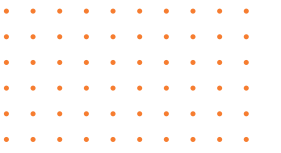
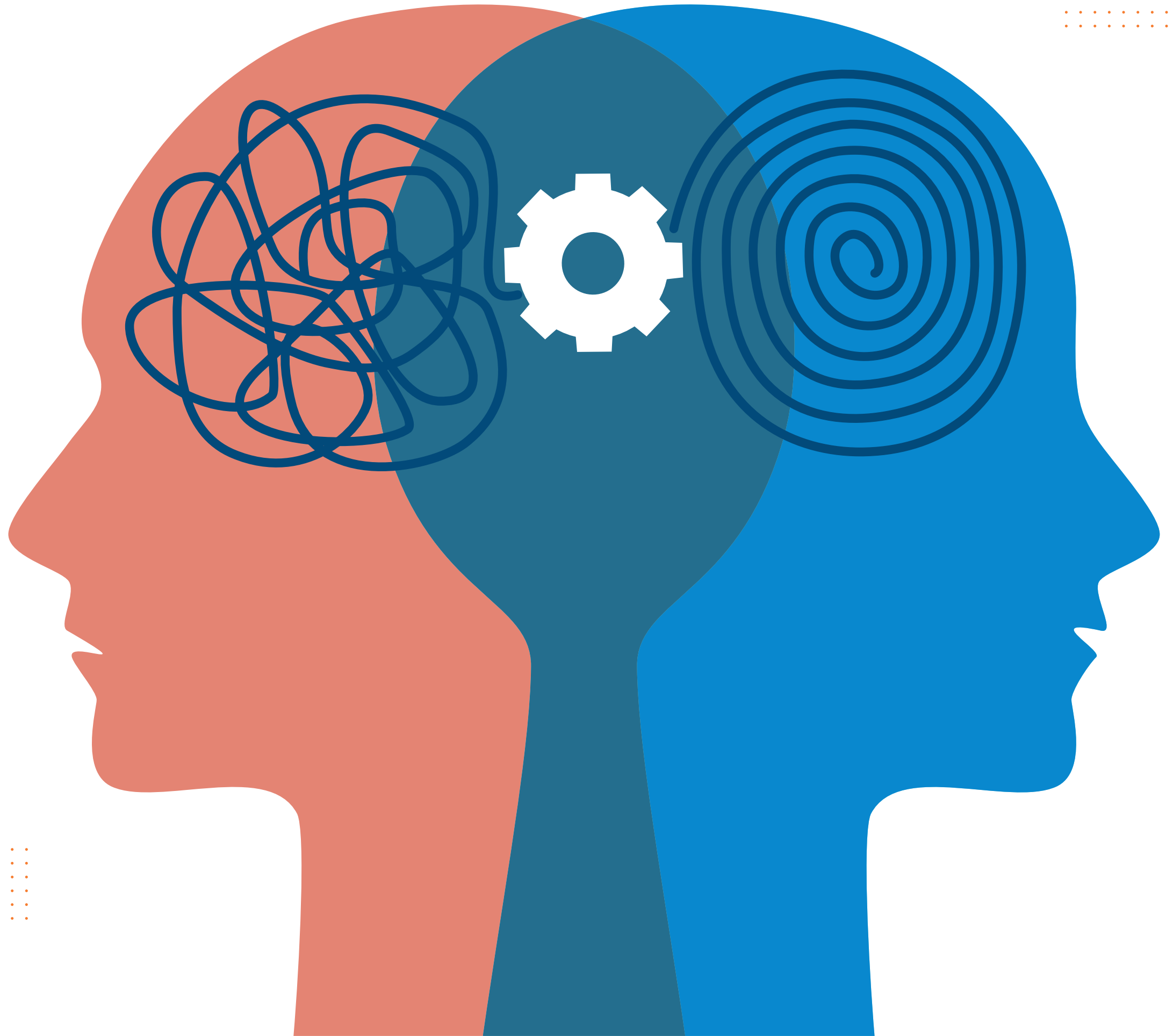


CRAFTING A SOCIAL & BEHAVIORAL CHANGE COMMUNICATION (SBCC) PLAN

HOW AND WHY?

Melanie Moore
Johns Hopkins School of Medicine –
Integrated Genomics Center





WHAT IS SOCIAL AND BEHAVIORAL CHANGE COMMUNICATION?

“Previously known as behavior change communication (BCC), SBCC is the strategic use of communication approaches to promote changes in knowledge, attitudes, norms, beliefs and behaviors.”



COMMUNICATION TYPES



TYPICAL

INFORMS

Shouts message
from rooftops



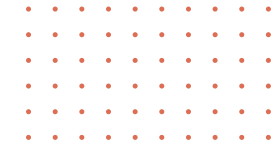
BEHAVIOR CHANGE

INFLUENCES

Embedded in the
community



SBCC BENEFITS



Provide accurate, relevant, **clear and timely information** to the public on how **to contain** the emergency and protect themselves



Identify and **address myths** and misconceptions that may lead to detrimental practices



Support communities and countries to recover and **rebuild** themselves after an emergency



