

# LONG-TERM AND TAILORED CAPACITY STRENGTHENING (CS) IN SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)

**AUTHORS:** Antje Becker-Benton, Emily Bockh, and Sarah Meyanathan, C-Change, AED

## BACKGROUND

The goal of the C-Change project is to improve the effectiveness and sustainability of SBCC. To this end, C-Change and its partners—Ohio University, Soul City, the Southern African AIDS Trust (SAT), the Communication Initiative, CARE, and other organizations—have been strengthening SBCC capacity in over 15 countries.

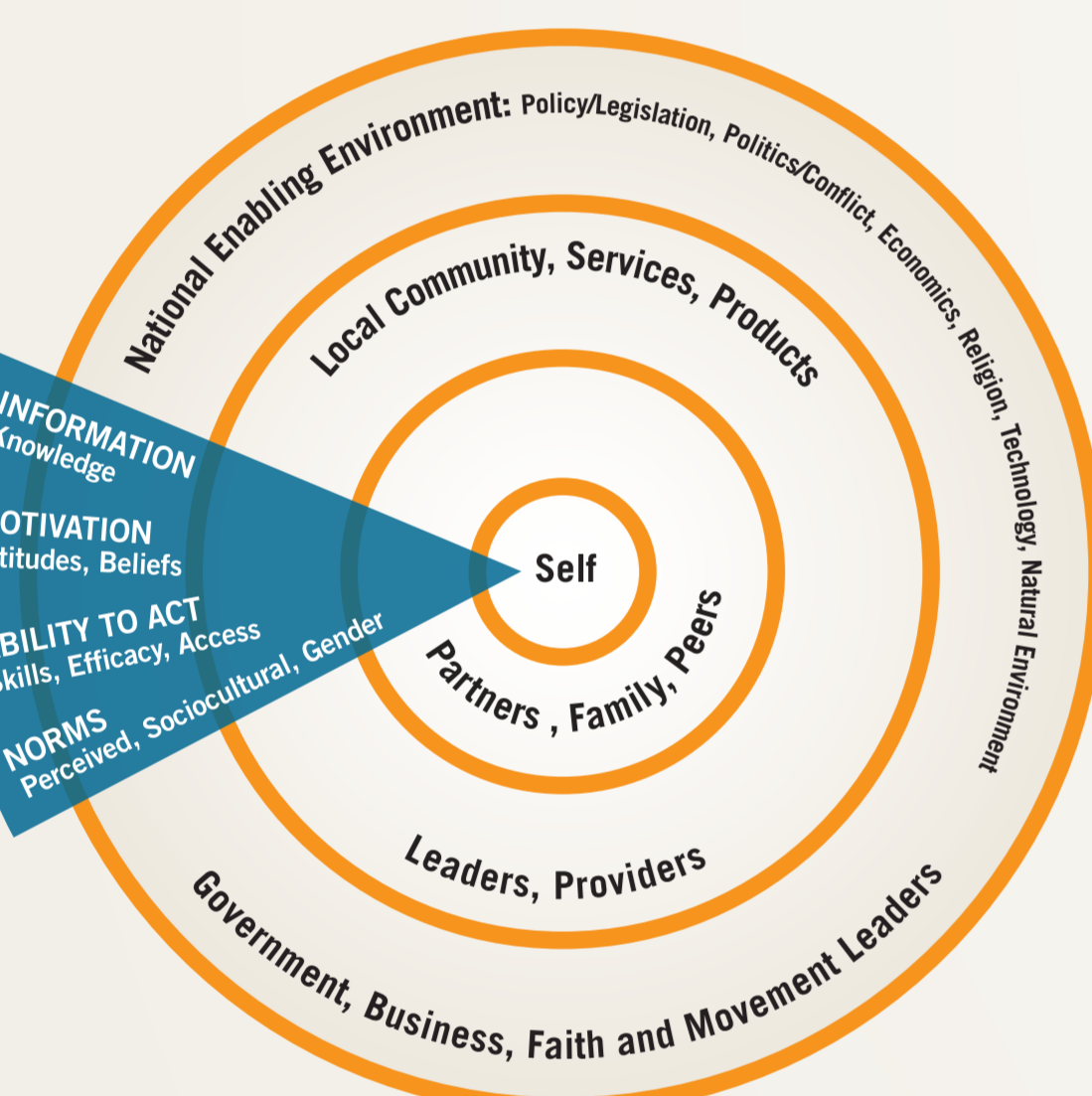
### SBCC Framework

SBCC has three characteristics:



