FOCUSING ON AT-SCALE NUTRITION SBCC:
LATEST THINKING AND RELEVANT EXPERIENCES

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Session outline:

- Start with some critical concepts of SBCC
- Explore why nutrition SBCC matters
- Share a short video and the At-Scale Strategic Agenda for Nutrition SBCC
- Review some key take away “messages”
- Hear from several MSN GLEE colleagues about their nutrition-related SBCC programming and experiences
- Open it up to questions and discussion
What exactly do we mean by SBCC?
You have 45 seconds!
What DO we know about promoting behaviors?
We know a lot!

• Individual behavior is influenced by socio-economics, culture, religion, habit, policy, environment, etc,

• People don’t live their lives in “sectors”

• Knowledge is not enough...
We MUST also address the enablers of and barriers to the adoption and maintenance of behaviors, related to:

- Capacity
- Motivation
- Opportunity
Mind, Society, and Behavior

World Development Report 2015

worldbank.org/wdr2015
We think automatically.
This gives us a partial view of the world.
We think socially. What others think, expect, and do influences our preferences, decisions and actions.
We think with mental models. This gives us our unique view of the world.
INCENTIVES
The Socio-Ecological Model

Source: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)
Stages of Change Model

Precontemplation
(unaware of the problem)

Contemplation
(aware of the problem and of the desired behavior change)

Preparation
(intends to take action)

Action
(practices the desired behavior)

Maintenance
(works to sustain the behavior change)

Sources: Grimley 1997(75); Prochaska 1992 (148)
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"I HATE change!"

"Me too!"
Why our focus on SBCC for Nutrition?

SBCC is proven to change social norms and behaviors

Nutrition is crucial for development

SBCC is crucial for nutrition

At-Scale SBCC is critical for achieving the global multi-sectoral nutrition targets
But, what do we mean by nutrition SBCC?
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 behaviors or practices.
Effective nutrition SBCC leverages **enablers** of behaviors and reduces **barriers** to behavioral adoption.
With a focus on:

- **Delivery strategies** (community mobilization, SBC, advocacy, and systems strengthening)
- **Target populations** (individual/caregivers; families, partners, peers, community and faith leaders, service providers; gov, businesses, NGOs)
- **Determinants of care practices** (demand, environment, and supply)
- **Underlying causes** (food security, practices, and access to health services and WASH)
- **Immediate causes** (dietary intake / health status)
A Framework for Changing Nutrition Behaviors

Improved nutritional status

Dietary intake

Health status (disease)

Food security

Dietary Practices

Access to quality health services and WASH

Immediate causes

Underlying causes

Determinants of care practice

Demand

Environment

Supply

Ability to act (skills and efficacy, agency, and control of resources)

Motivation, attitudes, convictions, perception, and beliefs

Social norms and role models

Enabling systems and policies

Availability of health services and food

Quality of health services and food

Awareness, knowledge, and understanding

Access to quality health services and WASH

Dietary Practices

Health status (disease)

Dietary intake

Immediate causes

Food security

Dietary Practices

Access to quality health services and WASH

Implementation Science - Intervention design and implementation (training, supervision, etc.)

Community /social mobilization (campaigns, community events)

Behavior change communication (IPC, small media, and mass media)

Policies & Systems Strengthening (including resources, leadership, and commitment)

Target populations

Delivery strategies

Individuals (mothers, fathers, farmers, etc.)

Families, partners, and peers, etc.

Community leaders and service providers

Government, business, NGO, and faith leaders

www.spring-nutrition.org
What DO we know about nutrition SBCC?
We know a lot!

• Projects using SBCC approaches have a greater impact on nutrition outcomes than those that don’t

• Reinforcing messages through multiple channels and increased contacts improves effectiveness (dose-response)

• Social and structural contexts enhance or constrain the degree of change possible (effectiveness depends on time and resources)

• There is strong, consistent evidence around the effectiveness of interpersonal counseling
And more....

• Drivers of behavior can be conscious or unconscious, internal or external, physical or social, and operate at multiple systemic levels

• Good design makes the optimal behavior easy and desirable, and sometime the default
  — Designs using choice architecture aim for this
What we are still **NOT** so sure about?

- The optimal combinations of approaches, channels, and target audiences (“the black box of design”)
- Best approaches and tools for bringing about and measuring **social** change
- Indicators which are standardized, endorsed by key experts, and widely used, to measure SBCC processes
And we **KNOW** we still need to get better at the following:

- Conducting **contextual and behavioral analysis** with the participation of key audiences
- Using formative research **methods** that are suited to the context and key behavior
- Using **results** from formative research to inform implementation design
- Developing a **theory of change**
• Embedding flexibility and experimentation into implementation

• Checking the design, and making course corrections as needed along the way...
Strategic Agenda for At-scale Nutrition SBCC

- Promote scale-focused nutrition SBCC
- Drive excellence in design and implementation
- Persuade decisionmakers that SBCC is critical for tackling malnutrition
- Build on the existing evidence base for SBCC’s impact on nutrition
- Engage world-class people and partners
Play the at-scale animated video...
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Persuade decisionmakers that SBCC is critical for tackling malnutrition

• Focus on securing at-scale SBCC as a priority for global nutrition.
• Create compelling and engaging tools that reflect evidence for nutrition SBCC.
• Recruit SBCC champions
• Advocate for at-scale Nutrition SBCC.
Engage world-class people and partners

• Build on the strengths of both the public and private sector
• Find/partner with unusual allies.
• Build teams of multi-disciplinary members with complementary skillsets
• Apply private sector approaches to consumer research/design
• Enlist the services of creative, media and technology specialists
Build on frameworks and program impact pathways
Use standard indicators to measure SBC outcomes
Identify factors for replicating or scaling-up interventions
Compare cost-effectiveness of approaches/channels
Conduct long-term evaluations to understand what supports sustainable change
Promote scale-focused nutrition SBCC

- Ensure that SBCC is an integral component of every nutrition intervention in every sector
- Invest only in pilots with a clear potential for scale
- Leverage resources and opportunities to build on existing systems (formal and informal).
Drive excellence in design and implementation

- Use formative research, including observations
- Use iterative approaches, where ideas and insights are tested and adapted
- Focus on a limited # of behaviors
- Take a consumer or user-centered approach
- Cut through crowded information environments
A few key take home “messages” for today
1. Integrate **at-scale nutrition SBCC** into all future nutrition investments!
2. Nutrition SBCC needs to meet people where they are.
“People don't live their lives in health sectors or education sectors or infrastructure sectors, arranged in tidy compartments. People live in families and villages and communities and countries, where all the issues merge. We need to connect the dots.”

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3. We need to invest in high quality nutrition SBCC tools and approaches.
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4. Nutrition SBCC is much more than messaging!
SBCC is much more than messaging!
5. Commitment is needed for resources!
Commitment is needed for resources!
Thank you for listening!
Presenting Ram, Aita, Chris, Papa Sene, who will share experiences from their current nutrition-related SBCC programming.

For more information on Nutrition SBCCS, visit: www.spring-nutrition.org
Let’s work together now....