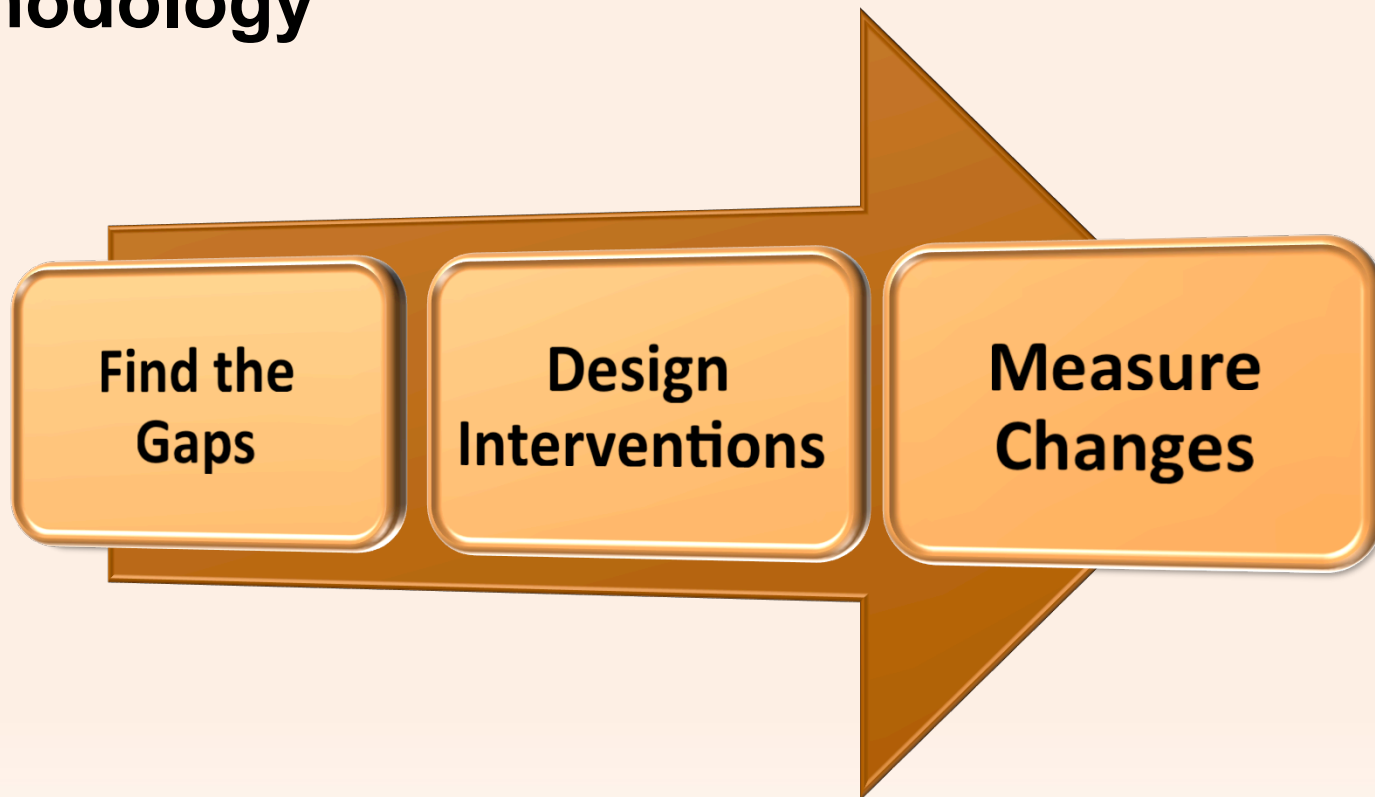


Introduction to Online Capacity Strengthening Resources, Tools and Courses

Susan Leibtag, Health COMpass Curator

Where are we now?

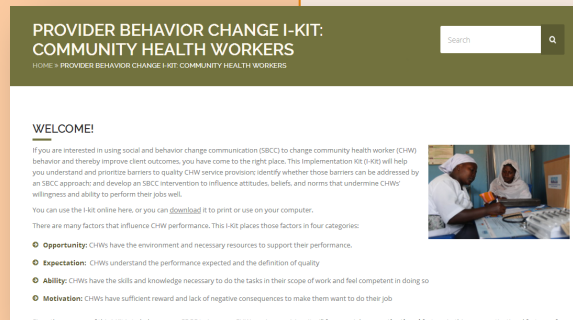
Capacity Strengthening Assessment Methodology



Where are We Now? Where are the Gaps?

Provider Needs Assessment Framework and Tools

Provides individuals and organizations with a systematic approach to addressing health worker performance

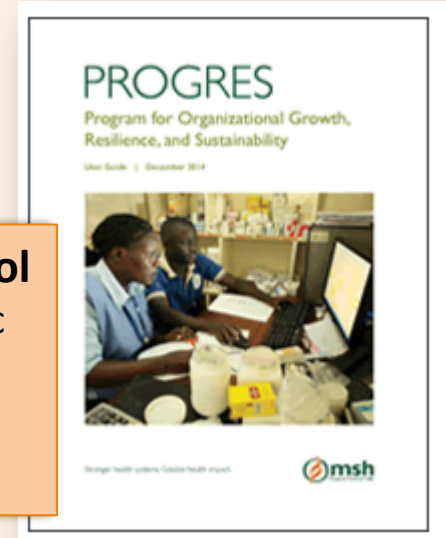


Assess four key factors that influence performance:

- Expectation
- Ability
- Opportunity
- Motivation

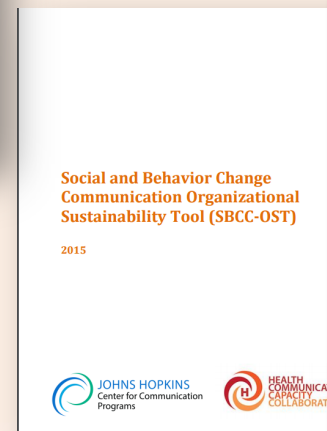
PROGRES Tool

Takes a holistic approach to capacity strengthening.



SBCC Mapping Tool

Deep dive into SBCC and the various capacities needed to design, implement and evaluate an SBCC program.



How can we fill some of the gaps?

- Using existing tools
- Seeing what others have done (project examples)
- Taking advantage of online courses and how-to resources



HEALTH
COMMUNICATION
CAPACITY
COLLABORATIVE

HealthC^oMpass

From the Health Communication Capacity Collaborative

Using existing tools, seeing what others have done.....



USAID
FROM THE AMERICAN PEOPLE

Welcome to The Health COMpass.....

- Interactive
- Curated
- Geared to campaigns

Interactive

Offering an **interactive platform** to help you find the highest quality SBCC tools and program examples



Search. Learn.
Strengthen your SBCC Capacity.

Find best practices, case studies, guides, and stories from the field.

Search for SBCC Resources 

 Capacity Strengthening Tools

 Project Examples

Best practices and tools for **organizational development**.

How the Health COMpass Helps Strengthen Capacity

- 1 Search**
Look for **tools** to help you do your work and **examples** of what others have done.
- 2 Filter**
Discover the process of SBCC and apply the essential elements to your work.
- 3 Contribute**
Share your resources to help build the Health COMpass and the capacity of others.
- 4 Join**
Be part of the SBCC community.

Curated

It means that we have two simple questions that qualify a material for inclusion:

Q.

Was the material developed using a strategic communication process?

Q.

Does the material have documented positive results?

