

Social and Behavior Change Communication (SBCC) Guide

This document includes visuals, best practices, and real-world applications from trusted SBCC frameworks to guide any organization in planning and implementing effective Social and Behavior Change Communication (SBCC) interventions.

Tailored for your organization digital engagement efforts.

Section 1: Introduction to SBCC

Social and Behavior Change Communication (SBCC) is a research-based, consultative process that uses communication to promote behaviors that improve well-being outcomes and foster social change.

SBCC integrates theories of behavior change with participatory communication techniques. It addresses individual knowledge, beliefs, and attitudes while also targeting social norms, structures, and community engagement.

Key Sources:** UNICEF SBC Strategy, WHO Well-being Promotion Strategy, JHU Center for Communication Programs.

Section 2: Key Components and Strategic Process

- a) Situation Analysis: Gather data on the issue, audience, and context. Use social listening and local research.
- b) Audience Segmentation: Identify and categorize priority audiences based on behaviors, barriers, and motivators.
- c) Strategy Design: Define objectives, channels, messages, and partnerships.
- d) Material Development: Co-create content using local languages, visual storytelling, and user-tested formats.
- e) Implementation: Use a mix of digital and community-based platforms to roll out campaigns.
- f) Monitoring and Evaluation (M&E): Measure reach, engagement, behavior outcomes, and feedback.

Strategic SBCC Process

• Situation Analysis – Gather data on issue, audience, and context.
• Audience Segmentation – Identify key groups by behavior, barriers.
• Strategy Design – Set objectives, platforms, messages.

• Material Development – Create locally relevant, tested content.
• Implementation – Roll out across channels (online/offline).
• Monitoring & Evaluation – Track impact and adapt.

Section 3: Digital SBCC in Practice

Digital platforms enhance the scale, speed, and personalization of SBCC. It leverages digital ecosystems to deliver tailored behavior change communication:

- a. Social media: Campaigns on Facebook, TikTok, and Instagram to influence youth behavior and well-being knowledge.
- b. Chatbots & WhatsApp: For COVID-19 response and vaccine FAQ delivery.
- c. Geo-targeted Ads: Promoting services in high-risk or underserved areas.
- d. Influencer Collaborations: Mobilizing trusted community voices.

Digital SBC platforms

• Social Media Campaigns (FB, IG, TikTok)
• Influencer Engagement
• Chatbots & WhatsApp Broadcasts
• Geo-targeted Digital Ads
• Real-time Dashboards & Feedback Loops

Section 4: Common Challenges & Best Practices

Challenges:

- a) Low digital access in rural areas
- a) Resistance due to misinformation or cultural beliefs
- b) Limited capacity in data use and interpretation
- c) Weak feedback loops from communities to decision-makers

Best Practices:

- a. Use participatory approaches and local influencers
- b. Integrate behavior insights and social norms research
- c. Build capacity for social data analysis and response
- d. Combine digital tools with offline community structures

Section 5: SBCC Strategy Blueprint & How your organization Can Help

SBCC Strategy Outline:

Goal: What behavior or norm needs to change?

Audience: Who needs to act differently?

Insights: What drives or prevents action?

Channels: Which platforms and influencers reach them?

Messaging: What resonates emotionally and culturally?

Monitoring: What indicators measure success?

Suggested SBC Services & Support Areas

• Digital campaign strategy and execution
• Social media content design & deployment
• Behavior-informed storytelling and media
• Real-time analytics and A/B testing
• Capacity building for NGOs & public institutions