SBCC Check-In: Glossary

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<tr><td rowspan="16" style="writing-mode:vertical">GLOSSARY</td><td>7 Cs</td><td>The 7 C's of Effective Communication act as a checklist that helps ensure that messages are interesting, clear, and effective in reaching the audience: Command Attention, Clarify the Message, Communicate a Benefit, Consistency Counts, Create Trust, Cater to the Heart and Head and Call to Action.</td></tr>
<tr><td>Activities</td><td>May include advocacy, community-based media, community mobilization, counseling, distance learning, information and communication technology, interpersonal communication/peer communication, mass media, social mobilization and support media/mid-media activities.</td></tr>
<tr><td>Audience Analysis</td><td>An audience analysis is a process used to identify and understand the priority and influencing audiences for a SBCC strategy. The priority and influencing audiences are those people whose behavior must change in order to improve the health situation.</td></tr>
<tr><td>Audience Insight</td><td>Audience insight refers to an understanding of the emotional motivations and needs of the audience. An insight goes beyond descriptive demographic data, such as age, gender or income level, and describes a key piece of information about how the audience feels in relation to a specific product, service or behavior. An audience insight statement is comprised of two fundamental components: A summary of the understanding of the audience's identified needs, and the key problem they have faced trying to fulfill this need.</td></tr>
<tr><td>Audience Segments</td><td>Audience segmentation is a key activity within an audience analysis. It is the process of dividing a large audience into smaller groups of people - or segments - who have similar needs, values or characteristics. Segmentation recognizes that different groups will respond differently to social and behavior change communication (SBCC) messages and interventions.</td></tr>
<tr><td>Channel Analysis</td><td>Part of the process of developing a channel mix plan is to assess what channels are available to the priority audience(s) and how effective they will be in reaching them.</td></tr>
<tr><td>Channel Mix</td><td>A channel mix plan for a social and behavior change communication (SBCC) program is a strategic document that identifies the types of communication channels that best reach the priority audience to deliver the messages and the optimal blend of channels that maximizes reach and effectiveness of the messages. Ultimately, the channel mix selected for the program depends on the communication landscape, audience characteristics, the program's objectives and messages, reach and intensity, and budget.</td></tr>
<tr><td>Channels</td><td>Health communicators have defined communication channels as modes of transmission that enable messages to be exchanged between "senders" and "receivers."</td></tr>
<tr><td>Common Vision</td><td>The vision will anchor your strategy by stating what you hope to achieve. Your vision should be agreed upon by the stakeholders involved in the strategy design process and will thus be "shared" by all. This shared vision statement clarifies what is important, illustrates what you want to happen in the future, and guides the strategy design and development process.</td></tr>
<tr><td>Create & Test</td><td>Create and Test is the third step in the communication process. In this step you design, test, revise, and produce final communication products including materials, activities, and processes.</td></tr>
<tr><td>Creative Brief</td><td>A creative brief is a short, written document used by project managers and creative professionals to guide the development of creative materials (e.g. drama, film, visual design, narrative copy, advertising, websites, slogans) to be used in communication campaigns. Usually, it is no more than two pages in length, sets the direction, defines the audience(s), focuses on the key messages and shows the desired results for an SBCC campaign or materials.</td></tr>
<tr><td>Criteria for Causal Attribution</td><td>Include: strength, consistency, specificity, temporality, dose-response, plausibility, coherence, and consideration of confounding (see https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1898525/pdf/procrsmed00196-0010.pdf for more).</td></tr>
<tr><td>Design Strategy</td><td>Design Strategy incorporates what has been learned during the Inquire step and uses the information gathered to develop a strategic plan for reaching program objectives. This step focuses on developing the Communication Strategy, which includes information from the situation analysis, communication objectives, audience segmentation, program approaches, a workplan, and a plan for monitoring and evaluation.</td></tr>
<tr><td>Evaluate & Evolve</td><td>Evaluate and Evolve is the fifth step in the communication process. In this step you evaluate your program and use lessons learned to inform development of upcoming programs.</td></tr>
<tr><td>Implementation Plan</td><td>The implementation plan details the who, what, when and how much of your communication strategy. The plan covers partner roles and responsibilities, activities, timeline, budget and management considerations.</td></tr>
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Indicators	Indicators are tools used to measure Social Behavior Change Communication (SBCC) program progress. They are used to assess the state of a program by defining its characteristics or variables, and then tracking changes in those characteristics over time or between groups.
Inquire	Inquire aims to gain a deeper understanding of the SBCC challenge within a specific context and of the social and behavioral drivers that facilitate or act as barriers to uptake of desired behavior(s). Inquire is a situation analysis based on available country-level research data and evidence.
Key Promise	The key promise is the core information that to be conveyed in all messages and activities. It is the basis of the actual messages.
Logic Model/ Theory of Change	Logic models are program planning tools that define the inputs, outputs, outcomes of a program in order to explain the thinking behind program design and show how specific program activities lead to desired results. Inputs include the resources, contributions, and investments that go into a program; outputs are the activities, services, events and products that reach the program's primary audience; and outcomes are the results or changes related to the program's intervention that are experienced by the primary audience.