Geared to Campaigns

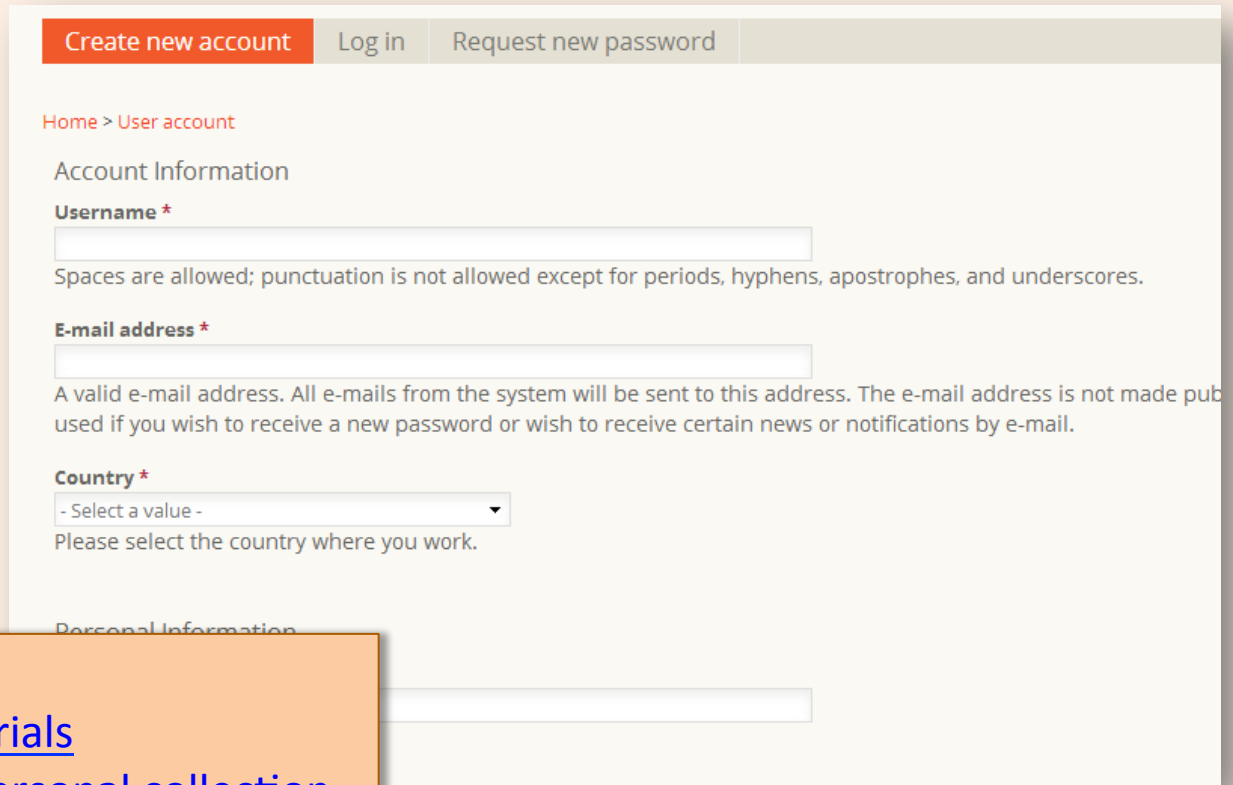
Campaigns, Kits & Packages

1000 Special Days
Act Against AIDS
Adolescent Reproductive Health - Know Yourself
African Transformation
Aha ye de Malaria Campaign
Aiissee! Spotlight
Alive & Thrive Viet Nam
All Together Now
Arab Women Speak Out
Ask, Consult
Balanced Counseling Strategy Toolkit
Bhanchhin Aama ("Mother Says") Campaign
Break the Chain
Brothers for Life
Building Cross-Sector Collaboration Toolkit
C-Bulletins
C-Change Namibia
CDC Guide to Social Media

Linking materials that come from the same campaign -
recognizing that one single material cannot change or sustain
a behavior.

Registering as a Health COMpass User

Registration is easy!



The screenshot shows the 'Create new account' page of the Health COMpass system. At the top, there are three tabs: 'Create new account' (highlighted in red), 'Log in', and 'Request new password'. Below the tabs, the breadcrumb 'Home > User account' is visible. The main section is titled 'Account Information' and contains three required fields: 'Username *', 'E-mail address *', and 'Country *'. The 'Username' field has a text input box and a note: 'Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.' The 'E-mail address' field has a text input box and a note: 'A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public if you wish to receive a new password or wish to receive certain news or notifications by e-mail.' The 'Country' field is a dropdown menu with the placeholder text '- Select a value -' and a note: 'Please select the country where you work.' Below the 'Account Information' section, the 'Personal Information' section is partially visible, showing a text input box for a name field.

Register to:

- [Comment on materials](#)
- [Create your own personal collection](#)
- [Contribute materials](#)

[Watch the Registration Video](#)

Commenting on Materials

Home > Resource Finder > Project Examples > Suaahara Hygiene Posters



[Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Google+](#)

Overall Rating [See all ratings](#)
★★★★★

[Download](#)

[+ Save to my collection](#)

More Suaahara Nepal
resources

Suaahara SBCC Materials Case
Studies

Suaahara Family Planning
Posters

Suaahara Food, Farming, and
Feeding Materials

Suaahara Nutrition Program
Videos

Suaahara SBCC Strategy:
Earthquake Emergency Initial
Recovery Period

[Show more](#)

Water, Sanitation and Hygiene

Suaahara Hygiene Posters

Source

Johns Hopkins University Center for Communication
Programs

Suaahara is an integrated nutrition project that works in 41 underserved districts in Nepal to improve the health and well-being of the Nepali people by focusing on the nutritional status of women and children under-two years of age. Suaahara means good nutrition, or "a good balanced diet is the strong foundation protecting our lives."

These posters emphasize hygiene needs around the home.

Tools

Examples

[Zika and Pregnancy: Questions
and Answers](#)

[Love, Children and Family
Planning: Seven Discussion
Guides for Christian Small
Groups](#)

[Global Handwashing Day 2015
Social Media Toolkit](#)

[Zika Virus Disease: Questions
and Answers](#)

[Zika Infographics](#)

Audience

[Couples/Partners](#)

Region/Country

[Nepal](#)

Communication Channel

[Print Media](#)

Intervention Level

[National](#)

[Health Facility](#)

[Community](#)

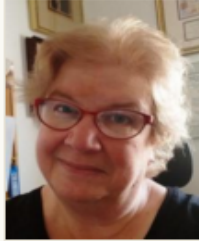
Language

[Nepali](#)

Leave a comment!

Create your
personal
collection – no
“re-searching”
each time to
find the items
you like

Home > Susan Leibtag



Susan Leibtag

Curator of the Health Compass.
From 1982-2004, I served as Deputy Chief of the JHU CCP Media/Materials Clearinghouse. From 2004-2007, I was the Senior Knowledge Management Advisor for JHU CCP. Master's of Library Science, Columbia University.

Organization Type
University/Educational Institution


Job Position
Knowledge Manager

Country
United States of America

Area(s) of Focus

Family Planning and Reproductive Health Gender
HIV and AIDS Maternal, Neonatal and Child Health

[Activity](#) [My Collection](#)




K4Health Theory Primer: Diffusion of Innovations

Guidelines

Global health achievements require highly innovative knowledge management approaches. The diffusion of innovations theory helps explain and predict factors that influence the adoption of public health innovations.

[View Resource](#) [Remove from my collection](#)




Suaahara Nutrition Program Videos

Nepal

The Suaahara ("good nutrition") program works with the Government of Nepal's existing systems and supports the Government in addressing undernutrition and related health issues of women and children under two years of age.

[View Resource](#) [Remove from my collection](#)



A Field Guide to Designing a Health Communication Strategy


Searching the Health COMpass


#1 - Just type search terms in the box


www.thehealthcompass.org

Search. Learn.
Strengthen your SBCC Capacity.

Find best practices, case studies, guides, and stories from the field.

Se Youth and hiv 


 Capacity
Strengthening
Tools

 Project
Examples

Best practices and tools for **organizational development**.

