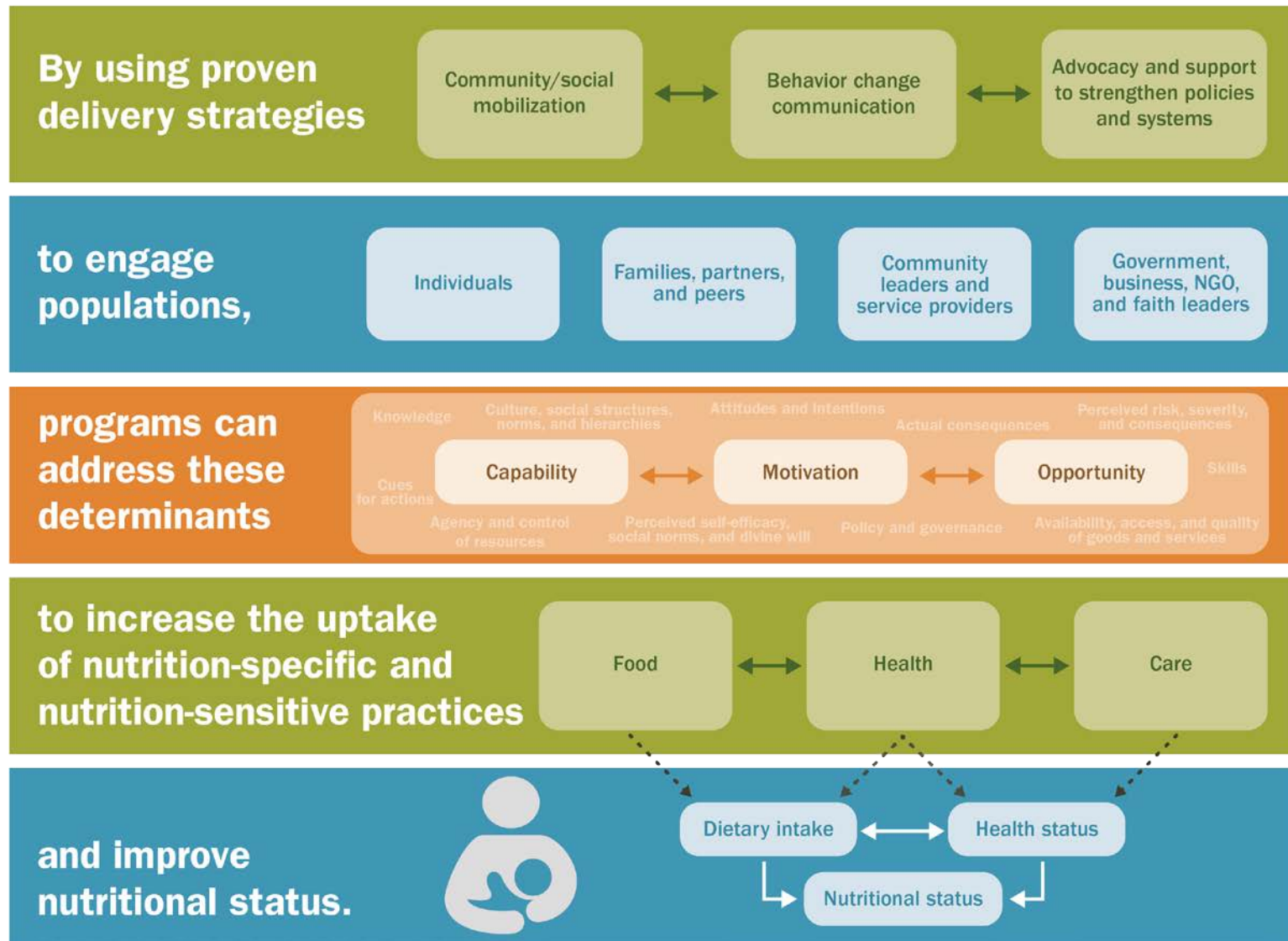
The Socio-Ecological Model



