



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



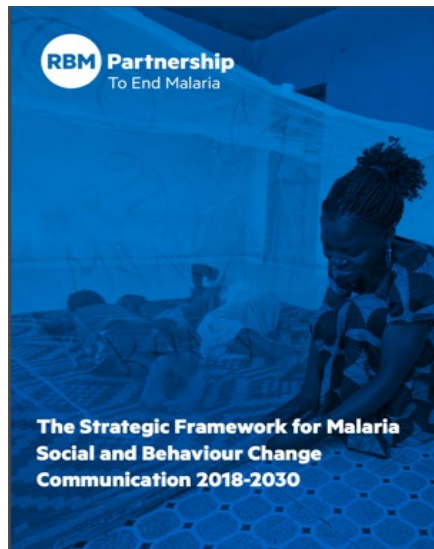
Social & Behavior Change Communication Working Group

Core objectives

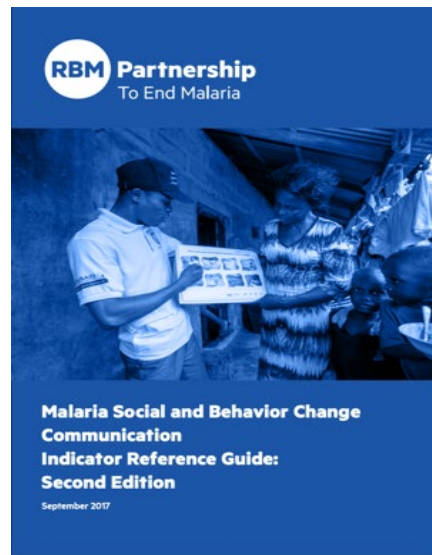
1. Coordination and networking: Forum for exchange of malaria SBCC best practices and experiences
2. Technical guidance: Promote theory-informed, evidence-based programming focused on **behavior change** at the country level
3. Making the case: Be a voice for allocating political, social, and financial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

Find them all on www.endmalaria.org

SBCC WG Technical Resources



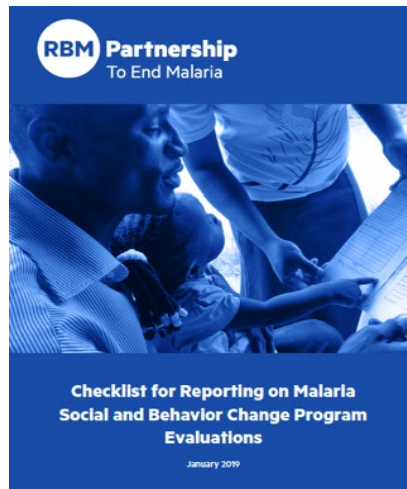
Strategic Framework for
Malaria SBCC
English | French | Port



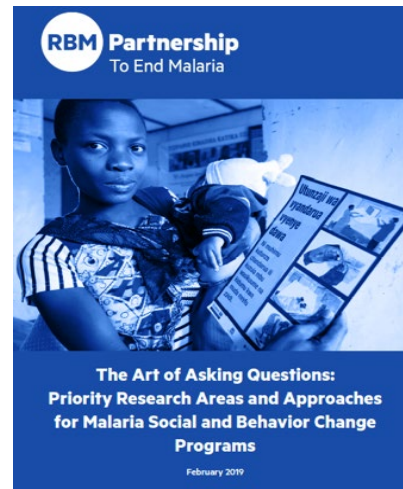
Indicator Reference Guide for
Malaria SBCC
English | French



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



**Social and Behavior Change
Communication Working Group**
2019 Annual Meeting Report

- 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



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) and Debora Frietas Lopes (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) and Michael Toso (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)



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>

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THANK YOU

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