Maintain public **trust**



Prepare communities for emergency response actions



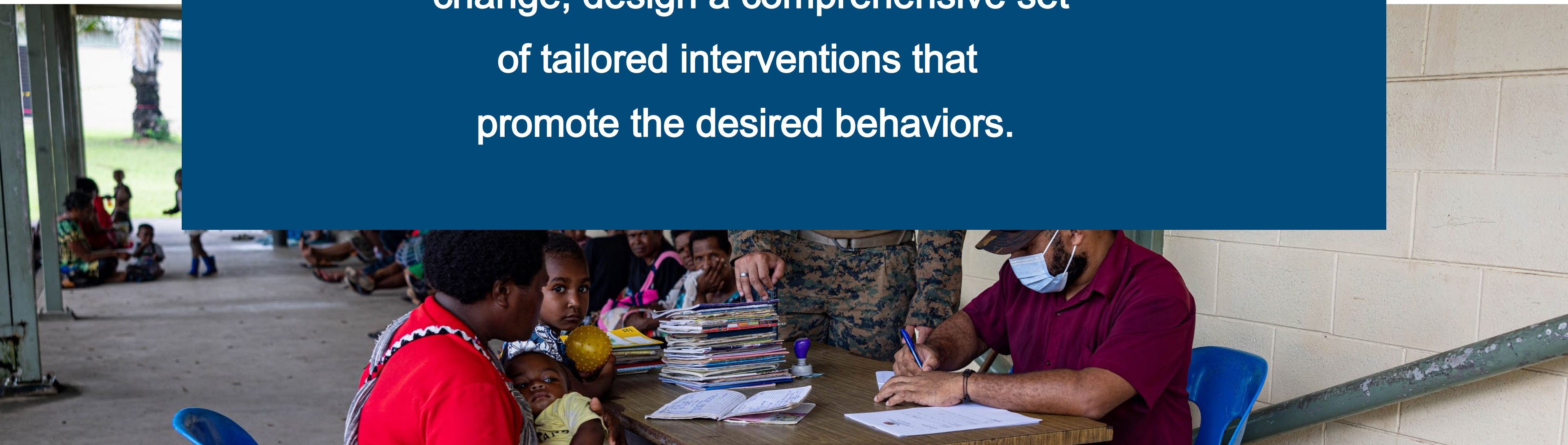
Reassure the public



THE GOAL



Define barriers and motivators to change; design a comprehensive set of tailored interventions that promote the desired behaviors.



RE-FRAMING THE CONVERSATION

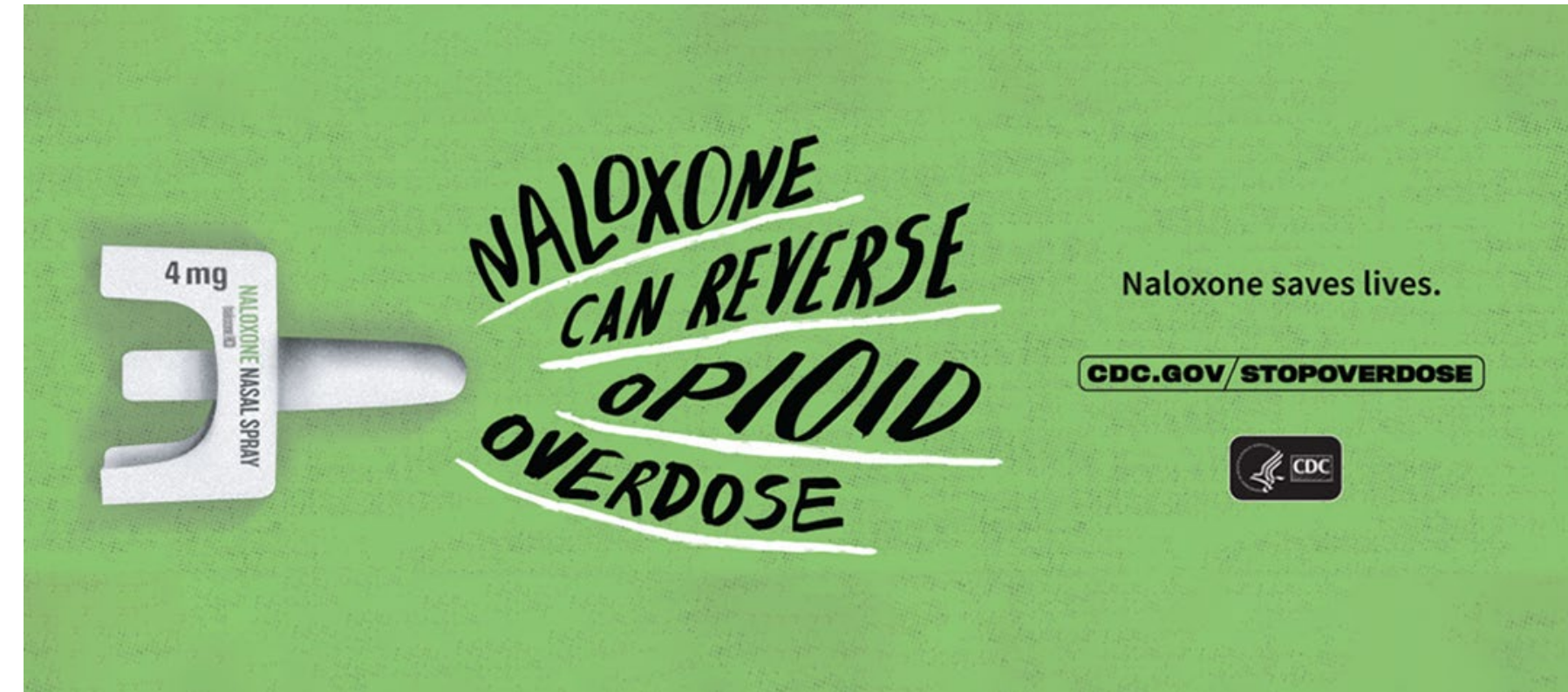
Communication raises awareness and shares information. SBCC

- Encourages community engagement
- Influences social norms
- Supports policy advocacy
- Promotes service uptake
- Reaches underserved populations
- Fosters a media environment that resonates



COMMUNICATION COMPARISON

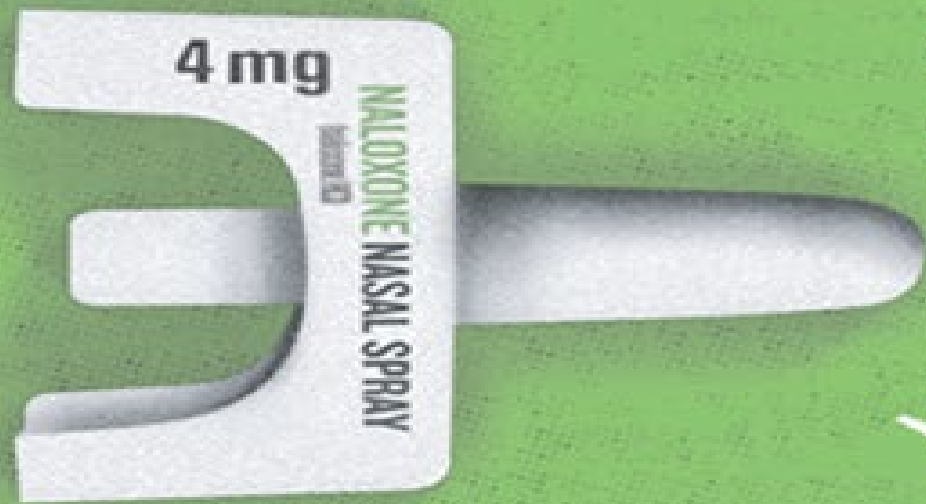
PSA



VS

BCC





**NALOXONE
CAN REVERSE
OPIOID
OVERDOSE**

Naloxone saves lives.

