



Social and Behavior Change Communication (SBCC) Framework

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SBCC has 3 characteristics:

1. SBCC is an interactive, researched and planned process
2. SBCC applies a socio-ecological model to find the tipping point for change
3. SBCC operates through three key strategies, namely
 - a) advocacy,
 - b) social mobilization, and
 - c) behavior change communication.



Steps:

1. Understanding the Context through Situation & Communication Analysis
2. Focusing & Designing the Communication Strategy
3. Creating Interventions & Materials for Change
4. Implementing & Monitoring Change Processes
5. Evaluation & Replanning for Outcome and Sustainability

Characteristic 1. SBCC is a Process



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



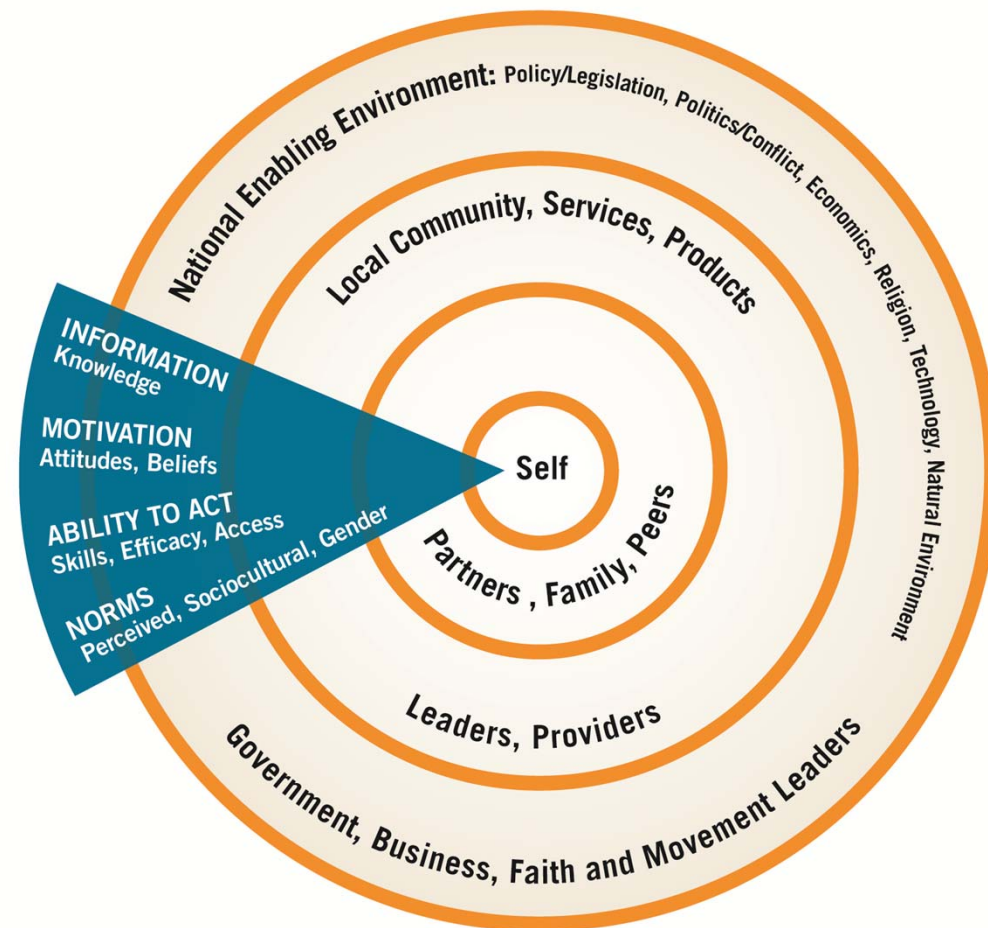
Levels of Analysis: Where is the tipping point for change?

- **Self:** Who is directly affected?
- **Partners, Family, Peers:** Who is directly influencing “self”?
- **Local Community, Services, Products & Leaders and Providers:** Who or what is directly influencing “self” at the local level?
- **National Enabling Environment & Leaders:** Who or what is indirectly affecting “self” at the national level?

Crosscutting Factors:

- **Information, Motivation, Ability to Act, and Norms:** How are these factors addressed across all levels?

Characteristic 2: SBCC Applies a Socio-Ecological Model to find the tipping point for change



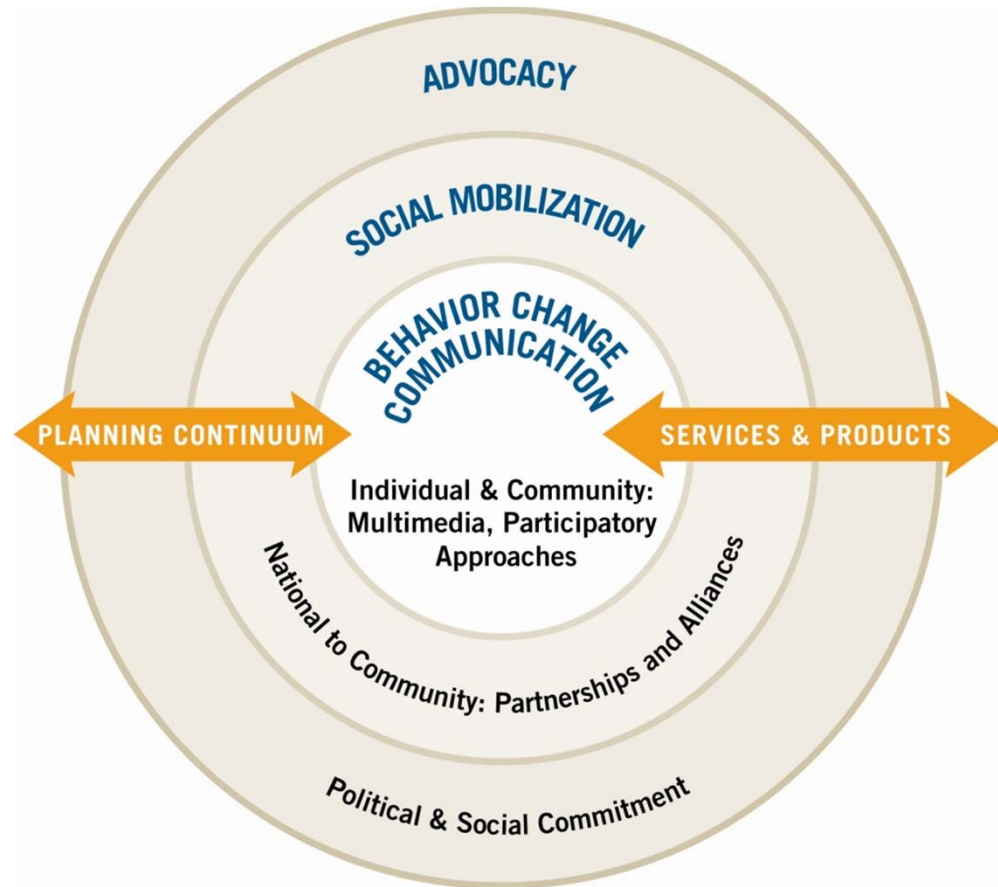
SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)



Analysis determines the mix of strategies:

- **Advocacy** to raise resources & political/ social leadership commitment for change goals
- **Social Mobilization** for wider participation, collective action and ownership, including community mobilization
- **Behavior Change Communication** for changes in knowledge, attitudes and practices of specific audiences

Characteristic 3: SBCC Operates Through Three Key Strategies



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