



SHIFTING NORMS
CHANGING BEHAVIOR
AMPLIFYING VOICE
WHAT WORKS?

2018 INTERNATIONAL SBCC SUMMIT

FEATURING ENTERTAINMENT-EDUCATION



SUMMIT REPORT



SBCC
Sustainable Business
Center for
Community
Development
Dancy Mauliki



LETTER FROM THE SECRETARIAT

It's hard not to feel energized following the 2018 International Social and Behavior Change Communication Summit – an inspiring five days in Nusa Dua, Indonesia, devoted to more fully understanding what works in our field to make true and lasting change in people's lives. We met so many of our peers, learning how they are addressing the challenges they face across all aspects of development, including health. And we were nearly 1,200 strong, an incredible showing from 429 organizations in 93 countries, all people motivated by the power of communication to make a difference.

We also had many thoughtful conversations on how we can help others outside the SBCC field understand the potential and the power of the work we do – and how they might adopt and apply some of our proven, evidence-based methods to enhance their work.

The most important example: The United Nations' Sustainable Development Goals, 17 ambitious objectives to be met by 2030. They are meant to end poverty, reduce maternal and infant mortality, address gender inequality and so much more.

Achieving them will not be easy. In addition to a strong commitment and coordinated effort at all levels, accomplishing these goals will require wide-scale behavior change and adoption of social norms that are much different than those found in many parts of the world today. The good news is that our community is well-suited and committed to helping achieve them.

We are confident that the many great conversations and ideas generated at the Summit will continue to percolate in the months ahead. As a way to keep focus, the **Global Alliance for Social and Behavior Change — Building Informed and Engaged Societies** was inaugurated at the Summit, led by our partners at UNICEF with help from The Communication Initiative.

The alliance will work to capture and communicate the most compelling evidence in the field as well as to expand policy influence, increase the scale of SBCC and ensure higher levels of funding for our work. It is already building on the conversations at the Summit in terms of looking at the evidence and acting on upcoming opportunities to make the case to the broader global community.

We've also seen others following up on the momentum of the 2018 Summit to continue the discussion and plan additional SBCC-focused events, including a Francophone Summit in the Ivory Coast, a regional conference in Kenya and a local one in South Africa.

We're eager to continue engaging with donors, both those who were with us at the Summit and others who might be interested in supporting SBCC. Furthermore, we'll be looking for ways to broaden the use of social and behavior change not only in health areas, but also with regard to other social and development areas.

The Summit provided a great jumping off point for all of this.

The Summit provided a great jumping off point.





ABOUT THE SUMMIT

Two years ago in Addis Ababa, Ethiopia, the message was clear: Those in the field of social and behavior change communication needed to connect, share and learn from one another. At most international health and development gatherings, SBCC had been featured as a side track or confined to just a few individual sessions. But with so much growth, it was clear that practitioners needed a convening space where they could focus wholly on SBCC. The enthusiastic response to the first SBCC Summit led to a commitment to convene an SBCC Summit every two years.

The interest in the 2018 SBCC Summit was overwhelming, from a record number of abstracts submitted to nearly twice as many people attending the Nusa Dua, Indonesia, conference as had attended in Addis just two years before.

The topics covered were manifold from gender, youth and social norms to nutrition, family planning and climate

change. There were talks on behavioral economics, big data, entertainment-education, human-centered design, measurement and evaluation and so much more. A week at the Summit was truly a crash course in the best our field has to offer. And that was just what filled the program. Much of the true learning and understanding came from conversations had in the hallways or during lunch, where people from around the world who may approach their work in very different ways came together to learn from one another.

This report provides a taste of the 2018 Summit, some highlights of the weeklong event, a few lessons learned and food for thought for a 2020 Summit. More insights can be found in a special issue about the Summit published by *The Journal of Development Communication*.





The interest in the 2018 SBCC Summit was overwhelming.



STEERING COMMITTEE

The 2018 Summit was hosted by a consortium of international and local partners including the Johns Hopkins Center for Communication Programs, BBC Media Action, The Communication Initiative, UNICEF and Soul City Institute. Thank you to everyone who helped organize and sponsor the Summit and also to all of the participants who invested their time and resources to join us in Nusa Dua.

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The organizers of the International SBCC Summit are grateful to the following sponsors for their support.





DECLARATION OF THE 2018 INTERNATIONAL SOCIAL AND BEHAVIOR CHANGE COMMUNICATION SUMMIT

Nusa Dua, Indonesia, April 16-20

Our message to decision- and change-makers everywhere is simple: *Together, we can unleash the transformational power of social and behavior change communication (SBCC) to address the challenges facing the global community today.*

A community of advocates, academics and practitioners 1,200-strong, from over 90 countries, emerged from the 2018 SBCC Summit more committed than ever to harnessing the vast potential of communication to accelerate people-centered development.

Our commitment: to contribute to the realization of national development goals and the priorities defined by social movements and communities around the world, including the achievement of the Sustainable Development Goals (SDGs).

These goals will not be met, however, unless individuals and communities are informed, engaged and empowered to demand and participate in change and in improving their own lives.

This is the heart of SBCC.

SBCC engages and supports people to shift norms, change behaviors and amplify the voices needed to meet humanity's most pressing challenges. From HIV to Ebola, from gender discrimination and violence to infant mortality, from malaria to climate change and access to justice, evidence shows that SBCC works. It is critical to strengthening the agency of ordinary people, transforming societies and assuring access to life-saving information and support.

