



Catalog of Project Tools and Resources for Social and Behavior Change Communication



August 2017

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About the Health Communication Capacity Collaborative

The Health Communication Capacity Collaborative (HC3) is a five-year, global project funded by the United States Agency for International Development (USAID). HC3 is led by the Johns Hopkins Center for Communication Programs (CCP) in collaboration with Management Sciences for Health, NetHope, Population Services International, Ogilvy PR and Internews. It is designed to strengthen developing country capacity to implement state-of-the-art social and behavior change communication (SBCC) programs. HC3 fosters vibrant communities of practice at the national, regional and global level that support improved evidence-based programming and continued innovation. More information about the project can be found on the HC3 website: <http://healthcommcapacity.org>.

About the Catalog

This catalog is a compendium of HC3's core products for SBCC capacity strengthening, implementation, research, monitoring and evaluation. It provides basic information about each tool and URLs to access them online. The tools listed in this catalog are designed for a global audience and many are adaptable for multiple country contexts. Some are specific to a health area while many cut across various health areas which is indicated with icons in the legend below. HC3's country programs have also produced a vast array of innovative tools and materials for SBCC programs in many different health areas.

Acronyms

AMA	Advanced Maternal Age
BCC	Behavior Change Communication
CHW	Community Health Worker
CoP	Community of Practice
FBO	Faith-Based Organization
HC3	Health Communication Capacity Collaborative
HP	High Parity
HTC	HIV Testing and Counseling
ICT	Information and Communication Technology
I-Kit	Implementation Kit
LARCs	Long-Acting Reversible Contraceptives
MiP	Malaria in Pregnancy
QA	Quality Assurance
RBM	Roll Back Malaria
RMNCH	Reproductive, Maternal, Newborn and Child Health
RMNCAH	Reproductive, Maternal, Newborn, Child and Adolescent Health
SBC	Social and Behavior Change
SBCC	Social and Behavior Change Communication
SRH	Sexual and Reproductive Health
SSFFC	Substandard, Spurious, Falsely-labeled, Falsified and Counterfeit
SDGs	Sustainable Development Goals
USAID	United States Agency for International Development

Legend



**Capacity
Strengthening**



Gender



**Information and
Communication
Technology**



Youth



**Emergency
Preparedness**



Service Delivery



Family Planning



HIV/AIDS



**Reproductive,
Maternal, Newborn
and Child Health**



Malaria



Ebola



Zika

Ressources En Français

Resources available in French and other languages are highlighted in gray

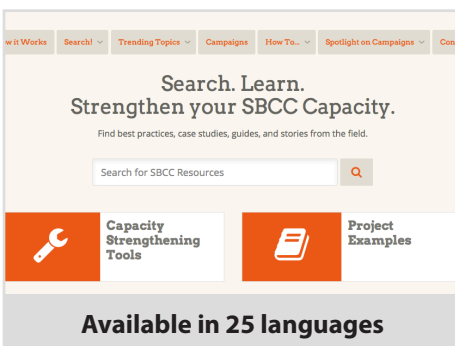
Global Web Platforms

HC3's global web platforms connect SBCC professionals who share their experience and expertise. These platforms mobilize the SBCC community and provide access to high-quality resources to improve the practice of SBCC in public health.



Springboard
for Health Communication Professionals
<https://healthcomspringboard.org>

Springboard for Health Communication is an interactive, online platform that allows SBCC practitioners, scholars and policymakers to share ideas, knowledge and resources. It provides a forum for sharing and debating the latest health communication news – from new approaches in the science of SBCC to content about emerging infectious diseases and mobile technologies. Users can complement discussions with photos and videos as well as harness other platforms (e.g., Twitter, Facebook and Google Plus).



HealthCOMPASS
www.thehealthcompass.org

The Health COMPass offers an online collection of the highest quality SBCC resources, allowing users to learn how to do SBCC and access examples of SBCC programs and materials that have proven successful. The Health COMPass platform enables users to learn about the SBCC process while viewing practical examples of how others have designed, implemented and evaluated SBCC programs. Users can share their experience using and adapting resources found on the Health COMPass and contribute their own successful materials to the collection.



EBOLA COMMUNICATION NETWORK
ebolacommunicationnetwork.org

The Ebola Communication Network is an online collection of Ebola resources, materials and tools from and for the global health community. It has more than 350 resources, including not only SBCC materials like posters, brochures and infographics, but also Demographic and Health Surveys of affected regions, customized maps and peer-reviewed journal articles. The site is responsive to mobile devices and optimized for low bandwidth situations. It includes a Rich Site Summary (RSS) feed of Ebola-related news that is updated in real time.



ZIKA COMMUNICATION NETWORK
www.zikacommunicationnetwork.org

The Zika Communication Network supports communities currently affected by Zika—and those that may be affected—by connecting responders with state-of-the-art knowledge and tools they can readily use or adapt. It curates essential, evidence-based tools and resources to help health and development professionals minimize the spread of Zika and related negative pregnancy outcomes. Featured resources include tools for community engagement, health care worker training, policymakers, mosquito transmission and sexual transmission.

Capacity Strengthening Assessment Tools

Participatory assessments are critical for understanding levels of capacity in SBCC and areas for improvement.

PROGRES_SBCC Tool

www.thehealthcompass.org/sbcc-tools/progressbcc-tool

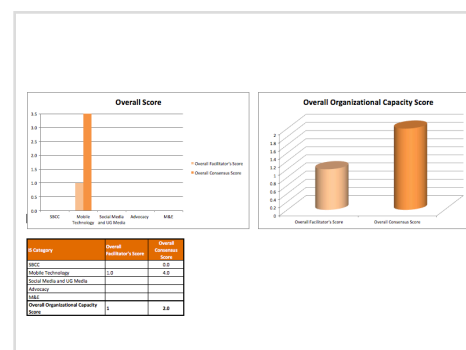
PROGRES_SBCC is a participatory organizational assessment process that highlights areas needing support to foster sustainability and resilience. PROGRES_SBCC gathers data on an organization's capacity along 12 organizational capacity domains and provides a baseline for each. The tool generates a score for three areas of sustainability (institutional, financial and programmatic). Organizations then prioritize areas for improvement and develop an action plan.

	A	B	C	D	E	F
1	Domain: Governance and Leadership					
2	Sub-Domain	Ideal Practice	Key Question	Stage 1	Stage 2	Stage 3
3	Governing Body Formation	The organization has a governing body with a constitution that guides its work.	Does the organization have a governing body and a constitution that guides its work?	The organization does not have a governing body.	The organization is in the process of establishing a governing body.	The organization has a governing body and a constitution that guides its work.
4		The selection of the board members is guided by the agreed criteria as outlined in the constitution.	Are board members selected according to the agreed criteria?	There is a board, but there is no criteria for selecting board members.	There is a Board, and the organization is developing the board selection criteria.	The organization has a governing body and a constitution that guides its work.
5	Introduction Governance & Leadership Finance Ops & Admin Human Resource Management Resource Mobilization					

SBCC Mapping Tool

www.thehealthcompass.org/sbcc-tools/sbcc-mapping-tool

The SBCC Mapping Tool is a participatory process for improving an organization's capacity to design, implement and evaluate SBCC programs. Using this tool, an organization can assess its competencies in a variety of SBCC domains, and develop a concrete plan for making improvements and changes. This tool includes data visualization enabling users to easily interpret results and make informed SBCC capacity strengthening decisions.



SBCC Check-In

www.healthcommcapacity.org/qa-in-sbcc

Quality assurance (QA) is essential to prevent problems from occurring, detect problems that do occur and to ensure consistently high-impact SBCC programs. This tool provides minimum quality performance standards that supervisors or quality improvement teams can use for routine QA. The standards are based on the P Process™ and are grouped into three sections: planning, implementation and evaluation. This tool is available as an online form and as a PDF download.

