



Funding Your International SBCC Summit Experience

Sponsorship Talking Points

Key Facts about the 2020 SBCC Summit:

- With the theme of “Strength in Diversity”, the 2020 International Social and Behavior Change Communication (SBCC) Summit, will be the largest ever gathering of students, practitioners, researchers, representatives from government, non-government, donors, the private sector and entertainment industry, among others, focused on using communication to achieve social change and combat our most urgent global problems. Over 1,500 participants from around the world are expected to attend and contribute to the Summit deliberations.
- The Social and Behavior Change Communication community has the ability to unleash transformational change around some of the world's most pressing challenges, including poverty, gender equality, protecting the planet and ensuring that all people enjoy health, peace and prosperity.
- The Summit will focus on exploring the vast potential and diversity of our field - across disciplines, development priorities and geographies, and in tandem with other development actors – to accelerate action towards achievement of the Sustainable Development Goals.
- The themes for the 2020 Summit are: 1) Catalyzing Transformational Change on Agendas of Urgency; 2) Future Forward and 3) Connecting the Dots. The first theme will delve into how we can accelerate change in the urgent, interconnected areas of climate crisis and global heating, gender equity, community engagement and citizen action, health access and equity, and humanitarian action. The second theme will look at where the field is now and how SBCC is poised for the future in these new contexts. Sessions will focus on: understanding and engaging with evolving digital and technological innovations; developing promoting a code of ethics for the SBCC field; identifying new theories, frameworks and methodologies; and, countering negative opposition, disinformation and fake news. Sessions in the third theme will explore: optimizing our strengths for greater impact; connecting with new partners; and, collective action.

For more information on the Summit themes, please refer to the [Summit Framing Document](#)

- The Summit takes place at a critical moment as the field works to make sense of the complexity and diversity in the field of SBCC by creating connections between approaches and exploring how they can be better aligned and integrated. This dedicated, immersive environment provides a wealth of opportunity for agenda setting, consensus building, networking opportunities, professional development and even organizational growth (through the adoption of best practices).
- The week-long gathering will offer thought-provoking plenary sessions, a market exchange of tools and organizations, panel discussions, oral and poster presentations, Comm Talks (like Ted Talks), skills-building workshops, and Blue Sky sessions.
- The Summit is hosted by a consortium of international and local partners including the Johns Hopkins Center for Communication Programs (Global); UNICEF (Global); American University of Beirut Center for Public Health Practice (Lebanon); Soul City Institute for Social Justice (South Africa), Digital Green (India); Social Change Factory (Senegal); Puntos de Encuentro (Nicaragua).
- It will take place March 30-April 3, Marrakech, Morocco.

Why Attendance at the International SBCC Summit Matters

- Supporting a participant to the SBCC Summit provides an opportunity to have a voice in the growth and direction of SBCC programs and to accelerate action to achieve health and development goals in your community.
- SBCC is increasingly recognized as a critical pillar of development. SBCC programs that are well conceived, strategic and thoughtfully implemented are consistent contributors to successful and impactful health development programs.
- The evidence for the effectiveness of SBCC programs is well documented through the publications of many organizations, including The World Bank, BBC Media Action, UNICEF, Soul City Institute for Social Justice and the Johns Hopkins Center for Communication Programs, to name a few examples.
- The SBCC Summit reflects the community's belief in evidence-based programs and maximizing the return on development investment through documented outcomes.
- SBCC programs were critical to the success of curbing the Ebola outbreak in West Africa in 2015, curbing the Zika epidemic in Latin America in 2016 and in improving health outcomes on a variety of issues including polio, malaria control, HIV and vaccination. This success is strongest when SBCC programs are strategically planned, monitored and

evaluated. Techniques to do this effectively will be examined and shared during the Summit.

- Participation in the SBCC Summit supports raising the quality and impact of SBCC programs through a focus on what works, sharing lessons learned to improve operational efficiency and anticipating and planning for future innovations.
- Participation in the SBCC Summit provides attendees with a critical space to strengthen advocacy for SBCC investments; expand connections between SBCC organizations, practitioners and scholars; share and learn new skills, evidence and methodologies; and contribute to setting the global SBCC agenda. It offers a forum to rapidly share, synthesize and provide feedback on research, innovation, and implementation. This environment accelerates the establishment and dissemination of evidence, benchmarks and standards of practice. It is also essential to sharing ideas across sectors and countries while energizing the commitment and skills of practitioners.