Uniting us across SBCC's diverse methodologies and approaches are core principles that came to the fore at this Summit. These constitute the foundation of all our work:



- **Communication is a right.** We are committed to listening and learning – not only informing. Simplistic one-way messaging is not enough. Discussion and dialogue are central to social change.
- **The SDGs are for everyone.** We recognize that real and lasting change is achieved when people define and drive development for themselves. We are especially committed to hearing and amplifying the voices that often go unheard, of the most vulnerable in our societies, including children, people with disabilities and at-risk populations. And we view young people as equal partners, the lifeblood of our work.
- **We embrace complexity and appreciate the importance of geographical, cultural and social context.** We are committed to applying SBCC to address challenges across humanitarian as well as development contexts – indeed, the two contexts are increasingly inseparable. On a planet affected by rapid climate change, large-scale forced migration, and new disease outbreaks, SBCC plays a critical role in building resilience.
- **We are committed to the active participation of citizens and communities in shaping and implementing public policies and programs.**



SBCC builds local capacity and creates spaces for public dialogue and collective action to improve services, infrastructure and democratic decision-making.

- **We are committed to rigorous analysis of what works, building on successes and turning failures into lessons.** We ensure our work is informed by evidence, and we are also willing to take the risks that go along with innovation. We value participatory evaluation of our SBCC work through which communities actively question, review and weigh the impact of what we do together.
- **We believe that the credibility of our field rests on transparency** regarding who decides how social and behavior change investments get prioritized, which behaviors or social norms should be changed, and in whose interest.
- **We keep the ethical dimension of our practice at the forefront of everything we do.** Communication is a powerful tool for good, but it can also harm. We oppose communication that misinforms, manipulates, or distorts. We are committed to harnessing it in ways that strengthen democracy, equity and social cohesion.
- We will engage with the media – traditional and new – to shine a light on untold stories of change. We support the right of individuals and communities to freely use new communication tools and platforms to connect, debate, play and transform.

- **We embrace new approaches fuelled by science and breakthroughs in technology**, including the accelerating and disruptive growth of social media, mobile connectivity, big data analytics, artificial intelligence, and more. We will use these tools to enable bottom-up development and collective dialogue, while tackling barriers in access to communication channels and inequalities of whose voices are heard on them. At the same time, we stand against uses of these technologies that threaten rights to privacy, democracy and transparency.

Building on the growing recognition that SBCC has earned in recent years, we call on governments, donors, civil society organizations, the private sector and other stakeholders to embrace and institutionalize communication by:

- Integrating SBCC as a pillar in development planning and evidence generation;
- Developing and implementing SBCC strategies as part of national development plans and all efforts to achieve the SDGs, and building necessary national and local capacities to do so;
- Ensuring the design of public policies and social infrastructure that enable — rather than hinder — open and inclusive dialogue, and that support people's rights to communication;
- Recognizing that social change and shifting social norms are complex and not always linear, and thus require long term commitment, flexibility, attention to dignity and respect for diversity; and
- Investing in SBCC across as well as within sectors, funding its core processes to enable full participation of affected people in development.

This Summit has confirmed the vitality, dynamism, evolution and maturity of our field of practice. We return home more united and more committed to people-centered development than ever.

We warmly thank the Indonesian authorities and people for hosting the 2018 Social and Behavior Change Communication Summit in beautiful Nusa Dua.





OPENING CEREMONY

The **2018 International Social and Behavior Change Communication Summit** kicked off with enthusiasm, optimism and five strikes of a celebratory gong, courtesy of Dr. Mohamad Subuh, health economics advisor for Indonesia's Ministry of Health.

"A very warm welcome to all and may your week be filled with inspiration, learning, challenging conversations, fun and insights that help us collectively take our work forward into the future," said Susan Krenn, executive director of the Johns Hopkins Center for Communication Programs, as she opened the five-day event.

Krenn outlined the three themes of the week:

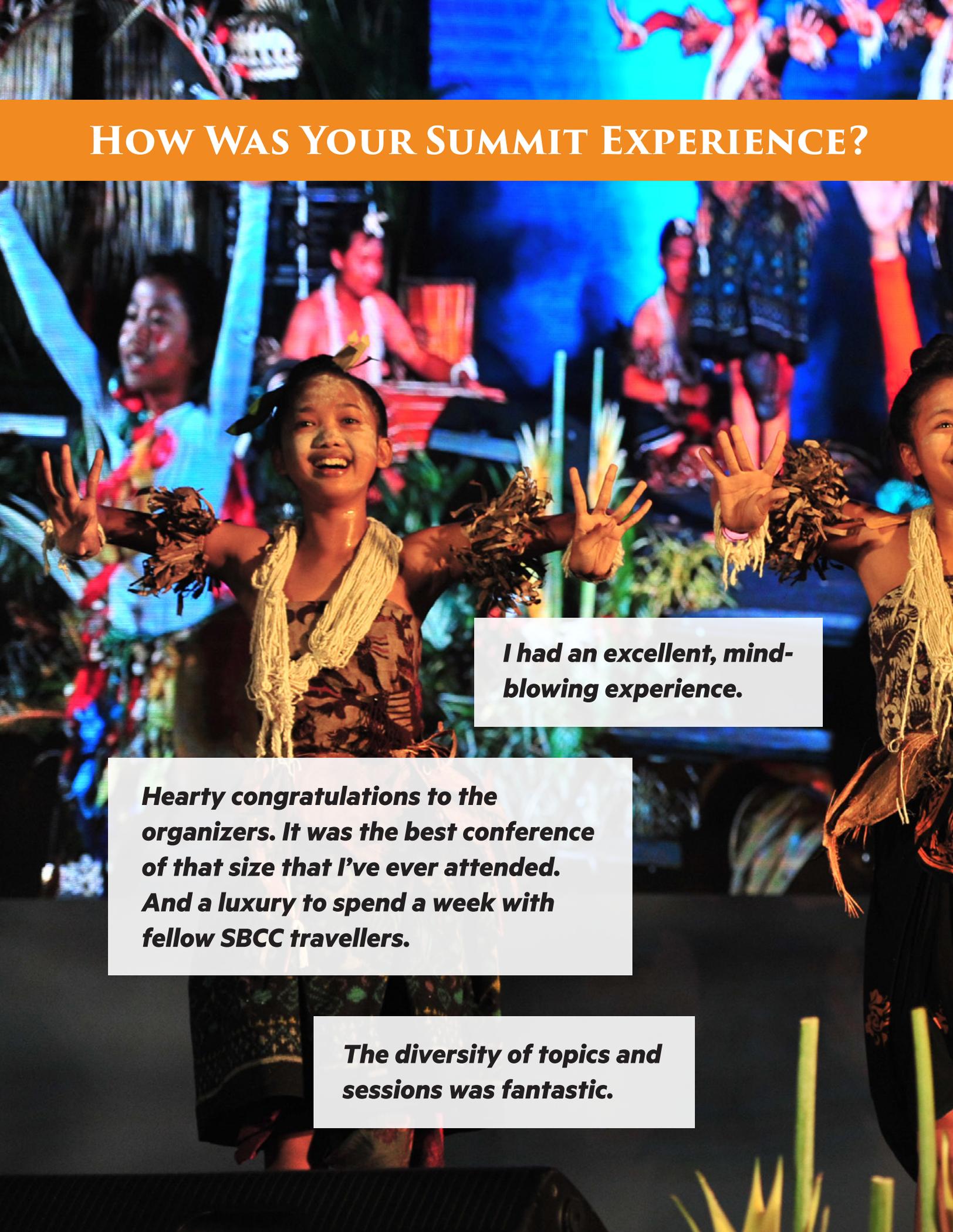
- **What works?:** Critically looking at the evidence, understanding what is working and what is not.
- **Making sense of now:** Exploring and understanding the trends that are shaping our work, from the UN's Sustainable Development Goals to the massive upheavals in the world both natural and man-made to the growth of digital media to the use of behavioral economics, human-centered design and other trends emerging in this space.
- **Voice and agenda setting:** Examining issues around what agendas are being set by whom and the important role of advocacy.

