

# Strategic Communication for Integrated SBC Programs



Guidelines and  
considerations based on  
promising practices

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# Integrated SBCC

## Our Definition

Integrated SBCC is social and behavior change communication programming designed to address more than one health or development issue within the same program in a cohesive manner

# Overview of the Presentation

## Key considerations in an Integrated Program:

- Deciding to integrate
- Laying the foundation
- Approaches and models when designing
- Implementation challenges and opportunities
- Research, monitoring and evaluation

# 1. Decision to Integrate

## Advantages of Integration

- Approaches audience holistically
- Avoids message fatigue
- Increases reach and visibility
- Improves effectiveness
- Leverage resources – not duplicate
- Supports integrated service delivery
- Enhances sustainability

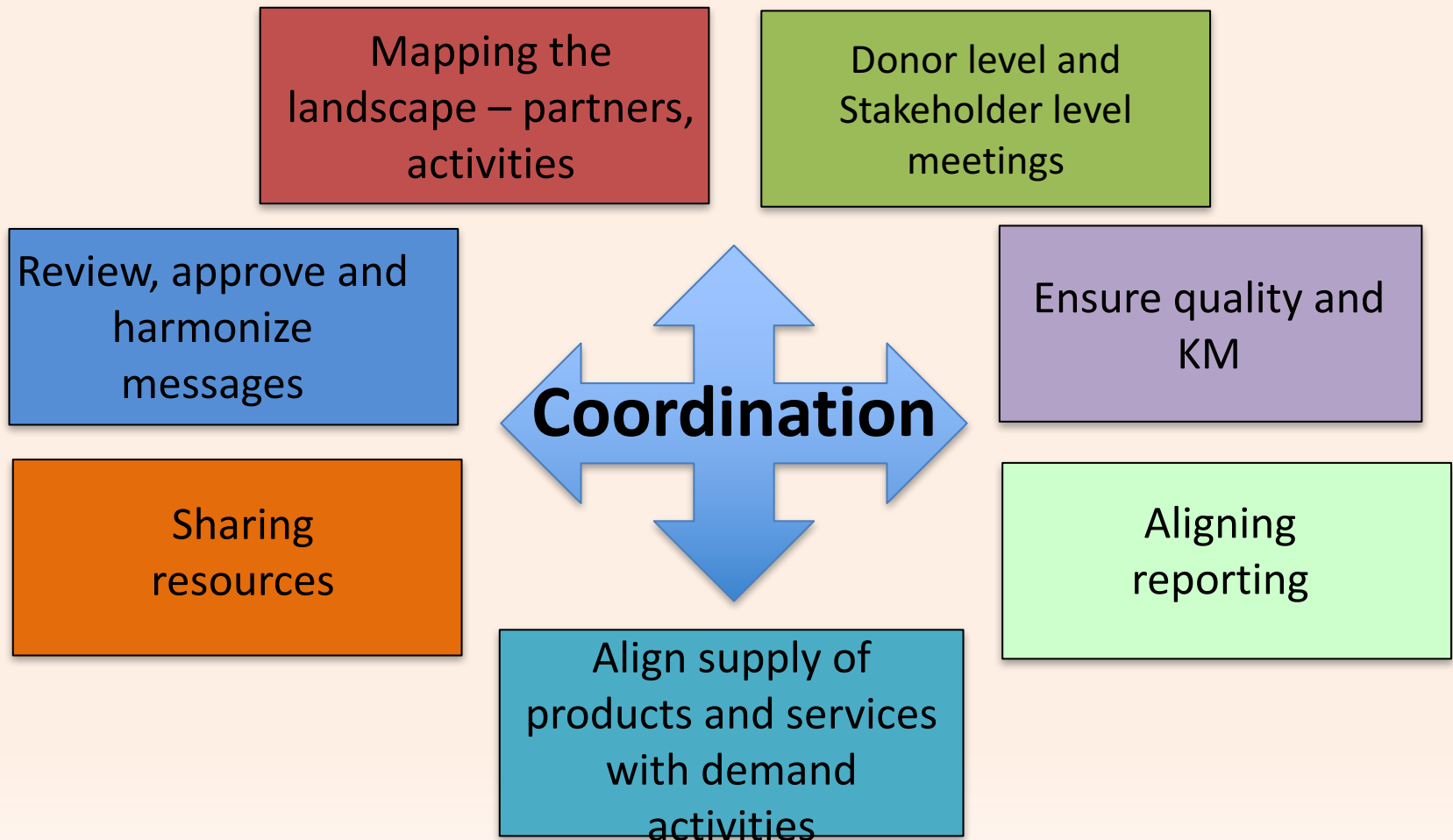
## Challenges of Integration

- More coordination is needed
- Larger upfront investment
- Overload / dilute message
- MoH is often siloed
- Harder to measure impact