[Link to Searching Video](#)

You'll get 126 sources – too many? Filter by, e.g., “Capacity Strengthening Tool”




Family Planning, HIV/AIDS & STIs, and Gender Matrix: A Tool for Youth Reproductive Health Programming

Training or Facilitation Guide

Planning for Life aims to improve the health of young men and women ages 10-24 by addressing their reproductive health needs and by promoting the integration of reproductive health (RH) and family planning (FP) as critical components of youth

[View Resource](#) [Save to my collection](#)




The Response of Caribbean Youth To HIV/AIDS Prevention Messages & Campaigns

Barbados

The aim of this 2008 study was not only to discover the effectiveness of HIV prevention messages but also to find out from the target audience how such campaigns could be more effective at reaching them and bringing about the required behavior modification to lead to HIV and AIDS prevention.

[View Resource](#) [Save to my collection](#)



Reaching Youth Living with HIV

AIDS is now the leading cause of death among adolescents

Current Search

126 Results

youth and hiv

Type

- SBCC Spotlight 1
- Trending Topic 3
- How-to Guide 4
- Capacity Strengthening Tool 11**
- Project Example 107

Process


Approach

Intervention Level

- National 53
- Organizational 8
- Health Facility 17
- Community 61
- Individual 47

Now you have
11 sources to
look through

Find Resources




Family Planning, HIV/AIDS & STIs, and Gender Matrix: A Tool for Youth Reproductive Health Programming

Training or Facilitation Guide

Planning for Life aims to improve the health of young men and women ages 10-24 by addressing their reproductive health needs and by promoting the integration of reproductive health (RH) and family planning (FP) as critical components of youth

[View Resource](#) [Save to my collection](#)




The Way We Care: A Guide for Managers of Programs Serving Vulnerable Children and Youth

Curriculum

This manual aims to develop awareness, reinforce knowledge and assist organizations designing, implementing or managing programs for children and youth affected by poverty and HIV/AIDS or other infections.

[View Resource](#) [Save to my collection](#)



A Guide for Training Youth Peer Educators Working on Integrated PHE Activities

Curriculum

This guide addresses the role of youth in protecting and conserving the environment, ecosystems, physiology, gender, sexuality, fertility, contraception, safer sex, sexually transmitted infections, HIV/AIDS, and related reproductive health topics that will encourage youth to become stewards of the environment and their sexuality.

[View Resource](#) [Save to my collection](#)

Current Search

11

Results

youth and hiv

☒ Capacity Strengthening Tool

Q

Type v

- Capacity Strengthening Tool

Type of Material <

Process <

Intervention Level <

Channel <

Intended Audience <

Language <

Topic <

#2 - Search only Capacity Strengthening Tools

Search. Learn.
Strengthen your SBCC Capacity.

Find best practices, case studies, guides, and stories from the field.



**Capacity
Strengthening
Tools**




**Project
Examples**

Best practices and tools for **organizational development**.

**You get 621
results –
too many!
NOW you
can use the
filters**

Search results




Providing Reproductive Health Services to Young Married Women and First-time Parents in West Africa

Training or Facilitation Guide

Young married women and first-time parents (FTPs) face a unique set of challenges to living healthy sexual and reproductive lives. This training aims to give health care providers the knowledge and skills they need to meet the needs of these groups.

[View Resource](#) [+ Save to my collection](#)




K4Health Theory Primer: Diffusion of Innovations

Guidelines

Global health interventions require highly innovative knowledge management approaches. The diffusion of innovations theory helps explain and predict factors that influence the adoption of public health innovations.

[View Resource](#) [- Remove from my collection](#)



The Importance of Social and Behavioral Change Response in the Zika Outbreak: Lessons Learned from Ebola

Report or Document

The experience with the Ebola outbreak taught the SBCC community that even though guidance was offered on participatory community engagement at the onset of outbreaks including Ebola and other Viral Hemorrhagic Fevers.

[Download](#) [+ Save to my collection](#)

Current Search

621

Results

[Capacity Strengthening Tool](#)

Type v

- Capacity Strengthening Tool

Type of Material <

Process <

Approach <

Intervention Level <

Channel <

Intended Audience <

Population <


Region <

Language <

Topic <

Choose the
filter “Type of
Material”, then
choose
“Training or
Facilitation
Guide”

Search results




Providing Reproductive Health Services to Young Married Women and First-time Parents in West Africa

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[View Resource](#) [Remove from my collection](#)




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Report or Document

The experience with the Ebola outbreak taught the SBCC community that even though guidance was offered on participatory community engagement at the onset of outbreaks including Ebola and other Viral Hemorrhagic Fevers.

[Download](#) [Save to my collection](#)



Risk Communication and Community Engagement for Zika Virus Prevention and

Current Search

621

Results

[Capacity Strengthening Tool](#)

[Q](#)

Type v

- Capacity Strengthening Tool

Type of Material v


Training or Facilitation Guide	112
Guidelines	96
Curriculum	85
Manual	67
Website	59
Template	54
Toolkit	28
Online Course	13
Strategy	10
Framework or Model	9
Report or Document	7
Digital and Web Based Media	6
Infographic	6
Checklist	4
Survey	4
Brochure, Leaflet or Pamphlet	3
Case Study	3
Creative Brief	3
Design Document	3
Face to Face Course	3

[Show more](#)

Process <

Now we have
112 items – still
too many?
Filter again,
perhaps by
“Intervention
Level”

Search results




Providing Reproductive Health Services to Young Married Women and First-time Parents in West Africa

Training or Facilitation Guide

Young married women and first-time parents (FTPs) face a unique set of challenges to living healthy sexual and reproductive lives. This training aims to give health care providers the knowledge and skills they need to meet the needs of these groups.

[View Resource](#) [Save to my collection](#)




The Behavior Change Enabler

Template Training or Facilitation Guide

This is a template for accelerating the impact of behavior change in maternal and child health programs in 24 priority countries of USAID. The goal is to accelerate population level behavior change to scale up demand for and use by maternal and child health programs.

[View Resource](#) [Save to my collection](#)



Engaging Men and Boys in Gender Equality and Health Toolkit

Guidelines Toolkit Training or Facilitation Guide

Promundo and MenEngage Alliance with support from UNFPA produced this Toolkit that addresses strategies and lessons learned for Engaging Men and Boys in diverse themes such as Sexual and Reproductive Health; Maternal, Newborn and Child Health; Fatherhood; HIV and AIDS; Gender-based Violence; Advocacy and Policy, as well as addressing issues around

[View Resource](#) [Save to my collection](#)

Current Search

112

Results

[Capacity Strengthening Tool](#)

[Training or Facilitation Guide](#)

Q

Type v

- Capacity Strengthening Tool

Type of Material v

- Training or Facilitation Guide

Toolkit	15
Guidelines	7
Manual	2
Website	2
Recommendations	1
Report or Document	1
Template	1

Process <

Approach <

Intervention Level <


Channel <

Intended Audience <

Region <

By choosing
Health
Facility as the
Intervention
level, you
have 8 results

Search results




Providing Reproductive Health Services to Young Married Women and First-time Parents in West Africa

Training or Facilitation Guide

Young married women and first-time parents (FTPs) face a unique set of challenges to living healthy sexual and reproductive lives. This training aims to give health care providers the knowledge and skills they need to meet the needs of these groups.

[View Resource](#) [Save to my collection](#)




Toolkit for Transition of Care and Other Services for Adolescents Living with HIV

Toolkit Training or Facilitation Guide

It is recommended that, for children known to be living with HIV, the transition process from pediatric to adult care should begin in preadolescence with a transition plan developed and reviewed—at minimum—annually.

[View Resource](#) [Save to my collection](#)



How to Reach Young Adolescents Toolkit

Toolkit Training or Facilitation Guide

This toolkit was designed to be used by implementors such as experienced program staff from NGOs, government offices or private industries who want to implement an SRH project for 10-14 year olds enrolled in primary school.

