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

By using proven delivery strategies

- Community/social mobilization
- Behavior change communication
- Advocacy and support to strengthen policies and systems

to engage populations,

- Individuals
- Families, partners, and peers
- Community leaders and service providers
- Government, business, NGO, and faith leaders

programs can address these determinants

- Knowledge
- Culture, social structures, norms, and hierarchies
- Attitudes and intentions
- Actual consequences
- Perceived risk, severity, and consequences

- Capability
- Motivation
- Opportunity

- Agency and control of resources
- Perceived self-efficacy, social norms, and divine will
- Policy and governance
- Availability, access, and quality of goods and services

- Cues for action
- Skills

to increase the uptake of nutrition-specific and nutrition-sensitive practices

- Food
- Health
- Care

and improve nutritional status.

- Dietary intake
- Health status
- Nutritional status
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
- 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
• 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).
• 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
• 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
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!