Subuh spoke to the great value of SBCC in protecting health in Indonesia. "There are so many different issues today that require thoughtful and strategic SBCC approaches," he said.

Meanwhile, Amina J. Mohamad, United Nations Deputy Secretary-General, addressed the attendees via video, talking about how SBCC can be used to tackle "our shared challenges."

"The UN is looking forward to working together with SBCC practitioners and all stakeholders to more fully integrate SBCC strategies into development agenda and practices," she said.



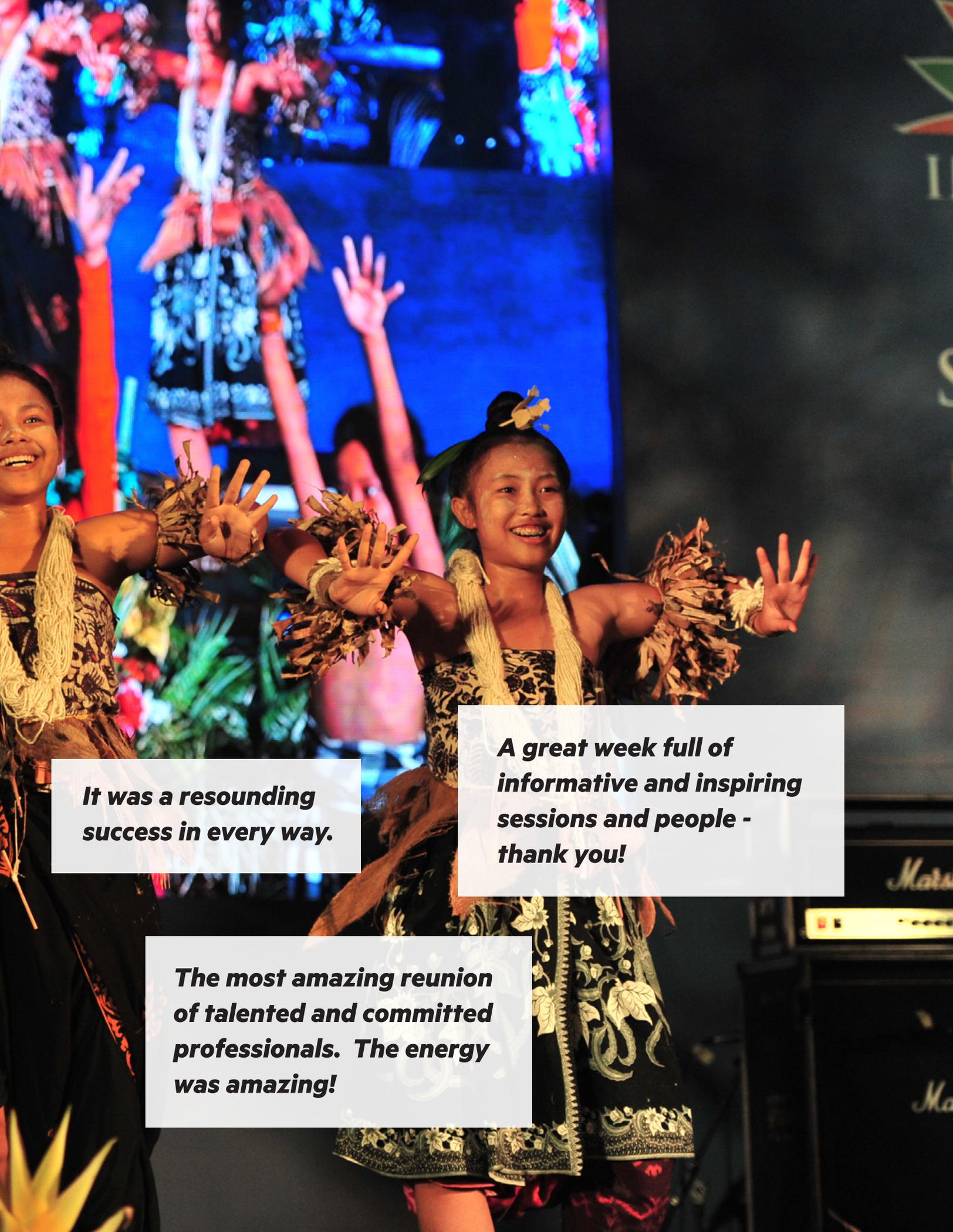


HOW WAS YOUR SUMMIT EXPERIENCE?