[View Resource](#) [Save to my collection](#)

Current Search

8 Results

- Capacity Strengthening Tool
- Training or Facilitation Guide
- Health Facility

Search

Type

Capacity Strengthening Tool

Type of Material

- Training or Facilitation Guide
- Toolkit 2
- Manual 1

Process

Approach

Intervention Level

- Organizational 2
- Health Facility
- Public Health Facility 3
- Private Health Facility 3
- Community 1

Channel

#3 - Search only Project Examples

Search. Learn.
Strengthen your SBCC Capacity.

Find best practices, case studies, guides, and stories from the field.

Search for SBCC Resources 

**Capacity
Strengthening
Tools**


**Project
Examples**

Best practices and tools for **organizational development**.



Same idea – here we chose the Communication Channel of Community and Social Mobilization and got 28 results

Search results




Arab Women Speak Out Manuals

Egypt Jordan

Arab Women Speak Out™ was conceived in 1999 as an innovative documentary, training, and advocacy project designed to promote women's empowerment and active participation in social development throughout the Near East. The project features print and video profiles of women in Egypt, Lebanon, Palestine, Tunisia, and Yemen who are perceived and resp


[Download](#) [Save to my collection](#)



Community Conversation Toolkit for HIV Prevention - Playing Cards

These playing cards are part of the Community Conversation toolkit. The toolkit also includes a facilitator's guide, community mobilizer's cards, storytelling finger puppets, promotional proverbs and best kept secrets throw boxes, promotional playing cards, and dialogue buttons.

[Download](#) [Save to my collection](#)



Community Conversation Toolkit Discussion Cubes

Materials in this toolkit include a facilitator's guide, community mobilizer's cards, roleplay cards, storytelling finger puppets, promotional proverbs and best kept secrets throw boxes, promotional playing cards, and dialogue buttons.

[Download](#) [Save to my collection](#)

Current Search

28

Results

- [Project Example](#)
- [Community and Social Mobilization](#)

[Q](#)

Type [v](#)

- Project Example

Intervention Level [<](#)

Channel [v](#)

- Community and Social Mobilization

- Advocacy 1
- Community Based Media 16
- Hotline 1
- Information Communication Technology 1

[Show more](#)


Intended Audience [<](#)

Region [<](#)

Topic [<](#)

What's on the "Landing Page"?

Home > Resource Finder > Project Examples > Girls at Risk: Discussion Tool



HIV and AIDS

Girls at Risk: Discussion Tool

Source
Soul City

This is a discussion tool video to be used in conjunction with the series "Untold Stories in a Time of HIV and AIDS" which aimed to build and train a community of new voices to write, produce and make local content programs. Although a regional series, it was made up of nine separate local films. Each partner organisation produced one film with its own distinct local voice. The films were produced in local languages, but the series as a whole was sub-titled into English (in Mozambique the whole series was sub-titled into Portuguese).

This tool consists of a twelve minute DVD with extracts from five films in the Untold series, and a discussion booklet, which highlights the risks of ordinary young women and girls in a world of HIV & AIDS.

Overall Rating [See all ratings](#)

★★★★★

[View Resource](#)

[+ Save to my collection](#)

More Soul City resources

- Multiple and Concurrent Partners
- Soul City It's Real TV Series
- Violence Against Women Series Trailer
- HIV-Free Babies: A Discussion Tool on PMTCT

Leave a comment!

Tools **Examples**

Love, Children and Family Planning: Seven Discussion Guides for Christian Small Groups

Harnessing the Power of Videos

ORB

Gapminder

Bringing the Community Together to Plan for Disease Outbreaks and Other Emergencies

Audience

Teachers Trainers

Youth Adolescents

Region/Country

South Africa

Communication Channel

Dialogue

Listening Groups

Video

Intervention Level

Health Facility

Community

Language

English

[Link to Searching Video](#)

Spotlights

- **Overview of an SBCC campaign** from start to finish.
- Provide a **real-life example** of how a successful SBCC campaign is designed, implemented, monitored, and evaluated.
- Include **resources and materials** associated with each step
- Core campaign staff share **lessons learned**, recommendations
- Examples (currently 10 Spotlights):
 - Healthy Women of Ukraine
 - mCenas! SMS for Youth in Mozambique
 - Intersexions HIV Prevention in South Africa

[Link to Collections Video](#)

SBCC Spotlights



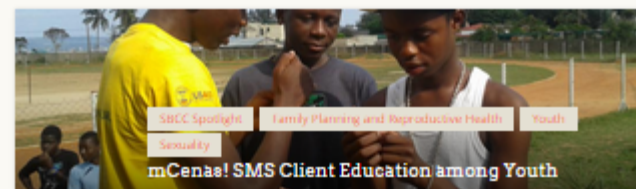
Ukraine has one of the world's lowest fertility rates and one of the highest abortion rates. The cause of abortion is clear: the intersection of low desired fertility and the non-use, ineffective use, and inappropriate use of modern contraception.



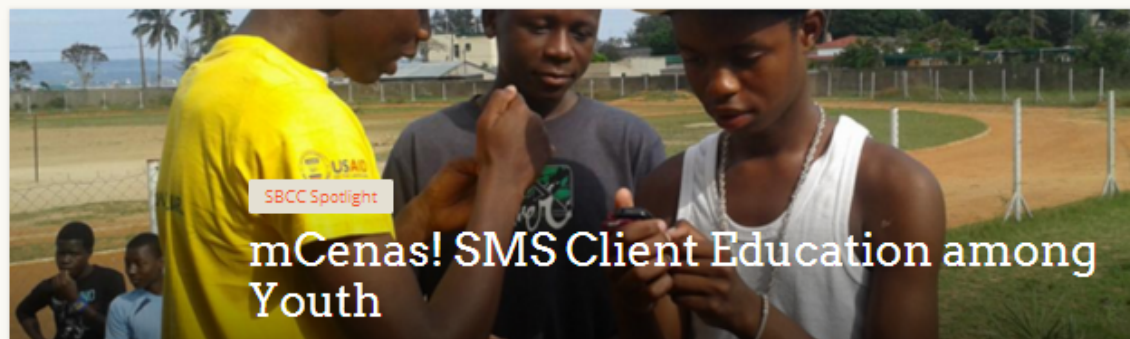
Background



GoodLife. Live it Well was an exciting aspirational campaign that promoted good health and positive lifestyles among Ghanaians.



From September 2013 to June 2014, with support from USAID, Pathfinder International implemented the mCenas! ("Mobile Scenes") project in Mozambique—an interactive two-way SMS system, accessible at no



mCenas! SMS Client Education among Youth



Ana Jacinto

From September 2013 to June 2014, with support from USAID, **Pathfinder International** implemented the **mCenas!** ("Mobile Scenes") project in Mozambique—an interactive **two-way SMS system**, accessible at no cost to clients. The goal of **mCenas!** was to reduce the barriers youth face in starting or continuing to use contraception by increasing their knowledge of and dispelling common myths about contraceptive methods.



Riaz Mobaracaly

mCenas! engaged young people aged 15-24 with an **SMS-based role model story**, in which characters were shown overcoming common barriers to contraceptive use faced by youth. For more information on sexual and reproductive health, youth could also access a **menu-based message system** on their phone and were prompted to call a Ministry of Health-supported hotline, where live operators were poised to answer their questions.



Camille Collins Lovell

The project, which ran from September 2013 through June 2014 in Maputo and Inhambane provinces, saw 2,000 young people make more than 17,000 requests for information.