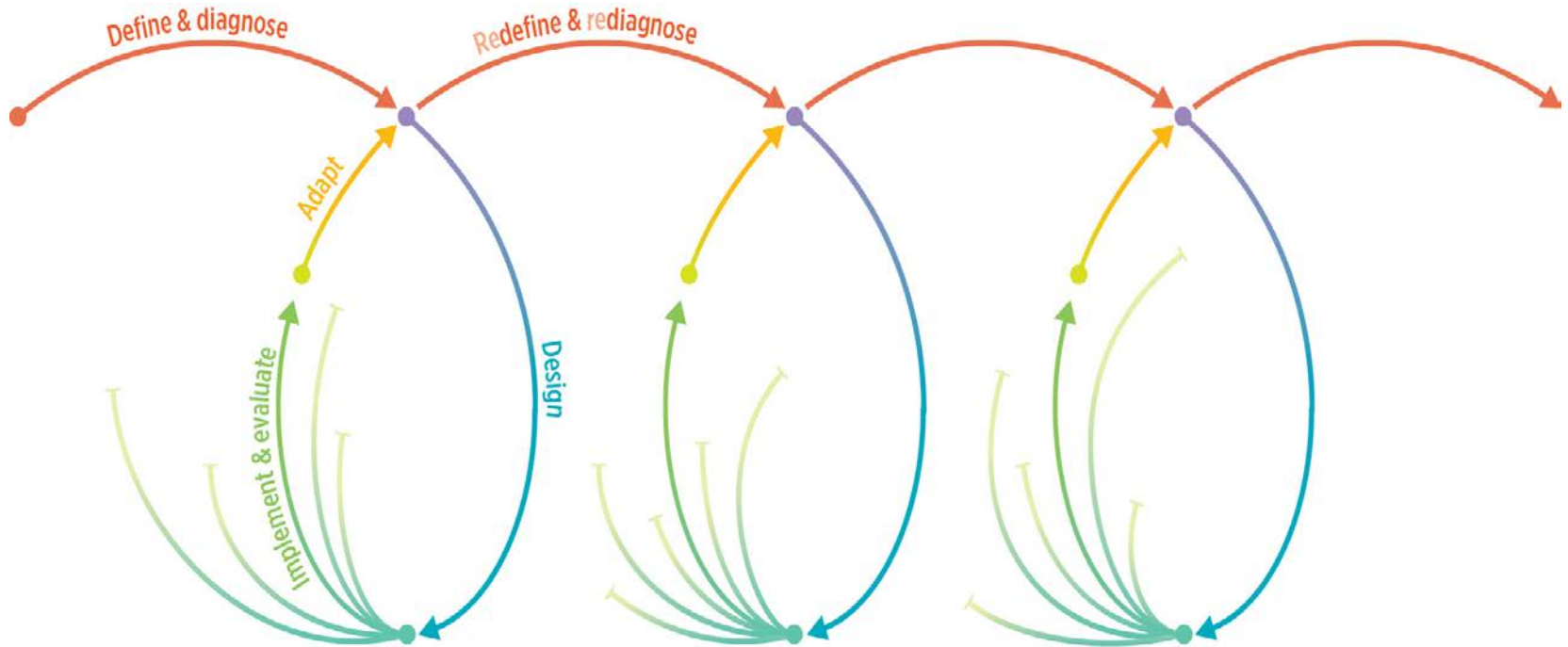
Source: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)



