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.
7. Capitalize on existing commercial expertise.
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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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.
What have I heard:

Social diffusion; scaling up - scaling down

We need rapid experimentation and flexible iterative design

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

Unconscious motives & cognitive biases

Work through existing systems; View them as an asset

Respect the constraints no matter how ridiculous