I had an excellent, mind-blowing experience.

Hearty congratulations to the organizers. It was the best conference of that size that I've ever attended. And a luxury to spend a week with fellow SBCC travellers.

The diversity of topics and sessions was fantastic.



It was a resounding success in every way.

A great week full of informative and inspiring sessions and people - thank you!

The most amazing reunion of talented and committed professionals. The energy was amazing!



HIGHLIGHTS

The plenary speakers presented a wide range of thinking about current global trends in SBCC and the broader development context to help us reflect on where we have been as a field and where we are going.



Chaning Jang, chief strategy officer at Busara Behavioral Economics, spoke about how behavioral economics can help SBCC crack some of its most difficult challenges, by “closing the intention-to-action gap” and helping to create social norms. In one example, he spoke about the simple task of getting hotel guests to reuse their towels. In one experiment, when the message said the task would “help the environment,” 37 percent of guests reused their towels. The percentage went up to 43 percent when they were told that the “majority of guests” reuse their towels. Half of guests did so when told “the majority of guests in your room” reuse towels.



David Chiriboga, a physician at the University of Massachusetts School of Medicine and a former health minister from Ecuador, told attendees that it is not enough to simply rely on donors to improve health and increase life expectancy in the world’s low- and middle-income countries. Systematic changes are critical, he says, given that the historic disparities in health are so entrenched and the relatively small amount of “charity” aimed at making improvements will never be sufficient. “We are so fragmented in our interventions that it dilutes the impact of the interventions,” he said.



Tech companies must involve more women, people of color and those from diverse backgrounds in the development of artificial intelligence to ensure that the harmful biases that pervade our society don’t invade the digital realm as well, said AI expert and keynote speaker **Kriti Sharma**.

Artificial intelligence is making more and more decisions each day that affect our lives, she said, but those creating AI are primarily white men: “AI is entirely within our control,” she said. “We create it and we get to teach it.” The key is having a diverse set of people – of different races, genders, ages – doing the coding and creating of these systems. “When people from diverse backgrounds come together, when we do things in the right way, the possibilities are limitless,” she said.



Lillian Dube, a South African actress and humanitarian, is best known for her longtime portrayal of a character named Sister Bettina on an iconic South African TV series, “Soul City.” “Without preaching,” she said, the show tackled tough, often taboo topics including domestic violence and sexual well-being, “showing women they could have control of their bodies.” She told of being approached by a fan – and seeing the effects of entertainment-education firsthand: “He said, ‘Thanks to you, I no longer beat my wife.’ He said he saw himself for the first time when he saw an episode on domestic violence we did on ‘Soul City.’”



HIGHLIGHTS



Nahla Valji, senior gender advisor in the United Nations' Executive Office of the Secretary-General, spoke passionately about the importance of shifting attitudes about women to reinforce equality and empowerment, unlocking the potential of half of our societies. She suggested that the only way to make major change in reducing inequities in health and development around the world is to change policies that put economic interests ahead of those of people and the planet.

"We can choose to remain in the past of SBCC, or we can proactively apply SBCC in ways that puts at the center of the development process the voices of individuals and communities," she said.



The Honorable Senator Ayesha Raza Farooq outlined how Pakistan is making progress in their last mile toward polio eradication. Senator Farooq is the Prime Minister of Pakistan's point person on polio eradication.

A strong proponent of SBCC, the senator described three communication campaigns that helped position vaccination as a social norm, built trust of frontline health workers and elicited community ownership of health. In 2014, Pakistan had 306 of the world's 317 polio cases. Last year, there were just eight.

"This fight will persist until no child in Pakistan is left vulnerable to this crippling virus," she told those assembled. "We realize that polio eradication is a zero-sum game and we are not yet there. [But] we are hopeful. We are committed."



Anibal Gaviria, the former mayor of Medellin, Colombia, spoke about the role of communication in bringing together the community to get behind projects that transformed his city from one of the most violent in the world.

"To govern is to communicate," he said. "For us, communication is not an option. It's a constant obligation. It's a two-way process."



Miguel Sabido, one of the pioneers in the field of entertainment-education, spoke about his methods of intentionally weaving important health and social issues into powerful storytelling that draws in viewers by the millions. "When I began I never thought it would become a worldwide movement," he said.



INSIGHTS

Summary of 2018 SBCC Summit Insights

Overview

Three themes – What Works?, Making Sense of Now and Voice and Agenda Setting – were identified by conference planners to help guide the submission of abstracts, organize conference sessions and catalyze discussion among participants about the past, present and future of SBCC. Insight teams shared responsibility to observe and capture insights from sessions and discussions. Daily polls were conducted to solicit on-the-spot reactions and each Insight team conducted two sessions devoted to discussions of theme-related insights.

On the last day of the conference, a representative from each team described theme-related highlights from the week.

THEME 1: What Works?

Presentations under this theme were intended to spark reflection about how theories of change, approaches and formats, innovation and creativity, and the capacity to adapt have helped programs to achieve their objectives. Sessions and discussions at the Summit also examined what did not work, how we know what worked and the extent to which impact has been sustainable.

Many successful strategies were shared at the conference. Some notable ones were:

- Behavioral economics techniques such as nudges and use of simple visual tools can help increase behavioral action, but usually where behaviors are already known and there are no normative sanctions against the behavior (e.g. may be more useful for increasing handwashing than for ending child marriage).
- Programs using a normative change approach are more successful when they focus on reinforcing positive norms, rather than on trying to change strong culturally-based sanctions against a particular behavior.
- Targeting partners and significant others (as a secondary audience) can encourage more behavior change among members of a primary audience.

There was also considerable discussion about what is not working very well. Examples include:

- We often do not know what happens after a program ends. Sometimes what appears not to work simply has not worked within the timeframe of a program.
- Keeping communities engaged is difficult. Community participation in practice often means “consultation with,” not “driven by” the community, so it tends to be episodic rather than systematic.
- When programs or initiatives do not work, we need to systematically ask why it didn’t work. What explains the failure? Context? Logistics? Wrong model used? Poor execution? Low quality?