		CREATE & TEST
PLANNING	Activities	Activities align with strategic approaches and objectives
	Messages	Activities are linked through common program elements
		Messages are based on analyses findings and creative brief specifications
		Messages apply the 7 Cs of effective communication: http://www.thehealthcompass.org/how-to-guides/how-design-sbcc-messages (see step 6)
		Messages are tailored to each audience segment
IMPLEMENTATION	Materials	Messages are technically accurate
		Messages are appropriate for literacy of audience
		Messages clearly convey the key promise/benefit and support points
		Messages are appropriate for channels used
		Messages are pretested with the intended audience and revised before final production
EVALUATION	Materials	Materials based on analyses findings and creative brief specifications
		Materials apply the 7 Cs of effective communication
		Materials are technically accurate
		Materials are appropriate for literacy of audience
		Materials are pretested with the intended audience and revised before final production
SECTION SCORE		

Available in English and French

Making the Case for SBCC

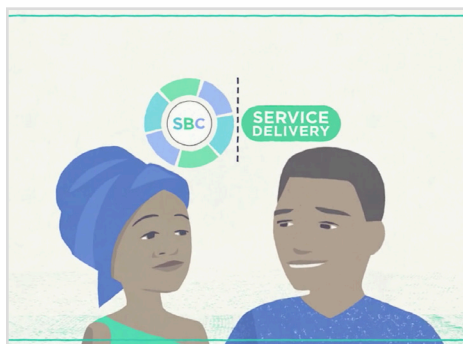
HC3's collection of databases, fact sheets, infographics and multimedia tools provide the global health community with evidence to advocate for SBCC. These resources build recognition for SBCC as a scientific process and a proven component of global development. **Access all of these resources at: <https://healthcommcapacity.org/hc3resources>.**



CITATION	INTERVENTION DESCRIPTION
Joshi, B, Jhalal, G, Chaudhary, S, Kulkarni, R, Bagum, S. Linking HIV & family planning services to improve dual methods of contraception among women infected with HIV in Mumbai, Maharashtra, India. Indian J Med Res. 2016; 143:664-73.	The intervention, implemented in India, aimed to improve dual method use among HIV positive women accessing counseling and testing services at tertiary hospitals by linking HIV and FP services. The intervention, which is a focus on dual method use, used provider training, informational poster, couple counseling sessions, referral services, information sharing between and FP providers, and follow-up counseling sessions.

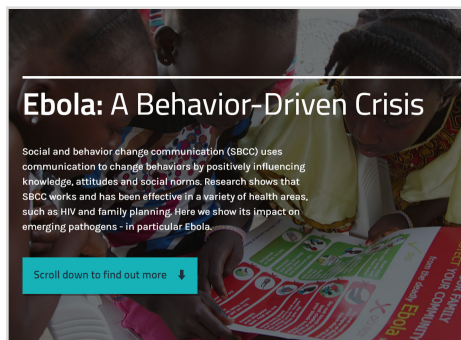
SBCC Evidence Packages

Evidence packages are compendiums of research databases, fact sheets and infographics demonstrating the impact of SBCC. The databases can be searched by keyword, author, country, study design, communication intervention and behaviors. Fact sheets and infographics make the evidence easy to share with researchers, practitioners and policymakers. Packages are available for [HIV/AIDS](#), [urban youth](#), [malaria](#), [family planning](#) and [reproductive empowerment](#).



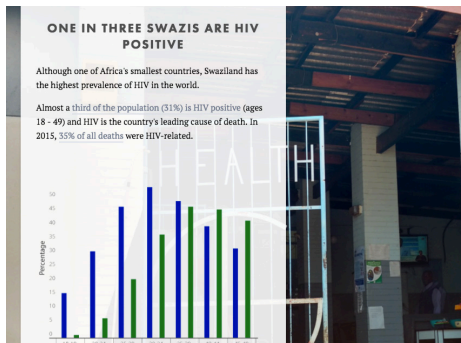
SBC Along the Service Delivery Continuum Video

This [animated video](#) showcases how social and behavior change (SBC) can be used along the service delivery continuum to improve health outcomes. It walks viewers through the Circle of Care model, describing SBC's role at each stage of the continuum—before, during and after services—and highlights real country-level experiences for each stage.



Ebola: A Behavior Driven Crisis

[Ebola: A Behavior-Driven Crisis](#) is a multimedia retrospective on the role communication played during the Ebola crisis in Liberia. Using animation, maps, video and audio clips as well as narrative text and featuring original communication materials in a gallery-style format, the digital resource demonstrates how SBCC can help combat rumors and misinformation, provide answers from trusted sources, calm fears, bring together stakeholders for a coordinated response and combat stigma.



Using Health Communication to Fight Swaziland's HIV Crisis

This [multimedia-rich resource](#) captures some of HC3's HIV work in Swaziland. The pictures, infographics, video and stories provide a glimpse of the work on the ground as well as results, describing how the Swaziland team used health communication to address the world's highest HIV rate.

The SBCC Challenge Video

This [four-minute SBCC challenge video](#) is a creative mini-documentary that both aims to teach and inspire audiences around SBCC. Tracing the history of the development of SBCC from its roots in social sciences, marketing and psychology, it moves through the past to the present and to the success of SBCC programs in influencing positive behavior. It challenges the audience to consider where international development programs would be *without* SBCC.



About SBCC Infographic & Video

This [infographic](#) and [three-minute video](#) answer the question: "What is SBCC?" They also explain the general steps for strategic, systematic and targeted SBCC. These materials make the case that SBCC changes knowledge, attitudes and social norms that improve the health of communities and save lives.



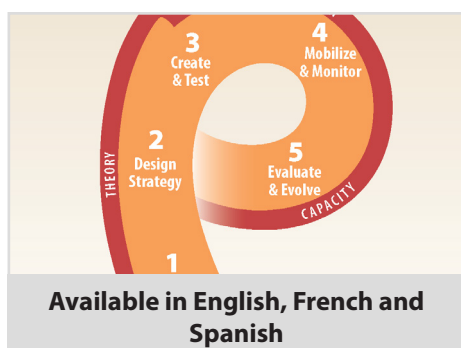
Gender and Family Planning Infographics

These two infographics, [Gender Equity and Family Planning Outcomes](#) and [Gender Dynamics and Modern Contraceptive Use](#) summarize the research methods and results of quantitative studies exploring the relationship between health communication programs, gender and family planning. Each infographic also includes conclusions and recommendations for designing gender transformative programs.



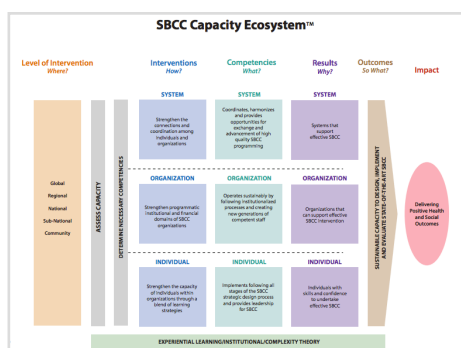
Models and Frameworks

Models and frameworks ensure that SBCC programs are strategic, grounded in theory and monitored. HC3's models and frameworks can be used for general program design as well as for topics that require specific considerations. **Access all of the HC3 Models and Frameworks at: <https://healthcommcapacity.org/hc3resources>.**



The P Process™

The P Process™ is one of the most respected tools used in designing SBCC programs. Developed in 1982, the P Process™ is a tool for planning strategic, evidence-based health communication programs. This update of the P Process™ incorporates lessons learned and acknowledges the real-time, dynamic nature of the strategic process as well as new technologies and the constantly changing nature of communication, social norms, individual behavior and decision-making.



The SBCC Capacity Ecosystem™

The HC3 SBCC Capacity Ecosystem™ is a model that reflects the systematic assessment, design and implementation of customized and strategic SBCC capacity strengthening. It can be used by any project seeking to strengthen SBCC capacity at the local, regional or global level.



Circle of Care: Strategic Communication for SBC Along the Service Delivery Continuum

The Circle of Care model illustrates how strategic communication can be used along the service delivery continuum. The model is intended for program managers, donors and anyone interested in designing or implementing service delivery programs. The Circle of Care model illustrates how SBC can be integrated at three key points or stages along the continuum: 1) Before Services; 2) During Services and 3) After Services.

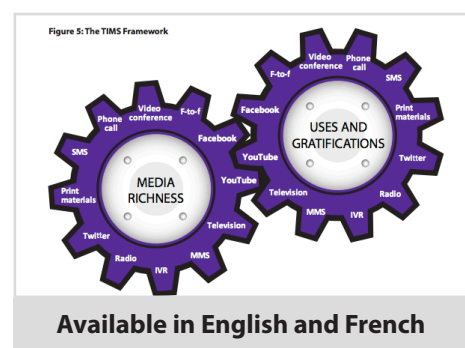


Strategic Framework for Malaria SBCC

The Strategic Framework for Malaria SBCC outlines clear priorities for strengthening country capacity, honing program strategies and sharing best practices. Guidance on advocacy describes the importance of ensuring evidence-based SBCC is prioritized by malaria policy makers and implementers. Technical guidance on characteristics of effective planning, strategy development, and monitoring and evaluation ensure SBCC processes in the malaria context are clear. A revision of the 2012-1017 document, this new Strategic Framework is a concise, approachable document intended to be used by national malaria control program personnel and their implementing partners.

