



November 5, 2014

Dear Colleagues:

Welcome to the **Designing the Future of Nutrition Social and Behavior Change Communication: How to Achieve Impact at Scale** conference co-hosted by GAIN and USAID/SPRING in Bethesda, MD on November 5 - 6, 2014.

We are delighted to have you with us! This conference has been designed to engage stakeholders in developing an implementation and research agenda for nutrition SBCC. Our aim is to catalyze stakeholder commitment toward an action plan to increase the scale, sustainability, and cost-effectiveness of SBCC interventions for nutrition during the first 1,000 days. We are looking forward to two days of challenging and productive conversations that will move our field toward more, great, at-scale nutrition SBCC.

This event is designed to inspire with great SBCC examples from multiple sectors, to stimulate thought with discussion of key principles and priorities, and to catalyze personal and institutional commitment to take these principles and priorities forward in the months and years following the conference. Included in this folder are an agenda, speaker bios, a list of participants, and other materials to help you get the most out of the conference.

Special thank you to the people and organizations that made this conference possible:

- We are grateful for the members of the Expert Working Group who have informed the design of the conference and the draft key principles for at-scale SBCC.
- This conference was made possible, in part, through the generous support of the Bill & Melinda Gates Foundation's grant to GAIN for "Innovative Models for Fortified Complementary Foods and Food Supplements."
- Travel for some of the participants at this conference has been supported by a Micro Grant from the USAID Technical and Operational Performance Support (TOPS) program.

Please do not hesitate to come to any of the GAIN or USAID/SPRING team members with any questions or concerns you have at any time. We look forward to working with you.

Sincerely,

**Elizabeth Fox**

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Infectious Diseases and Nutrition  
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**Marc Van Ameringen**

Executive Director, GAIN

**Carolyn Hart**

Project Director, SPRING