Finally, while considerable evidence exists, we have not as a field developed effective and equitable ways to gather and share it. Whose evidence counts? Who is talking to whom?





INSIGHTS

THEME 2: Making Sense of Now

Presentations under this theme were intended to reflect on the current state of SBCC in relation to current development challenges and on how SBCC is organized and conceptualized. What communication models and approaches are currently being used and how do broader political, economic and social conditions affect SBCC programs and the challenges they face? What new, experimental or risk-taking approaches show promise? How is the field asserting itself on the global stage and making a case for a central role of communication for development and social change?

Insights emerging from this theme focused on six main points:

1. **Taking SBCC innovation to scale.** One barrier seems to be that investments in SBCC tend to be somewhat fragmented and geographically or topically focused, with different approaches and programs operating in parallel. For example, health and agriculture programs rarely intersect, even though nutrition and food security are interrelated. This limits opportunities for synergy. We must also consider how to adapt new approaches to support work at scale.
2. **Aligning efforts to achieve significant change.** A sense emerged from the Summit that not all SDGs are created equal; some get more attention, yet many are interdependent. What would it take to align efforts across the SDGs? What is the role of SBCC in fostering that alignment?
3. **Understanding and measuring social norms change.** There were numerous sessions about normative change approaches at this Summit, yet this is not a new area of research or practice. There was a growing recognition that norm change is complex and that approaches to norm change are becoming more and more sophisticated.
4. **Focusing on prevention and root causes.** Related to the challenges of addressing larger normative conditions is the challenge of how to address and change underlying conditions that constrain development and social change. We may need to shift attention from focusing on symptoms (e.g. female malnutrition) to focusing on root causes (e.g. women's economic participation).
5. **Putting people at the heart of SBCC.** This theme has animated the field from the beginning. So why is it something we are still aspiring to do? Perhaps we need to realize that it's hard to do when many interventions and approaches are predetermined by donors or planners before stakeholders become involved.
6. **Understanding the links between biomedical and behavioral perspectives.** Disciplinary boundaries still bedevil our field. Biomedical and behavioral experts prioritize approaches that they know and trust. Yet, some experiences (e.g. Ebola response) have underscored the need to bridge medical and behavioral/cultural understanding of a development challenge and how both must contribute to the design of viable solutions.

Such debates at the Summit draw attention to the transdisciplinary nature of our field. So many old and new disciplines have something to offer, but we need more thought about how to talk to and collaborate with each other across arbitrary boundaries. Technologies and the capacity to create these bridges in theory and practice are becoming available. How can we take advantage of them?





INSIGHTS

THEME 3: Voice and Agenda Setting

Presentations under this theme were intended to reflect on identifying what policies need to be created or changed and what capacities need to be built to ensure people have voice in shaping the agenda. How can we ensure greater investment in SBCC by governments, civil society organizations, funders and others to address challenges beyond the individual level?

Takeaways from the Theme 3 sessions and discussion included:

- If the SBCC community meets only every two years, it is hard to develop and sustain the dialogue that gives voice and sets agendas. In the interim, we need to work to create similar opportunities through programs and other initiatives and mechanisms.
- Given the many seductive tools of persuasion available to us today (e.g., digital and social media), understanding whose voice is heard and who sets the agenda becomes more important and relevant than ever before.
- We need to be more aware of power structures and existing hierarchies of authority at every level (global, national, community) of the agenda-setting process. Where these conversations are happening and who is part of them is extremely important.
- Governments cannot be seen as enemies. We must work with governments to help them understand the enormous potential of SBCC to shape the development agenda of a nation in positive directions.

To date, communities and the SBCC field have been largely apolitical, passive and reactionary. Now, we need to start leading from the front rather than pushing from behind. SBCC should provide direction, show the way forward and direct resources, based on the available evidence of what SBCC can do.





YOUTH



The Summit Youth Space was dedicated to young people involved in SBCC. It was a place to gather and share ideas and really connect with other people under 25 working in social and behavior change roles throughout the world. On Monday afternoon, a flash mob of dancers from the youth contingent was spotted in the lobby to draw attention to their presence at the Summit.

On Thursday, a youth panel was one of the highlights of the morning plenary session. While many SBCC programs are aimed at youth, only recently have some started consulting the true experts – the young people themselves – in creating these programs. Several members of the panel said lasting behavior change will only come when young people are included from the very beginning.

“It’s not just about thinking about young people, but carrying them along in the process.”

“It’s not just about thinking about young people, but carrying them along in the process,” said Adetoyeke Adedipe, with the Nigeria Urban Reproductive Health Initiative 2, a Bill & Melinda Gates Foundation-funded program led by the Johns Hopkins Center for

Communication Programs. “We have a saying in Nigeria: If you want to go fast, go alone. If you want to go far, go together.”

The moderator of the panel, Angga Dwi Martha, youth advisor for Sustainable Development Goals implementation in Indonesia, challenged each adult in the room to bring one young person with them to the next SBCC Summit. “All of us here, we wouldn’t be here without adult mentors in our life,” he said. Leaders in the field need to foster the potential of the young people they meet and “next time they will be on the stage with us.”

“All of us here, we wouldn’t be here without adult mentors in our life.”





SPECIAL EVENTS

On Wednesday, April 18, hundreds gathered for the Summit gala, a beautiful evening of food, entertainment and honors held on the venue's open-air patio. The gala honored Miguel Sabido, one of the pioneers of entertainment-education, for his many contributions to the field.

Now 80, Sabido began his career in entertainment-education decades ago when he was a television executive in Mexico and wondered if the medium could be used to change people's behavior for the better. In 1975, his "Ven Conmigo" ("Come with Me") *telenovela* motivated viewers to register for literacy classes using a study program offered by the government. Soon, he saw there were many ways to use TV to help others. It became clear that behavior could be changed by intentionally weaving important health and social issues into powerful storytelling. What was entertaining could also educate -- and that entertainment could draw in viewers by the millions.