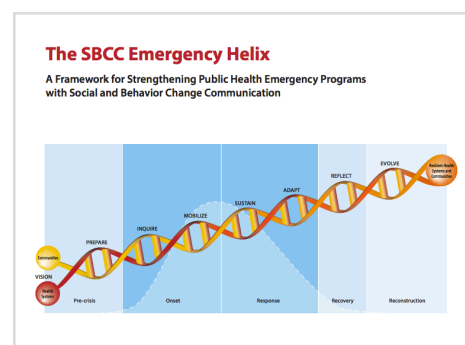
Theory-Informed Media Selection (TIMS) Framework

The theory-informed media selection (TIMS) framework combines the theories of Media Richness and Uses and Gratifications. This framework helps program planners select the optimal media for facilitating a desired change. TIMS is explained in HC3's technical guide, [A Theory-Based Framework for Media Selection in Demand Generation Programs](#).



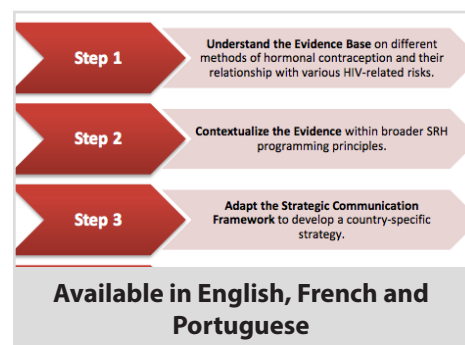
The SBCC Emergency Helix: A Framework for Strengthening Public Health Emergency Programs

The [SBCC Emergency Helix](#) highlights the essential role of SBCC throughout an emergency from preparedness to reconstruction. It describes a communication blueprint for strengthening community stability, health system adaptability and the evolution toward resilience. This framework presents seven strategic SBCC objectives and four underlying principles that apply to most types of emergencies.



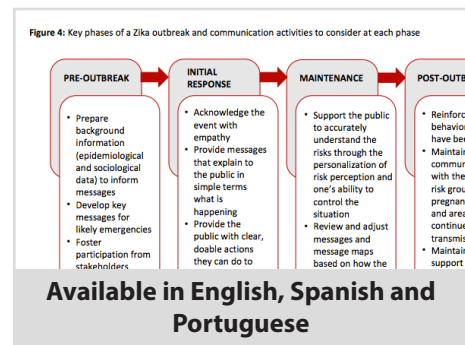
Strategic Communication Framework for Hormonal Contraceptive Methods and Potential HIV-Related Risks

This is a [four-step framework](#) for those working in HIV or family planning to communicate the potential risks certain hormonal contraceptives may have for women at risk of acquiring HIV. It follows a systematic process, providing considerations for understanding the evidence, contextualizing the evidence, developing a strategy and preparing for implementation. This framework is readily adaptable for any communication program.



Strategic Communication for Zika Prevention: A Framework for Local Adaptation

This [framework](#) provides step-by-step guidance and illustrative content for creating a strategic communication strategy to communicate accurately and effectively about Zika risk and prevention in an easy-to-understand and comprehensive format. It builds on the messaging developed in the United Nations Children's Fund (UNICEF) Risk Communication and Community Engagement for Zika Virus Prevention and Control guidance, and is intended to guide country-level communication strategies. This framework follows a systematic process and provides content that is readily adaptable by any communication program.



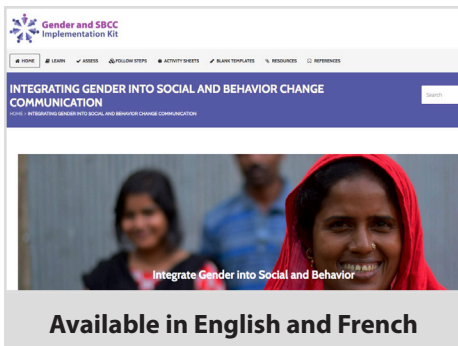
Implementation Kits

Implementation Kits (I-Kits) are streamlined, digital resources that walk through the development of an SBCC approach to a technical health or organizational development topic. They include best practices, templates and case studies. **Access all of the HC3 I-Kits at: <http://sbccimplementationkits.org>.**



Designing an SBCC Strategy I-Kit

[This I-Kit](#) is designed to help program managers, communication specialists and relevant stakeholders prepare and plan for effective SBCC initiatives through a comprehensive approach. The steps and tasks focus on responding to audience needs and the context of the challenges to be addressed, using a memorable identity and theme for all messages and activities, and planning for implementation, monitoring and evaluation.



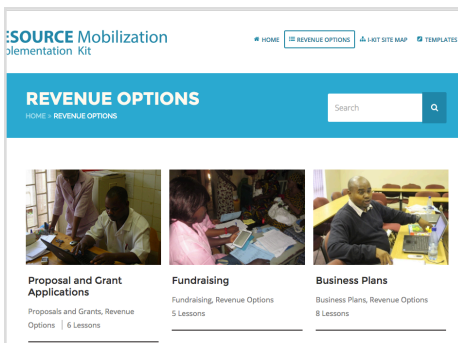
Gender and SBCC I-Kit

[This I-Kit](#) provides a step-by-step approach to integrate gender into an existing SBCC strategy or marketing plan. The I-Kit is designed to help users understand gender concepts, theories and frameworks. Users will also learn to assess the current level of gender integration in a project and use a series of tools to uncover new information that can be applied to an existing SBCC strategy or marketing plan.



Integrated SBCC Programs I-Kit

[This I-Kit](#) provides guidance to programs seeking to develop an integrated SBCC strategy. It offers insights, recommendations, examples, tools and links to useful resources. It focuses on the aspects of SBCC unique to integrated programming and avoids basic SBCC content that would be applicable to any SBCC program. The emphasis of this I-Kit is health, but the concepts and tools may be applied to a range of development issues.



Resource Mobilization I-Kit

[This I-Kit](#) was created to guide organizations that seek to broaden their funding base to achieve greater organizational sustainability. It takes users through each step of the resource mobilization process, from the fundamental elements of a strategic plan to the detailed phases of drafting a proposal for a donor, writing a business plan and preparing business development documents. The primary audience for this I-Kit is SBCC practitioners and organizations with a strong focus on SBCC. However, the I-Kit is also designed to help those involved in product development, service delivery, financial management or marketing.

Provider Behavior Change I-Kit

[This I-Kit](#) provides step-by-step guidance on using SBCC to change provider behavior, and thereby improve client outcomes. This two-for-one I-Kit allows users to focus on either community health workers or facility-based providers as primary audiences. It is intended for anyone working with and interested in changing provider behavior and improving services. This may include service delivery and SBCC program managers and designers.



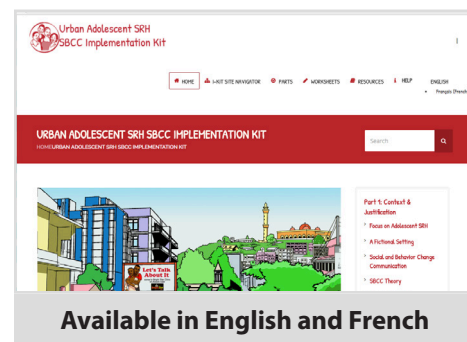
Service Communication I-Kit

[This I-Kit](#) aims to help service delivery project managers effectively use service communication to enhance the impact of their project. This I-Kit can be used to help increase demand for and uptake of services and improve consistent long-term maintenance of healthy behaviors. It is designed to help users understand key service communication concepts, apply SBCC techniques to create successful communication activities and learn how to better coordinate efforts with SBCC projects.



Urban Adolescent SBCC I-Kit

[This I-Kit](#) is intended for program managers and youth organizers working on sexual and reproductive health (SRH), SBCC and adolescent issues. It is designed to aid in design and implementation of SRH SBCC programs for adolescents living in urban areas. Seven “Essential Elements” are highlighted and users are guided through each element with engaging visuals, explanatory text and interactive worksheets and activities. The I-Kit also presents a fictional setting and young characters to demonstrate the I-Kit’s principles.



Demand Generation I-Kit for Underutilized Commodities in RMNCH

[This I-Kit](#) is a step-by-step guide to developing communication strategies to increase demand for nine priority commodities in reproductive, maternal, newborn and child health (RMNCH). It provides cross-cutting tools, guidance and adaptable commodity-specific content. By using the I-Kit, country teams can fast-track implementation of demand generation interventions to accelerate progress towards the Sustainable Development Goals (SDGs).