Share



Print PDF

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Inquire

Analysis of surveys in Mozambique presented the program team with the following baseline statistics

- Contraception rates had been steady during last 10 years
- Only 8% of women between 15 and 19 years old uses a

Topic Area

Family Planning and
Reproductive Health

Youth

Sexuality

Highlights

- < April 1, 2013

Formative research, Design, Testing, Review

 - Edit
 - Delete
- < June 1, 2013

Testing platform
- < July 1, 2013

Study protocol

Table of Contents

- Inquire
- Design the Strategy
- Create and Test
- Mobilize and Monitor
- Evaluate and Evolve
- Lesson Learned: Give It Time
- Lesson Learned: Focus on Safety and Effectiveness
- Lesson Learned: Address Self-Efficacy
- Lesson Learned: Assessing the Value of mHealth Efforts
- Lesson Learned: Sustainability
- Lesson Learned: Use Stories

- modern contraceptive method (15% of the women between 20 to 24 years old)
- Unmet need for contraception is 20% in urban areas and 18% in rural areas
- 38% of women between 15 and 19 years old are already mothers or were pregnant at the time of the DHS 2011
- At the age of 15, 5% of the girls have already given birth to a child and by the age of 19, 63% have already given birth to a child
- In Mozambique in 2012, 35 per 100 inhabitants had a mobile cellular subscription (ITU) and 33% of inhabitants had a mobile device

The team identified the need for young people to receive information about contraception and contraceptive services, as well as the need to work with youth to identify strategies to overcome the multiple barriers they face in seeking contraceptive services and using contraception to delay or space pregnancies.

Pathfinder International used its innovative **Pathways to Change tool** was used to gather information from the target population about the barriers to and facilitators of contraceptive use, and to generate initial story ideas. Fourteen sessions were conducted with demographic subcategories in order to detect differences in the perceptions and experiences by place of residence, age, gender, educational status, and whether or not they had children. One additional follow-up focus group was conducted with a mixed group.



- Add

“

NEED QUOTE HERE

How to Guides

- **Step-by-step instructions** on how to perform fundamental SBCC tasks
- **Background** on the task: what, why, and how
- **Steps** to complete the task
- **Additional** resources, templates, samples
- Currently **23 guides** published with 7 more on the way
- **Examples:**
 - How to Develop a Logic Model
 - How to Design SBCC Messages
 - How to Conduct a Pretest
 - How to Develop a Mission Statement
 - How to Conduct a Situation Analysis

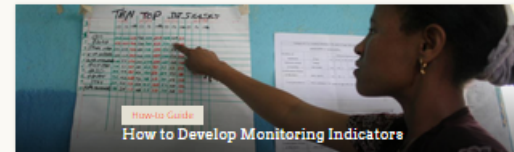
[Link to Collections Video](#)

How-to Guides

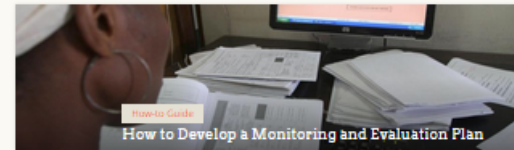


What Is a Mission Statement?

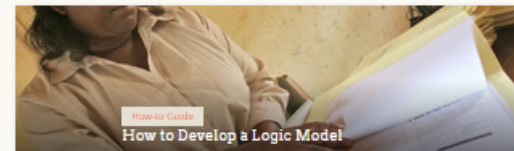
An organization's mission statement describes clearly and concisely why the organization exists – its purpose. The mission statement defines what is important to the organization and guides the organization's decisions and activities.



What is an indicator?



A monitoring and evaluation (M&E) plan is a document that helps to guide monitoring and evaluation efforts throughout the life of a program. It is a living document that should be referred to and updated on a regular basis.



What is a Logic Model?



Share



Print PDF

Download

Save to my collection

SBCC How-to Guides are short guides that provide step-by-step instructions on how to perform core SBCC tasks. To find a Guide, select a communication process step in the graphic below.



Communication Theory
Stakeholder Participation
Organizational Development
Capacity Strengthening

Table of Contents

Introduction

Learning Objectives

Introduction

What is a communication strategy?

A communication strategy is the critical piece bridging the situation analysis and the implementation of a social and behavior change communication (SBCC) program. It is a written plan that details how an SBCC program will reach its vision, given the current situation. Effective communication strategies use a systematic process and behavioral theory to design and implement communication activities that encourage sustainable social and behavior change.

Most communication strategies include the following elements:

- Brief summary of the situation analysis
- Audience segmentation
- Program theory to inform strategy development
- Communication objectives
- Approaches for achieving objectives
- Positioning for the desired change
- Benefits and messages to encourage desired change
- Communication channels to disseminate messages
- Implementation plan
- Monitoring and evaluation plan
- Budgets

Many of the elements of the communication strategy have their own How-to Guide in this collection and should be reviewed during the development of the communication strategy.

Why develop a communication strategy?

A communication strategy guides an entire program or intervention. It sets the tone and direction so that all communication activities, products and materials work in harmony to achieve the desired change. Strategic activities and materials are more likely to promote change. A communication strategy also enables **stakeholders** and **partners** to provide input and agree upon the best way forward so that actions are unified. With an agreed-

Table of Contents

- Introduction
- Learning Objectives
- Pre-requisites
- Steps
 - Step 1
 - Step 2
 - Step 3
 - Step 4
 - Step 5
 - Step 6
 - Step 7
 - Step 8
 - Step 9
 - Step 10
 - Step 11
 - Step 12
 - Step 13
 - Step 14
- Resources
- Templates
- Samples
- Tips & Recommendations
- Glossary & Concepts
- Sources & Citations

needs to change. The program may need to change behaviors, skills, knowledge, policies, norms or attitudes. Another way to look at it is to ask, "What do we want our audience to **know/feel/do** in response to the campaign?" It can be helpful to look at **ideational factors** to determine what needs to change such as those identified in the graphic below:



In the **communication objectives worksheet**, fill in each audience segment, their key constraints and the desired change.

Objective Component	Explanation	Example
Audience segment	<i>Who needs to make the change?</i>	Married women, currently not using FP, have one child, desire to have more children later.
Key constraint	<i>What is the biggest thing keeping the audience from making the change?</i>	These women believe that nobody else uses FP and worry about what the community would think if they used FP.
Desired change	<i>What does the audience need to change/do?</i>	Believe that others in the community use and approve of FP.


Trending Topics

- **Key resources** on specific “hot” topics
- **“Grab and go”** collections
- **Each includes** about 30 resources (tools and examples)
- **Brief overview** of the issue included
- Currently **24 collections** with more on the way
- **Examples:**
 - Ebola SBCC Materials
 - SBCC in Emergency Situations
 - Resource Mobilization
 - Using Technology for SBCC
- **Updated**

[Link to Collections Video](#)

Trending Topics

The Health COMPass team undertakes an intensive search to identify and make available quality resources & tools for our users each month. Users are also encouraged to participate in the process by [contributing materials & ideas for future packages](#).




Trending Topics: Environmental and Natural Resources

Population Health and Environment

June, 2015

Population, health and environment (PHE) projects work to deal with the relationships between people, the environment, and public health.




Trending Topics: Emergency Preparedness

SBCC in Emergency Situations

May, 2015

Updated August 2015
(Newest item at top of resource list below)



Trending Topics: Malaria

Using Household Surveys to Inform Malaria SBCC

April, 2015

April 25 marks World Malaria Day 2015, a time for people around the globe to mobilize around the theme “Invest in the Future: Defeat Malaria.”



Trending Topic

Neglected Tropical Diseases

Zika Virus

Zika Virus



+ Save to my
collection

UPDATED March 22, 2016 - More WHO Resources: Mobile App, Risk Communication

As of February 2, 2016, the World Health Organization has declared Zika Virus a **Public Health Emergency of International Concern**.