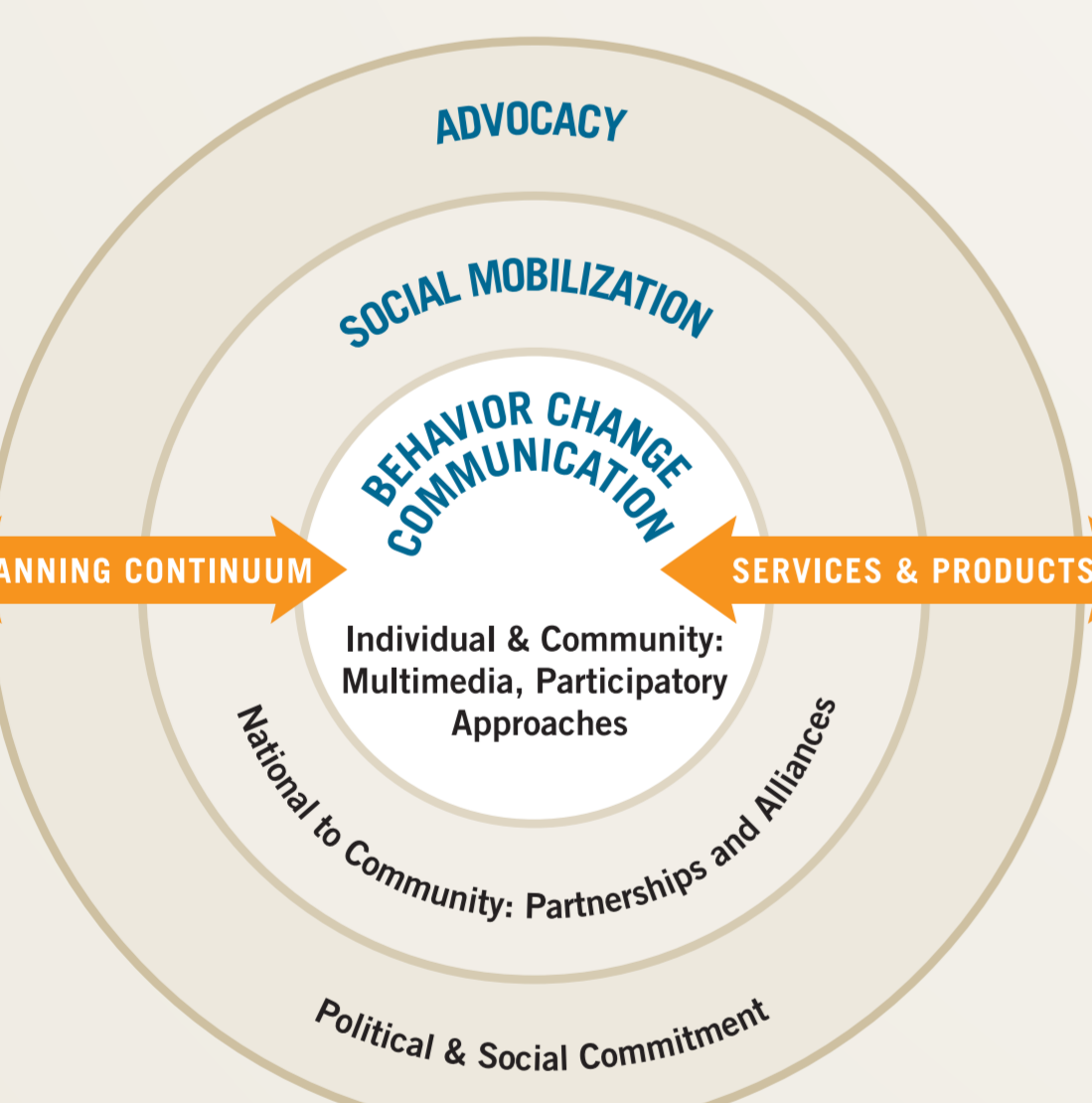
1. SBCC is an interactive, researched and planned process.

