

Framing the Day

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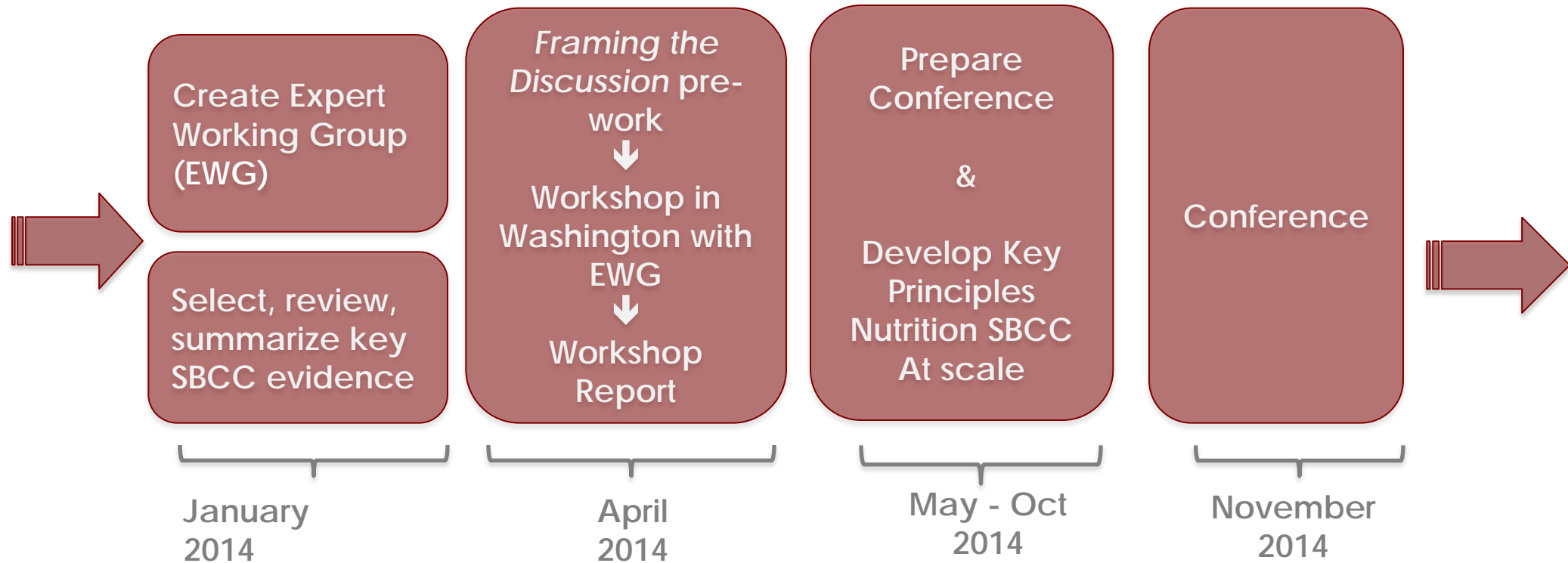
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Where are we coming from



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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 Schirmer, McCann Global Health, USA



Towards improved nutrition SBCC



At the EWG meeting in April 2014, 22 areas were identified as building blocks for impactful, at-scale nutrition SBCC.



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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



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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.



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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



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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



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