



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

November 5-6, 2014 | Bethesda, MD, USA

Agenda

Wednesday November 5

8:00 - 8:30 Registration / Breakfast

8:30 - 9:15 Welcome / Vision

- Elizabeth Fox, USAID
- Marc Van Ameringen, GAIN
- Carolyn Hart, SPRING

9:15 - 10:00 Framing the Conference

- Marti van Liere, GAIN
- Sascha Lamstein, SPRING
- Mike Manske, USAID

10:00 - 12:30 Designing for Scale

Overview of 3 Wow! Examples

- Mumbai Railway Safety Project, India - Ram Prasad, Final Mile
- Suaahara Project, Nepal - Basil Safi, JHU-CCP
- Project Baduta, Indonesia - Marti van Liere, GAIN; Val Curtis, LSHTM

Break

Deeper Dive into Wow! Examples (Breakout Session)

12:30 - 1:30 Lunch

1:30 - 3:45 Systems Thinking and Scale

Wow! Example: Prospera, Mexico - Anabelle Bonvecchio, INSP

Panel: Systems Thinking and Scale

- Richard Kohl, CLSSC
- Ellen Messer, Tufts University
- Dominic Schofield, GAIN

Break

3:45 - 5:50 Research for Scale

Overview of 3 Wow! Examples

- Alive & Thrive, Bangladesh, Ethiopia & Vietnam - Ann Jimerson & Silvia Alayon, FHI360
- Community-based Video, India - Vinay Kumar, Digital Green
- Mass Media, Burkina Faso - Joanna Murray, DMI

Deeper Dive on Wow! Examples (Breakout Session)

5:50 - 6:00 Wrap-up

6:30 - 9:30 Dinner

Mrs. K's Toll House, Silver Spring, MD

Thursday November 6

8:00 - 8:30 Breakfast

8:30 - 9:00 Framing Day Two

9:00 - 12:30 Implementing at Scale

Overview of Wow! Examples

- Private Sector Practices - Andrew Schirmer, McCann
- Care Groups, Mozambique - Tom Davis, Feed the Children

Break

Panel: Implementing at Scale

- Alive and Thrive - Ann Jimerson, FHI360
- Private Sector Practices - Andrew Schirmer, McCann
- Care Groups, Mozambique - Tom Davis, Feed the Children

12:30 - 1:30 Lunch

1:30 - 3:20 Commentators' Café

Break

3:30 - 4:20 Designing the Future of At-Scale Nutrition SBCC

Shared Key Principles

Panel: Leading Sectoral Change

- Katie Taylor, Child and Maternal Survival Coordinator, USAID
- Marc Van Ameringen, Executive Director, GAIN
- Ellen Piwoz, Senior Program Officer, Nutrition, BMGF
- Veena Rao, Advisor to the Government of India
- Abdou Kasso, Advisor to the Government of Niger

4:20 - 4:30 Closing Words

- Anne Peniston, Division Chief, Nutrition, USAID