Building on Communication for Development (C4D), shifting to Social and Behavior Change (SBC)

[Discussion with country offices, Draft V3]

BETA version - For internal UNICEF use only - SBC Certification Series participants

Social and Behavior Change/Communication for Development team
UNICEF-West and Central Africa Regional Office
V: 17-5-22

What does it meant to "shift" to Social and Behavior Change?
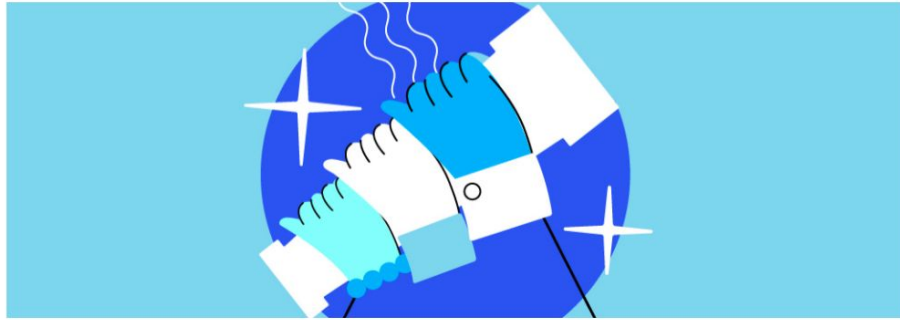
In January 2022, UNICEF announced that the Communication for Development unit would now become "Social and Behavior Change."

The shift is an opportunity to also strengthen our **human rights focus** (collaborating with both service-side duty bearers and community-level rights holders)

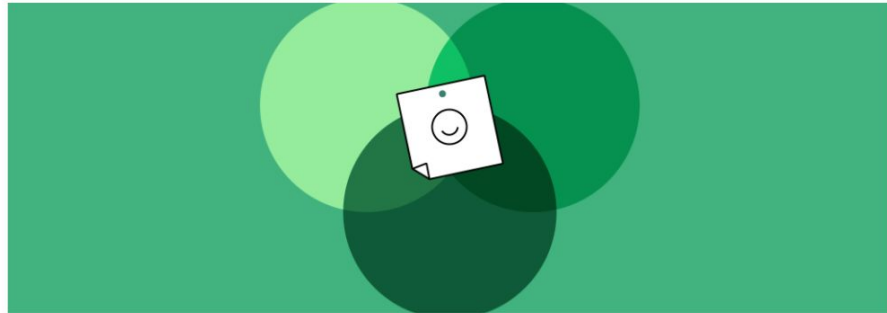**New SBC program guidance launched May 2022!:**
https://www.sbcguidance.org/

The Vision for SBC

Community-led and science-driven programmes for Child Rights

[The vision (SBC prog guidance link)](#)

Core SBC Principles

A systems-oriented, human rights-based, people-centred approach

[Systems-oriented, human rights-based principles](#)

More on the "shift" to SBC:

In January 2022, UNICEF announced that the Communication for Development unit would now become "Social and Behavior Change."

C4D approaches will still be used, but we have added more "tools" that go **beyond communication**.

The shift is an opportunity to also strengthen our **human rights focus** (collaborating with both duty bearers and rights holders)

Social and Behavior Change (SBC) includes (but is bigger than) both C4D and Risk Communication and Community Engagement. SBC goes beyond communication.
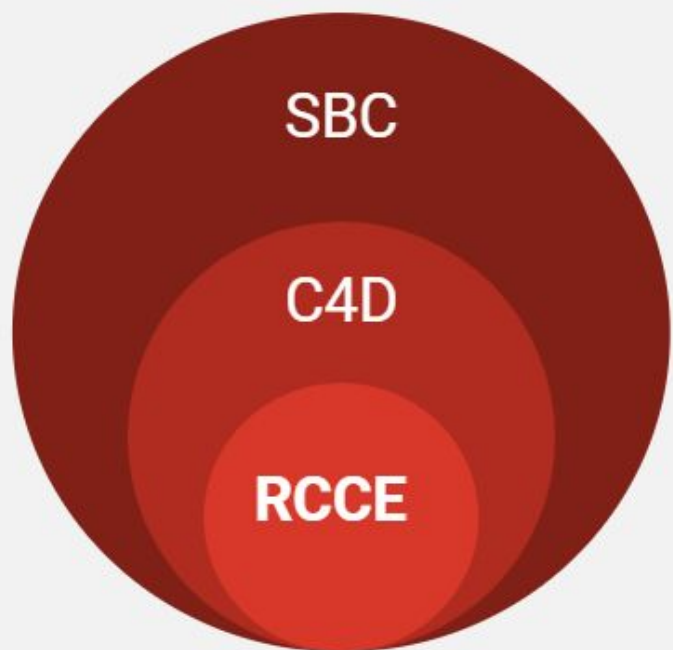
SBC goes *beyond* communication. USAID and some other organizations have been using the term "SBC" for 10+ years