CDC.GOV / STOPOVERDOSE

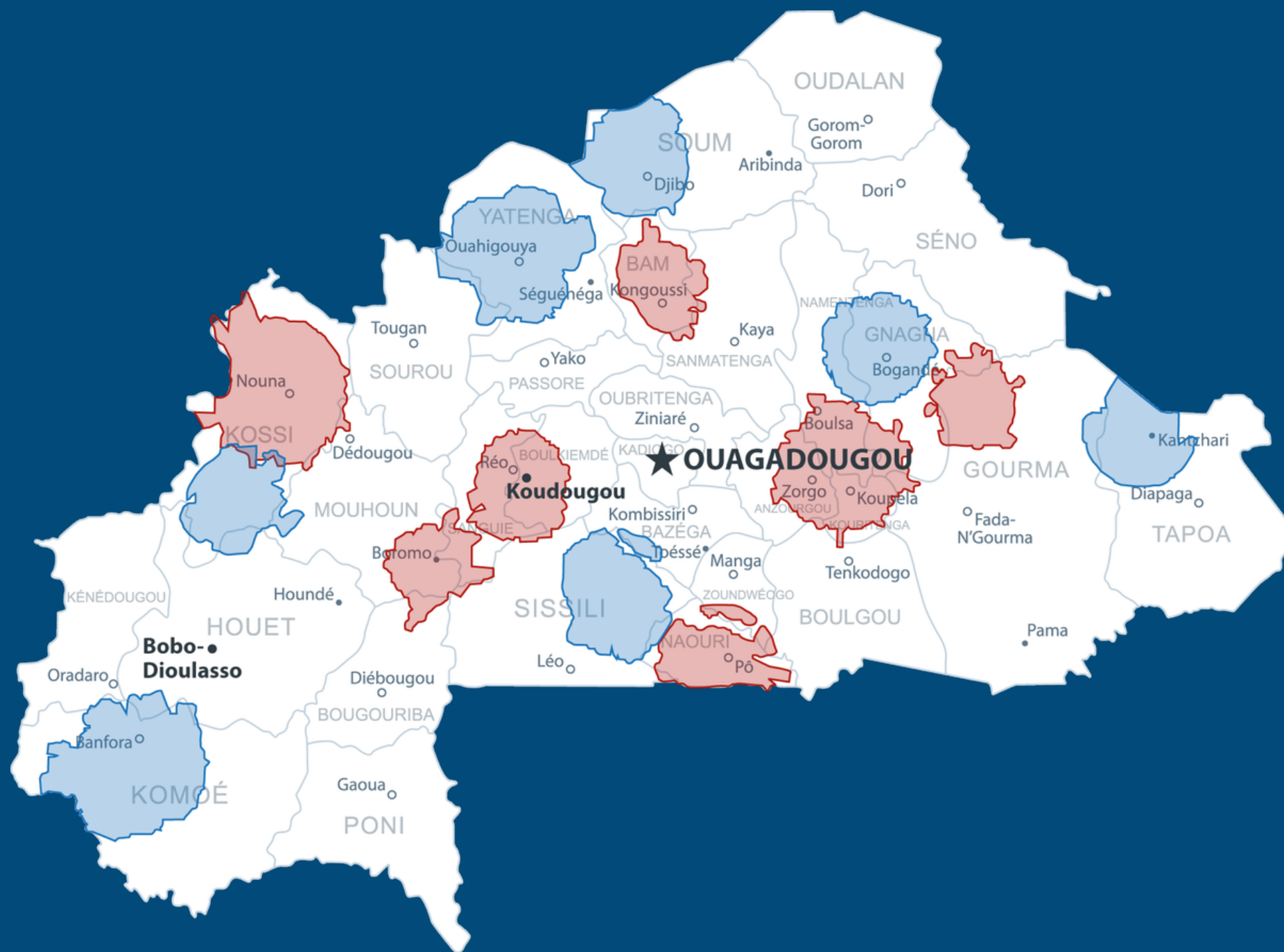


SBCC IN ACTION

CASE STUDIES

CASE STUDY

CHILD SURVIVAL RANDOMISED CONTROLLED TRIAL



GOAL

Reduce child mortality from malaria, diarrhea, and pneumonia in Burkina Faso



BARRIERS

Lack of awareness of symptoms and urgency, concerns about cost, lack of preventative measures



ACTIONS

- » Randomized control trial
- » 152 dramatic radio spots + phone-in shows
- » Broadcast 1 minute radio spots 10x day for 34 months

