Mandate, history, current activities, and collaboration with the RBM MiP WG
The RBM SBCC WG is tasked with the implementation of the Strategic Framework for Malaria Social and Behavior Change Communication 2017-2030.
RBM’s strength lies in its ability to form effective global and international partnerships. Partners work together to scale up the delivery of malaria interventions at country level, coordinating their activities to avoid duplication and fragmentation, and to ensure optimal use of resources.
STRATEGIC FRAMEWORK

• ADVOCACY
• TECHNICAL GUIDANCE
History

The CWG, CCoP, and SBCC WG
There is no single correct formula for strategic communication within the RBM framework. A mix of approaches is needed, linked to evidence and guided by a set of standards.

Work on the Strategic Framework for Communication at the Country Level begins.
2012

Strategic Framework Complete
2012-2017

2013

HC3 Secretariat to CCoP
RBM Communication Community of Practice Secretariat changes hands.
1st RBM CCoP Annual Meeting
May 12-13, Geneva

2nd RBM CCoP Annual Meeting
Sept 29-30, Kampala
Current Activities

Steering Committee calls, general calls, task force calls, annual meetings.

Steering Committee calls: every other month. Every other week two weeks before the annual meeting.

General calls: every other month on the second Tuesday except the month of the annual meeting.

Task force calls: every other month.*
Collection of each year’s most innovative, thoroughly evaluated SBC interventions.

Annual meetings: alternating French and English speaking countries.

Skills building sessions, thematic panel discussions and peer review.

Improve communication, not for communication's sake, but to improve health outcomes.

New task force structure mirrors RBM WGs with the goal of better collaborating with broader Partnership.
Collaboration

Finding workplan overlap
SBCC WG Task Forces

1. M&E
   - Angela Acosta (VectorWorks)
   - Jessica Butts (PMI CDC)
   - Nabukenya Mariam Wamala (NMCP Uganda)

2. Malaria in Pregnancy
   - Wani Lahai (NMCP Sierra Leone)
   - Boubacar Bocoum (CCP, Mali)

3. Vector Control
   - Ibrahima Sanoh (RTI, Guinea)
   - Sara Berthe (VectorWorks)

4. Case Management
   - Kwame Gakpey (NMCP Ghana)
   - Mamadouba Camara (NMCP Guinea)
Ideas

Ways to collaborate with other RBM Working Groups

- **Attend WG calls & annual meetings**
  - Give/recieve updates
  - Get to know stakeholders

- **Share SOWs**
  - Find overlapping priorities

- **Contribute to GF concept notes**
  - Quality SBCC for MiP

- **Dissemination**
  - Guidelines
  - Resources