SOURCE: Adapted from Health Communication Partnership, P-Process Brochure, CCP at JHU (2003); McKee, Manoncourt, Chin, Carnegie, ACADA Model (2000); Parker, Galynge, and Durden, The Integrated Strategy Wheel (1998); AED, Tool Box for Building Health Communication Capacity (1995); National Cancer Institute, Health Communication Program Cycle (1989).



2. SBCC applies a socio-ecological model to find the tipping point for change.

SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)



3. SBCC operates through three main strategies:

- advocacy,
- social and community mobilization, and
- behavior change communication

SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)

## RESULTS

C-Change is measuring its CS activities with the following selected indicators:

- % of local partner organizations that incorporate one or more SBCC models or theories into the design of their activities
- % of people trained who apply and exhibit increased SBCC skills
- # of trainees able to plan M&E activities for SBCC interventions
- % of trained organizations using SBCC tools
- % of master trainers with competency for sustained training in SBCC
- # of people completing online trainings on C-Change's SBCC Modules
- # of institutions that meet center of excellence criteria in SBCC
- # of regional diploma and post-graduate students trained at SBCC centers of excellence courses

## SUBJECT

C-Change has developed a Capacity Strengthening (CS) Toolkit with seven components:

1. A theory-based SBCC Framework to identify tipping points for social and behavior change
2. SBCC capacity assessment tools to tailor CS activities to needs
3. A C-Modules Learning Package for face-to-face training that has more than 50 C-Tools, uses highly participatory methodologies, and offers mentored skills application
4. Online SBCC courses with Ohio University and on USAID's Global Health e-Learning website

5. Masters and certificate courses at the Center of Excellence established at the University of Witwatersrand with Soul City
6. The C-Capacity online resource center and newsletter in partnership with the Communication Initiative
7. Introduction and guidance on using highly participatory processes to develop materials (Action Media Method, HIV Community Conversation Toolkit, and Adaptation Bulletins).

C-Change tailors the use of these CS components according to program needs.