C4D is a term used mostly by UNICEF, and also Food and Agriculture Organization. [Ref doc] USAID had used for many years "Social and Behavior Change Communication" (SBCC)

"RCCE" is a term that emerged from public health emergencies (Ebola, COVID), and emerged partly due to WHOs expanded role in communication (they are traditionally strong in Risk Communication, and have invested significantly in "infodemic management")

Planning and action for shifting from Communication for Development to Social and Behavior Change began in January, 2021.

What is included in the WCARO Social and Behavior Change team "change management plan"? (Next few slides provide light overview).

Note: There are more details on various "touch points" for sharing information are in this Regional SBC approach document (3 pages + annex)

Why should we shift from "C4D" to Social and Behavior Change? (Discussion - 10 mins)

UNICEF WCARO and country offices have been preparing for this shift during 2021 - Co-created SBC intro digital guide and other assets

RESOURCE (Digital guide) Intro to Social and Behavior Change (SBC) approaches
UNICEF West and Central Africa Region
(Country in parenthesis is co-author of that one-page chapter)
Expected release: Feb (ENG, FR), March (SP, PORT)

Approaches going beyond communication	C4D approaches
1. Human Centered Design (Nigeria) 2. Positive Deviance (Gambia) 3. Gamification (Burkina Faso) 4. Collective Change (Togo) 5. Behavioral Insights/Behavioral Science (Ghana)	1. Community Engagement (Niger) 2. Digital engagement (DRC) 3. Risk Communication (Cameroon) 4. Entertainment-Education (Côte d'Ivoire) 5. Social marketing (Senegal)

Social and Behavior Change: "Mindset, Skillset and Means to measure": PPT for Dep Reps given Jan. 2021
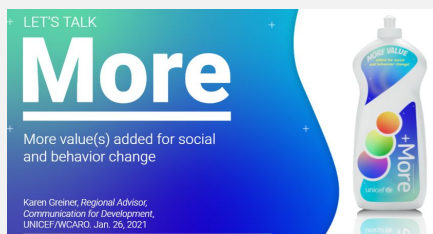
What is included in the WCARO Social and Behavior Change team "change management plan"? (Or shifting from Communication for Development to Social and Behavior Change).

[Social and Behavior Change "Certification" series](#)

Five Minute Academy
(see slide 35 for links)

Social and Behaviour Change

NOTHING ABOUT US WITHOUT US

Social and Behavior Change/SBC Certification series
(Overview and sign up sheet)
Level 1, Wave 3

Social and Behavior Change/Communication for Development team, UNICEF/West and Central Africa Regional Office (WCARO). Questions? Write to Etienne: Reussner@unicef.org
V1: 17-1-22

What is "Human Centered Design"?

_____

Five Minute Academy
Social and Behavior Change Lab

BETA V1: 10-8-21
[For external sharing and feedback]
Feel free to adapt the slides prior to sharing - This is now YOUR "mini-module"...

Discovery Cafe series

See slides from "Discovery Cafe" sessions: 1) Gamification and 2) Light and fast data

[Experimentation grants (Two waves)](…)

Social and Behaviour Change

NOTHING ABOUT US WITHOUT US

Experimentation grants
(Wave 2)

Grants d'expérimentation
(Vague 2)

26-1-22

U-Report Data - Action - Recognition Grant
Data for Action grant

Social and Behavior Change is an accelerator strategy.