CASE STUDY

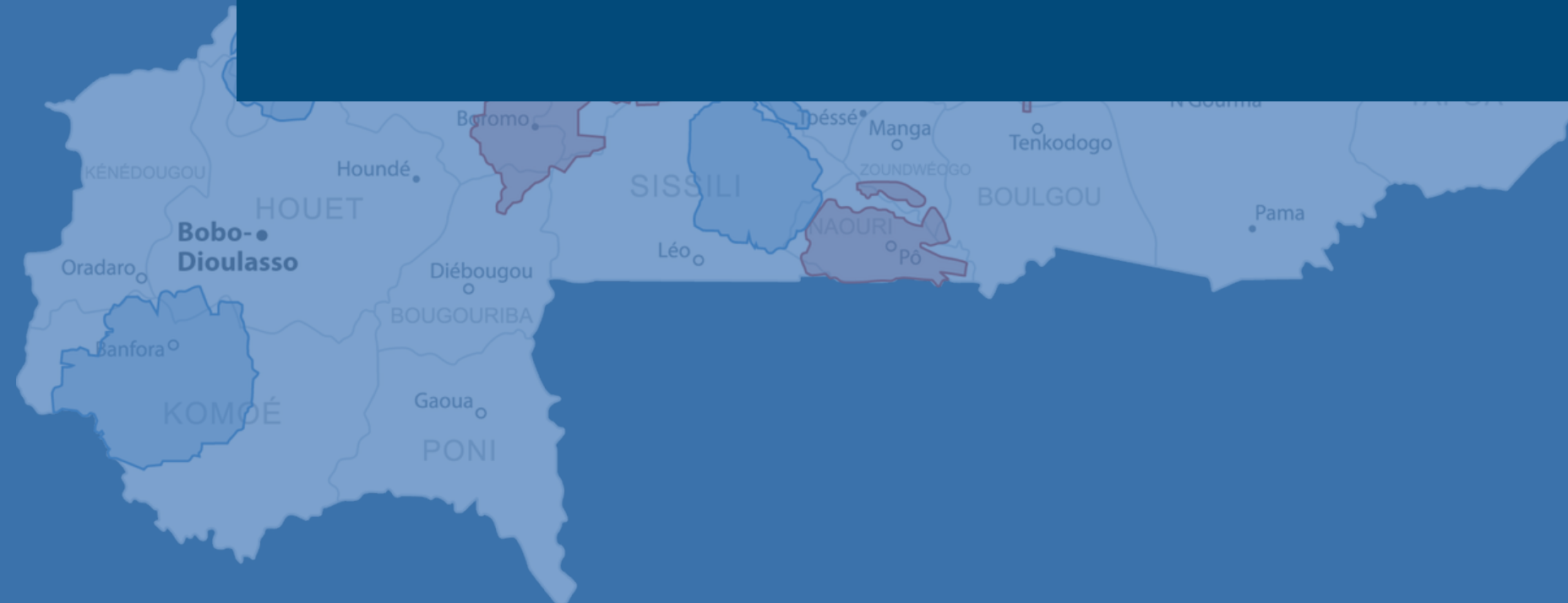
CHILD SURVIVAL RANDOMISED CONTROLLED TRIAL



GOAL

Reduce child mortality from malaria, diarrhea, and pneumonia in Burkina Faso

DESIRED OUTCOME: UNDERSTAND SYMPTOMS; GO SEE DOCTOR



- » 152 dramatic radio spots + phone-in shows
- » Broadcast 1 minute radio spots 10x day for 34 months

THE RESULTS



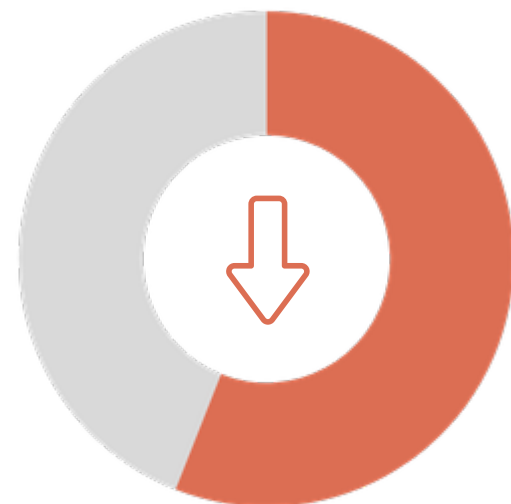
24 M

PEOPLE REACHED



~\$200 - 750

ESTIMATED COST PER LIFE SAVED



56%

DECREASE IN MORTALITY

(2,967 Lives Saved)



**INCREASE IN DOCTOR
CONSULTATIONS**

Malaria by **56%**

Pneumonia by **39%**

Diarrhea by **73%**



THE RESULTS



DMI: 'Mariéta's Story' – Child survival testimony, Burkina Faso (English subs)



Development Media International
2.85K subscribers

Subscribe

7



Share

Ask

Save

Download





CASE STUDY

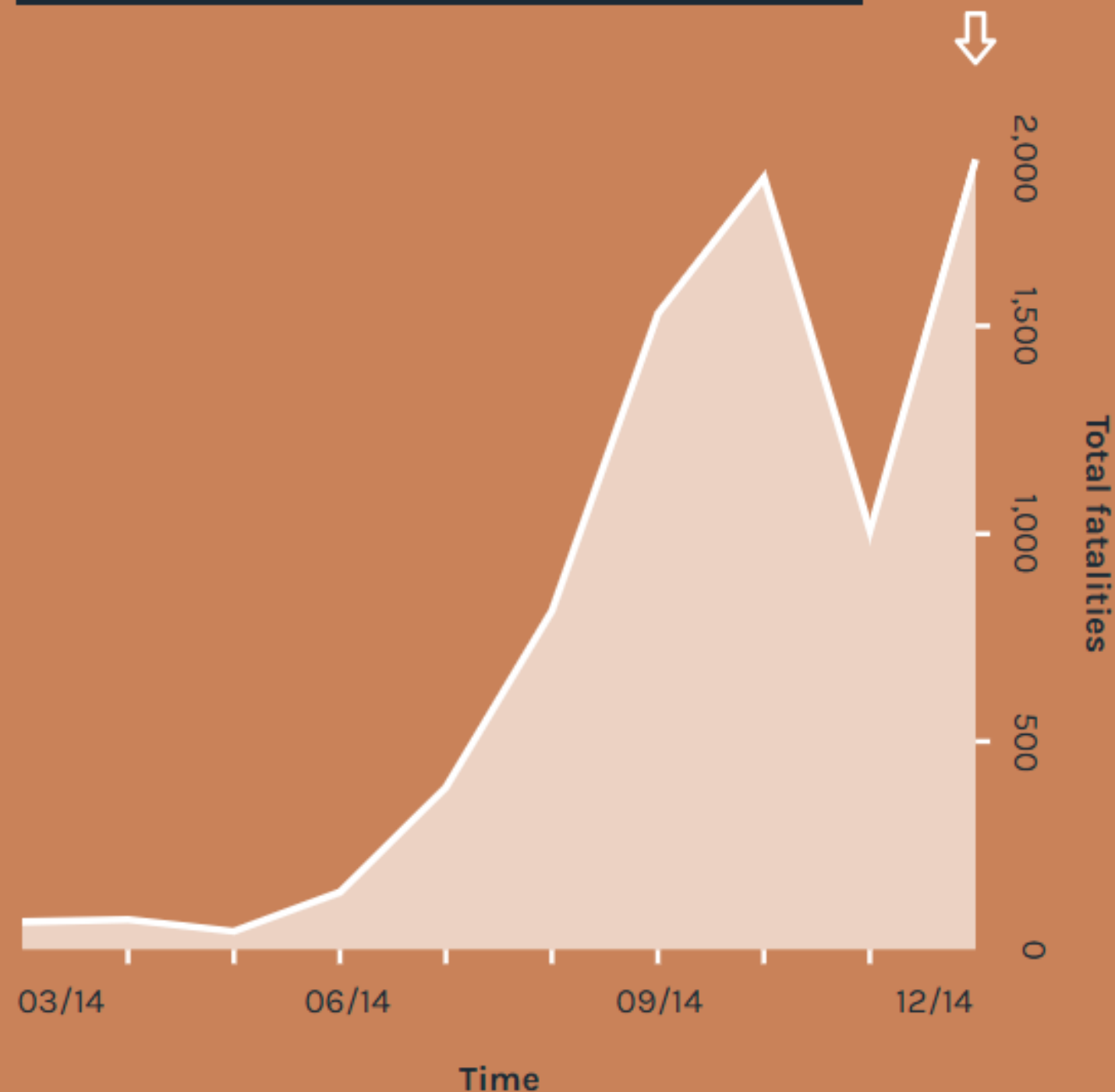
“EBOLA KILLS”

USAID + Communication Capacity Collaborative (HC3)

CASE STUDY

EBOLA SPREAD

Total Ebola fatalities per month



BACKGROUND

2014 in Liberia, Ebola is spreading quickly and is largely fatal. Previous government messaging included "Ebola Kills."