## Other considerations in deciding

- Policies, programs and practices in place?
- Alignment between donors, government and partners?
- Sufficient time and funding?
- Capacity of staff and communication channels?
- Are services integrated?
- Which topics/behaviors to integrated?

## 2. Laying the Foundation



# Establishing Expectations

- **Focus** – focus on priority behaviors within health areas – don't overwhelm the audience
- **Flexibility** – remain open to a range of possibilities during program roll out
- **Transparency** – will help to streamline processes, ensure efficiency, reduce redundancies, plan and implement effectively
- **Patience** – meaningful results will take time

# Cost Considerations

- Higher start-up costs
- Expectations for disaggregated findings
- Differing levels and timeline of funding
- Common basket of operating costs
- Flexibility to allow budget changes
- Managing multi-sectoral funding



## 3. Considerations for Strategic Design

- Strong theoretical basis for change in behavior
- Audience Segmentation - by life stage, by readiness to adopt a behavior, etc.
- Approaches to Integrated SBCC - Life Stages, Gateway Behavior, Behavioral Attributes, Co-Occurring Behaviors, etc.
- Models - Add ons, phased, umbrella brand, pathways to change, social ecological model



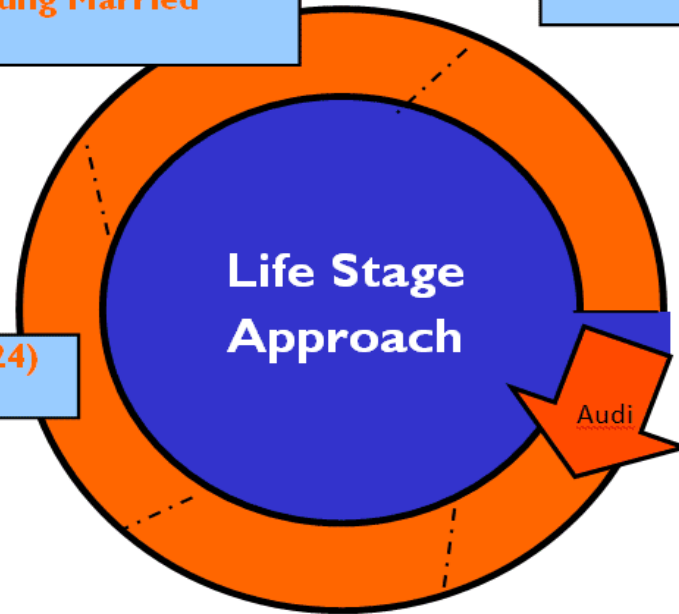
**Young Married**



**Unmarried Youth (15-24)**



**School-Age 6-14 yrs.**



**Life Stage Approach**

**Older Men and Women**

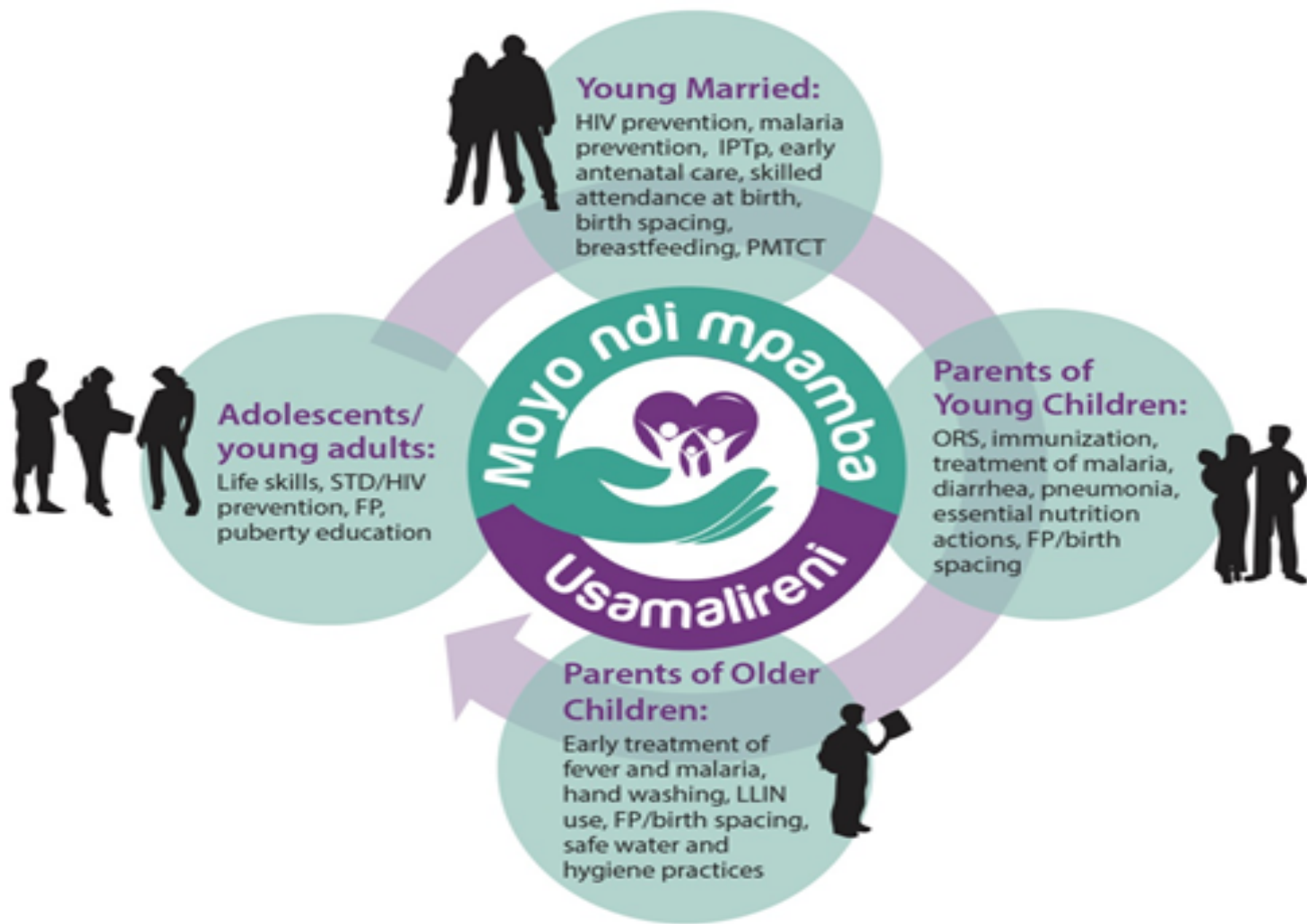


**Early Childhood <6 yrs.**

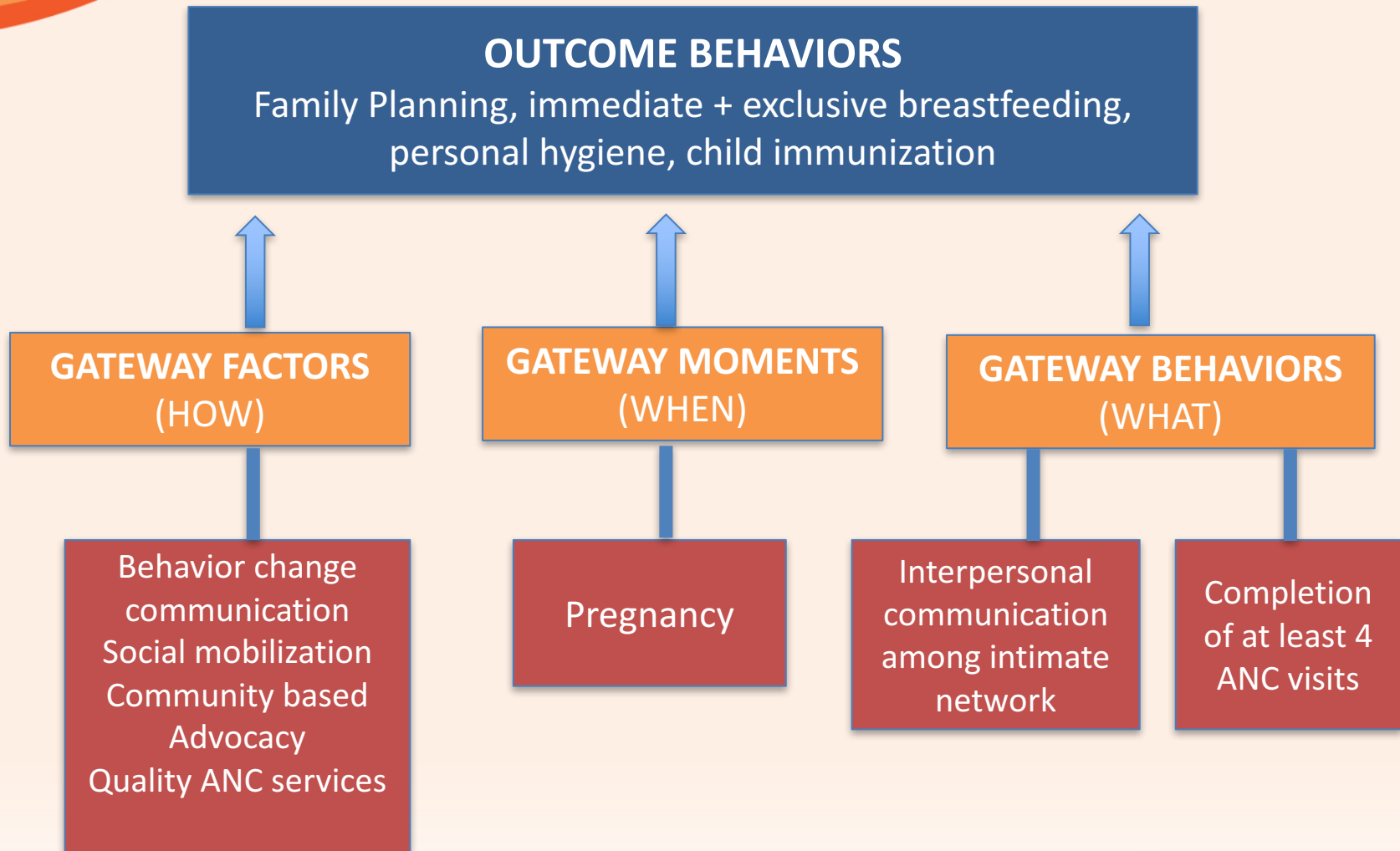


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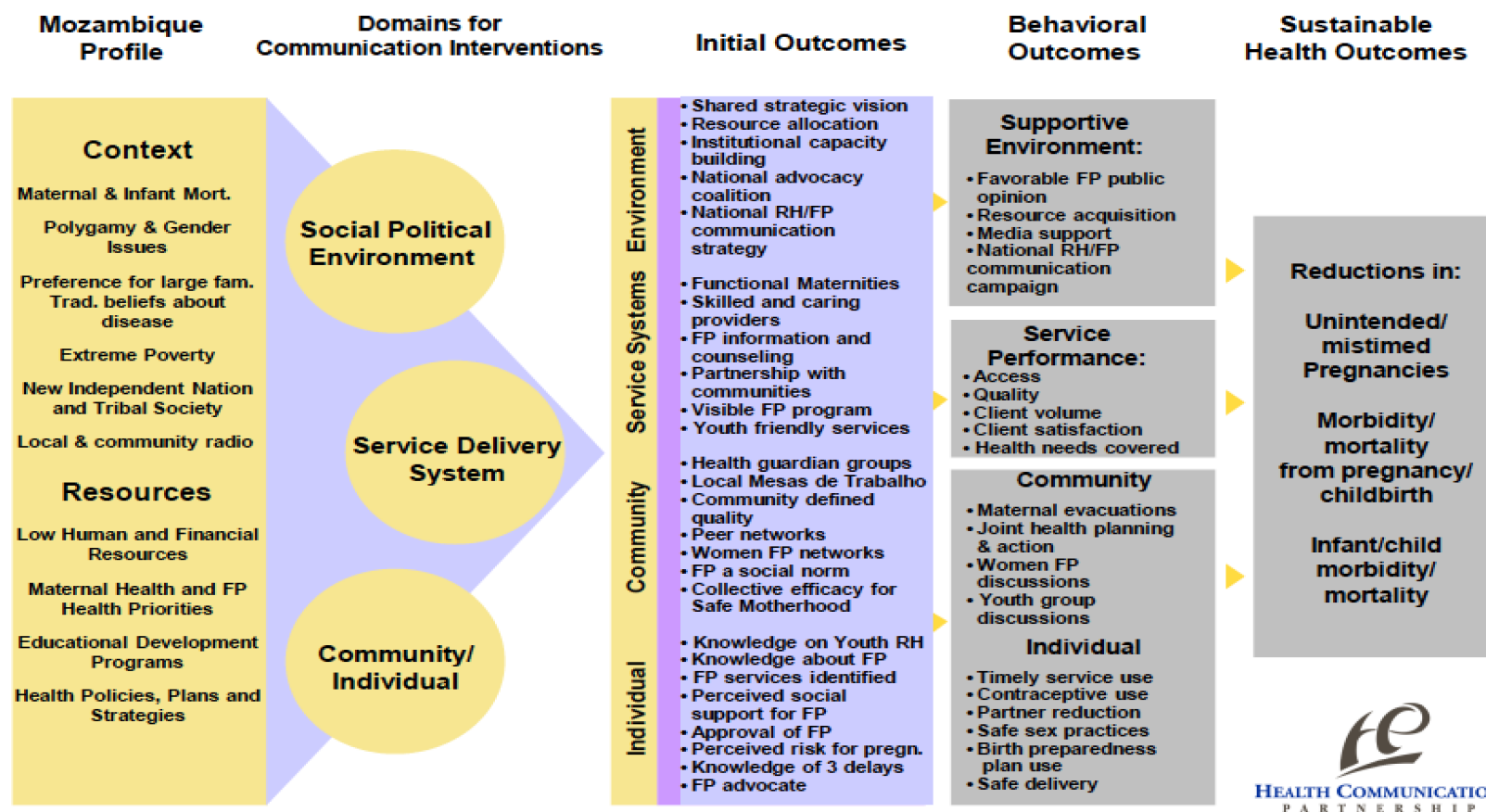
# Life-stages Audiences