### Example Application of the CS Toolkit

With 21 members of the SAT regional network in five countries, C-Change has

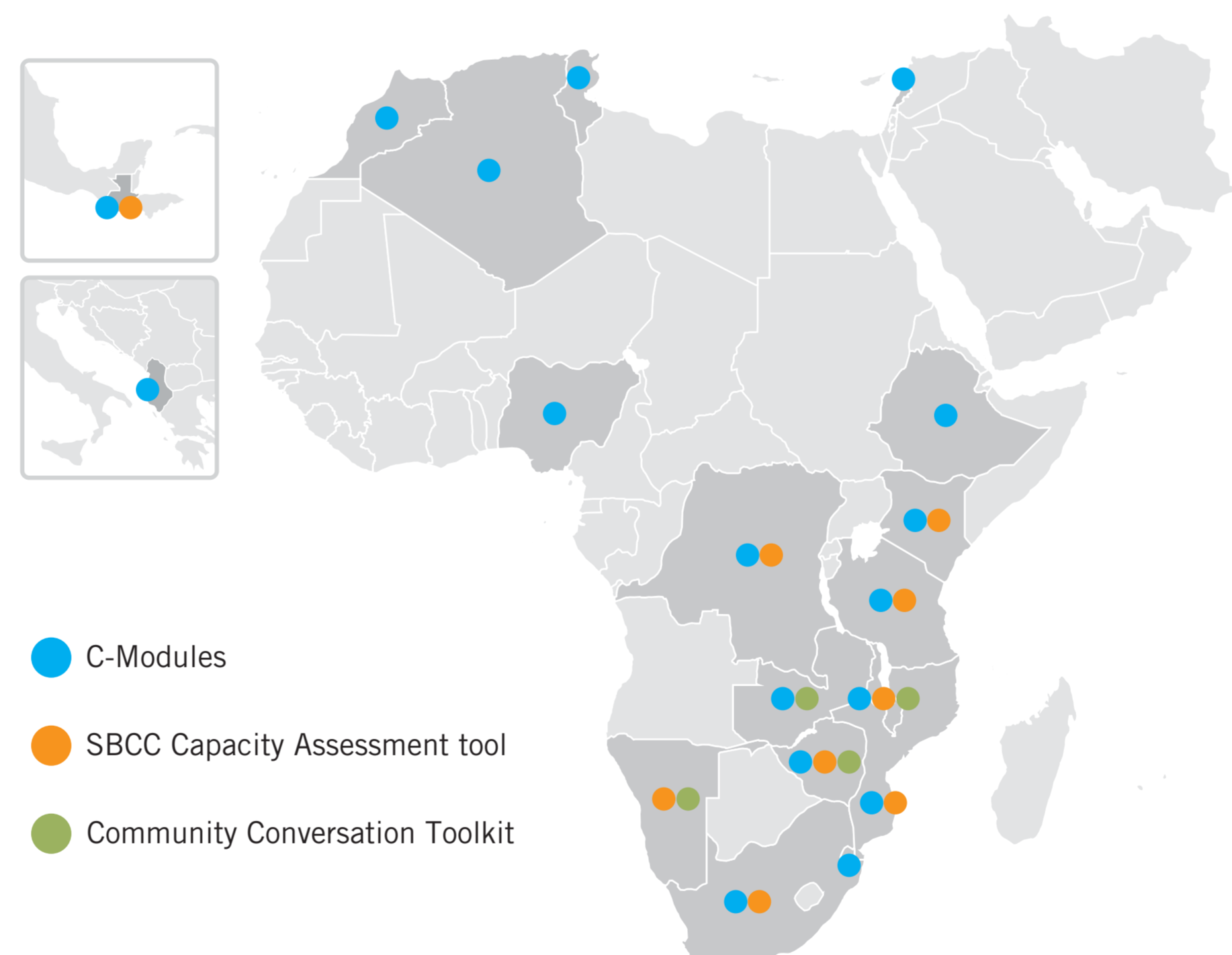
- conducted SBCC capacity assessments (13 members in four countries)
- led a 5-day training in participatory facilitation methods and a 10-day regional SBCC training, with follow-up assignments and mentoring (20 members)
- conducted a 5-day M&E training, with follow-up assignments and mentoring
- provided selected opportunities to apply SBCC skills in practice
- used newsletters and other online resources offering training, links, and other CS opportunities in SBCC