PROPER MESSAGING

Know the symptoms and when to call for help | Wash Hands and clean properly | Don't touch the sick or dead | Bury the dead safely



ACTIONS

- » Text survey... Rapid response
- » Radio spots: 18 languages, 32 stations
- » Partnerships with local media and instructive visuals

Spread the Message, not the virus

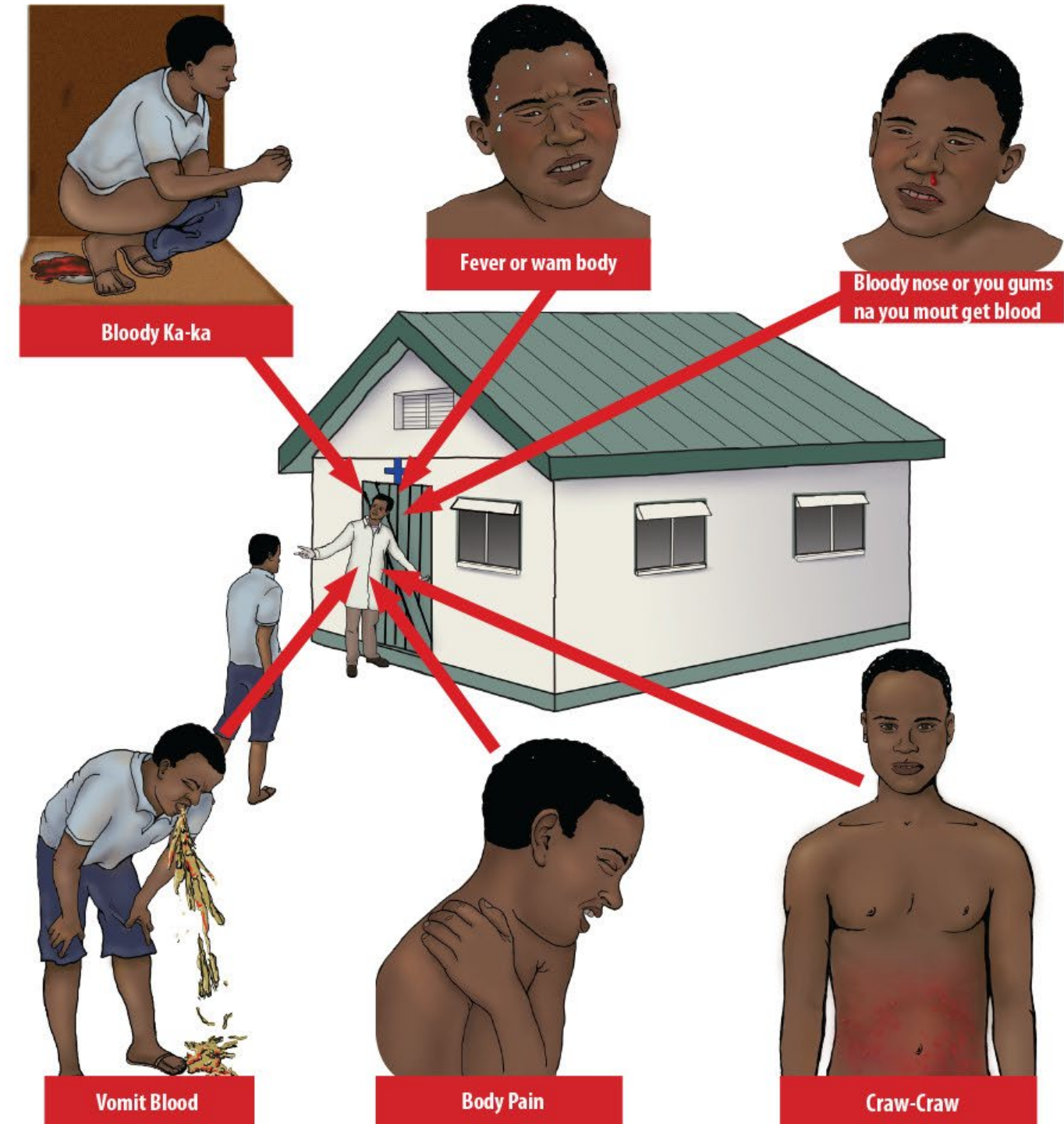
STORY : ENIKO AKOM / DRAWING : CHEVELIN ILLUSTRATION



USAID
FROM THE AMERICAN PEOPLE



EBOLA FEVER Signs and symptoms



IF YOU GET ANY WAN OF THESE SIGNS, REPORT IMMEDIATELY TO DE CLOSEST HEALTH CENTRE FOR MANAGEMENT.

Spread the Message, not the virus

STORY : ENIKO AKOM / DRAWING : CHEVELIN ILLUSTRATION



USAID
FROM THE AMERICAN PEOPLE

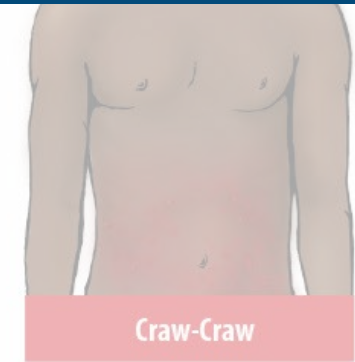
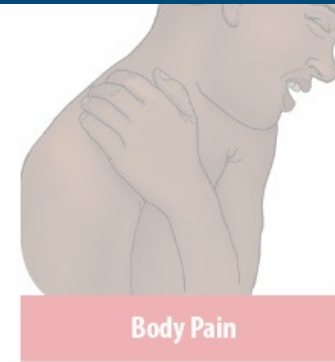
EBOLA FEVER Signs and symptoms



Fever or wam body

Bloody nose or you gums

LIBERIA DECLARED EBOLA FREE MAY 7, 2015



Vomit Blood

Body Pain

Craw-Craw

**IF YOU GET ANY WAN OF THESE SIGNS, REPORT IMMEDIATELY
TO DE CLOSEST HEALTH CENTRE FOR MANAGEMENT.**



SBCC WORKS!