Zika virus is an emerging mosquito-borne virus, transmitted via *Aedes* mosquitoes, that was first identified in Uganda in 1947 in rhesus monkeys through a monitoring network of sylvatic yellow fever. It was subsequently identified in humans in 1952 in Uganda and the United Republic of Tanzania.*

Zika is new to the Americas. Since Brazil reported the first cases of local transmission of the virus in May 2015, it has spread to 21 countries and territories* of the Americas (as of 23 January 2016).** As of the past few months, **some countries were suggesting** that women

Tools

Examples



WHO Pregnancy Management in the Context of Zika Virus

Guidelines

The aim of this document is to provide interim guidance for interventions to reduce the risk of maternal Zika virus infection and to manage potential complications during pregnancy.

[View Resource](#)

[+ Save to my collection](#)



Risk Communication and Community Engagement for Zika Virus Prevention and Control

Guidelines

This document is an interagency collaboration lead by UNICEF and in close partnership with WHO and the International Federation of Red Cross and Red Crescent Societies (IFRC).

[View Resource](#)

[+ Save to my collection](#)



Zika App

This mobile phone application is available for both iPhone and Android phones. It offers general information about the virus, suspected complications, and treatment options.

[View Resource](#)

[+ Save to my collection](#)



Zika Virus Global Emergency Response Plan

Tools

Examples



Sick with Chikungunya, Dengue, or Zika?

Poster explaining health care if one is still with chikungunya, dengue, or Zika viruses. Primarily, it is important to protect oneself and others from mosquito bites during the first week of illness.

[View Resource](#)

[+ Save to my collection](#)



Mosquito Bite Prevention for Travelers

As part of the prevention campaign regarding the Zika Virus, the US CDC offers this poster warning travelers about the dangers of mosquito bites.

It urges travelers to:

[View Resource](#)

[+ Save to my collection](#)



Protect Yourself from Mosquito Bites and Dengue

Puerto Rico

This brochure provides basic important information for households about Dengue:

Included is information on:

[Download](#)

[+ Save to my collection](#)

Contributing your materials

How to Submit Your Own SBCC Resources

1. Determine the best of the best. When users search the Health COMpass find the top SBCC resources. We are looking for resources that:

- Were developed using a strategic communication process, and
- Have been shown to be effective in the field.

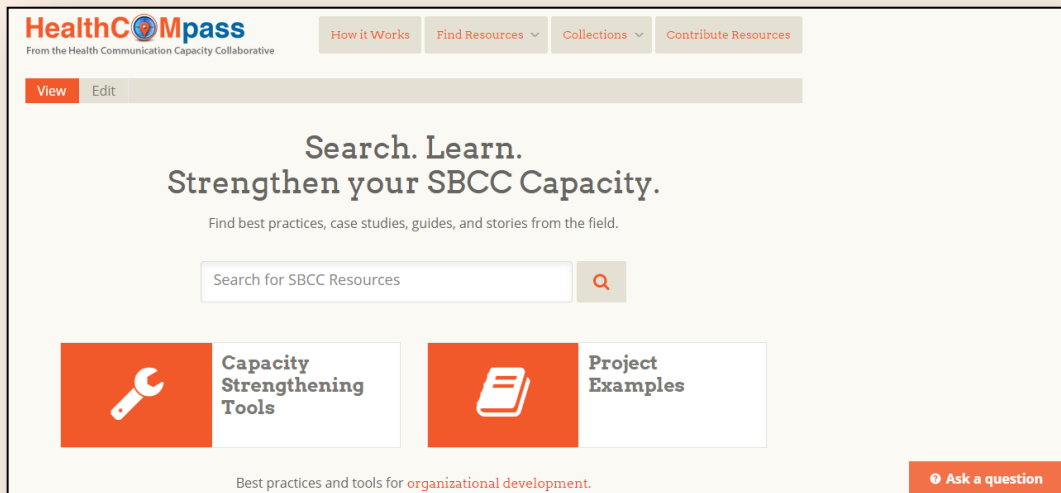
2. Create the package. Think about all the additional materials and documents, design documents, or complementary campaign materials. Consider how you will document the process you went through to develop and

We encourage you to add to the richness of the Health COMpass by including your own materials and tools to the collection

Contributing an item takes a few minutes and will benefit many others

[Link to Contribution Video](#)

Asking for help



 **Ask a question**

The Health COMpass team's work doesn't end with providing resources. We are here to help.

Just click this button and fill out the form.

We'll get back to you within 24-48 hours.

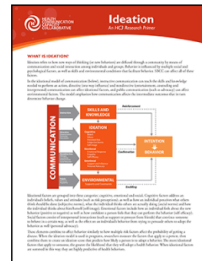
[Link to Ask a Question Video](#)

Other Learning Tools

SBCC Research Primers

Topics:

1. EPPM
2. Ideation
3. Social Learning
4. Propensity Score Matching
5. Diffusion of Innovations,
6. Theory of Planned Behavior
7. Integrated Model of Communication for Social Change
8. Gender Transformative Approaches



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. Behavior is influenced by multiple social and psychological factors, as well as skills and environmental conditions that facilitate behavior. SBCC can affect all of these factors. Ideation

Tags: primer

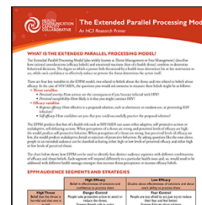


Social Learning Theory

Social (or Observational) Learning Theory stipulates that people can learn new behaviors by observing others. Earlier learning theories emphasized how people behave in response to environmental stimuli, such as physical rewards or punishment. In contrast, social learning emphasizes the reciprocal relationship between social characteristics of the environment, how they are perceived by individuals, and how

[READ MORE](#)

Tags: primer



The 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. The degree to which a person feels threatened by a health issue determines his or her motivation to act, while one's confidence to effectively reduce

<http://www.thehealthcompass.org/campaign-kit-or-package/hc3-research-primers>

Social Learning Theory

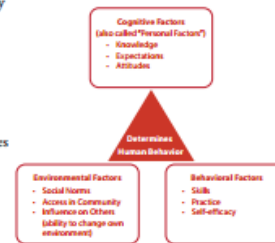
An HC3 Research Primer

WHAT IS SOCIAL LEARNING THEORY?

Social (or Observational) Learning Theory stipulates that people can learn new behaviors by observing others. Earlier learning theories emphasized how people behave in response to environmental stimuli, such as physical rewards or punishment. In contrast, social learning emphasizes the reciprocal relationship between social characteristics of the environment, how they are perceived by individuals, and how motivated and able a person is to reproduce behaviors they see happening around them. People both influence and are influenced by the world around them.

According to Social Learning Theory, people learn by:

- **Observing** what other people do
- **Considering** the apparent **consequences** experienced by those people
- **Rehearsing** (at first mentally) what might happen in their own lives if they followed the other people's behavior
- **Taking action** by trying the behavior themselves
- **Comparing** their experiences with what happened to the other people
- **Confirming** their belief in the new behavior



WHEN SHOULD SOCIAL LEARNING THEORY BE USED?

The principles of social learning can be applied to almost any social and behavior change communication (SBCC) program that aims to influence social behaviors, particularly behaviors that are complex or involve interactions with other people. It may be especially useful when a particular behavior is difficult to describe, but can be explained through demonstration or modeling. Also, when adopting or practicing a particular behavior requires overcoming barriers or challenges, social learning principles can be used to demonstrate how a person can overcome those challenges and succeed. Finally, because people tend to adopt and practice behaviors they see others doing, social learning principles can be used to change perceptions of the social environment, making behaviors seem more common and providing social support to people who are considering a behavior change.

WHAT SHOULD IMPLEMENTERS KNOW?

The most important concepts of social learning theory are **modeling**, **efficacy** and **parasocial interaction**.

Modeling in an SBCC program refers to the use of messages that show someone (a real person or an actor) performing a desirable behavior. Observational learning from a model requires four cognitive stages: attention, retention, reproduction and motivation.

