



Social and Behavior  
Change Communication  
Working Group

# Updates from the RBM SBCC WG



Gabrielle Hunter, Secretariat

WG co-chairs: Anna McCartney-Melstad & Guda Alemayehu

05 Feb 2020



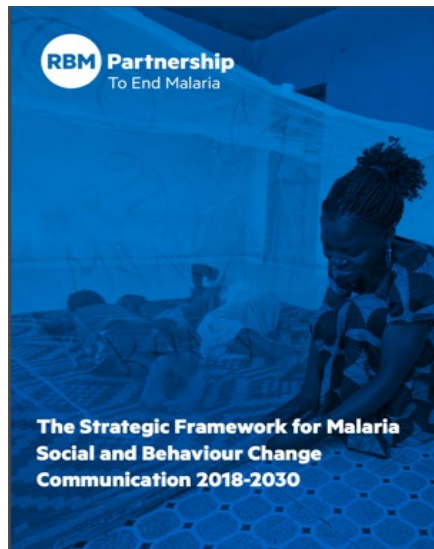
# Social & Behavior Change Communication Working Group

## Core objectives

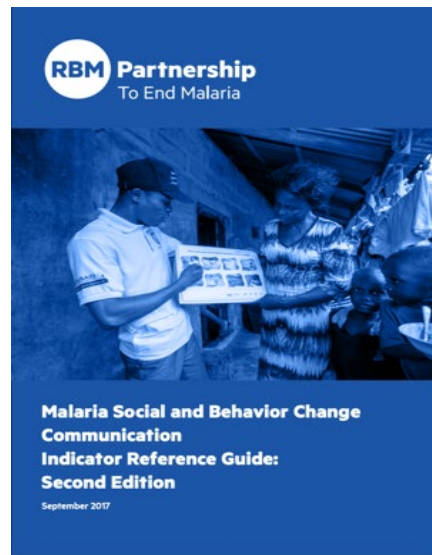
1. Coordination and networking: Forum for exchange of malaria SBCC best practices and experiences
2. Technical guidance: Promote theory-informed, evidence-based programming focused on **behavior change** at the country level
3. Making the case: Be a voice for allocating political, social, and financial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

Find them all on [www.endmalaria.org](http://www.endmalaria.org)

# SBCC WG Technical Resources



Strategic Framework for  
Malaria SBCC  
English | French | Port



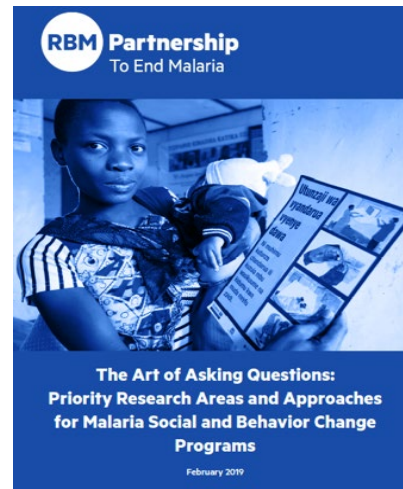
Indicator Reference Guide for  
Malaria SBCC  
English | French



Developing M&E Plans for  
Malaria SBCC Programs  
English | French | Port



Checklist for Reporting on  
Malaria SBCC Program  
Evaluations  
English | French | Port



Priority Research Areas  
and Approaches for  
Malaria SBCC  
English | French

# Annual Meeting: Sept 2019, Maputo



- 125 participants from 28 countries
- 40 posters, 4 skills-building sessions, 8 country plenary presentations
- Workstreams defined activities
- Work plan developed

Download the meeting report in English, French and Portuguese at [endmalaria.org](http://endmalaria.org)



# SBCC WG Work Streams 2019-20

- 1. Community health worker toolkit for malaria SBCC**
  - For training CHWs in SBCC for case management, vector control, and malaria in pregnancy
  - **Status:** Toolkit modules currently being drafted by workstream
  - **Contact:** Shelby Cash ([nfr9@cdc.gov](mailto:nfr9@cdc.gov)) and Debora Frietas Lopes ([dfreitas@urc-chs.com](mailto:dfreitas@urc-chs.com))
- 2. Guidance for SBCC strategies across different malaria transmission settings**
  - **Status:** Collecting country experiences in stratified SBCC to inform this guidance (vector control inputs are important, i.e., new nets)
  - **Contact:** Donald Dickerson ([dodickerson@usaid.gov](mailto:dodickerson@usaid.gov)) and Michael Toso ([mtoso1@jhu.edu](mailto:mtoso1@jhu.edu))
- 3. Standardized malaria SBCC module for MIS/DHS**
  - **Status:** Optional 10-question module approved by DHS program. Countries need to request it during the questionnaire design phase and ensure that the NMCP SBCC focal person is involved for in-country discussions.
  - **Contact:** Angela Acosta ([aacosta4@jhu.edu](mailto:aacosta4@jhu.edu))



# Our Next Meeting: At the International SBCC Summit

- **When?** Sunday, March 29
- **Where?** SBCC Summit venue in Marrakesh
- **What?** A full-day meeting for SBCC WG members to convene, share updates and provide feedback on working group deliverables



**Strength in Diversity**

Marrakech, Morocco  
March 30 — April 3

<https://sbccsummit.org>

## Contacts:

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# THANK YOU

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