- » Especially useful for educating the public about common misconceptions
- » Dealing with a Crisis Scenario

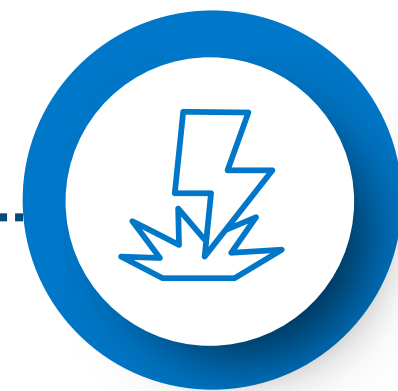
HOW?

CRAFTING SBCC

The process depends on where we are in the crisis timeline.



PRE-CRISIS



INITIAL CRISIS
OUTBREAK



MAINTENANCE



RESOLUTION



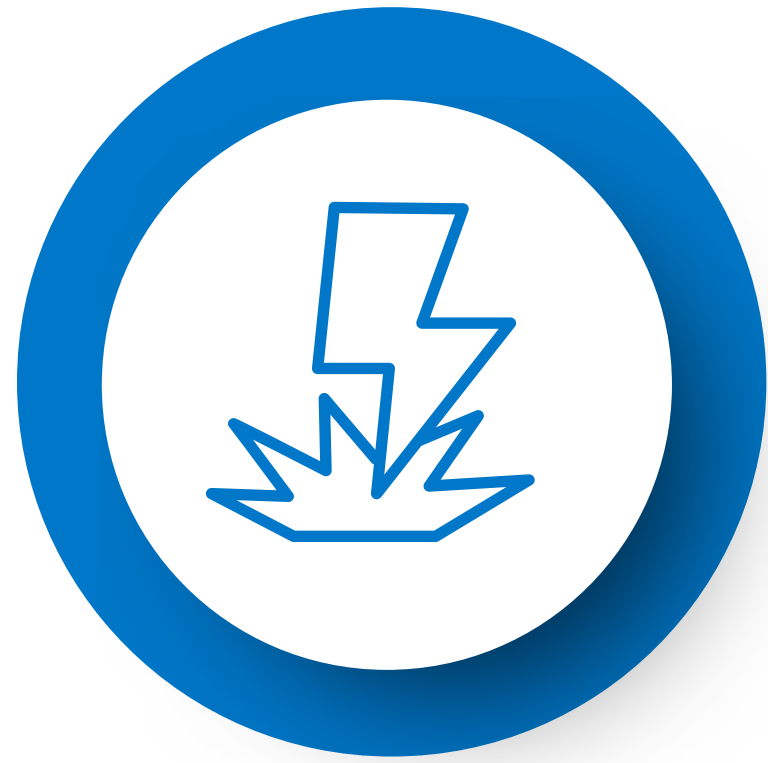
EVALUATION



PRE-CRISIS STEPS

Anticipates some potential disasters (volcanic region, likely disruptive regime change, impoverished area, etc.)

- >> Build local trust among stakeholders and community
- >> Understand social/cultural behaviors – have summary of points on hand
- >> Develop general communication execution plan
i.e., channel through SMS, radio, etc.



INITIAL CRISIS OUTBREAK

First impact. Panic and rumors spread.

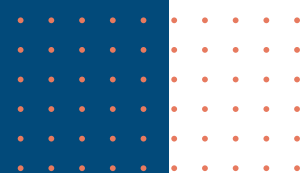
- >> Create story-heavy “ads” in previously selected channels
- >> Mobilize community partners and social leaders
- >> Activate two-way feedback
- >> Conduct rapid needs assessment
 - >> Are behaviors going the way you thought? Is the public doing something you don’t want them to do?



MAINTENANCE

The first crisis impact has stabilized or is progressing at a slower rate. Flare-ups still possible

- >> Monitor feedback from community leaders and stakeholders
- >> Adjust key messages to respond to active needs
- >> Reinforce positive behaviors





RESOLUTION



EVALUATION

RESOLUTION: emergency is under control and winding down

EVALUATION: the emergency has ended

- >> Determine issues that need to be addressed
- >> Make (or adapt) a “Best Practices” guide
- >> Continue to liaise with community leaders positive behaviors
- >> Evaluate success metrics