Materials	Materials are a primary means by which health programs deliver social and behavior change communication (SBCC) messages. There are many types of SBCC materials, including printed brochures, the script for a television advertisement, a guide for facilitating a group discussion, a Facebook page or an Internet-based game. Materials development brings together the most effective messages with materials for the best combination of channels – the channel mix - in order to reach and influence the priority audiences.
Messages	In social and behavior change communication (SBCC), a message is a statement containing key points of information that a program wants to communicate to an audience to encourage behavior change. Message design is the process of connecting insights about the priority audience with key information the audience needs to know in order to make the change the program desires. Successful, well-designed messages are simple, memorable, easily understood, culturally appropriate and meaningful to the audience. Their design stems from a clear creative brief that outlines what the communication intervention aims to achieve.
Mobilize & Monitor	Mobilize and Monitor is the fourth step in the communication process. In this step you mobilize your partners, implement your program and monitor its progress.
Monitoring and Evaluation (M&E) Plan	A monitoring and evaluation (M&E) plan is a document that helps to track and assess the results of the interventions throughout the life of a program. It is a living document that should be referred to and updated on a regular basis. While the specifics of each program's M&E plan will look different, they should all follow the same basic structure and include the same key elements.
Objectives	"Communication objectives reflect the needs of the intended audience as well as the goals set by the program or funding agency. They clearly and concisely state: • The desired change in behavior, social norms, or policies • The intended effect of the change • The timeframe required for the change"
Participation	Strategic health communication should be informed by a robust group of program partners, decision–makers, audience members and technical experts. Not everyone needs to be at every meeting, but it is important to bring the entire team together at crucial points in the planning and implementation process–at the design strategy workshop, for example, and the project kickoff. It is also critical to have broad participation during implementation; this spreads project ownership and is the first step to on the road to sustainability.
Partners/ Partnerships	Organizations that are working to advance the same health or social issue. Partners could include various government ministries; local non-governmental, community, or civic organizations; international non-governmental organizations; foundations; and private sector companies.
Positioning Statement	Positioning is a way to make an issue, such as breastfeeding, occupy a particular space in the audience's mind. It is a way to make the issue stand out, and how the program wants people to see and feel about the issue. A positioning statement is one sentence that captures what the program's behavior, product or service stands for in the mind of the audience.
Pretest	Pretesting is the process of bringing together members of the priority audience to react to the components of a communication campaign before they are produced in final form. Pre-testing measures the reaction of the selected group of individuals and helps determine whether the priority audience will find the components - usually draft materials understandable, believable and appealing.

GLOSSARY	**Primary Audience**	Refers to a group of people whose behavior must change in order to improve the health situation. It is the most important group to address because they have the power to make changes the SBCC program calls for. These may be the people who are directly affected by the challenge or who are most at risk for the challenge. Or it may be the people who are best able to address the challenge or who can make decisions on behalf of those affected.
	Problem Statement	The core challenge statement outlines key information on why there is a difference between the Vision (what you want to happen) and the current situation (what is happening now).
	Program Theory	A program theory is a program's explanation of why it thinks its intended audience acts the way it does and its assumptions on how it will behave or change through exposure to the SBCC program.
	SBCC Capacity	Refers to the capacity of country partners to plan, implement and evaluate high-quality SBCC programs.
	Secondary (influencing) Audience	Refers to those who influence the primary audience either directly or indirectly. Influencing audiences can include family members and people in the community, such as service providers, community leaders and teachers, but can also include people who shape social norms, influence policies or influence how people think about the challenge.
	Situation Analysis	A situation analysis or environmental analysis is the fundamental first step in the social and behavior change communication change (SBCC) process. It involves a systematic collection and study of health and demographic data, study findings and other contextual information in order to identify and understand the specific health issue to be addressed. It examines the current status of the health issue as well as the social, economic, political and health context in which the health issue exists and establishes the vision for the SBCC program.
	SMART	A SMART objective is: • Specific: Does the objective say who or what is the focus of the effort? Does this objective say what type of change is intended? Does the objective cover only one challenge? • Measurable: Can your objective be measured in some way? Does the objective include a verifiable amount or proportion of change expected? • Appropriate: Is the objective sensitive to audience needs and preferences? Is the objective sensitive to societal norms and expectations? • Realistic: Can you realistically achieve the objective with the time and resources available? Is the degree of expected change reasonable given these conditions? • Time-bound: Does the objective state the time period for achieving change?
	Stakeholders	Referes to those who are affected by, have a direct interest in, or are somehow involved with the problem identified during the situation analysis.
	Strategic Approaches	The strategic approaches describe how the objectives will be achieved. They will guide the development and implementation of activities and will determine the vehicles, tools and media mix that your team will use.. Strategic approaches are often depicted through a strategic framework, which shows how activities will contribute to objectives.
	Support Points	Support points are information that supports the key benefit. They tell the audience why they should believe that they will actually receive the promised benefit. Support points can be in the form of facts, testimonials, celebrity or opinion leader endorsements, comparisons or guarantees.
	Sustainability	Sustainability factors include institutional, financial and programmatic. Continuity must be in place at the organizational level, among leaders, and with the donor community, to ensure that strategic communication efforts achieve long-term impact.