SOCIAL AND BEHAVIOR CHANGE COMMUNICATION

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WHAT IS SBCC?

SBCC is the systematic application of interactive, theory based, and research-driven communication processes and strategies for change at the individual, community, and social levels.

C-Change Project
WHAT ARE THE ESSENTIAL PROCESSES IN SBCC?

**Steps:**

1. Understanding the context & audience - situation analysis, formative research
2. Focusing & Designing the Strategy/Approach
3. Creating Activities, Materials, tools
4. Implementing & Monitoring progress
5. Evaluation & Re-planning
SBCC APPLY A SOCIO-ECOLOGICAL MOD

*These concepts apply to all levels (people and institutions), but originated at the self level.

**SOURCE:** Adapted from McKee, Manoncourt, Chin and Carnegie (2000)
SBCC USES MULTIPLE CHANNELS OF COMMUNICATION FOR CHANGE AT 3 LEVELS

SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)
PROGRAM EXAMPLES -- FANTA SBCC

• Advocacy level – promoting national government investments in nutrition programming

• Community level – mobilizing community volunteers for group activities and home visits for improved dietary practices

• Facility level – individual counseling and group ‘health talks’
WHAT ARE THE MAIN DIFFERENCES FROM OTHER APPROACHES?

- **Health Education** – building knowledge (SBCC: knowledge is not enough to change behavior)
  - IEC: print media, expert-driven information

- **Social marketing** – audience focus (SBCC also has, but broadens beyond individual level)

- **BCC** – incorporates behavior change theory → identify determinants, but still individual focus

- **SBCC** Broadened focus to encompass the whole social & enabling context and different levels of change.
  - Evolution to “SBC”
WHERE IS SBCC USED?

- Anywhere social and behavior change is sought!
- Big donor funded programs, small community based NGOs...
- Nutrition SBCC Summit in Bethesda Nov 2014 presented a wide range of applications
WHY SBCC?

• Its systematic process ensures messages and methods are grounded in data on the social context and target audience.

• Its use of mutually reinforcing communication channels can trigger change at different levels for greater impact.

• Participation and capacity building cuts across SBCC activities, to make change more sustainable.

• SBCC works!
KEY ELEMENTS OF SBCC

• Applies the socio-ecological model for behavior change
• Based on research
• Focused on target audience
• Uses multiple channels of communication
• Works for change at 3 levels
• Involves partners and communities throughout the process
REFERENCES

• C-Change Project. C-Modules. https://www.c-changeprogram.org/focus-areas/capacity-strengthening/sbcc-modules#0


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