Adding new approaches gives us more options for defending and promoting child rights

This shift represents:

1. Having more options for promoting social change and defending child rights

2. Building on "C4D," but now having more tools, so we can promote* approaches that go *beyond* communication;

3. More emphasis on duty bearers (sometimes we need to change the environment, not the person)

* We use "promote" here as we partner for implementing rather than implementing ourselves, in most instances

In West and Central Africa, we are suggesting that the "shift" to Social and Behavior Change can be summarized as (at a minimum):

C4D + 3*

 *because it rhymes! In English at least (See next slide for the 3 approaches we believe are the minimum to know about for now)

What are some SBC approaches that go beyond communication?
(Here are three, as a good start for strengthening skills on SBC)
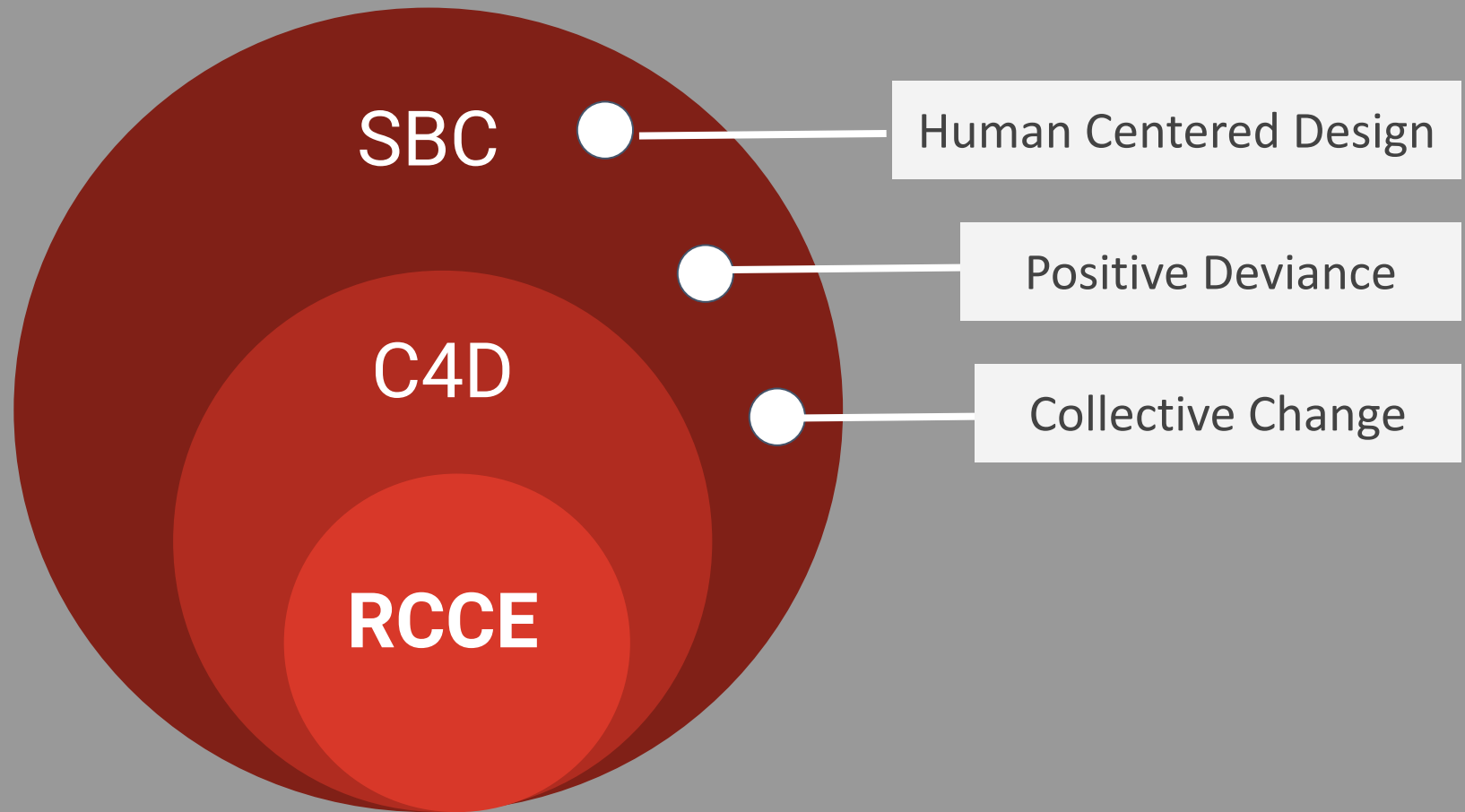
You may be asking yourself:

But don't we ALL do "Social and Behavior Change?"

