

Key principles

1. Plan for scale from the start.
2. Focus on fewer behaviors.
3. Create integrated SBCC approaches.
4. Build formative research capacity.
5. Create or scale up mechanisms for engaging systems.
6. Engage in effective multi-sectoral partnerships.
7. Capitalize on existing commercial expertise.
8. Document use of theories, frameworks, and tools.
9. Use standard indicators to evaluate impact at scale.
10. Focus on the HOW of SBCC interventions.
11. Develop, evaluate, and refine promising approaches

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What have I heard:

Social diffusion;
scaling up –
scaling down

Better understanding
and use of value of
marketing & social,
mass-media & m-
technology

We need rapid
experimentation
and flexible
iterative design

Work through
existing systems;
View them
as an asset

Respect the
constraints no
matter how
ridiculous

Unconscious
motives &
cognitive
biases



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Global Alliance for
Improved Nutrition

SPRING
Strengthening Partnerships, Results,
and Innovations in Nutrition Globally