Healthy Timing and Spacing of Pregnancies I-Kit

[This I-Kit](#) is designed to help program managers address the risks of pregnancies among women of advanced maternal age (AMA) and high parity (HP) in healthy timing and spacing of pregnancies (HTSP) programs. The I-Kit includes a collection of tools including pamphlets for clients, a reminder poster for providers, infographics for health priority decision-makers and counseling guides for providers and community health workers. These tools can be adapted to country or project-specific contexts and included into existing family planning and maternal health projects.



SBCB for Emergency Preparedness I-Kit

[This I-Kit](#) provides tools and exercises to better prepare national governments in the management of public health emergencies. By using this I-Kit, users gain an understanding of the key considerations for an SBCC emergency preparedness plan and the foundation of an SBCC strategy, one of the key documents for an emergency communication response. Through a strategic approach, affected communities can be engaged and supported to make the required changes, rumors can be detected early and barriers to desired behaviors can be identified and addressed promptly.



Ebola Communication Preparedness I-Kit

[This I-Kit](#) provides national and local stakeholders, as well as program managers, with key considerations and a roadmap for instituting and implementing critical, relevant, practical and timely communication for responding to the threat of an Ebola Virus Disease outbreak.



Promoting Quality Malaria Medicines through SBCC I-Kit

[This I-Kit](#) provides national and local stakeholders, as well as program managers, with key considerations and a road map for designing and implementing a country-specific SBCC campaign that protects the public from poor quality malaria medicines and responds to the threat of poor quality medicines in their country.

SBCC for Malaria in Pregnancy: Strategy Development Guidance

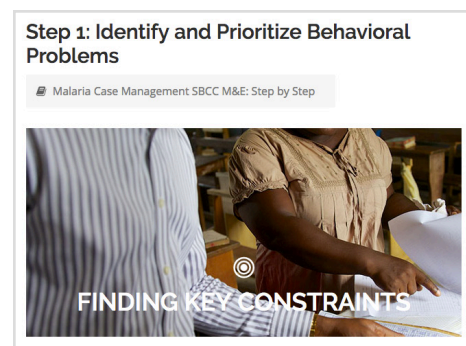
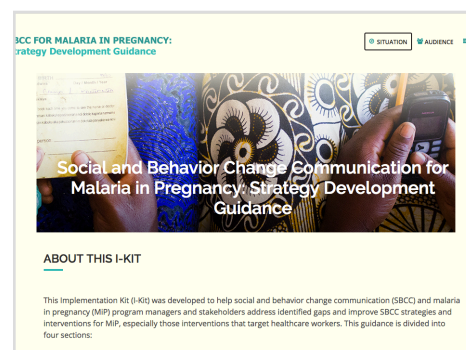
[This I-Kit](#) was developed to help SBCC and Malaria in Pregnancy (MiP) program managers and stakeholders address recently identified weaknesses in country-level MiP communication strategies. This guidance is divided into four sections: integrating MiP issues into an SBCC situation analysis, segmenting MiP audiences and developing problem statements, choosing measurable MiP communication and behavior objectives and drafting the MiP section of a malaria SBCC strategy document. An important element of this resource is a focus on service providers as a target audience for SBCC interventions.

Monitoring and Evaluation for SBCC: Guidance Tailored to Malaria Case Management Interventions

[This I-Kit](#) takes the reader through six steps in developing and executing a plan for monitoring and evaluating SBCC components of malaria case management interventions, and then provides three examples based on actual SBCC programs. Each example gives a common scenario, steps for monitoring or evaluating in that specific situation and an example of an actual program that faced those specific challenges.

Supporting Breastfeeding Interventions for Faith Based Organizations I-Kit

[This I-Kit](#) provides SBCC practitioners with straightforward guidance and interactive tools to assist in developing breastfeeding SBCC programs. While this I-Kit was designed with faith-based organizations (FBOs) in mind, any type of organization seeking to improve breastfeeding practices can use it.



Technical and Adaptable Tools

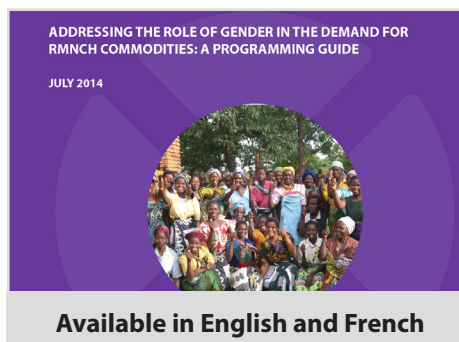
HC3's technical and adaptable tools serve as references when solving specific problems related to SBCC programming. They are adaptable to multiple country contexts and deliver SBCC solutions direct to distinct audiences. **Access all the HC3 Technical and Adaptable Tools at: <https://healthcommcapacity.org/hc3resources>.**



Available in English and French



Available in English and French



Available in English and French



Available in English and French

Generating Demand for Reproductive, Maternal, Newborn and Child Health Commodities

<http://sbccimplementationkits.org/demandrmnch/>

This suite of resources provides adaptable, commodity-specific content as well as cross-cutting tools for the RMNCH continuum of care. Commodity-specific strategies are available to help with key design components, such as audience profiles, objectives, messaging and implementation activities. These adaptable strategies are organized by three overarching health areas:

Family Planning

- [Contraceptive implants](#) (for prevention of unintended pregnancy)
- [Female condoms](#) (for prevention of unintended pregnancy and STIs/HIV)
- [Emergency contraception](#) (for prevention of unintended pregnancy)

Maternal and Newborn Health

- [Misoprostol](#) (for postpartum hemorrhage)
- [Magnesium sulfate](#) (for pre-eclampsia/eclampsia)
- [Chlorhexidine](#) (for newborn cord care)

Child Health

- [ORS and zinc](#) (for diarrhea)
- [Amoxicillin](#) (for childhood pneumonia)

Cross-cutting tools and guides for demand generation include:

- **Conducting a National Assessment on Demand Generation**
[This guide](#) is a resource for country-based partners conducting an in-depth examination of the demand generation landscape related to country-identified priority commodities for RMNCH. The tool provides guidance for reviewing existing national evidence on demand generation for priority commodities, identifying major evidence gaps and areas for additional analysis and proposing recommendations for the development of programs.
- **Addressing the Role of Gender in Demand for RMNCH Commodities**
[This guide](#) provides information and practical tools to help program managers determine how gender norms and roles may limit demand for these commodities, and how to address these norms and roles to ultimately increase the demand for and utilization of these commodities.
- **The "P" for Partnership: A Guide to Public-Private Partnerships**
Public-private partnerships are arrangements between some combination of government, private sector and civil society entities working in concert toward a common goal. [This guide](#) is a resource for developing, implementing and assessing public-private partnerships to help increase demand for RMNCH commodities.

Long-Acting Reversible Contraceptives for Youth

<http://healthcommcapacity.org/technical-areas/family-planning/long-acting-reversible-contraceptives-larcs/>

These adaptable tools help to increase access to long-acting reversible contraceptives (LARCs) among youth (ages 15 to 24). These tools are readily adaptable and program staff wishing to use the tools in their own work can request the editable files:

- **Talking About LARCs with Young Clients Video**
This [three-minute animated video](#) demonstrates effective ways to talk to young women about LARCs.
- **Video Discussion Guide**
This [video discussion guide](#) helps program managers or health facility senior staff facilitate deeper dives into the video's key messages, including provider bias.
- **Take-home Brochure**
This [take-home brochure](#) comes in two versions and provides information on LARCs for dissemination to youth in clinic or non-clinic settings.
- **LARC Posters**
These [seven posters](#) encourage young women to talk with a health care provider on the benefits of LARCs.