[Where about the overlap between my work and your work?]

Human Centered Design (HCD): Make it easy to act, change the environment, not the person

Examples:

1. Let's vaccinate at 6am or 6pm, to make it easier for people to get vaccinated
2. Let's bring the birth registration forms to the hospital, or to the naming ceremonies… let's make it easy!

Positive Deviance: Learn from community members who have already found local solutions

Example:

1. Let's find the five families in the village that have well nourished children, but no access to extra resources - what are they doing differently - let's learn from them!

Collective Change: Promote coordinated, collective action (because it is needed, or because it reduces stigmatization)

Examples:
1. Let's promote Community-led total vaccination, so everyone is covering feces and/or building latrines - so the flies from your neighbor's poop won't land on the food of your family!
2. Let's have ALL parents abandon early marriage in the same village, and ask a small group to lead the process - so no girl is stigmatized for not being married.

Why is this shift to SBC a "difference that makes a difference"?

1. More emphasis on duty-bearer action
   - *More system and service-side improvements, less sensitizing*

2. More tools (going beyond communication, more ways to be inclusive)
   - *Co-designers, not beneficiaries*

3. More efficient use of time and money (Let's stop wasting money on posters!)
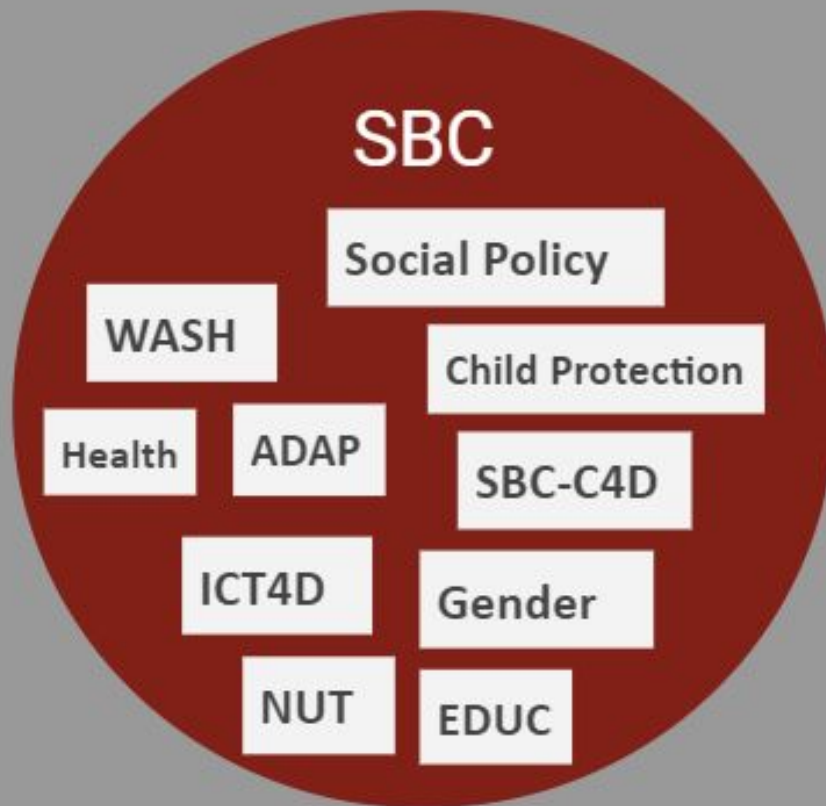
SBC: A bigger domain, with section colleagues also working on Social and Behavior Change

