

SBCC Strategy Template

ORGANIZATION'S NAME (FILL IN)

PROGRAM NAME (FILL IN)

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION STRATEGY FOR THE PREVENTION OF HIV

1. SBCC Program Design:

1.1 Primary Target Audience

Please explain who this prevention program will target. Be as specific as possible. (e.g. in and out of school youth 15-24 years of age in the town of Ongwediva)

1.2 Target Audience Justification

Please provide an evidence-based argument supporting your program focus in that geographical area and among that target population. Make your points in bullet form. Refer to data from national surveys such as the DHS or AIS, any qualitative data, and any other data you may have.

1.3 Targeted behaviors

Please list the principal behaviors you are hoping to change through this program's interventions, keeping combined prevention in mind (e.g. reduction of sexual partners, testing, etc.):

1.4 Behavioral Objectives

In this section, please list the targeted behaviors in the form of specific objectives (e.g. To reduce the proportion of youth 15-25 in the program reporting multiple sexual partners over the baseline by Sept. 2010). For each of the targeted behaviors above there should be a corresponding behavioral objective listed here.

1.5 Communications strategy to achieve these objectives: Stages of Change and messages, levels and channels, and SBCC/IEC materials

Stages of change of each targeted behavior and required message types:

List each target behavior and note the stage of change you believe your target population is in currently for that behavior and the required message type (e.g. Testing: Stages 2 and 3 (Contemplation and Preparation for Action): Motivation, plan of action, consequences).

Principal underlying factors

List each target behavior and some of the principal underlying factors (e.g. multiple sexual partners: male and female social norms, peer pressure, economic factors, etc.)

Communications levels, channels and SBCC/IEC materials

In this section in bullet form please list the various levels of interventions (e.g. clinic, workplace or community, group of target audience members, individual) and the communications channels the program plans to use (e.g radio, newsletters, group sessions, drama, etc.). Next to each channel note the type of SBCC/IEC material you will use or need to identify/develop ((e.g radio: develop script; group sessions: identify or develop IEC materials related to the drivers of the epidemic; drama: develop scripts, etc.)

Community/school/clinic Level channels and materials:

Group level channels and materials:

Individual level channels and materials:

2. Program implementation structure

2.1 SBCC implementers

What cadre of SBCC implementer will be working with the target audience (e.g. prevention officers, community mobilizers, peer educators, community educators)? How many of them will there be in total?

How will they be selected (process and criteria)?

What pre-and in-service training will they receive?

2.2 Locations and organization of service delivery

Specifically where will the work take place? In what geographical area? In what sites (e.g list the schools, communities or workplaces)?

How will the service delivery organized? Specifically how many SBCC implementers will be in each site? How many of the target audience will they serve in each place?

To change behavior, it is important that members of the target audience be seen often and over a period of time (dosage). How often will the SBCC providers meet with small groups or individuals from the target audience, and over what period of time?

No. of times per month/week:

Duration of session:

Number of sessions in a year with each group or individual:

2.3 Supportive supervision

How many supervisors will there be?

How often will they meet with the implementers as a group?

How often will they visit the implementers to observe BCC services being delivered?

Do you have or do you need to develop a supervisory checklist?

3. Behavioral M&E

3.1 Process objectives, indicators and data collection methods

In this section, list the process objectives, process indicators and method you will use to collect this data.

(EXAMPLE - **Process Objective:** To reach 1,500 youth 15-25 years of age through 15 peer educators in 2 regions by September 2010; **Process Indicator:** # of individuals reached through community outreach that promotes HIV/AIDS prevention through other behavior change beyond abstinence and/being faithful; **Methodology:** This data will be collected by peer educators and forwarded to the program supervisors through their monthly reports.)

Process objectives (list):

Process indicators:

Methodology:

3.2 Behavioral objectives and methodology

In this section list the behavioral objectives (copy from section 1.4 above) and explain the general methodology you will use to measure change.

(EXAMPLE - **Behavioral objective:** To reduce the proportion of youth ages 15-25 in the program reporting multiple sexual partners over the baseline by Sept. 2010; **Behavioral Indicator:** Percentage of youth ages 15-25 in the program reporting multiple sexual partners over the baseline by Sept. 2010; **Methodology:** Collect baseline behavioral data using a standard KAP questionnaire in October 2009; then conduct a follow-on survey in September 2010.)

Behavioral objectives (list):

Behavioral indicators:

Methodology: