Framing the Day

Marti van Liere, GAIN
Sascha Lamstein, SPRING
Michael Manske, USAID
Where are we coming from:

- Select, review, summarize key SBCC evidence
- Create Expert Working Group (EWG)
- Framing the Discussion pre-work
  - Workshop in Washington with EWG
  - Workshop Report
- Prepare Conference
  - & Develop Key Principles Nutrition SBCC At scale
- Conference

Experts

Collins Airhihenbuwa, Penn State University, USA
Judi Aubel, Grandmother Project, USA
Anabelle Bonvecchio Arenas, National Institute of Public Health (INSP), Mexico
Valerie Curtis, London School of Hygiene and Tropical Medicine, UK
Tom Davis, Feed the Children, USA
Elizabeth Fox, Office of Health, Infectious Diseases and Nutrition, USAID, USA
Kirsten Gagnaire, Mobile Alliance for Maternal Action (MAMA), USA
Joel Gittlesohn, Johns Hopkins University, USA
Marcia Griffiths, The Manoff Group, USA
Ann Jimerson, Alive and Thrive, USA
Ellen Messer, Tufts University, USA
Gretel Pelto, Cornell University, USA
Patricia Portela de Souza, UNICEF, USA
Ram Prasad, Final Mile Consulting, India
Lebogang (Lebo) Ramafoko, Soul City Institute, South Africa
Andrew Schimer, McCann Global Health, USA
Towards improved nutrition SBC C

At the EWG meeting in April 2014, 22 areas were identified as building blocks for impactful, at-scale nutrition SBC C.
Four themes emerged

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 upon local knowledge and values
Key principles for Design and Implementation

- Plan for scale from the start.
- Focus on fewer behaviors.
- Create integrated SBCC approaches.
- Build formative research capacity.
- Create or scale up mechanisms for engaging systems.
- Engage in effective multi-sectoral partnerships.
- Capitalize on existing commercial expertise.
Key Principles for Research and Learning

• Document use of theories, frameworks, and tools.
• Use standard indicators to evaluate impact at scale.
• Focus on the HOW of SBCC interventions.
• Develop, evaluate, and refine promising approaches.
A joint vision for nutrition SBCC

• Building on existing momentum in nutrition
• Timing prior to ICN2 and SUN Global Gathering
• Inspiring policy change: SBCC in context of roll out of USAID Nutrition Strategy
• Collaboration with multi-stakeholders, beyond the ‘usual suspects’
• Documenting this process
• A bigger movement – the conference is not the end, only a step towards a great future for Nutrition SBCC
Conference objectives

• Engage stakeholders to develop a **research and implementation agenda** (informed by the key principles)

• **Get commitment** to moving the agenda forward