

# Social and Behavior Change Communication (SBCC) in Practice

Expanded Use of SBCC Approaches and Tools Beyond Health Programming

ABBY BUSKAGER, MA | Chemonics International Inc., United States

While SBCC has often been used as part of public health initiatives, recent trends show the expanded use of SBCC across other technical sectors. From agriculture and food security to environment and climate change adaptation, non-health projects are gradually integrating SBCC tools and approaches into their design.

Chemonics implements donor-funded programs across diverse technical sectors that seek to positively influence target audiences' behaviors and facilitate social change. By utilizing SBCC tools and interventions, Chemonics has been able to effectively achieve outcomes in technical sectors outside of health.

## Key Design and Implementation Principles

- Consideration of local context
- Activity and tool designs are tailored to key audiences and community influencers
- Engagement with stakeholders — including formal and informal government and community leaders — as local champions and community influencers
- Integration of SBCC tools and interventions to achieve program goals and objectives

### PROJECT 1



#### Sri Lanka Supporting Opportunities for Livelihood Development (SOLID) Activity

Dates: November 15, 2013 – August 31, 2017  
Funding Agency: USAID

#### Main Goal and Objectives

To strengthen livelihoods of targeted, vulnerable households in Sri Lanka's Northern Province, Eastern Province, and North Central Province with four objectives:

- Improve production practices of small-holder farmers
- Increase market access for small-holder farmers
- Increase knowledge of good agri-business/organizational practices
- Improve household diets

## Key Interventions:

- Public awareness campaigns to promote:
  - Safe pesticide use
  - Household nutrient intake

### PROJECT 2



#### Enhance Climate Resiliency and Water Security in the Maldives Project / Maldives Global Climate Change (GCC) Project

Dates: September 28, 2011 - May 31, 2016  
Funding Agency: USAID

#### Main Goal and Objectives

To demonstrate the process and outcomes needed to achieve climate resilient islands. The program conducted pilot projects in two islands in the Northern Atoll Province with six activity components:

- Assessment, design, and mobilization
- Institutional strengthening
- Enhancing community knowledge, skills, and attitudes
- Service delivery and technological innovation
- Expanded focus on provincial utility capacity
- Expanded focus on utility regulatory oversight

#### Key Interventions:

- Public awareness campaigns to promote:
  - Composting
  - Groundwater recharge
  - Rainwater harvesting and climate change
  - Groundwater pollution
  - Marine pollution
  - Water conservation



Sri Lanka SOLID beneficiary farmer reviews posters on safe pesticide use outside of Department of Agriculture.

### PROJECT 3



#### Mozambique Coastal City Adaptation (CCAP) Project

Dates: November 25, 2013 – November 24, 2018  
Funding Agency: USAID

#### Main Goal and Objectives

To increase climate resilience in select Mozambican coastal cities. The program works across five municipalities with three program objectives:

- Improve the provision of climate-resilient urban services by municipalities
- Increase adoption of climate resilience measures by communities and civic and community organizations (including civil society, NGOs, and faith-based organizations)
- Increase the capacity to potentially implement economic risk-management tools

#### Key Interventions:

- Door-to-door campaign to raise awareness of climate change impacts
- Government and community radio message dissemination to promote best practices for adapting and being more resilient to climate change
- Community mobilization to promote climate resilient practices, such as preventing marine water flooding and constructing resilient housing



Maldives GCC's "Fen Fahi" awareness campaign included 24 individual awareness materials – including posters, billboards, TV spots, factsheets, and newsletters – covering seven topic areas. This poster displays the cycle of marine pollution.

Project	Key Materials, Tools, and Communication Channels									
	Presentations	Booklets / Factsheets	Posters / Flyers	Public Meeting / Debate / Events	Radio	Video	Social Media / Media	Assessment Tools	Workshops	Specialized Materials*
Sri Lanka SOLID		•	•	•			•		•	•
Maldives GCC	•	•	•	•		•	•	•	•	
Mozambique CCAP		•	•	•	•	•	•		•	•

\*Sri Lanka SOLID: Calendars, Meal Plates \*Mozambique CCAP: Folk Music

Project	Key Target Audiences and Community Influencers											
	Government Officials	Business Leaders / Entrepreneurs	Current / Potential Beneficiaries	Committees	Property Owners / Heads of Household	Community Leaders	Local Celebrities	Children and Youth	CSOs / CBOs / NGOs	School Officials	Trade / Health / Law Prof.	Media Outlets
Sri Lanka SOLID	•	•	•		•	•		•				•
Maldives GCC	•	•	•	•	•	•	•	•		•	•	
Mozambique CCAP	•		•		•	•		•	•	•	•	

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