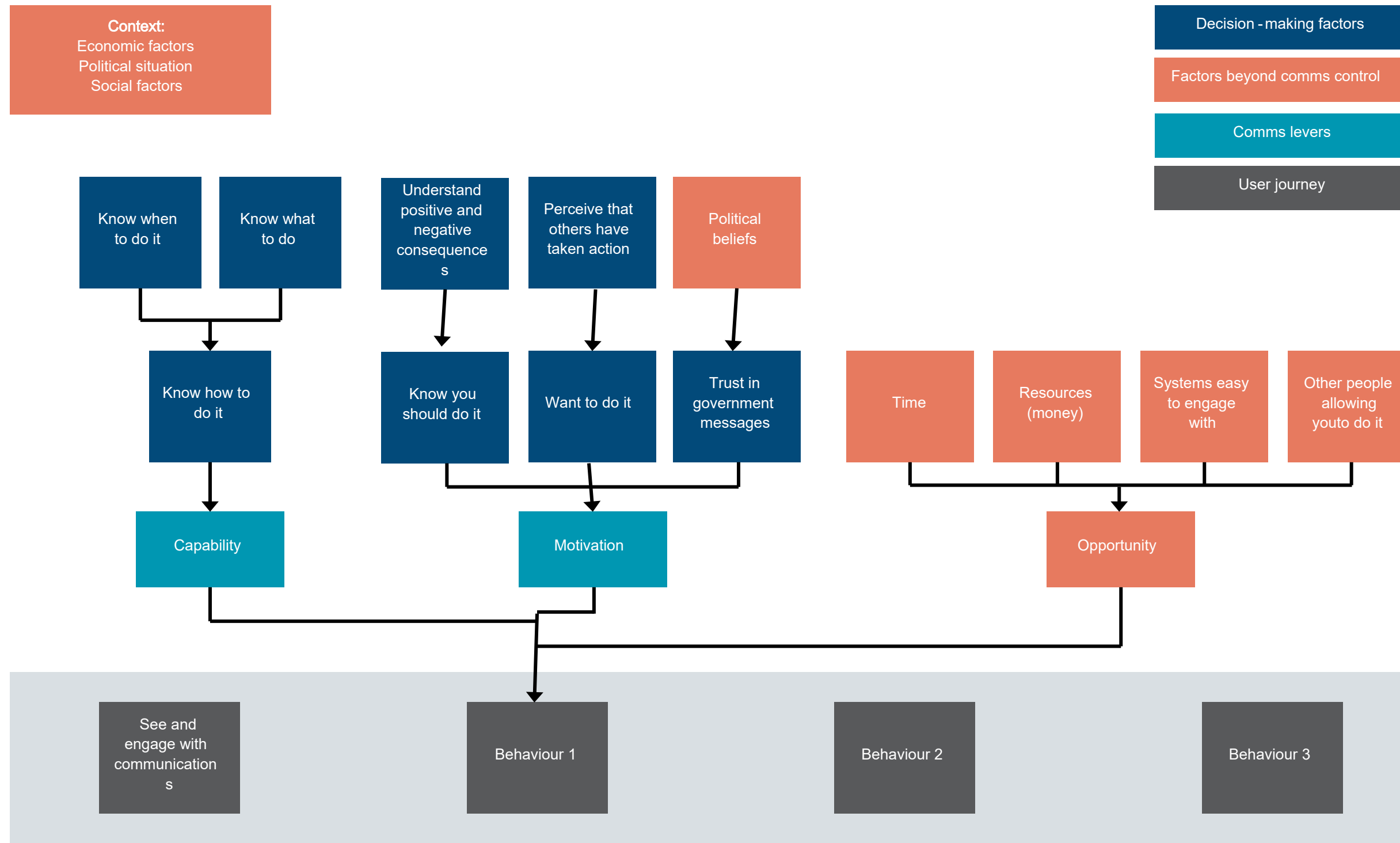


Community Engagement in Humanitarian Action Toolkit (CHAT)

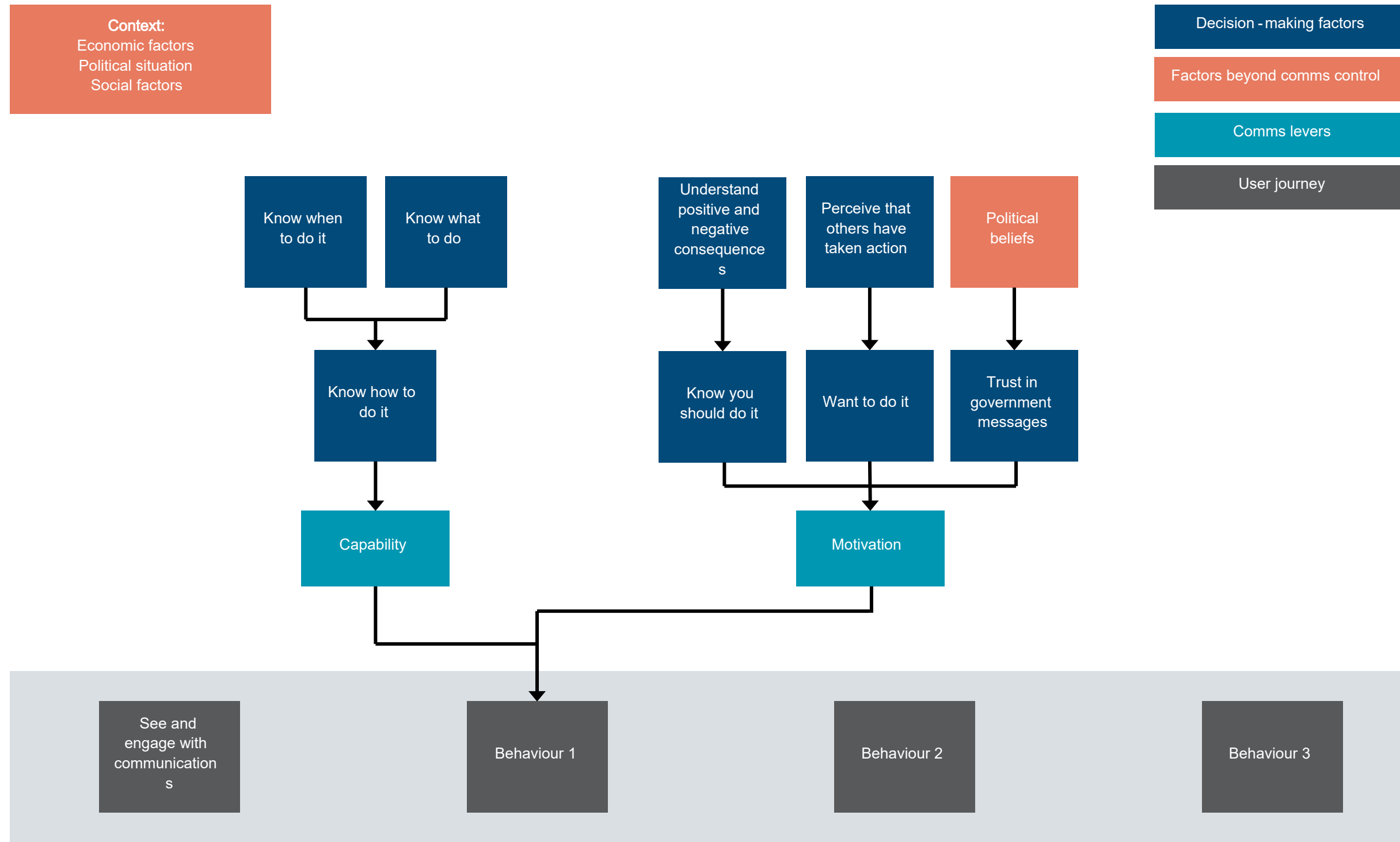
Tailored to provide relevant, timely, people-centered interventions in natural hazards, armed conflicts, and disease outbreaks and epidemics

COMMUNITY ENGAGEMENT
in Humanitarian Action
TOOLKIT

MAP IT OUT



CRISIS CONSIDERATION MAP





BEST PRACTICES

01. Reach mass populations through a combination of media and platforms
02. Prioritize storytelling that's relatable to the public
03. Dedicate resources to quality output
04. Build partnerships with media outlets
05. Be honest about the risk faced