SBC

Social Policy

WASH

Child Protection

Health

ADAP

SBC-C4D

ICT4D

Gender

NUT

EDUC
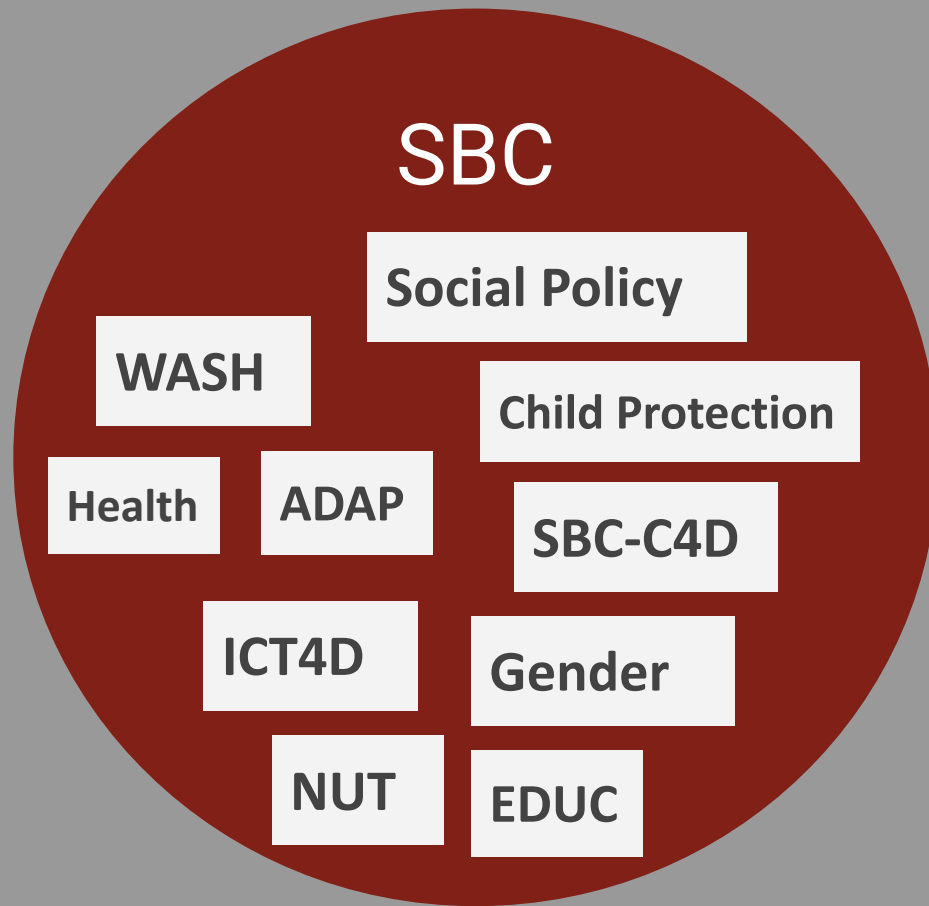
SBC-C4D colleagues can support "diagnostics," and partners in co-design