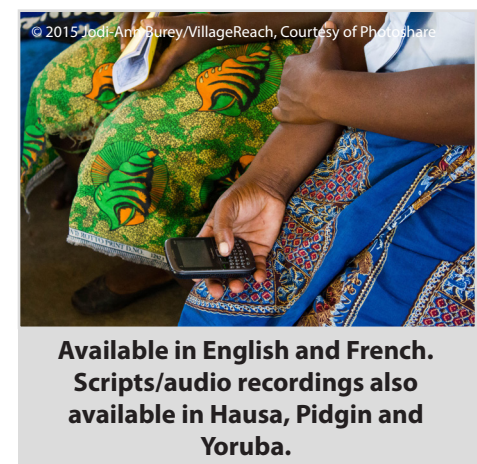
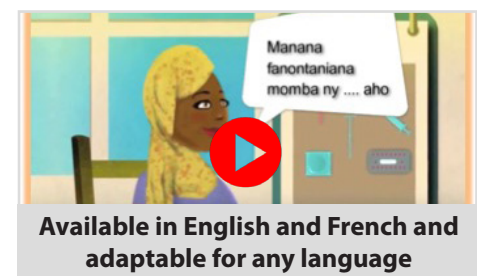
FP INFOcus Guide

The [FP INFOcus Guide](#) outlines an approach to develop short "for youth, by youth" videos using mobile phones to present information about accessing and using LARCs and share using social media channels. The videos are intended to present LARCs as a safe, highly effective and viable choice for young women who are 18 to 24 years, married or unmarried and may or may not have children. The guide is designed for self-led rather than facilitated learning and ensures that the resulting videos are effective and communicate accurate information.

Smart Client, Smart Couple

Smart Client, Smart Couple is a set of digital health tools aimed at increasing the number of family planning clients who are informed, empowered and confident. "Smart Client" is designed for women of reproductive age and "Smart Couple" is designed for both men and women. The tools use an entertainment-education approach delivered through interactive voice response (IVR) and SMS, including a series of short dramatic episodes about a fictional couple, host chats and optional segments including sample dialogues, personal stories and quizzes. The suite of adaptable tools includes:

- **Two guides** with useful background information and full scripts of all episodes for *Smart Client* and *Smart Couple*
- **Audio recordings** of all calls for *Smart Client* and *Smart Couple*
- **An adaptation guide** that gives useful tips and ideas





The Risks of an Advanced Maternal Age or High Parity Pregnancy are Dangerous for Mother and Baby.
Family Planning Can Prevent These Dangerous Pregnancies

Talk with Your Client

ASK your client:
?

EVALUATE your client's situation:

RESPOND to questions & concerns:

Available in English and French

Répondez à ces questions pour déterminer si une méthode de planification familiale moderne vous convient.

Évaluation initiale

☐ Souhaitez-vous avoir un bébé dans les 18 mois prochains ?

☐ Êtes-vous âgée d'au moins 35 ans ?

☐ Avez-vous accouché au moins cinq fois ?

Available in English and French

Addressing Advanced Maternal Age, High Parity and Healthy Timing and Spacing of Pregnancies

Available in English and French

HEALTH COMMUNICATION CAPACITY COLLABORATIVE

Guide for Journalists: Discussing AMA and HP Pregnancy

Why Should Journalists Talk and Write about AMA and HP?

Whether a woman or couple is considering having their first or their fifth child, the discussion around healthy timing and spacing of pregnancy (HTSP) is essential to ensuring the safety and well-being of women and their families.

Modern contraception and preventing pregnancies among women of advanced maternal age (AMA), aged 35 or older, and women of high parity (HP) who have had five or more births are examples of topics that communities may find difficult to discuss. Journalists can interview experts and feature stories of real people grappling with the consequences of AMA and HP. Reporting on these issues can increase women's and men's capacity to make informed decisions regarding childbearing and using family planning (FP). Journalists are in a unique position to inform audiences, stimulate discussion, and draw attention to issues among families at the community level and among policymakers at the national level. Issues might include the dangers of AMA/HP pregnancy, taboos or benefits around spacing versus limiting pregnancies, unmet FP needs, the need for

Available in English and French

Addressing Advanced Maternal Age and High Parity Pregnancies

<http://sbccimplementationkits.org/htsp/annexes/>

This suite of tools, included as part of the Healthy Timing and Spacing of Pregnancies (HTSP) I-Kit, provides suggested templates and formats for communicating key messages to relevant advanced maternal age (AMA) and high parity (HP) audiences. Family planning or communication professionals can adapt the tools according to the program needs and particularly according to the local implementation context. The adaptable tools include:

- **Pamphlets for Clients**

These pamphlets have key information on AMA and HP pregnancies and cues for behavior change. The pamphlets include an AMA and HP self-assessment and modern FP method information for either [more](#) or [less](#) conservative audiences.

- **Reminder Poster for Providers**

[This reminder poster](#) reminds service providers to talk to clients about AMA and HP pregnancy risks. It summarizes three main steps: Ask the client if and when she wants to become pregnant; Evaluate her situation; Respond to client questions, concerns and needs.

- **Infographics for Health Priority Decision-Makers**

[These infographics](#) include key information about the health risks associated with AMA and HP pregnancies, other FP-related facts and a "call to action" in an easy-to-read and engaging format.

- **Counseling Guides**

These guides help structure conversations about AMA and HP pregnancy and FP method selection with clients for [providers](#) and [community health workers](#).

Technical guides to further support AMA and HP pregnancy prevention include:

- **Addressing AMA, HP and HTSP: A Guide for Working with Community-Based Groups**

[This guide](#) is designed to help health-focused and non-health community groups use community mobilization and peer-to-peer communication strategies to initiate dialogue around individual and social determinants of AMA and HP pregnancies and health consequences.

- **Guide for Researchers: Conducting Qualitative Research on AMA and HP**

[This guide](#) for researchers includes an introduction to the need for data about pregnant women who are AMA, HP or both. There are also sample questions that can be used to collect information about each of these audiences and their partners and the service providers who counsel these women.

- **Guide for Journalists: Discussing AMA and HP Pregnancy**

Print, television and radio journalists can consult [this guide](#) when developing a piece on FP, maternal and child health or other related topics. It can be used for ideas on what format the piece should take, who to include as guests or partners and how to structure a piece to deliver the most important information to the most important audiences in the most appropriate way.

Guide for Promoting Sexual and Reproductive Health Products and Services for Men

[This guide](#) focuses on meaningfully engaging men and creating an enabling environment to increase men's use of SRH products and services. Drawing on lessons learned from the promotion of male condoms, vasectomy, voluntary medical male circumcision (VMMC), HIV testing services and sexually transmitted infection (STI) testing and treatment, the guide provides guidance, resources and examples of approaches that have increased men's use of sexual and reproductive health products and services in a variety of settings.

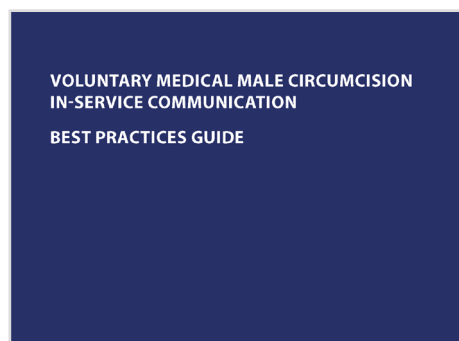


Available in English and French



Voluntary Medical Male Circumcision In-Service Communication Best Practices Guide

[This guide](#) helps to ensure that VMMC in-service communication and counseling content is comprehensive and standardized across PEPFAR's country programs. This counseling guide serves as a reference to standardize in-service communication and counseling content and is intended for VMMC program managers, site managers, nurses, counselors and those charged with developing communication materials.



Malaria Behavior Change Communication (BCC) Indicator Reference Guide

[This guide](#) aims to support Ministries of Health, donor agencies and implementing partners involved in malaria prevention and control to evaluate the effectiveness of malaria BCC interventions and to measure levels of behavior change for malaria prevention and case management at the country level. The indicators are also useful for monitoring and designing malaria BCC interventions.



Available in English, French and Portuguese



Quick Guide to Adapting the Strategic Communication Framework for Zika Prevention

[This guide](#) provides concise, step-by-step guidance on how to adapt the Strategic Communication for Zika Prevention: A Framework for Local Adaptation to a particular context. The guide walks the user through the entire process (Analyze the Evidence, Utilize Models, Tailor Strategy, Implement) using checklists and bulleted questions and tips. The guide also includes a sample strategic design template.



