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Global Alliance for
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SPRING
Strengthening Partnerships, Results,
and Innovations in Nutrition Globally

Designing the Future of Nutrition Social and Behavior Change Communication: How to Achieve Impact at Scale

Conference Background

Recognizing the need for concerted action to increase nutrition impact through at-scale SBCC programs, GAIN and USAID/SPRING joined forces to place SBCC at the top of the global nutrition agenda. Our collective aims are to reach national and global targets on stunting, wasting, and micronutrient deficiency reductions and slow the rapid increases in obesity and non-communicable diseases world-wide. These aims will not be met unless nutrition stakeholders implement more, effective, at-scale nutrition SBCC interventions. This conference is one step in a longer process to catalyze action across the nutrition and SBCC sector. This background paper summarizes the efforts leading to this Conference.

Framing the Evidence: In January 2014, GAIN and USAID/SPRING invited experienced thought leaders in SBCC, within and beyond the nutrition sector, representing diverse institutional, practical, and theoretical perspectives, to join an Expert Working Group (EWG). The EWG was brought together to harness their expertise and experience to identify gaps and opportunities for proven and promising SBCC approaches and practices, and define the building blocks of effective, at-scale SBCC.

To ground the process, GAIN and USAID/SPRING reviewed and summarized key SBCC evidence. Pieces to review were suggested by the EWG and included recent systematic reviews of evidence, and publications about large SBCC programs at scale related to the first 1,000 days, or SBCC programs in related sectors. During this process, 55 documents were identified, 22 of which met the criteria for review. Evidence Summaries were developed, according to an agreed and standardized framework, then shared with the EWG for their review and input.

Emerging Themes and Key Principles for Great Nutrition SBCC: In April 2014, GAIN and USAID/SPRING convened an EWG workshop in Washington, D.C. The workshop aimed to combine evidence from the Evidence Summaries with the expertise and experience of all participants to generate a set of “building blocks” of more impactful, sustainable and cost-effective nutrition SBCC focused around the first 1,000 days. The building blocks were summarized into a set of common themes which was validated by the EWG. It was decided that an ‘at-scale’ mindset was the highest priority among these themes.

1. **Develop an at-scale mindset**
2. Build a shared frame of reference
3. Fill key SBCC process & expertise gaps
4. Use a people-centered approach based on local knowledge and values

Conference Objectives: Through this Conference we aim to convene a broader group of stakeholders, share the outputs from the Evidence Summaries and the EWG meeting, and springboard a movement. The main objectives of the Conference are to engage stakeholders in developing an implementation and research agenda for nutrition SBCC, and to get stakeholder commitment toward an action plan for nutrition SBCC, increasing the scale, sustainability, and cost-effectiveness of nutrition SBCC interventions during the first 1,000 days.