- **Attention:** Individuals must be paying attention to the model in order to learn something new. This has important implications for SBCC programming: programs and messages with models must be engaging, tailored to local context, understandable and interesting for the intended audience(s).
- **Retention:** Individuals must be able to "store" new information about the modeled behavior and review it later. This can be done by ensuring that the model is memorable or by handing out materials that SBCC program participants can review after an event is over. It also might involve something like organizing listening groups or group discussions after a radio drama that reinforce the new behaviors that were described.
- **Reproduction:** Individuals have to re-enact the new behavior in order to practice and master it themselves. Repeated performance of the behavior will lead to sustained change. SBCC programs can be evaluated in part by

SBCC Online Courses

Take advantage of these free online courses to build your capacity in SBCC or to teach others.

[SBCC Online Courses](#)
[Global Health E-Learning](#)
[SBCC Basics Refresher](#)




Health Communication Basics

Below is a list of foundational, introductory courses on health communication:

1. [Health Communication for Managers](#) (Global Health Learning Center)
2. [Health Behavior Change at the Individual, Household and Community Levels](#) (Johns Hopkins Bloomberg School of Public Health)
3. [Integrating Social and Behavioral Theory into Public Health: Foundations/Macro-Mezzo Levels](#) (Johns Hopkins Bloomberg School of Public Health)
4. [Health and Society](#) (Harvard University)
5. [CDC Materials](#) (US Centers for Disease Control)
6. [Unite for Sight – Health Comms Online Course](#)
7. [HP 101: \(Ontario Health Promotion Resource System\)](#)
8. [Health Literacy](#) (CDC)
9. [CDCynergy Web](#) (US Centers for Disease Control)
10. [INFOSAID Free Online Course on Development Communication](#)
11. [Introduction to Strategic Communication](#) (World Bank)
12. [Online Training in Public Health -Communication & Cultural Competency](#) (University at Albany, State University of New York)
13. [Making Health Communication Strategies Work for Your Program](#) (Emory University)
14. [Health Promotion 102](#) (University of Toronto, Dalla Lana School of Public Health)
15. [Effective Communication Tools for Healthcare Professionals](#) (U.S. Department of Health and Human Services)

<http://healthcommcapacity.org/sbcc-online-courses/>

<https://learning.healthcommcapacity.org/sbcc/default.asp>



[Home](#) | [Registration](#) | [Technical Support](#) | [Certification](#)

FEATURED TOOLS

- Module 1 - Understanding the Situation
[View Tools](#)
- Module 2 - Focusing and Designing
[View Tools](#)
- Module 3 - Creating
[View Tools](#)
- Module 4 - Implementing and Monitoring
[View Tools](#)

Welcome to the SBCC Online Capacity Building Center

The [Health Communication Capacity Collaborative](#) (HC3) strengthens the capacity of organizations to implement their own social and behavior change communication (SBCC) programs. HC3 builds on the strong foundation laid down by its predecessor global communication projects, including C-Change (2007-2012), the Health Communication Partnership (2002-2007) and others.

In partnership with Ohio University, the C-Change project provided this platform for online facilitated and self-paced training modules in SBCC and media monitoring and advocacy, that support the development and strengthening of competencies in the planning, implementation, monitoring and evaluation of SBCC activities.

This capacity strengthening resource package for SBCC includes a combination of mutually supportive short-term and long-term training programs, delivery formats, tools and resources.

SELF-PACED MODULES

- [Introduction](#)
Introduction to Social and Behavior Change Communication
[Brief Description](#)
- [Module 1](#)
Understanding the Situation
[Brief Description](#)
- [Module 2](#)
Focusing and Designing Part 1
[Brief Description](#)
- [Module 3](#)
Creating
[Brief Description](#)
- [Module 4](#)
Implementing and Monitoring
[Brief Description](#)
- [Module 5](#)
Evaluating and Replanning
[Brief Description](#)

Online Training on Evidence-based Malaria Social and Behavior Change Communication (SBCC)

This six-part lecture series offers fundamental and advanced concepts in evidence-based communication programs for malaria using evidence and data to create strong SBCC programs for malaria. The online course is taught by leaders in the field of SBCC. Strengthen your capacity and knowledge on using evidence and data to create strong SBCC programs for malaria.

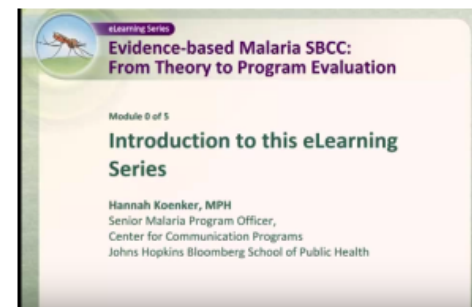
Is this series for you? This training series is intended for a wide audience, but primarily for those who work on malaria control and prevention programs. Both fundamental and advanced concepts are presented, along with many examples from recent malaria programs.

Course certificate You will receive a certificate for each module. The training courses are given using slides together with audio. Once you begin a course, lecture slides and audio transcripts are also available to download in PDF format.

Step 1:


Introductory video: [Watch](#) an overview of the training series. Training content for each module is described below.

Step 2:



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

<https://www.globalhealthlearning.org/>

Global Health

Learning Center

Enter a search term


HOME
COURSES
CERTIFICATE PROGRAMS
COMMUNITY
ABOUT GHCL
English

Courses


The Global Health eLearning Center offers courses aimed at increasing knowledge in a variety of global health technical areas. A complete listing of courses is below. Individual courses are also part of certificate programs, listed to the left, as well as on the Certificate Program page. Courses that have been translated and can be found on the Translation page.

Search by Title

SEARCH
NEW SEARCH



A Total Market Approach to Family Planning Services



Antenatal Care

To orient the participant to key concepts

CERTIFICATE PROGRAMS

- Child Survival
- Cross-Cutting
- Early Childhood Development
- Family Planning Methods
- Family Planning Programming
- Gender and Health
- Governance and Health
- Health Systems
- HIV/AIDS
- Infectious Diseases

DESIGN THE STRATEGY

In this step, we create a strategy that will get us from where we are to where we want to be. The strategy will include communication objectives, audience segmentation, program approaches, channel recommendations, a workplan and a monitoring and evaluation plan.

Tool A Field Guide to Designing a Health Communication Strategy

Tool How to Develop a Communication Strategy

Tool How to Develop a Monitoring and Evaluation Plan

Tool Developing an Effective Evaluation Plan

Tool Writing a Communication Strategy for Development Programmes: A Guideline for Programme Managers and Communication Officers

Example Healthy Women of Ukraine Program FP / RH Communication Strategy

Example Kenya National EMTCT Communication Strategy 2012-2015

Example Behavior Change Communication Strategy for NRHM in Uttar Pradesh

Example SBCC Strategy and Implementation Guide [Guatemala]

CREATE AND TEST

This is when we develop the program's communication products, combining the "art and science" of SBCC. In

Implementation Kits (I-Kits!)