We must be the ninjas with black belts in analysis and giving suggestions on which SBC approach for which context/challenge.
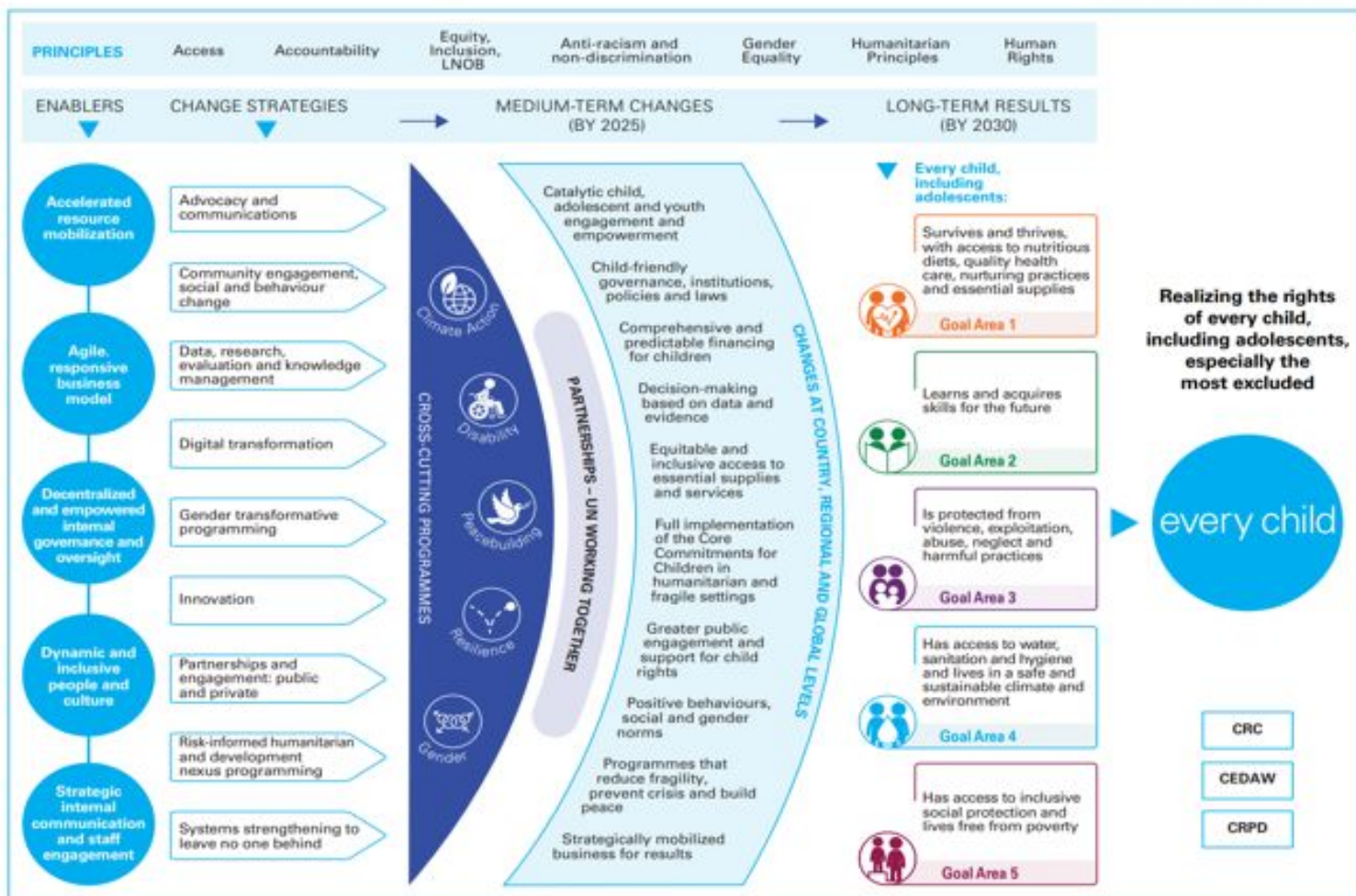
Thank you!

Comments, questions?

UNICEF Strategic Plan 2022–2025: Renewed ambition towards 2030

Strategic Plan ([see synthesis here](#), slide 7)

Strategic Plan (see [synthesis here](#), slide 15)

Annex: Strategic Plan: SBC as "change strategy" ()

87. **Community engagement and social and behaviour change** will combine programmatic approaches addressing the cognitive, social, cultural, economic and structural determinants of rights violations, inequality, discrimination, mistrust, social divides and broken social contracts, and harmful social norms and behaviours. This strategy will respond to the growing importance of people-centred approaches, as demonstrated during the pandemic, and will embody UNICEF efforts to contribute to positive social transformation and address challenges that cut across and go beyond sectoral programming.
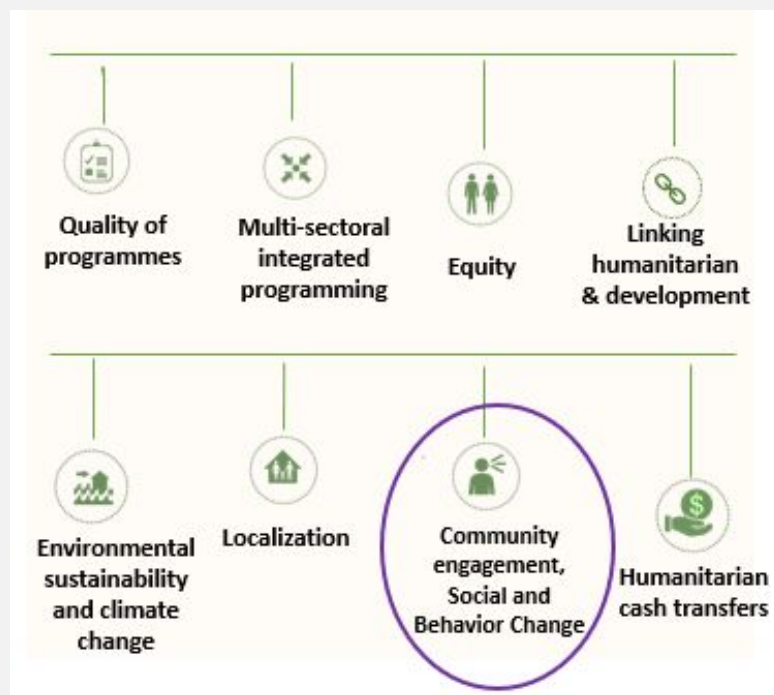
Annex: Core Commitments to Children - (Oct. 2020), excerpt p. 35