How to Guides

How-to Guides provide step-by-step instructions on performing core SBCC tasks. They include background information, steps to complete the task and additional resources. **Access HC3 How-to Guides at www.thehealthcompass.org/how-to-guides.**



Organizational Development

- How to Develop a Mission Statement
- How to Conduct a Stakeholder Workshop

Inquire

- How to Conduct a Situation Analysis
- How to Conduct a Program Analysis
- How to Conduct a Root Cause Analysis
- How to Do an Audience Analysis
- How to Conduct Qualitative Formative Research

Design

- How to Develop a Logic Model
- How to Develop a Communication Strategy
- How to Plan an Interpersonal Communication Intervention
- How to Develop a Channel Mix Plan
- How to Do Audience Segmentation

Create and Test

- How to Develop a Creative Concept
- How to Test Creative Concepts
- How to Write a Creative Brief
- How to Create a Brand Strategy Part 1: Using Audience Insight to Drive Your Brand
- How to Create a Brand Strategy Part 2: Developing Positioning for a Branded Product, Service or Behavior
- How to Create a Brand Strategy Part 3: Developing the Personality and Look of the Brand
- How to Design SBCC Messages
- How to Develop SBCC Creative Materials
- How to Adapt SBCC Materials
- How to Conduct a Pretest

Monitor and Evaluate

- How to Develop a Monitoring and Evaluation Plan
- How to Develop Monitoring Indicators

How to Guides are available in 25 languages

Trending Topics

Trending Topics are collections on hot topics such as Ebola or Information and Communication Technology. They provide a brief overview of the issue and a summary of top resources in the Health COMPASS on the topic. **Access HC3 Trending Topics at www.thehealthcompass.org/trending-topics.**










Trending Topics

-  Faith-Based Resources
 - LARCs for Adolescents and Youth
 - LARCs for Young and Postpartum Women
 - Healthy Timing and Spacing of Pregnancies
-  Female Genital Mutilation/Cutting
 - Child, Early and Forced Marriage
 - Accelerator Behaviors for Preventing Maternal and Child Deaths
 - Chlorhexidine to Reduce Infant Mortality
 - Obstetric Fistula
-  Data Visualization
 - Geographic Information Systems and SBCC Research
 - Information and Communication Technology
 - mHealth: Apps for Clients
-  Promoting Sexual and Reproductive Health Products and Services for Men
 - Gender
 - School-Related Gender-Based Violence
-  SBCC in Emergency Situations
 - Cholera
 - Dengue Fever
-  Zika Virus - Updated June 2016
-  Ebola SBCC Materials
-  SBCC Resources for Avian Influenza
-  Malaria SBCC Strategies - Updated
 - Using Household Surveys to Inform Malaria SBCC
-  Pre-Exposure Prophylaxis (PrEP)
 - Measuring HIV SBCC Outcomes
 - The Role of SBCC in the HIV Continuum of Care
-  Reaching Youth Living with HIV
 - Urban Youth
-  Resource Mobilization
 - Counseling
 - SBCC Basics
 - Population Health and Environment

SBCC Spotlights

SBCC Spotlights provide a concise overview of an SBCC campaign from start to finish, giving users a real-life example of how a successful SBCC campaign is designed, implemented, monitored and evaluated, including a timeline. **Access HC3 SBCC Spotlights at www.thehealthcompass.org/sbcc-spotlights.**

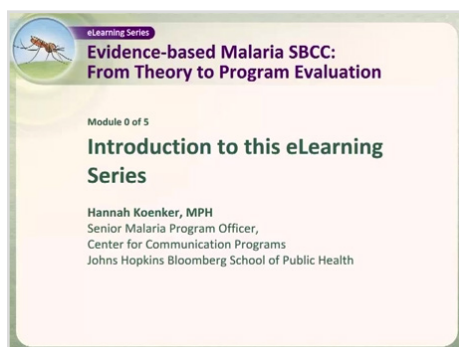
SBCC Spotlights

-  Moyo ndi Mpamba, Usamalireni! Inspiring Behavior Change in Malawi
-  Gender Roles, Equality and Transformation (GREAT)
 - Aiissee! (I Say!): A Game Show Promoting Couple Communication
-  Smart Couple - Nepal
 - Communities Take Action: Postabortion Care in Kenya
-  Gyan Jyoti - Generating FP Demand via Mobile Phones
-  The Future is Worth Planning: Healthy Women of Ukraine
 - Family Planning Law Campaign, Guatemala
 - Living the GoodLife in Ghana
 - 'Get it Together' Social Mobilization: Nigeria
 - mCenas! SMS Client Education among Youth
-  Alive & Thrive Viet Nam: Talking Babies Media Campaign
 - Wazazi Nipendeni - Love Me, Parents
-  Intersexions

Trending Topics and SBCC Spotlights are available in 25 languages

Courses and Learning Resources

HC3's learning tools provide capacity strengthening opportunities around a range of SBCC topics, from introductory concepts to more advanced strategy building frameworks.



Evidence-based Malaria SBCC: From Theory to Program Evaluation

<http://www.vector-works.org/resources/online-training-on-evidence-based-malaria-social-and-behavior-change-communication-sbcc/>

VectorWorks and HC3 partnered to create this six-part lecture series. It offers fundamental and advanced concepts in evidence-based communication programs for malaria. Taught by leaders in the field of SBCC, it is designed to strengthen capacity and knowledge on using evidence and data to create strong SBCC programs for malaria. This training series is intended for a wide audience, but primarily for those who work on malaria control and prevention programs. Both fundamental and advanced concepts are presented, along with many examples from recent malaria programs.



Evaluating the Social and Behavioral Impact of Health Communication Interventions Course

<https://www.globalhealthlearning.org/course/introduction-impact-evaluation-health-communication-programs>

This course consists of nine sessions on the process and skills needed to quantitatively evaluate the impact of an SBCC program and draw causal inferences with implications for re-planning and program improvement. The course is self-paced and unmoderated with automated knowledge assessments at the end of each session. Sessions lead users through identification of a theory of change; selecting the data needed to test a theory of change; identification and creation of variables for causal analysis; creation of measurement scales; selection of appropriate analysis techniques; creation of statistical command files; and formatting data tables and presenting results.

Research Primers

Research Primers are two-page briefs that guide practitioners when selecting research concepts, models and frameworks for an SBCC program. Each HC3 research primer includes a real-life example of the concept in action. **Access all of the HC3 Research Primers at <http://healthcommcapacity.org/hc3-project-materials>.**

Theory of Planned Behavior

The Theory of Planned Behavior helps program implementers design interventions that effectively address a particular behavior. When using this theory, implementers consider three types of beliefs that tend to guide human behavior: behavioral, normative and control.

Diffusion of Innovations

Diffusion of Innovations is a research model that describes how a new idea, product or positive health behavior spreads through a community or social structure.

Extended Parallel Processing Model

The Extended Parallel Processing Model (also widely known as Threat Management or Fear Management) describes how rational considerations (efficacy beliefs) and emotional reactions (fear of a health threat) combine to determine behavioral decisions.

Social Learning Theory

Social (or Observational) Learning Theory stipulates that people can learn new behaviors by observing others.

Ideation

Ideation refers to how new ways of thinking (or new behaviors) are diffused through a community by means of communication and social interaction among individuals and groups.

Gender Transformative Approaches

Gender Transformative Approaches are programs and interventions that create opportunities for individuals to actively challenge gender norms, promote positions of social and political influence for women in communities, and address power inequities between persons of different genders.

Integrated Model of Communication for Social Change

The Integrated Model of Communication for Social Change describes an iterative process where a community engages in dialogue and collective action to produce social change and support improvements in the health and welfare of its members.

Propensity Score Matching

Propensity Score Matching is a statistical technique that allows researchers to more accurately measure SBCC program impact and to make a strong case for causal attribution.

The infographic titled "Theory of Planned Behavior An HC3 Research Primer" explains the theory and its application. It defines three types of beliefs: Behavioral Beliefs (attitude towards behavior), Normative Beliefs (perceived social pressure), and Control Beliefs (perceived behavioral control). These beliefs lead to Intention, which leads to Behavioral Change. A flowchart shows the process: Attitude Towards Behavior + Subjective Norm + Behavioral Control = Intention = Behavioral Change. It also includes a section on when to use the theory and what implementers should know, emphasizing the importance of intentions.

WHAT IS THE THEORY OF PLANNED BEHAVIOR?

The Theory of Planned Behavior helps program implementers design interventions that effectively address a particular behavior. When using this theory, implementers consider three types of beliefs that tend to guide human behavior: behavioral, normative and control.

Behavioral Beliefs	Normative Beliefs	Control Beliefs
Behavioral beliefs produce a favorable or unfavorable attitude towards the behavior and guide considerations of positive and negative outcomes. <ul style="list-style-type: none">• If I make this decision, what will the outcomes be?• What are the benefits of this decision and what are the negative consequences I might experience?	Normative beliefs result in perceived social (or peer) pressure or subjective norms. <ul style="list-style-type: none">• What do others expect me to do?• How do they expect me to behave?• Will I be supported or ridiculed?	Control beliefs produce a behavioral control by impacting performance of the behavior. <ul style="list-style-type: none">• Do I have the necessary knowledge to make the decision?• Am I confident in my ability to behave this way?• If I decide to act, are the tools I need readily available to me?