HC3's answer to Toolkits:

- Leaner step by step on-line manuals
- Walk the user through a process to build a strategy

How-to-Guides

SBCC basics skill-building

I-Kits

SBCC higher level technical manuals

I-Kits

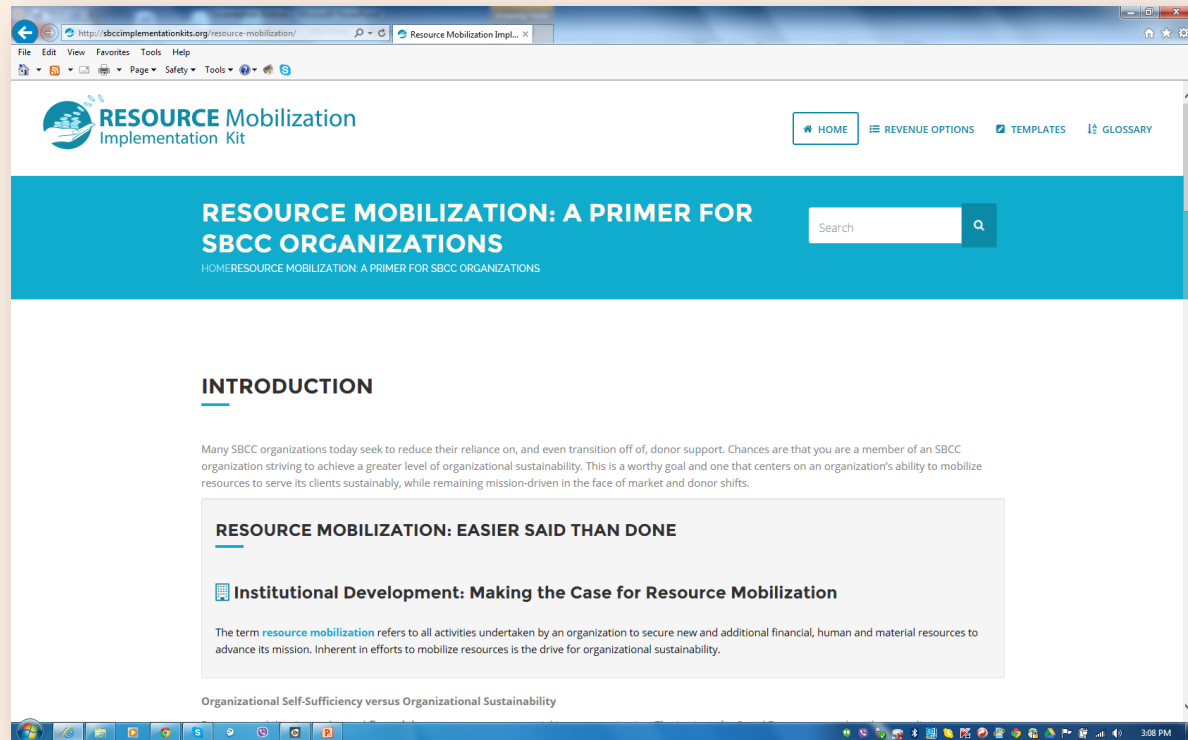
On-line now:

- [Gender and Social and Behavior Change Communication Implementation Kit](#)
- [Urban Adolescent Social and Behavior Change Communication Implementation](#)
- [Demand Generation for Under-Utilized Commodities](#)
- [Breastfeeding Interventions](#)
- [Ebola Preparedness](#)
- [Resource Mobilization](#)
- [Urban Youth](#)
- [Communication Strategy](#)

Upcoming:

- HTSP
- Integrated SBCC Platforms
- Smart Client
- Provider BCC
- Malaria Provider BCC

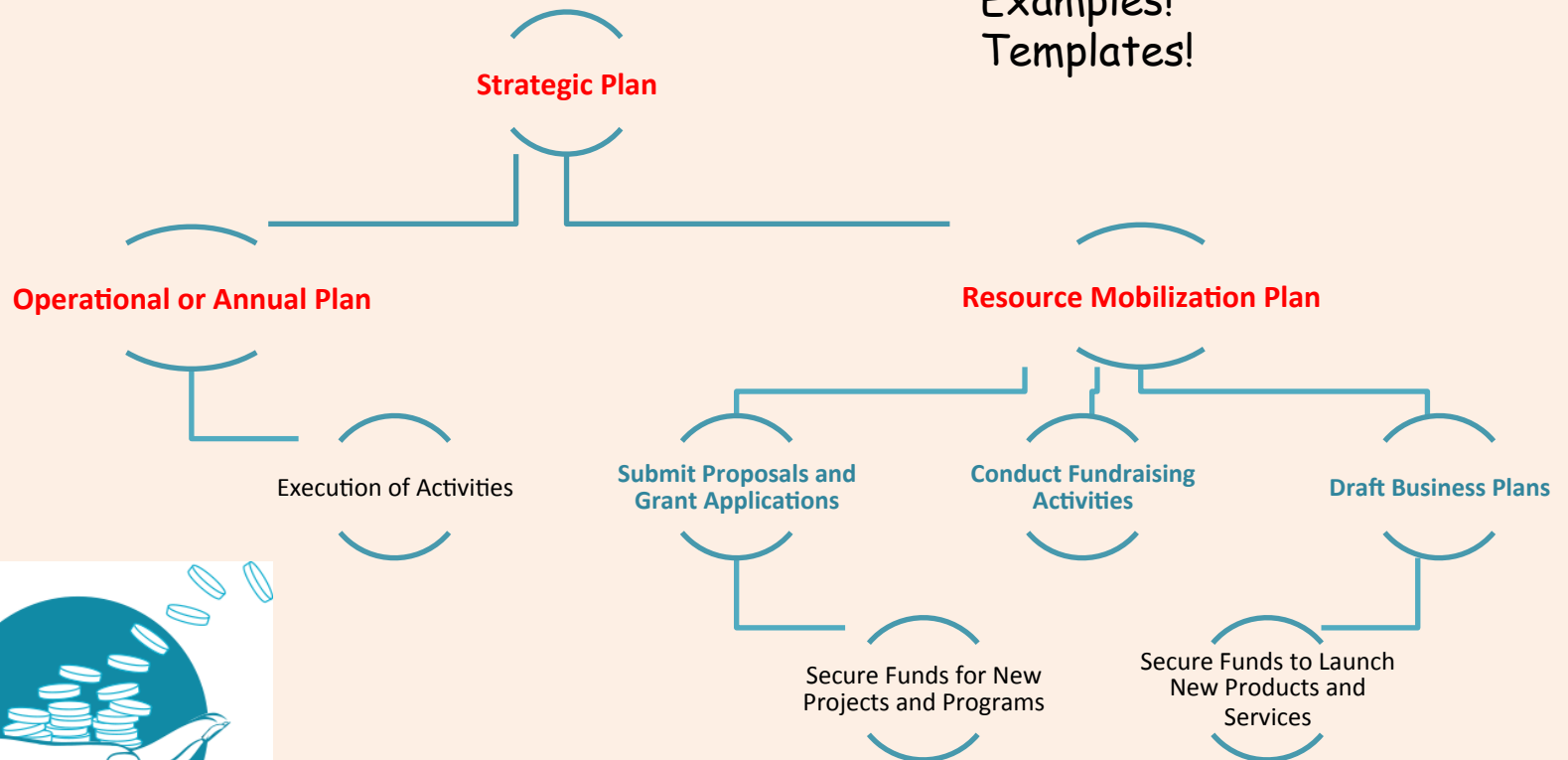
Resource Mobilization I-Kit



[Link to Resource Mobilization I-Kit](http://sbccimplementationkits.org/resource-mobilization/)

Resource Mobilization I-Kit: Strategies

Tools!
Tips!
Examples!
Templates!



Resource Mobilization I-Kit: Organization

Proposals and Grants	Fundraising	Business Plans
<ul style="list-style-type: none"> • Gather Intelligence • Approach Funders • Complete a Risk Assessment • Analyze a Solicitation • Manage the Proposal Process • Write a Proposal 	<ul style="list-style-type: none"> • International Fundraising Associations • Developing a Fundraising Plan • Writing a Fundraising Proposal • Crowdfunding • Selected Bibliography 	<ul style="list-style-type: none"> • The Organization's Mission • The New Business Opportunity • The Market for the New Business Opportunity • Plan for Design and Launch • The Financial Health of the Organization • Funding Requirements • Return on Investment • The Evaluation Plan

Resource Mobilization I-Kit: Audience

Those responsible for resource mobilization:

- Executive Director
- Director of Business Development or Resource Mobilization team
- Staff involved in product design, delivery and financial management or marketing