2.2.7 Community engagement for behaviour and social change[26]

COMMITMENT

Implement community engagement for behaviour and social change in collaboration with national and local actors

BENCHMARK

All COs, with the support of ROs/HQ, design and implement humanitarian programmes with a planned and resourced component on community engagement for behaviour and social change

UNICEF safely **engages and mobilizes communities to foster positive and measurable behaviour and social change** and puts people at the centre of humanitarian programmes. UNICEF integrates community engagement, behaviour and social change into humanitarian preparedness and response by including a planned and resourced component, designed and implemented with national and local partners and adapted to each context[27], with a focus on:

- Providing **life-saving information and information on rights and entitlements, services available** and how to access them

- Supporting the **adoption of healthy and protective behaviour,** including psychosocial self-care practices

- Conducting **rapid assessments, social and behavioural research** to inform response activities

- Creating community engagement platforms or converting existing ones for the purpose of the response

- Supporting the **scale-up of community-based interventions** for the purpose of the response

- Building engagement and interpersonal **capacity of frontline workers**

- Supporting the **participation** of all affected and at-risk populations in intervention design and feedback

Annex: Regional Office Management Plan 2022-2025
SBC = Accelerator strategy and is "woven" throughout KRC results sections

The KRC Acceleration Strategies comprise:

- **Public finance and social protection** to secure the efficient financing of social services and to support vulnerable households to avoid coping strategies that are harmful to children
- **Advocacy and partnerships** to build political momentum, giving impetus to policy reform, and to amplify the voice of children and adolescents on matters that affect them; to widen and nurture shared value public and private partnerships and leverage the transformative potential of the private sector, multi-stakeholder platforms and innovative financing
- **Social and behavior change** approaches to accompany communities to uncover and address bottlenecks to the adoption of child-friend practices, including those related to discriminatory social norms

- **Innovation, evidence and knowledge management** through a continuum spanning from the selection of scalable pilots, the promotion of learning and accountability through child-focused evaluation, the acquisition of new knowledge through research and studies, and systematically propelling the most effective and efficient approaches to scale by fostering their replication across countries and their uptake by national partners

Annex: Regional Office Management Plan (ROMP)
Excerpt (p. 2) - [Click here for full ROMP](#)

*"**Social and behavioral change** strategies will be amplified to accompany communities to uncover and address bottlenecks to the adoption of child-friendly practices, including those related to discriminatory social norms. This will include a focus on quality participatory community engagement and human-centered design. The RO will support formative and social science research for social and behavior change, learning from positive deviance."*

Annex: Resources: Beta "Mini modules" - Five minute academy (Designed for sharing and input from gov counterparts)

Human Centered Design
(Conception centrée sur l'humain)

Qu'est que c'est?

_____

Académie de Cinq Minutes
Laboratoire de changement social et comportementale (CSC)

BETA V2: 25-8-21
[Pour partage/feedback externe]

What is "Gamification"?

_____

Five Minute Academy
Social and Behavior Change Lab

BETA V11: 20-7-21
[For external sharing/feedback]

What is "Positive Deviance"?

_____

Five Minute Academy
Social and Behavior Change Lab

BETA V18: 4-7-21
[For external sharing and feedback]
Feel free to adapt the slides prior to sharing - This is now YOUR "mini-module"...