The work he pioneered is now used throughout the world and is a highly effective mainstay of social and behavior change communication.

Sabido was also on hand throughout the week to answer questions and discuss his experiences.





PARTICIPANT FEEDBACK

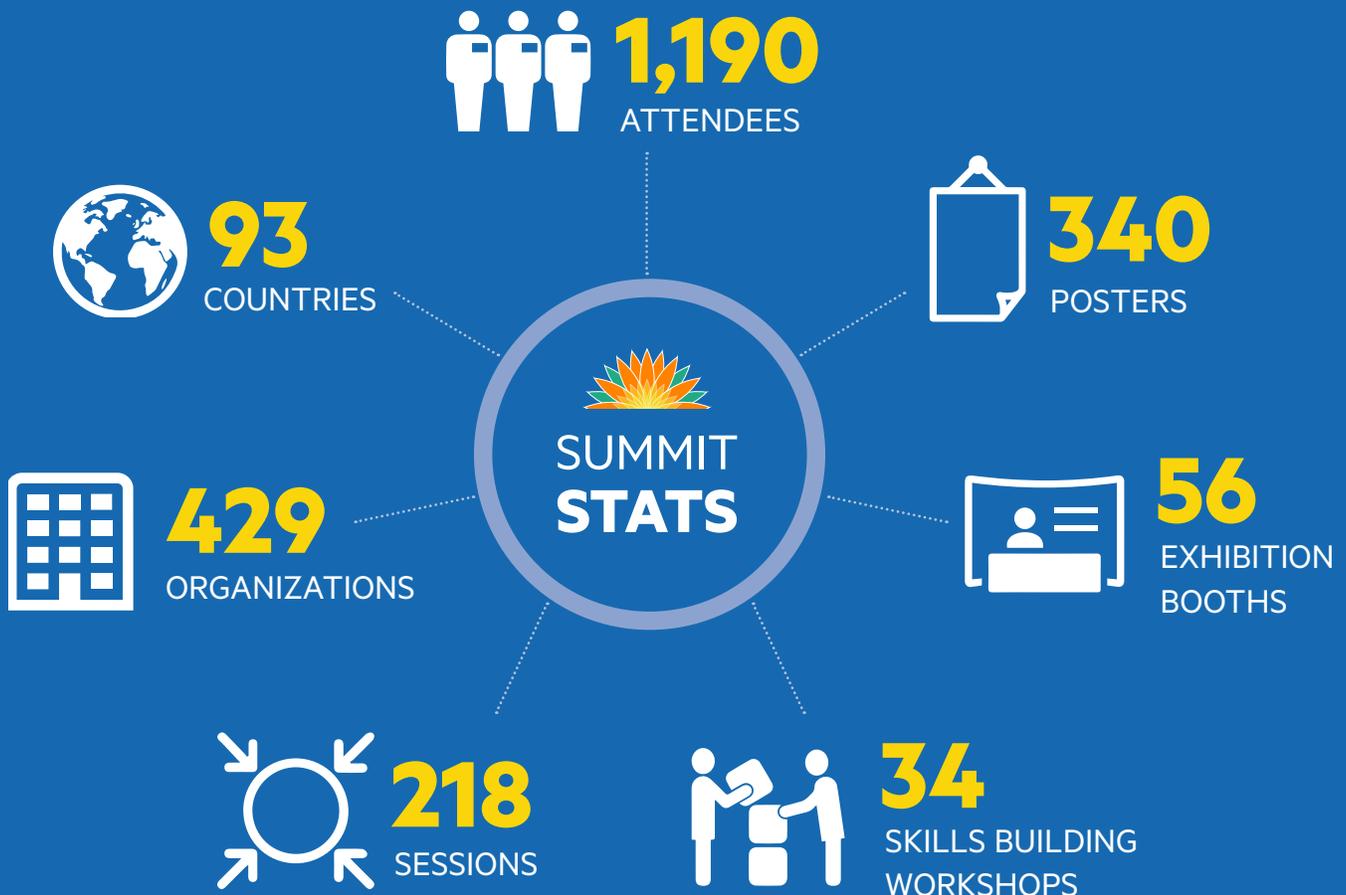
The statistics from the 2018 Summit were impressive, with nearly 1,200 attendees from 93 countries and 429 different organizations. And the feedback we got from those attendees was overwhelmingly positive. A post-Summit survey was launched April 20 through the mobile app and via email. Of the 1,183 participants who received the survey, 288 people responded before May 17, when the survey closed.

Of the 288 who responded, 95 percent of respondents said they gained knowledge or skills at the Summit, 94 percent said they expanded their professional network and the same percentages said they saw innovative insights, tools or approaches to SBCC presented during the Summit.

They also reported that they improved or deepened their understanding of a variety of SBCC themes, including entertainment-education.

While most participants praised the Summit, some were less satisfied, with concerns about problems with technology at the conference center and the lack of available slots on popular skills-building workshops. Others noted the dominance of organizations and speakers from the Global North.

The Summit was also a huge hit online. During the week of the Summit, across all Facebook, Twitter and Instagram, the Summit hashtag (#SBCCSummit) was used 5,476 different times. The Summit's mobile app was very popular as well, with more than 1,100 users accessing it. In total, participants spent 2,133 hours engaged with the app.



SBCC SUMMIT EXPERIENCES



Percentage of respondents that agreed with statement





What topic(s) would you like to see addressed at the next SBCC Summit 2020?

Technology Case Studies **Advocacy** SBCC Practitioners

Topics Needs **Evidence** Opportunities

Sessions Governance **Health**

SBCC Interventions **Approaches**

Learning **Social** Behavior Change

Communities Investment

Development Private Sector

Engagement Behavioral Economics **Countries**



SUMMIT SCHOLARSHIP

The Summit organizers offered a limited number of scholarships to SBCC practitioners in low- and low-middle income countries. These merit-based scholarships supported participants with an accepted abstract who did not have the resources to cover the costs of attending.

