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 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.
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.

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**Join the SBC WG May General Call on School-Based SBC**
May 16 | 9am DC / 13h Accra / 14h Luanda / 15h Lusaka / 16h Addis
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.
Developing M&E Plans for Malaria SBCC Programs

Checklist for Reporting on Malaria SBCC Program Evaluations

Priority Research Areas and Approaches for Malaria SBCC
Staying in Touch with the SBC WG

Website: www.bit.ly/RBMSBCWG

Email List: www.bit.ly/SBCWG-EMAILL


Coordinator: Ashley Riley (ashley.riley@jhu.edu)
Co-Chairs: Mariam Wamala Nabukenya (nabukem@yahoo.com) Gabrielle Hunter (gabrielle.hunter@jhu.edu)
Thank you!