

C-Change Activities in the Southern Africa Region



CAPACITY STRENGTHENING TOOLKIT FOR IMPLEMENTING SOCIAL AND BEHAVIOR CHANGE COMMUNICATION

Capacity Strengthening in social and behavior change communication (SBCC) is one of the main pillars of C-Change's mandate. C-Change is implementing a Capacity Strengthening process in Southern Africa. Following is information about selected tools and activities that C-Change is using to carry out this work.

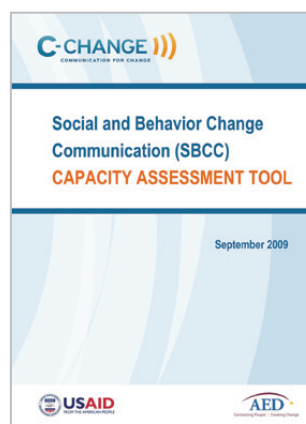
1 SBCC Capacity Assessment Tool

C-Change developed the SBCC Capacity Assessment Tool to evaluate the technical capacity of organizations to carry out SBCC programming. The Tool utilizes a group assessment process to determine standards of quality in three core SBCC program areas:

- 1 planning and design
- 2 implementation, and
- 3 monitoring and evaluation.

A facilitator guides consensus building to identify capabilities in the three areas and specific steps to improve SBCC programming quality. Components are flexibly designed so that organizations can adapt the tool to meet their needs.

<http://www.c-changeprogram.org/resources/sbcc-capacity-assessment-tool>



2 SBCC Framework

The SBCC Framework guides our implementation and capacity strengthening work with partners. SBCC has three characteristics. It:

- 1 Is an interactive, researched, and planned process aimed at changing social conditions and individual behaviors;
- 2 Uses an ecological model for an analysis of knowledge and motivation, social and gender norms, skills needed for change, and the enabling environment; and
- 3 Operates through three key strategies, namely
 - a. advocacy,
 - b. social mobilization, and
 - c. behavior change communication.

<http://www.c-changeprogram.org/our-approach/capacity-strengthening>

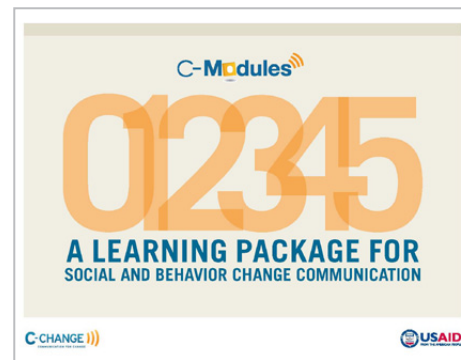


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3 C-Modules: A Learning Package for Social and Behavior Change Communication

C-Change has created a facilitated, face-to-face six module learning package, which uses the C-Planning process, SBCC Framework, socio-ecological model, and three key strategies. This package provides working professionals with competencies and skills to analyze, design, implement, monitor and evaluate programs and interventions that address SBCC in any development area at multiple levels. Workshops on SBCC in Kenya, Nigeria, and a regional training in South Africa have informed the final modules.



<http://www.c-changeprogram.org/our-approach/capacity-strengthening/sbcc-modules>

4 Online courses using C-Modules

C-Change partner **Ohio University** has developed online courses that use the content of C-Modules.

These courses are offered by the university in either facilitated or self-paced formats.

<http://www.ouwb.ohiou.edu/c-change/default.asp>



5 Center of Excellence

A Masters in Public Health degree with an SBCC specialty at the **University of Witwatersrand (Wits)** School of Public Health launched in January 2010 with 13 students. Certificate courses with an SBCC specialty have been offered since 2009.

- C-Change partners **Soul City** and **Ohio University** collaborated with Wits to create this Center of Excellence to increase SBCC capacity on the African continent (first of its kind in Southern Africa).
- Courses are suited for students and professionals working in government and NGOs implementing SBCC or doing research.

<http://web.wits.ac.za/Academic/Health/PublicHealth/PostgraduateProgrammes/MasterofPublicHealth/SocialandBehaviourChange.htm>

6 Online Resource Center

The Capacity Strengthening Online Resource Center (CSORC), which provides access to high-quality training resources and materials, and technical exchange to serve professionals, trainers, teachers, and students in SBCC was developed by C-Change partners **Communication Initiative** and **Ohio University**. To receive the bimonthly e-magazine The ORC highlighting new content, email: cchangeorc@comminit.com.

http://www.comminit.com/en/cchange_capacity.html



REGIONAL ACTIVITIES FOR REPLICATION

Southern African AIDS Trust (SAT)

C-Change is working with SAT's School Without Walls* to strengthen SBCC capacity of SAT's network of over 130 local NGOs in 5 countries (Malawi, Mozambique, Tanzania, Zambia, and Zimbabwe).

C-Change is providing:

- Longer, more intense regional trainings
- Highly participatory approach
- New skills application ensured before cascading training
- Ongoing mentoring support



*<http://www.satregional.org/content/publications/PDF's/School%20Without%20Walls.pdf>

Low Literacy Materials and Tools

Set of 6 materials on HIV prevention for low literacy audiences to assist communities to initiate thoughtful discussions around HIV key drivers.

Adaptation and replication for the Southern African region are key components.

- Materials designed to help low literacy audiences “make meaning” for themselves of the information on HIV key drivers (MCP, alcohol, intergenerational sex, and violence)
- 6 unusual interactive formats (cubes, cards, dialogue buttons, etc.) grouped around a simple community mobilization process, illustrating new PEPFAR quality criteria
- Participatory development process using Action Media approach
- Final materials concept tested in 5 countries; adapted and promoted by Soul City regional network and SAT to other partners





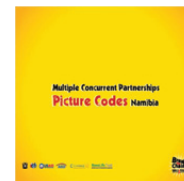
COUNTRY EXAMPLES FOR REPLICATION

Namibia

Worked with 27 implementing partners to build SBCC competencies/skills (PACT & 6 community sub-grantees; Intrahealth & 14 VCT sub-grantees; Peace Corps Volunteers)

- Providing SBCC capacity strengthening to PEPFAR partners
- Working with Gov't, NGOs, & UN agencies to harmonize SBCC messages around HIV drivers
- Developing materials to support SBCC programs, e.g., adapting low literacy picture codes to Namibian context to stimulate discussions on HIV drivers at community level

<http://www.c-changeprogram.org/where-we-work/namibia>



Lesotho

Trained 172 community residents with Sesotho curriculum, specifically developed to facilitate community dialogue on MCP and other HIV drivers

- Innovative focus on encouraging discussion on sexual satisfaction between couples of all ages
- Mass media campaign linked with community discussions to reinforce dialogue themes

<http://www.c-changeprogram.org/where-we-work/lesotho>



For additional information about C-Change activities,
visit <http://www.c-changeprogram.org>

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