The scholarship process was highly competitive. The selection committee reviewed more than 225 applications. From among those, 12 scholarships were awarded to SBCC students and early career professionals working across Asia and Africa.

By participating in the 2018 SBCC Summit, the 12 recipients attended presentations that explored the complexity and diversity of SBCC, participated in rich conversations with fellow SBCC practitioners and developed new connections to others working in the field of SBCC.

“The summit further affirmed my belief on the importance of entertainment-education models in shifting norms. Programmes that resonate with people, where they are and how they live are better placed to influence the positive change they may eventually take. Meeting His Excellency, Mr. Sabido, the pioneer of EE was life changing.”

— Lerato Legoabe, South Africa

“During the Summit, there were a number of takeaways I grabbed; all of them boiling down to the need to a well-balanced approach between theory and practice.”

— Chancy Mauluka, Malawi

“As an artist, I left this gathering nourished, challenged and inspired. Thank you SBCC team for the magnificent opportunity to share this experience with so many dedicated and inspiring people. I am confident that our community will continue to grow into how we connect and communicate with each other in a sustainable and consistent way.”

— Naddya Adhiambo Oluoch-Olunya, Kenya

“Transformative is a word I would use to encapsulate my experience at the 2018 Social and Behavior Change Communication Summit in Bali, Indonesia.”

— John Warner, Eswatini



APPENDIX: SUMMIT SCHEDULE

MONDAY

Skills-Building Workshops

Designing Participatory Training to Win Both Minds and Hearts
Re-Inflating the Wheel: Adapting SBCC Materials
Creating a Campaign Strategic Platform: An Advertising Agency Approach (Part 1)
Providers as an Audience: Using SBCC to Spur Behavior Change Among CHWs and Facility-Based Providers
Charts and Graphs Can't Speak for Themselves: Data Choice, Visualization Ideas, and Interpretation
Creating a Campaign Strategic Platform: An Advertising Agency Approach (Part 2)
Percibo, Siento y Muestro la Ternura: Recuperar la Ternura en Los Hombres para Prevenir la Violencia (I Perceive, I Feel and I Show Tenderness: To Recover Tenderness in Men to Prevent Violence)

Multimedia Showcase

Early Moments Matter: Demonstrating the Importance of a Child's Early Years
Challenging Norms and Stigma Around HIV
A Healthy Balance: Communicating Positive Nutrition

Oral Presentations

EE Starts the Conversation
Making HIV Interventions Effective
Making Sense of Integrated Programs
Religious Leaders Helping Change Hearts and Minds
Wash-Up! Innovative Approaches to WASH Behavior Change
Advocacy Models to Save Lives
How to End Gender-based Violence
Overcoming Resistance: Tradition, Faith and Trust
Saving Planet Earth: Addressing Environmental Challenges
Social Networks and Social Norms
Building Strong and Healthy Babies
Everybody's Talking about Family Planning
Paying Attention to Neglected Tropical Diseases
Staying Healthy in Emergency and Humanitarian Responses (Part 1)

Preformed Panels

Evidence-based Advocacy From Theory to National Scale Up and Sustainability
Influencing Social Norms Using Social and Behavior Change Communication - Making Sense of the Field
Women's Economic Empowerment vs. "Petty work": Using SBCC Strategies to Shift Economic
Human-centered Eradication: A Social Science Approach
Paving India's Road to Better Sanitation: SBCC at the National, State and Community Level
Healthy Gossip: Combining Science and Innovation for Community-based Child Feeding Interventions
Philanthropic Funders' Approaches to Investing in SBCC and EE
SBCC & EE's Role in Protecting the Planet



TUESDAY

Skills-Building Workshops

Anatomy of an Infographic: A Hands-on, How-to Session
Make-Believe for Real-Life Insights: How Role-Playing Creates Better Products
How to Think|BIG (Behavioral Integration Guidance): Using Accelerator Behavior Profiles as a Tool
Know Your Audience! Translating New Implementation Principles for SBC Engagement into Doable Action
Digital Storytelling for Change: Using Mobile Phones to Capture the Essential Elements (Part 1)
Learning the ABC's for Integrating Behavioral Design into Nutrition-Sensitive Agriculture Projects
Talk to Me: Using Facebook for SBCC

Multimedia Showcase

Harnessing EE Power for TB, Maternal Mortality and Modern Slavery
Showing Another Way: SBCC Tools for Engaging Men
Making the World Safer for Women and Girls
Choosing Peace: Inspiring Communities to Challenge Violence and Hate

Oral Presentations

Applying Human Centered Design to Health
Feeding Baby: New Insights and Approaches
Talking about Tough Topics
Three Approaches to Malaria Control
Understanding Influence and Participation
What's the Ask? Advocacy's Role in SBCC Programming
Game on! Gaming and Digital Approaches
Passing the Word: Peer-to-Peer HIV Education
Seeing the World Through a Gender Lens
Shifting Norms in Women's Health
Shot Talk: Communicating about Immunization
Staying Healthy in Humanitarian and Emergency Response (Part 2)
Behavioral Economics for Family Planning: Understanding Contraceptive Behavior
Change at Your Fingertips: Mobile Platforms
He Said/She Said: Leveraging Couple Communications
The Power and Inspiration of EE
What Happens When Men are Involved?
Addressing Violence Against Women and Girls
Innovations in HIV Prevention
Messages on the Go! Using Mobile Technology
Raising Youth Voices
Understanding WASH Behaviors and Practices

Preformed Panels

Community Media Mashup: The Promise of Storytelling through Participatory Media Approaches
SPECIAL PANEL: Global to Local Approach: The UNICEF Ending Violence Against Children Campaign Description
Advancing Social and Behavior Change in Agriculture