Nutrition Social and Behavior Change Communication Framework



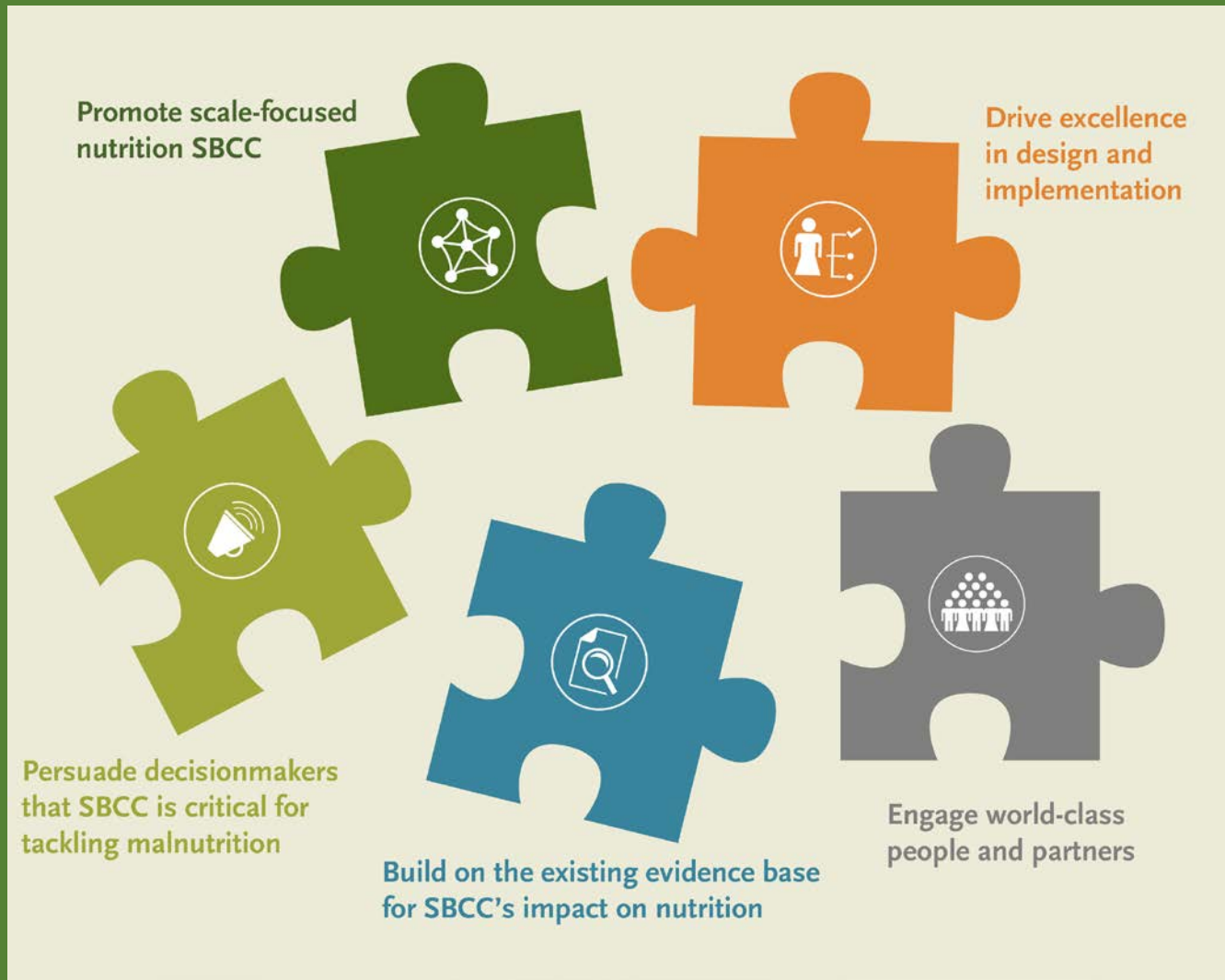
Moving toward program life cycles that look more like this:



Source: WDR 2015 team.



Strategic Agenda for At-scale Nutrition SBCC





Promote scale-focused nutrition SBCC



- Do ensure that SBCC is an integral component of every nutrition intervention in every sector
- Don't invest in pilots without a clear potential for scale
- Do leverage resources and opportunities to build on existing systems (formal and informal).





Drive excellence in design and implementation

- Do use formative research
- Do use iterative approaches, where ideas and insights are tested and adapted
- Don't focus on too many behaviors at once
- Do take a client-centered approach
- Do cut through crowded information environments





Engage world-class people and partners



- Do build on the strengths of both the public and private sector
- Don't work with just the "usual suspects", but find unusual allies and build creative partnership models
- Do build teams of multi-disciplinary members with complementary skillsets
- Do enlist the services of creative, media and technology specialists





Build on the existing evidence base for SBCC's impact on nutrition

- Do build on frameworks and program impact pathways
- Do use standard indicators to measure SBC outcomes
- Do identify factors for replicating or scaling-up interventions
- Do compare cost-effectiveness of interventions
- Do conduct long-term evaluations





Persuade decisionmakers that SBCC is critical for tackling malnutrition

- Do secure at-scale SBCC as a priority for global nutrition
- Do recruit SBCC champions from existing nutrition platforms
- Don't count on evidence alone to change minds and motivate decision-makers
- Do create compelling and engaging tools to tell the story of nutrition SBCC



Translating Theory and Evidence into Program Guidance



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MULTI-SECTORAL NUTRITION STRATEGY

2014-2025



Preliminary topics in the Technical Guidance Brief

- Why do behaviors matter for nutrition?
- How are priority behaviors identified?
 - How does this differ for nutrition-specific and nutrition-sensitive behaviors?
- How do behaviors change?
- Key considerations for At-Scale Nutrition SBCC design, implementation, monitoring, and evaluation
- Additional Resources
 - SBCC Concepts, Models, and Strategy Design
 - Guides for Designing, Conducting, Analyzing , and Applying Results of Formative Research
 - Evidence of Effective, At-Scale Nutrition SBCC

Thank you for listening!

