

MSWG Annual Meeting | 2024

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# SBC WG Keynote

# **SBC WG**

# **Overview**

# RBM SBC WG Core Objectives



## Technical Guidance

Promote theory-informed, evidence-based programming focused on behavior change at the country level



## Coordination and Networking

Forum for exchange of malaria SBC best practices and experiences among NMCPs and other SBC professionals



## Making the Case

Be a voice to call for political, social, and financial resources to SBC as a core component of malaria control that cuts across all technical areas

Engagement in English, French, and Portuguese

60+ countries joining calls over the last 2 years

# What is Social and Behaviour Change?

## **Purpose**

- SBC improves and sustains changes in behaviours, norms, and the enabling environment

## **Systematic approach**

- Address individual, social, and structural factors for positive health outcomes and social change

## **Strategic use of communication, education, and community mobilization techniques**

- Based on behavior change theory

## **Evidence-based**

- Informed by data on the context and audience

## **Addressing a wide range of issues**

- Health, education, gender equality, environmental conservation, etc.

## **Empowers communities**

- Fostering community ownership and agency to adopt positive behaviours

## **Complementing other interventions**

- Working in conjunction with existing initiatives to enhance effectiveness

# Social and Behaviour Change is not...

- Coercion or manipulation
- One-size-fits-all
- Short-term fix
- Stand-alone initiatives
- One-off initiatives
- T-shirts, Caps, cups, and calendars
- Print shop
- Messages!!! (one-way, top-down)
- World Malaria Day
- An after-thought

# Outcomes of SBC Programs Might Look Like...

- Underlying changes in the ways of **thinking** and **feeling** among critical groups

- Knowledge
- Attitudes
- Motivation
- Self-efficacy/confidence to take action
- Trust
- Norms
- Others...

- Increased **capacity** and **skills**

- To negotiate with with others, to dialogue publicly about key topics, to practice the behavior, to monitor community changes

- Reduction in **key barriers** that impeded behaviors

Ultimately leading to...

- Increased **demand/use of services**
- Increased **prevention and treatment behaviours**

# What is Advocacy?

- Aims to create an enabling environment that empowers individuals and communities to adopt and maintain healthier behaviours.
- Involves promoting policies, practices, and resources that support the adoption of positive behaviors and facilitate sustainable change in communities.
- Encompasses efforts to raise awareness, influence decision-makers, mobilize stakeholders, and generate public support for initiatives aimed at addressing health and social issues.

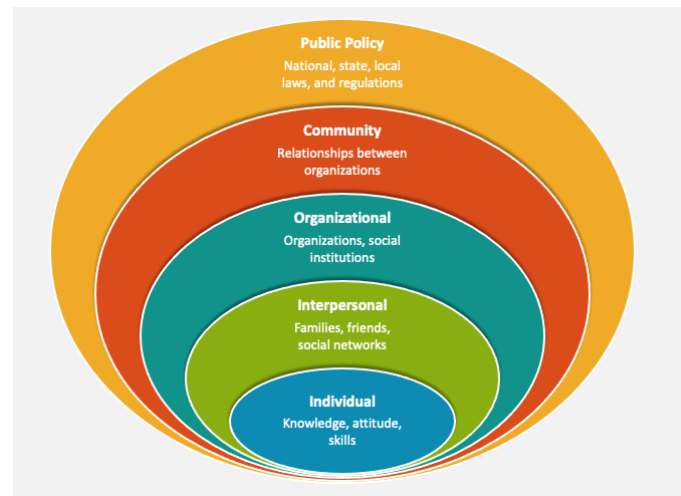
# How?

- Stakeholder analysis
- Lobbying for supportive legislation
- Raise funds for program implementation
- Engaging with key stakeholders to gain their buy-in
- Commitments from leaders and private sector
- Amplifying voices of affected communities to request their leaders make structural changes



# Advocacy & SBC: Complementary Roles

- **Advocacy** campaigns seek to change behaviours among **leaders** and increase **stakeholder** participation at all levels of society
- **Social and behaviour change** activities are designed to change **individual** and **community** level behaviours for malaria control and elimination
  - Using and caring for insecticide-treated mosquito nets, preventing malaria during pregnancy, care-seeking for fever, and testing and treatment for malaria