Breastfeeding in the Workplace: C4D's Role in Making it Work
Into the Minds of Family Planning Providers: Evidence for Using SBCC and Behavioral Economics
Rethinking Communication for Maternal and Child Health: Learnings from Three Perspectives
Getting Practical with Social Norms for AYSRH
Where's Our Proof? The Evidence for Impact, Scale and Sustainability in HCD

WEDNESDAY

Skills-Building Workshops

Analyzing Qualitative Data to Inform Social and Behavioral Change Communication Programs
Using Peer Facilitators to Raise Family Planning Awareness among Factory Workers in Egypt
Community Video 101: Leveraging Participatory Video Approaches for Behavior Change (Part 1)
Introduction to Real Time Monitoring (RtM) of SBCC/EE Programs
Charts and Graphs Can't Speak for Themselves: Data Choice, Visualization Ideas, and Interpretation
Community Video 101: Leveraging Participatory Video Approaches for Behavior Change (Part 2)
Making a Gender Transformative Approach to SBCC
The Art and Science of Effective Integrated SBCC Programs Part I: Designing Integrated SBCC Programs

Multimedia Showcase

Changing Norms on Planning Families
Challenging Gender Norms - Creating a Dialogue
"The Lucky Specials": Employing the Power of Storytelling to Demystify the Science and Stigma Behind
Make it Snappy: Short PSA Videos for SBCC

Oral Presentations

Cutting-edge Research Methods
Evidence Drives Improved Nutrition
Nudging Change: BE in the Field
Participatory Research and Community Engagement
What Have We Learned About Digital Health?
Clearing the Air: Smoking and Cookstoves
How Theories Trigger Change
RCTs for Evidence Building
Driving Change For and With Women
Innovative Research for Family Planning
It's All About Entertainment
Think Outside The Box: New Models and Frameworks
WASH Models That Work

Preformed Panels

Integrated SBC Platforms: Practical Experiences from the Field - The Do's and Don'ts
Necessary Bedfellows - But How to Connect? Data and SBCC



Understanding Zika: A Global Health Emergency through the Eyes of Those Impacted
More Than a Logo: Leveraging Brands to Activate
Should We Be Asking “What Worked?” Adaptation, Scale-up & Complexity-Aware Evaluation
Ethical Spaces and Norm Change Interventions: Who Decides What to Promote?
Gender-related Harmful Practices and Social Norms

THURSDAY

Skills-Building Workshops

Creating the Dream Team: Building Partnerships and Structuring Projects for Most Effective Results
Digital Storytelling for Change: Connecting Youth to FP INFO through Mobile Videos (Part 2)
Creating Synchronous SBCC Program MEL Strategies in Multi-country, Post Emergency Settings
Performing Interactive Theatre for Justice
State of the Artist: High-Quality Illustrations using the Photo-to-Illustration Process
Outcome Harvesting: A Novel Methodology for Evaluating Complexity in SBCC
The Art and Science of Effective Integrated SBCC Programs Part 2: Monitoring, Evaluation & Learning

Preformed Panels

An Evidence Roadmap for Social, Behavioral, and Community Engagement
Designing, Implementing and Measuring “Fourth Generation” Entertainment Education Programs
Moving Beyond Trainings: A Fresh Look at SBCC Capacity Strengthening
Amping It Up: How a Transmedia Approach Amplifies the Power of EE in Nigeria and India
Making Mass Media Personal: Media Mix & Techniques that Create Deeper Audience Engagement
Addressing the Digital Conundrum
Build Feedback Loops to Optimise Faster: Practical Examples from Academic and Commercial Sectors

Multimedia Showcase

Interactive Platforms for Change
Baby Steps : Tailoring SBCC Messages and Channels for Young Children
It's #Lit! Contemporary Media Platforms & SBC Programming

Oral Presentations

It's time to Reduce Violence Against Children
Keeping Men Engaged for Change
Revealing the Evidence on EE
Storytelling around the Globe
Young People at the Centre of Development: Are we Ready for the Participation Revolution?
Youth are Talking...Are we Listening?
Let's Mobilize!
Making Schools Safe for Youth
Moms Matter: Improving Maternal Health
No Need to Whisper--Communicating about Menstrual Hygiene



The Cameras Are Rolling!
Catalyzing Social Norms Among Youth
Go Mobile!
Influencing Contraceptive Uptake Among Youth
Reaching Youth with HIV Services
The Buzz: Impact of SBCC on Malaria Prevention

FRIDAY

Skills-Building Workshops

Excel-ing at Data for Decision-Making
How Would Freire Design? A Tri-Lingual Workshop and Toolkit on Invitational Communication Approaches
How to Develop Cost-effectiveness Data for EE Programs to Deliver Compelling Results to Donors
River of Life: Designing and Delivering Facilitated Storytelling Interventions for Social Change
What Works for Social Norm Change to Prevent Violence Against Women and Girls

Oral Presentations

Change is Happening: New Gender Norms for Youth
Getting Communities Involved in Malaria Prevention
Protecting Young Men from HIV
Say Yes to Contraceptives
Adapting Communication Materials that Work
Capacity Strengthening: More Than Training
Ensuring Babies Survive and Thrive
IPC Works! Approaches to Increase Success

Multimedia Showcase

I Don't: Using Media to End Child Marriage
Systematic Frameworks, Guiding Principles and State-of-the-Art in SBC Delivery

Preformed Panels

On the CUSP of Change: Effective Scale Up of Social Norms Programming for Gender Equality
The Role of SBC in HIV/AIDS Treatment, Adherence, and Care: Achieving 90-90-90
Hindsight is 20/20: Reflecting on What We Have Learned in Male Engagement
Transforming a "Culture of Success" into a "Culture of Learning"



SHIFTING NORMS
CHANGING BEHAVIOR
AMPLIFYING VOICE
WHAT WORKS?
2018 INTERNATIONAL SBCC SUMMIT
PARTICIPATING ENTERTAINMENT PARTNER

**Together, we are looking forward
to what 2020 will bring.**