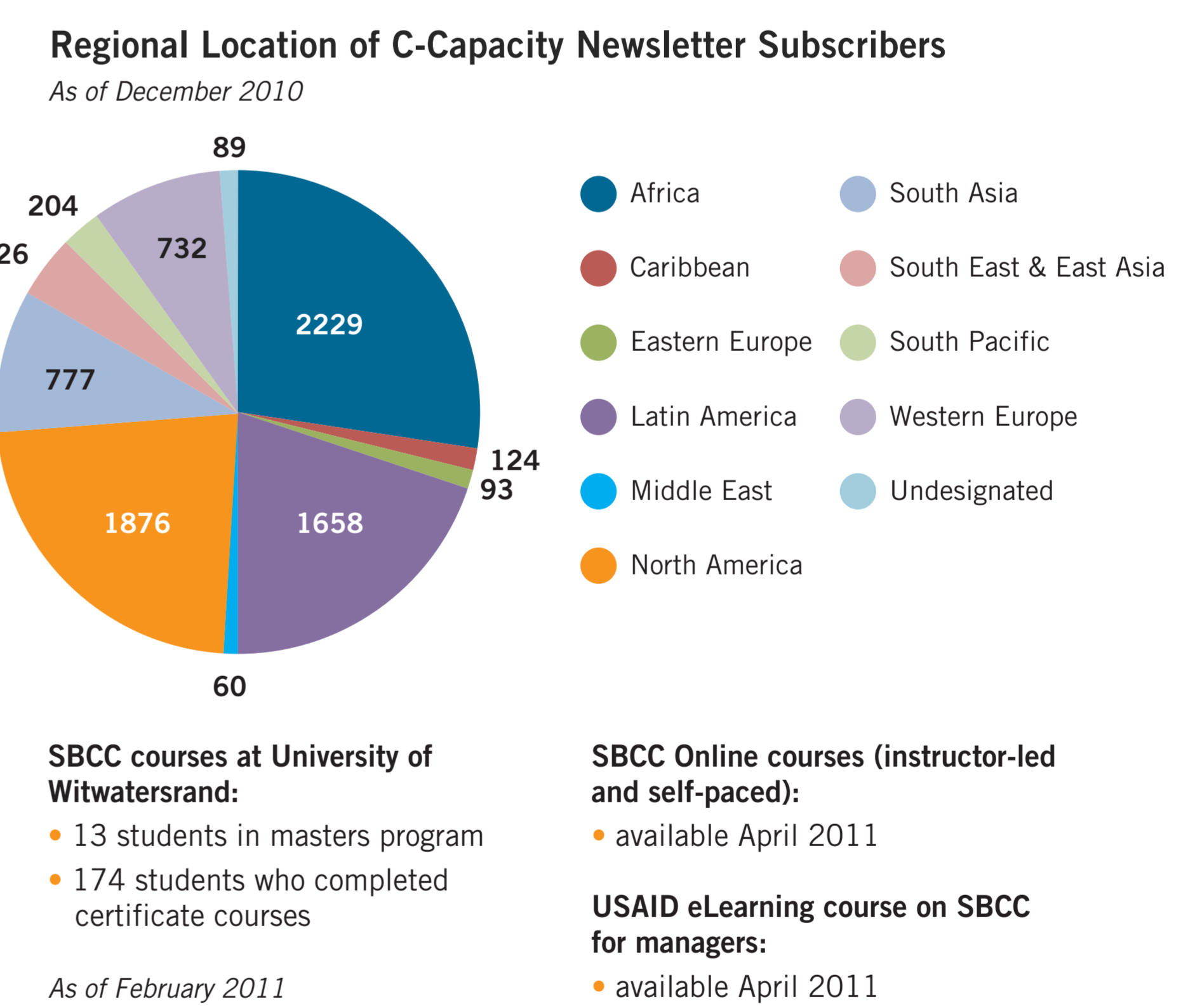
With SAT, C-Change plans to

- conduct a data analysis training
- conduct refresher training and training of trainers
- identify master trainers in SBCC in five countries in the SAT regional network
- roll out training to the rest of the network, with partner mentoring
- establish a community of practice within the SAT network

### Total use of the CS Toolkit thus far:



### C-Capacity website and newsletters:



## CONCLUSIONS

C-Change anticipates increased and sustained use of the CS Toolkit for the following reasons:

- It can be easily tailored to program needs, based on capacity assessments
- The assessment tools are designed to function as baseline to allow measurement of increased SBCC capacity
- Components can be used interchangeably, face-to-face and online (See [www.ouwb.ohiou.edu/c-change/default.asp](http://www.ouwb.ohiou.edu/c-change/default.asp))
- Center of excellence courses are being developed at universities in South Africa, Nigeria, Guatemala, Albania, and Jamaica
- The toolkit is freely available, easy to access, and can be continuously tailored. It can be downloaded at <http://c-change.program.org/focus-areas/capacity-strengthening/SBCC-Toolkit>. Open files of all components can be requested at [CChangeCS@aed.org](mailto:CChangeCS@aed.org)

Next Steps:

- Continue to make CS tools available
- Increase their use by NGOs, ministries of health, and USAID missions through training and mentoring
- Document results and lessons learned



[www.c-changeprogram.org](http://www.c-changeprogram.org)



C-Change is a global, 5-year, USAID-funded project implemented by partners and managed by AED.