Socio-Ecological Model

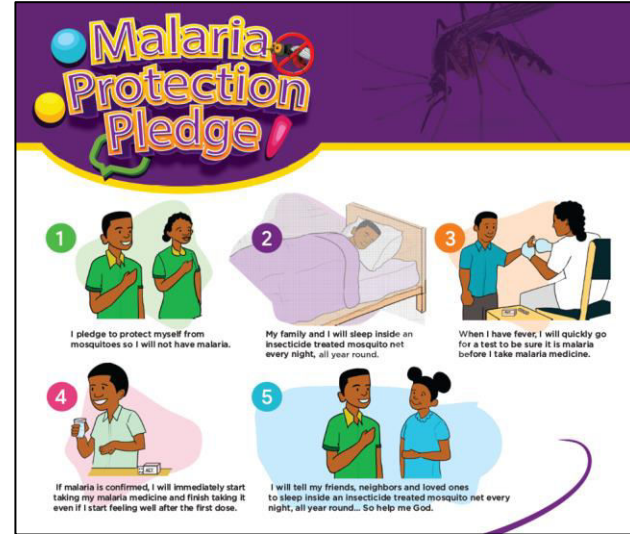
# **SBC for Malaria Outside of the Health Sector**

# Multi-Sectoral Collaboration & SBC Outcomes

- **Access to Specialized Knowledge:** For example, experts in agriculture may provide insights into mosquito breeding habitats, while those in finance may offer strategies for resource mobilization.
- **Tailored Interventions:** For instance, education experts may help develop targeted messaging for school-based malaria prevention programs.
- **Innovative Solutions:** Development of novel strategies and interventions for malaria control, such as integrating malaria prevention messages into environmental conservation efforts.
- **Increased Reach and Impact:** By tapping into existing infrastructure, networks, and communication channels.

# Multi-Sectoral Collaboration & SBC Outcomes

- **Tailored Interventions:** For instance, education experts may help develop targeted activities for school-based malaria prevention programs to be incorporated into curriculums



*Breakthrough ACTION Nigeria*

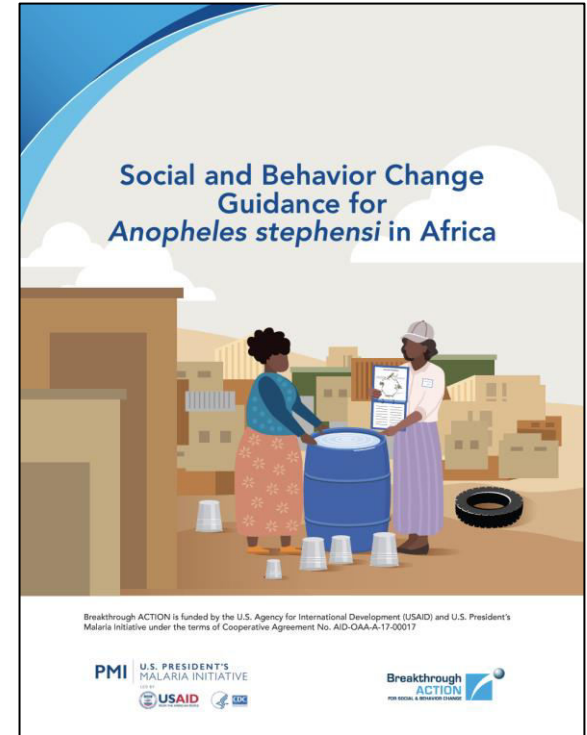
**Join the SBC WG May General Call on School-Based SBC**

May 16 | 9am DC / 13h Accra / 14h Luanda / 15h Lusaka / 16h Addis

**Register:** [www.bit.ly/sbc-16](http://www.bit.ly/sbc-16)

# Mitigating the *An. Stephensi* Mosquito

- As programs make decisions on combating *An. stephensi*, there are actions at the business, health facility, community, household levels
- Individuals may be adding more or new behaviours to their regular lives
  - Continue: Use ITNs, seek care for fever
  - New (for some): Community and household larvicide, eliminating breeding sites, removing standing water
- Important to join with SBC to create multi-sectoral strategies for behaviour change among these actors
  - Mosques, schools, local businesses clearing their grounds of breeding sites, role of municipal waste
  - Small, Doable actions at every level



# Multi Sectoral Actors May Benefit from SBC

**Behavioral Insights:** SBC provides valuable insights into community behavior.  
**Communication Expertise:** SBC offers skills in effective messaging and engagement.