Human Centered Design
- Beta PPT - ENG
- Beta PPT - FR

Gamification
- Beta PPT - ENG
- Beta PPT - FR

Positive Deviance
- Beta PPT - ENG
- Beta PPT - FR
- Beta PPT - ESP (Spanish)
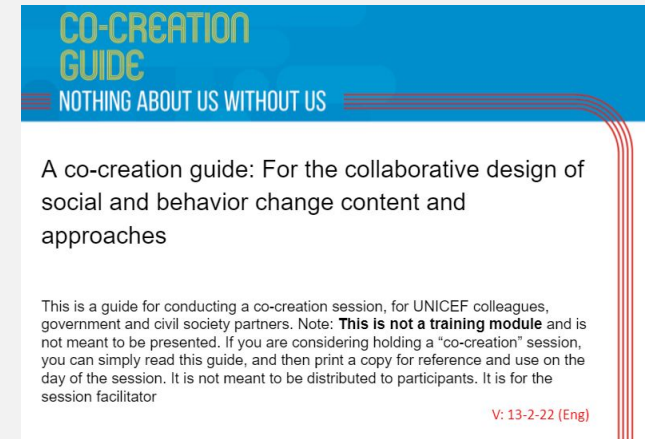
What is "Behavioral Science?"

_____

Five Minute Academy
Social and Behavior Change Lab

BETA V2: 5-9-21
[For external sharing and feedback]

Behavioral Science
- Beta PPT - ENG
- Beta PPT - FR

Resources, continued

1. [Human Centered Design for Health tools](#) (UNICEF)
1. [Human Centered Design Guide](#) (Ideo)
2. [HCD pocket guide](#) (Ideo.org)
3. [HCD Research cards](#) (Ideo)
4. [Mercy Corps HCD research cards](#)

[*Co-Creation guide*](#) *[ENG]*
UNICEF Dem Rep Congo/DRC

Ressources en français

1. [Guides HCD Francais](#) (UNICEF and Ideo.org)
2. [Cartes recherche (UNICEF Tchad)](#) - Printable version
3. UNICEF Rep Democratique Congo (RDC) - French
   a. [Guide co-creation](#)
   b. [Guide prototypage rapide](#)
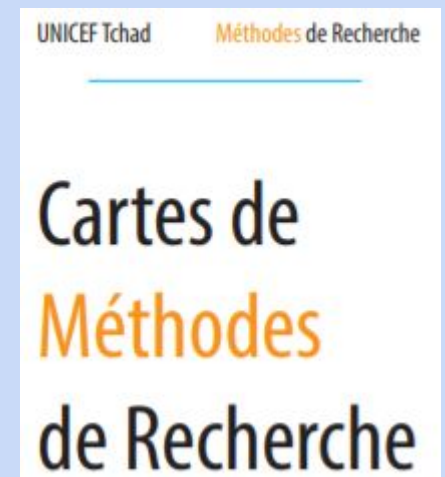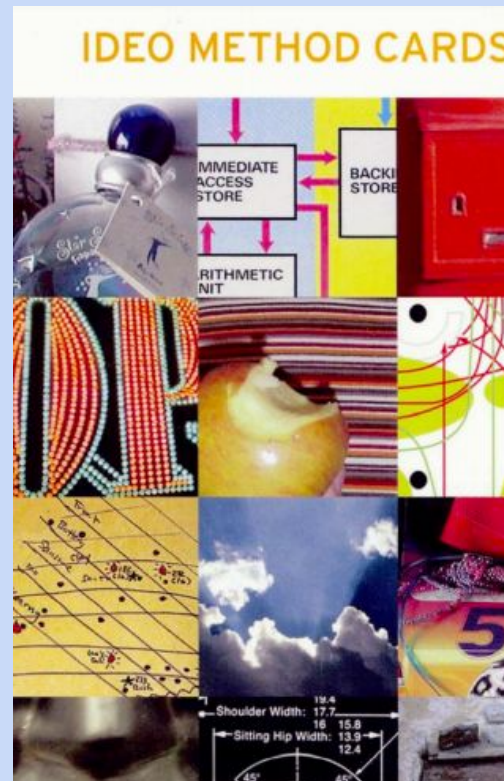
Annex/Resources - A great article - Check it out

Can help us go beyond 'sensitizing'!

StanfordSOCIAL INNOVATION Review
Informing and inspiring leaders of social change

| SOCIAL ISSUES | SECTORS | SOLUTIONS | MAGAZINE | MORE |

Essentials of Social Innovation

Stop Raising Awareness Already

It's time for activists and organizations to adopt a more strategic approach to public interest communications.

| CITE | SHARE | COMMENT | DOWNLOAD | PRINT | ORDER REPRINTS |

By Ann Christiano & Annie Neimand | Spring 2017

Reference article (English)