When combined, attitudes towards the behavior, subjective norms and the perceived behavioral control result in the formation of an intention. Understanding these beliefs and the intentions they produce can provide clues on how to impact behavior change.

WHEN SHOULD THE THEORY OF PLANNED BEHAVIOR BE USED?

Consider using the Theory of Planned Behavior to design interventions that target health-enhancing individual behavior that may be socially unacceptable, such as condom use, smoking cessation, self-check-ups, voluntary testing, medication adherence and other behaviors that warrant individual decisions but have a varying level of social acceptability.

WHAT SHOULD IMPLEMENTERS KNOW?

Individuals are much more likely to intend to have healthy behaviors if they have positive attitudes about the behavior, believe that subjective norms are favorable towards those behaviors and believe they are able to perform those behaviors correctly. Also, a person's intentions will be stronger when they have all three of the above than when they have only one. And, intentions matter – the stronger a person's intentions to have

Publications

HC3's publications include peer reviewed research articles, studies and assessments, reports, case studies and fact sheets. **Access HC3 publications at <http://healthcommcapacity.org/hc3-project-materials>.**

Peer-Reviewed Research Articles



Health Communication and the HIV Continuum of Care

A Framework for Health Communication Across the HIV Treatment Continuum

Counseling Framework for HIV-Serodiscordant Couples on the Integrated Use of Antiretroviral Therapy and Pre-exposure Prophylaxis for HIV Prevention

Effective Interpersonal Health Communication for Linkage to Care After HIV Diagnosis in South Africa

Feasibility and Acceptability of Health Communication Interventions Within a Combination Intervention Strategy for Improving Linkage and Retention in HIV Care in Mozambique

Using mHealth for HIV/TB Treatment Support in Lesotho: Enhancing Patient-Provider Communication in the START Study

Community Mobilization for HIV Testing Uptake: Results From a Community Randomized Trial of a Theory-Based Intervention in Rural South Africa

Potential Impact of Integrated Stigma Mitigation Interventions in Improving HIV/AIDS Service Delivery and Uptake for Key Populations in Senegal

Project Shikamana: Baseline Findings From a Community Empowerment-Based Combination HIV Prevention Trial Among Female Sex Workers in Iringa, Tanzania

Development of a National Campaign Addressing South African Men's Fears About HIV Counseling and Testing and Antiretroviral Treatment

Scaling Up and Sustaining Voluntary Medical Male Circumcision: Maintaining HIV Prevention Benefits

Strategic Roles for Health Communication in Combination HIV Prevention and Care Programs

Strengthening Nonrandomized Studies of Health Communication Strategies for HIV Prevention

HIV Communication Programs, Condom Use at Sexual Debut, and HIV Infections Averted in South Africa, 2005

HIV Communication Capacity Strengthening: A Critical Review

Adolescent Sexual and Reproductive Health Services and Implications for the Provision of Voluntary Medical Male Circumcision: Results of a Systematic Literature Review

Role of Community-Level Factors Across the Treatment Cascade: A Critical Review

Enhancing Benefits or Increasing Harms: Community Responses for HIV Among Men Who Have Sex With Men, Transgender Women, Female Sex Workers, and People Who Inject Drugs



Community Engagement to Enhance Child Survival and Early Development in Low- and Middle-Income Countries: An Evidence Review

The Role of Health Systems and Policy in Producing Behavior and Social Change to Enhance Child Survival and Development in Low- and Middle-Income Countries: An Examination of the Evidence



Correlates of Intra-Household ITN Use in Liberia: A Multilevel Analysis of Household Survey Data

The Impact of Behaviour Change Communication on the Use of Insecticide Treated Nets: a Secondary Analysis of Ten Post-Campaign Surveys from Nigeria



Journal of Health Communication Ebola Supplement

Additional peer-reviewed articles are expected to be published in 2017-2018, including data from endline evaluations of HC3 country programs

Reports



National Knowledge, Attitudes and Practices Survey on Ebola Virus Disease in Liberia

Social Mobilization Lessons Learned: The Ebola Response in Liberia

Ebola Risk Communication Project in Liberia: Lessons in Crisis Communication

Quantitative Assessment on Health System Trust and Health Service Utilization in Liberia

Community Perspectives about Ebola in Bong, Lofa and Montserrado Counties of Liberia: Results of a Qualitative Study



Jamaica Message Guide for Zika Communication

Zika Communication Action Plan: Dominican Republic (Spanish Only)

Formative Research on Aspirations and Family Dynamics in Relation to Hygiene and Nutrition (Spanish Only)

SMS Monitoring Survey: Zika Prevention Knowledge and Behaviors in Dominican Republic, El Salvador, Guatemala and Honduras

HC3 Landscaping Summary Report on Zika Coordination and Communication in Four Countries



Factors Impacting the Effectiveness of Community Health Worker Behavior Change: A Literature Review

Factors Impacting the Effectiveness of Health Care Worker Behavior Change: A Literature Review



Assessment of Family Planning Use in Bauchi & Sokoto States, Nigeria



Desk Review and Qualitative Assessment of Case Management and SBCC Strategies in Four Countries

Stratified Levels of Malaria Transmission Intensity



Gender Equity and Family Planning Outcomes in Health Communication Programs



Impact of Community-Level Factors on HIV Prevention Outcomes

Global HIV Experts Convene to Review the Evidence

Condom Repositioning for Adolescents Expert Consultation

Second HIV Expert Consultation Considers Community-Level Factors



Social and Behavior Change Communication in Integrated Health Programs: A Scoping and Rapid Review

Ethiopia Child Survival Evidence Summit – Summary Report



Expanding our Horizons – Formative Research on Aspirations and Family Dynamics Related to Sanitation and Nutrition

Participatory Communication Strategy (Guatemala)

Bangladesh Knowledge Management Initiative: Strengthening Capacity for Social and Behavior Change Communication

Enabling the Success of Social and Behavior Change Communication and Social Marketing NGOs

International SBCC Summit 2016 Summary Report

Modern Communities of Practice

Blended Learning for Social and Behavior Change Communication: A Literature Review

Message Consistency Analysis of Communication Materials in the WHIP Region of Guatemala (Spanish Only)

University Initiative Needs Assessment

En Français



Healthy Timing and Spacing of Pregnancy Evidence Review

Engaging Families for Healthy Pregnancies

Qualitative Research on Advanced Maternal Age and High Parity Pregnancies in West Africa



Behavioral Determinants of Urban Youth Sexual and Reproductive Health

Influencing the Sexual and Reproductive Health of Urban Youth through SBCC



Demand Generation for Life-Saving Commodities: A Synthesis of Evidence



PROMOUVOIR LA PARTICIPATION DES FAMILLES POUR DES GROSSESSES SAINES

Une Etude Théorique Ciblée Des Connaissances, Attitudes Et Comportements Liés Aux Grossesses Dans Trois Situations À Haut Risque: Âge Maternel Avancé, Haute Parité, Et Grossesses Rapprochées Après Un Avortement Ou Une Fausse Couché



JUIN 2014



Case Studies



SBCC Capacity Strengthening in Action Case Study Series

Distributed Social and Behavior Change Communication Capacity Enables Nepal's Young Married Couples to Make Smart Family Planning Choices

HC3 Facilitates Transition of the National AIDS Resource Center to the Federal Ministry of Health in Ethiopia

HC3 Strengthens the Social and Behavior Change Communication Capacity of the Nigerian National Malaria Elimination Programme

HC3 Uses Technology in Bangladesh to Build Field Worker Confidence and Social and Behavior Change Communication Skills



SBCC in Post-Ebola Guinea Case Study Series

Rapid Rehabilitation – Improving Health Facilities

Interpersonal Communication and Counseling – Building Trust in the Health System

Interactive Radio Programs – Getting the Community's Perspective

Gold Star Campaign – Branding Quality Health Services

Community Dialogues – Bringing Communities and Health Facilities Together

Bridges of Hope – Getting Communities Engaged in Health Decisions



Using the HTSP I-Kit to Address AMA and HP Pregnancy Case Study Series (English and French)

SBCC I-Kit Helps Providers Address High-Risk Pregnancy in Togo

SBCC I-Kit Helps Communities in Niger Communicate about High-Risk Pregnancies



Adapting the Demand Generation I-Kit Case Study Series

Using the Demand Generation I-Kit to Reduce Child Mortality in the Mitsinjo District of Madagascar

Using the Demand Generation I-Kit to Improve Maternal, Neonatal and Child Health in Bangladesh