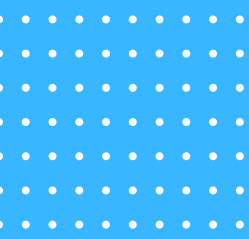
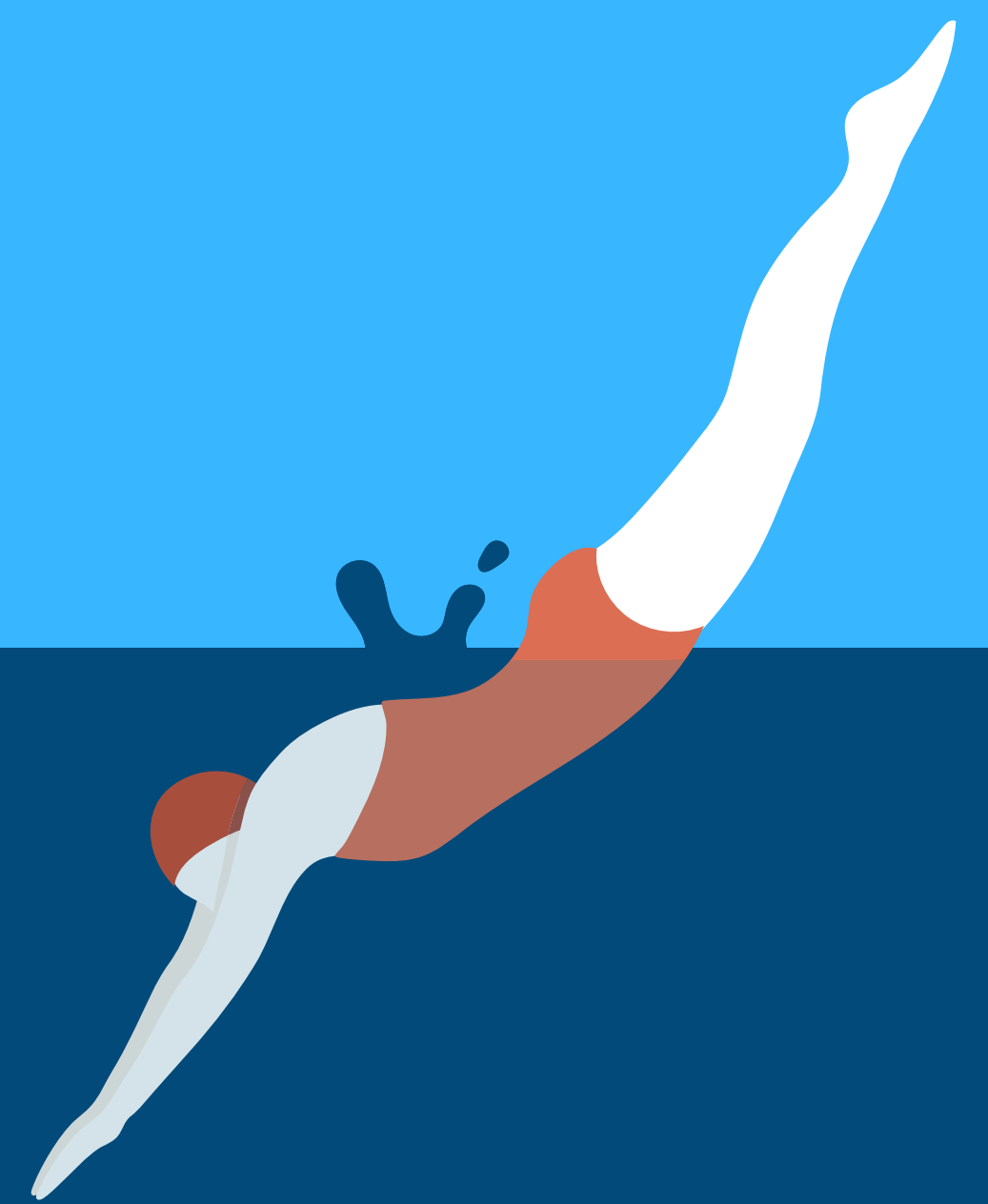
LIMITATIONS

01. Can address deep-rooted issues, so might not be the only change factor
02. Media ads can be hard to track
03. Very involved



WHO'S

DIVING IN



SBCC IN THE GOVERNMENT

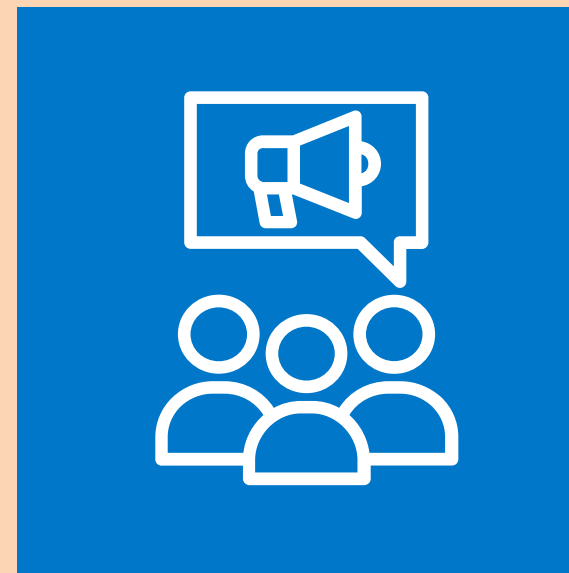
The five levers available to deliver public policy:



Legislation



Regulation



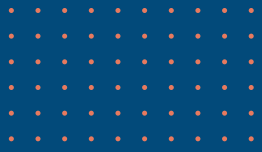
Communication



Taxation



Public
Spending



ADDITIONAL RESOURCES

01

UNICEF SBCC Guide

<https://dev.sbcguidance.org/understand/social-and-behaviour-change-communication>

02

UK Government Communications Service

<https://www.communications.gov.uk/publications/strategic-communications-a-behavioural-approach/>

03

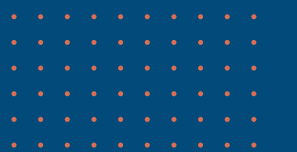
Johns Hopkins Center for Communication Programs

<https://ccp.jhu.edu/tools/sbcc-implementation-kits/>

04

United Nations Development Programme

<https://www.undp.org/sites/g/files/zskgke326/files/2023-03/Behavioural%20Change%20Communication-Guidance%20Framework%20%20Document-%20Final%202023.pdf>





QUESTIONS?

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