**Community Engagement:** SBC emphasizes community participation and empowerment.

**Tailored Interventions:** SBC helps design context-specific interventions.

**Evidence-Based Approaches:** SBC uses proven methods grounded in behavioral science.

**Capacity Building:** SBC promotes skill development for effective interventions.

**Collaboration and Partnerships:** SBC encourages cross-sectoral collaboration and resource sharing.

# WG to WG Collaborations

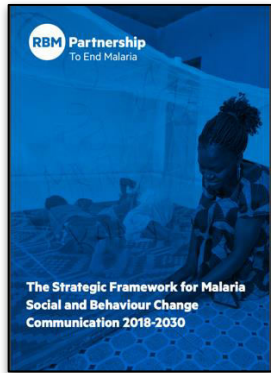
# WG Collaborations: Next steps

- **Establish Common Goals:** Identify shared objectives for malaria control and prevention.
- **Develop Joint Action Plan:** Collaboratively design a plan with specific activities, responsibilities, and timelines.
- **Utilize Expertise:** Capitalize on the strengths and resources of both groups to enhance interventions.
- **Maintain Communication:** Foster regular communication to share updates and address challenges.
- **Monitor and Adapt:** Implement monitoring and evaluation to track progress and adjust strategies as needed.

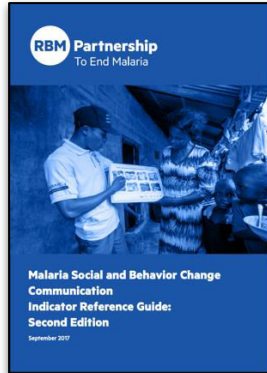




# SBC Resources on [EndMalaria.Org](https://www.endmalaria.org)



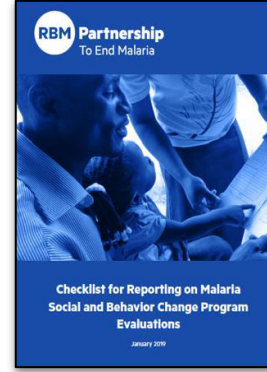
**Strategic Framework for Malaria SBCC**  
EN | FR | PT



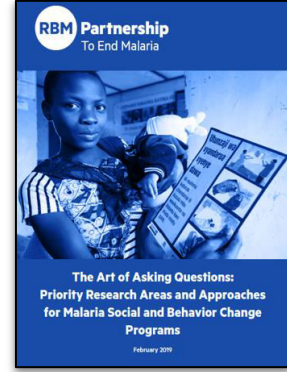
**Indicator Reference Guide for Malaria SBCC**  
EN | FR



**Developing M&E Plans for Malaria SBCC Programs**  
EN | FR | PT



**Checklist for Reporting on Malaria SBCC Program Evaluations**  
EN | FR | PT



**Priority Research Areas and Approaches for Malaria SBCC**  
EN | FR | PT



# SBC Resources on EndMalaria.Org

**RBM Partnership To End Malaria**

**Social and Behaviour Change**  
Increases the practice of key malaria control behaviours

**Important for malaria control**  
Multi-sectoral Communication

**Zero Malaria Starts with Me**  
Increases engagement and commitment, including financial, to the fight against malaria

Guidance for Social and Behaviour Change and Zero Malaria Starts with Me

RBM Partnership to End Malaria Social and Behaviour Change Working Group and Strategic Communications Partnership Initiative

July 2022

**Implementing  
SBC and Zero  
Malaria Starts  
with Me**  
EN | FR | PT

**RBM Partnership To End Malaria**

**National Malaria SBC Strategy: How to Use It**

- Data synthesis: use in steps 1 and 2
- Step 1: Stakeholder Workshop
- Step 2: Writing Retreat
- Instructions: read before you begin

<b>Behaviour</b>	<b>Audience:</b> [who]
<b>Objective:</b>	<b>Objective:</b> Increase the proportion of [who] that [do what]
<b>Communication Objective:</b>	<b>Communication Objective:</b> Increase the proportion of [audience] who [feel what]
<b>Key Benefit:</b>	<b>Key Benefit:</b> If I do [this] then I will get [thing that I want].
<b>Channels/Activities:</b>	<b>Channels/Activities:</b> List which channels and activities will be used to change the target audience's feelings (listed under communication objective above)
-	- Channel:
-	- Activities:

**National Malaria  
SBC Strategy  
Template**  
EN | FR | PT

**USAID**

**DHS-8 QUESTIONNAIRES:  
HOUSEHOLD, WOMAN'S AND MAN'S**

**Demographic and Health  
Surveys Methodology**

**DOWNLOAD**

Guidance for Interpreting Results from the Malaria Indicator Survey Social and Behaviour Change Module

May 2022

**Malaria Indicator  
Survey  
SBC Module**  
EN | FR | PT

# Staying in Touch with the SBC WG



**Website:** [www.bit.ly/RBMSBCWG](http://www.bit.ly/RBMSBCWG)

**Email List:** [www.bit.ly/SBCWG-EMAILL](http://www.bit.ly/SBCWG-EMAILL)

**Springboard:** [www.bit.ly/SBC-WG-COMMUNITY](http://www.bit.ly/SBC-WG-COMMUNITY)

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**Thank you!**