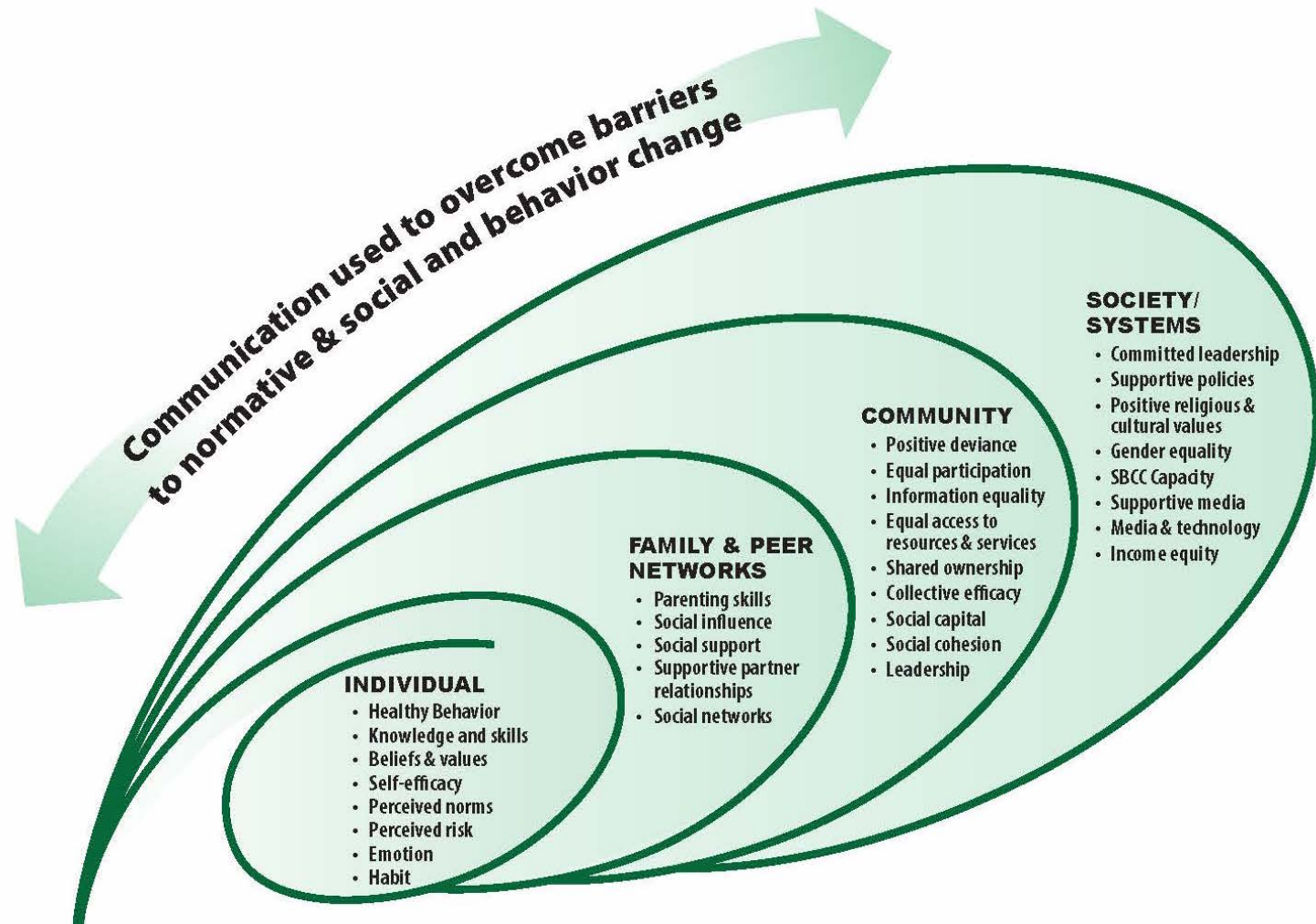
# Gateway moments – Cluster behaviors



# Pathways to Child & Maternal Health: Mozambique



# Social Ecological Model



## 4. Considerations for Implementation

- Realistic timelines and activity plans
- Message Harmonization
- Develop and test concepts and material - coherence across multiple topics and resonance for different audiences
- Channel selection and media planning – topic placement must be complementary rather than competitive
- Coordination and Capacity Strengthening
- Regular monitoring – assess and course correct particularly in integrated programs

## 5. Considerations for Research, Monitoring and Evaluation

- Formative Research - actionable insights, prioritize behaviors, identify clusters, patterns that foster behavior change
- Value added indicators and amplified effects
- Regular and routine monitoring and feedback loops – complexity aware methods
- Process and Impact Evaluation – generate evidence attributing gains to integration
- Integrated Reporting System – data access and sharing



# For more information...

## Visit the Integrated SBCC I-Kit

<https://sbccimplementationkits.org/>



### Integrated SBCC Programs Implementation Kit

HOME

DECIDE

LAY THE FOUNDATION

STRATEGIC DESIGN

IMPLEMENT

RM&E

CASE STUDIES

## INTRODUCTION

HOME » INTRODUCTION

Search



### WELCOME

Welcome to the Integrated SBCC Implementation Kit (I-Kit)! Integrated programming has become an increasing focus of development initiatives worldwide. This trend is evidenced by the Sustainable Development Goals (SDGs) and by global movements concerned with universal health coverage, primary health care, health systems strengthening and client-centered care. Reflective of this general trend towards integrated development, interest in integrated social and behavior change communication (SBCC) programs is also increasing among ministries of health, donors and international and national nongovernmental organizations (INGOs/NGOs)

LEARN ABOUT INTEGRATED SBCC

LEARN ABOUT THIS I-KIT

EXPLORE THE INTEGRATED SBCC I-KIT



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# Thank you!