Improving Community Access to Amoxicillin Dispersible Tablets and Co-Pack ORS and Zinc through Accredited Drug Dispensing Outlets in Tanzania

Tanzania Increases Access to Family Planning Services and Emergency Contraceptives among Young Women Enrolled in Institutes of Higher Learning and Vocational Training

Saving Lives by Generating Demand for Zinc among Young Mothers in the Ihorombe Region of Madagascar

Development of an Android Mobile Application for Adolescents and Youth on Sexual and Reproductive Health in Nepal

Other Case Studies



Overcoming Seasonality in Scaling Up VMMC: A Case Study from Tanzania

Partnering with Private Providers in South Africa to Offer MMC Services

Health Communication Impact on Condom Use



Utilizing ICT in Demand Generation for RMNCH



A Study in User-Centered Communication and Family Planning Decision-Making in Nepal



Improving Reproductive Health in Nepal Using SBCC

Using the Health COMPASS to Strengthen SBCC Capacity (Cote d'Ivoire)

Use of the Health COMPASS in Guatemala (English and Spanish)

Fact Sheets and Briefs



Spotlights on Demand Generation for 13 Life-Saving Commodities

Demonstrating Child Survival Success at the Community Level

Interpersonal Communication Can Work in Child Survival Programs

Making the Case for Health Communication and Child Survival

Scaling Up Child Survival Programs with Mass Media and Technology

The Value of Holistic-Integrated SBCC Approaches in Child Survival



Using Health Communication to Make an Impact on Malaria



HIV Evidence Fact Sheets

The Impact of Community-Level Factors on Condom Use

Health Communication Impact on Condom Use

HIV Testing and Counseling

Impact of Health Communication across the HIV Treatment Cascade



Social and Behavior Change Communication and Reproductive Empowerment Mapping: Brief on Key Findings



HC3 Capacity Strengthening



Blended Learning for SBCC



Community Engagement



HC3 Responds to Ebola

Barriers to LARC Uptake among Youth About HC3



HTSP I-Kit Research Briefs

Advanced Maternal Age and High Parity Pregnancy – Perceived Risks and Associated Provider Communication Barriers in Togo and Niger

The Role of Culture and Community Support in Family Planning in Togo and Niger

The Impact of Gender on Advanced Maternal Age and High-Parity Pregnancy in Niger and Togo

HC3 in Action

HC3 in Action Briefs document and synthesize HC3's experiences and lessons learned on topics that cut across the project's diverse portfolio of activities. Each brief draws from HC3's work in 34 countries, as well as initiatives, tools and resources developed at the global level. **Access HC3 publications at <http://healthcommcapacity.org/hc3-project-materials>.**

HC3 in Action Briefs



SBCC in Public Health Emergencies



Supporting Youth Health with SBCC



Male Engagement



Strengthening the SBCC System



Enhancing Family Planning Service Delivery



HC3 in Action

SBCC in Public Health Emergencies

April 2017



USAID
FROM THE AMERICAN PEOPLE



HEALTH COMMUNICATION CAPACITY COLLABORATIVE

Webinars

HC3's wide variety of webinars are recorded and archived for later viewing. **Access all of the HC3 webinar recordings at <http://healthcommcapacity.org/hc3-project-materials>.**



Innovation Series

- Gender Transformative Approaches
- Transmedia and Entertainment-Education
- GIS and Location-Based Interventions
- Cutting-Edge Health Communication Apps
- Digital Storytelling
- Behavioral Economics
- Gaming
- Research Methodologies in Health Communication
- Social Drama and Health Communication
- Social Media Analysis and Health Communication
- Social Networking and Health
- Youth Campaigns
- Online Communities of Practice
- Real-time Activity Monitoring and Reporting
- Data Visualization
- Human-Centered Design



University Initiative Series

- Health Communication in the Curriculum
- How to Get Published – A Conversation with Journal Editors
- Models of University Engagement with Practice



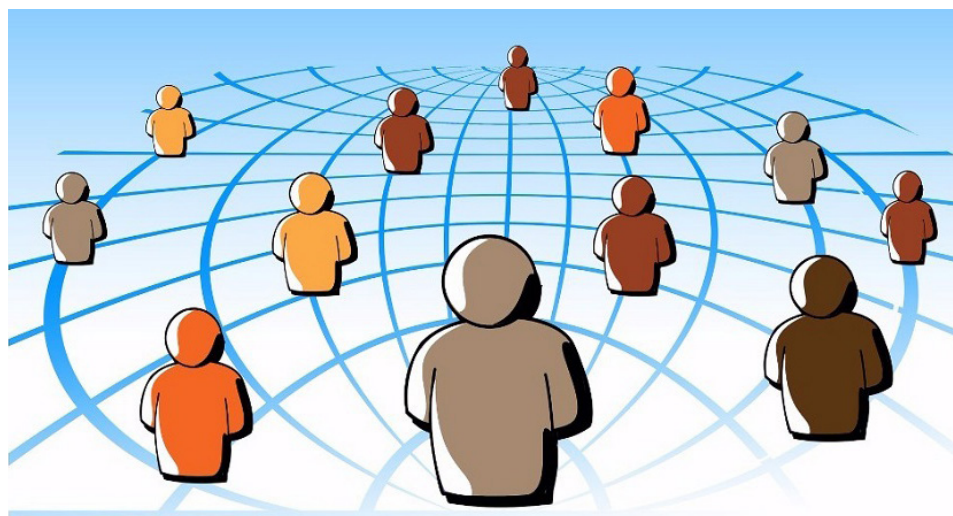
Resource Mobilization Series

- Overview Webinar
- Deep Dive into Proposal Writing and Grant Development
- Business Planning



HIV and Health Communication Series

- Measuring the Impact of HIV Health Communication Programs
- Impact of Community-Level Factors on HIV Outcomes
- Improving HIV Outcomes through Health Communication
- Strategic Roles for Health Communication in Combination HIV Prevention and Care Program



Other Webinars

-  Improving Public Health Emergency Programs with SBCC
Strengthening Emergency Response through Social and Behavior Change Communication
-  Integrated SBCC Programs: Key Challenges and Promising Strategies
The Critical Role of Social and Behavior Change across the Service Delivery Continuum
SBCC Approaches to Provider Behavior Change
-  Consolidating the Evidence: Increasing Family Planning Uptake through Social and Behavior Change
-  Improving Youth Sexual and Reproductive Health through Digital Storytelling
LARC Methods: Increasing Contraceptive Options for Youth
-  Meeting Adolescents' Needs: Findings from a Three-Country VMMC Assessment
Improving Youth Sexual Reproductive Health through Digital Storytelling
Health Communication's Role Across the HIV Treatment Continuum
JAIDS 2016 Impact of Health Communication on HIV Treatment Outcomes
Making the Most of In-Service Communication
When the Evidence Is Not Enough: Hormonal Contraception and HIV
What Do Men Have to Do With It? An Update on Vasectomy Trends and Program Successes
HIV Risks and Vulnerabilities among Key Populations in West and Central Africa
- VMMC and Sustainability
Women and Voluntary Medical Male Circumcision
-  Scaling Up Routine Early Infant Male Circumcision Within Maternal, Newborn and Child Health
Six Local Stories of Generating Demand for RMNCAH Commodities
The Role of Faith-Based Communities in SBCC Programs for Child Survival
-  Men as More than Partners: Increasing Men's Use of Sexual and Reproductive Health Products and Services through SBCC
Transforming Gender Norms: Innovative Approaches to Working with Men and Boys for Better RMNCH
-  Capacity Strengthening Evaluation: What Role Can Outcome Harvesting Play?
Strengthening SBCC Capacity at the National Level to Improve Health Outcomes for All
India Learning Forum: How Can SBCC Capacity Be Strengthened?
Quick and Accurate Learning Assessments for Low Resource Settings
-  Using ICT Approaches to Generate Demand for RMNCAH
mHealth for Behavior Change
-  The Future of Malaria Social and Behavior Change Communication
Strengthening Malaria SBCC through Research, Monitoring and Evaluation
Using Household Surveys for Malaria SBCC
Promoting Quality Malaria Medicines with SBCC

En Français

-  Healthy Timing and Spacing of Pregnancy's Forgotten Audiences: Addressing Advanced Maternal Age and High Parity Pregnancies (English and French)
-  What Works for Urban Youth (English and French)
Urban Adolescent Sexual and Reproductive Health SBCC I-Kit Launch (English and French)
-  Innovations and New Approaches to Build Capacity for SBCC (French Only)

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