



**Social and Behavior
Change Working Group**

Updates from the RBM SBC WG



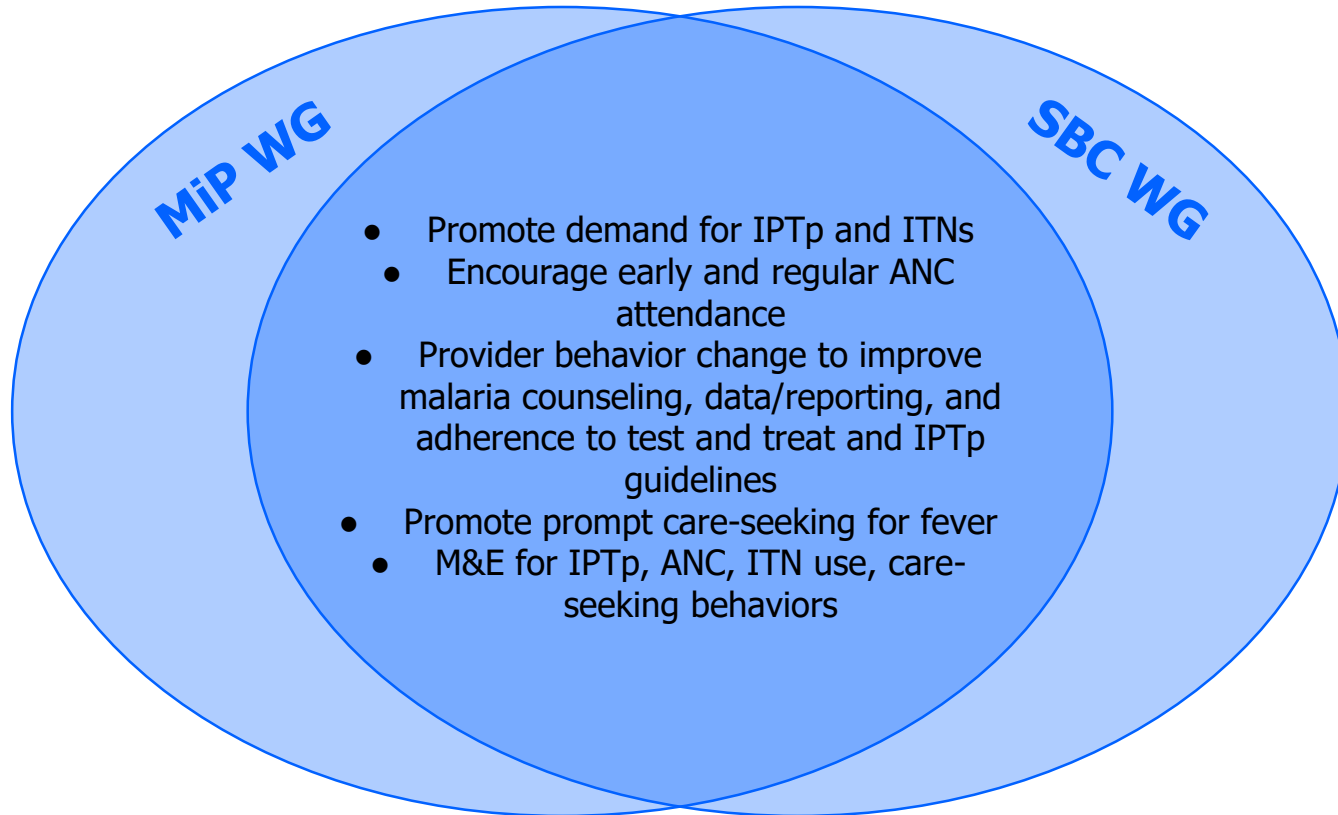
Co-chairs: Gabrielle Hunter & Mariam Nabukenya Wamala - Sept. 2021

Social & Behavior Change Working Group

Core objectives

1. Coordination and networking: Forum for exchange of malaria SBC best practices and experiences
2. Technical guidance: Promote theory-informed, evidence-based programming focused on behavior change at the country level
3. Making the case: Be a voice for allocating political, social, and financial resources to SBC as a core component of malaria control that cuts across all technical areas

MiP WG and SBC WG Synergies - Adapted from MiP WG



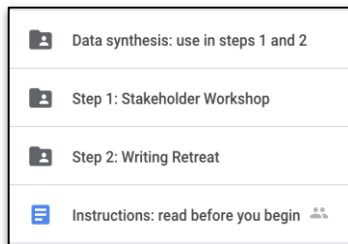
SBC WG 2020-21 Highlights

- **Held a Virtual Forum on emerging issues in malaria SBC (Sept 1 & 2, 2021)**
 - 50 countries, 350 participants
 - **Presentation Topics:** RTS,S Vaccine, SBC considerations for RTS,S rollout, SBC for community health workers, AMP new nets guidance
- **~Quarterly Calls in 2021:** Technical topics include MDA in Mozambique, Severe malaria in Malawi, Business case for malaria SBC
 - Email us with ideas for MiP Technical Presentations
- **Completed 3 of 4 workstreams and released new technical resources**
- **Increased Lusophone and Francophone engagement via ambassadors**
- **Future:** Considering workstreams on documenting role of social norms, SBC considerations for RTS,S rollout, and developing toolkit for malaria SBC for CHW trainings

New SBC WG Resources



Template and Guidance for National Malaria SBC Strategies
EN | FR
(PT Coming Soon)



Malaria SBC Strategy Workshop Package
EN | FR | PT

New!

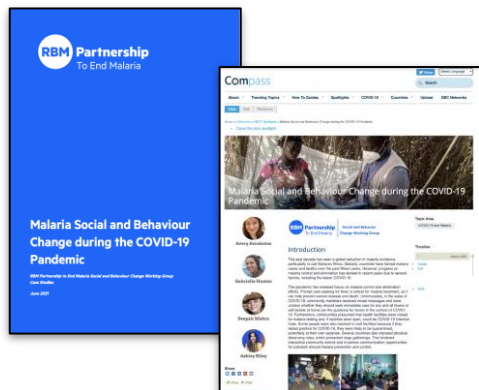
Behaviour Objective: Increase the proportion of [who] that [do what]	Audience: [who]
Key Benefit: If I do [this] then I will get [thing that I want].	Communication Objective: Increase the proportion of [audience] who [feel what]
Channels/Activities: List which channels and activities will be used to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

Monitoring and Evaluation Plan

Objective	Indicator and Definition	Indicator Type	Rationale	Data Source	Baseline	Target	Year	Next steps
Case Management Objectives								
Malaria in Pregnancy Objectives								
RHI Objectives								
SBC Objectives								

Guidance for SBC for Low-Moderate Malaria Transmission Zones
EN
(FR and PT Coming Soon)

New SBC WG Resources



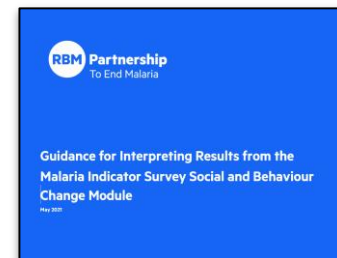
**Malaria SBC during
COVID-19 Case Studies**
EN | FR | PT



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



**Malaria Indicator
Survey SBCC Module
& Interviewer's
Manual**
EN | FR



**Guidance for
Interpreting Malaria
Indicator Survey
SBCC Module Results**
EN | FR | PT

Thank you!

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<https://endmalaria.org/our-work/working-groups/social-and-behaviour-change-communication>