



[www.fhi360.org](http://www.fhi360.org)

A 360 DEGREE APPROACH TO  
**Social & Behavior  
Change Communication**

**fhi360**  
THE SCIENCE OF IMPROVING LIVES



## GUIDING PRINCIPLES

*Culture, social norms, and networks all influence people's behaviors*

*People cannot always control the factors that determine their actions. Structural and other elements need to be addressed to change the status quo*

*People's decisions about health and well-being compete with other priorities. SBCC solutions should reflect this*

*People make meaning of information in their own context. Knowledge is only as powerful as its application*

*People can be empowered to take action on issues they care about. SBCC can help increase individuals' skills and confidence*

Over 200 staff members provide SBCC solutions in the U.S. and internationally in health, education, environment, climate change, and civil society.

We are well-versed in HIV prevention and care across the treatment cascade; reproductive, maternal, newborn, child, and adolescent health (RMNCH+A); water, sanitation, and hygiene (WASH); nutrition and food security; gender; emerging infectious diseases, such as Ebola and avian/pandemic influenzas; tuberculosis (TB); and malaria.

Our donors include international and U.S. organizations such as the U.S. Agency for International Development, the U.S. Centers for Disease Control and Prevention, the Bill and Melinda Gates Foundation, the World Bank, Johnson & Johnson, and Noble Energy.



**For more information, please contact:**  
**[SBCC@fhi360.org](mailto:SBCC@fhi360.org)**  
**<http://www.fhi360.org/sbcc>**

# 360-Degree SBCC Solutions

FHI 360 uses a socio-ecological lens to view the complex interplay between individual, interpersonal, community, and societal factors that affect behaviors. We select interactive, participatory strategies to ensure a holistic view of people's desires, needs, and barriers and facilitators to change.

Our work integrates best practices from disciplines such as social psychology, user-centered design, anthropology, behavioral economics, social marketing, and other behavioral sciences.

## EXAMPLES OF PROVEN PRACTICES

### **Theory-based Socio-Ecological Model**

recognizes the relationship between people and their environment. It allows us to find tipping points for change.

**Small, Doable Actions (SDAs)** are behaviors that, though not ideal, are more likely to be adopted because they are considered feasible by individuals and are effective from a public health perspective when practiced consistently and correctly. SDAs have been developed for WASH and malaria.

**Full Market Impact** leverages investments from commercial partners to expand the availability and affordability of health products and presents motivations for their uptake.

## OUR ESSENTIALS

ADVOCACY • BRANDING •  
CAPACITY STRENGTHENING AND TA •  
COMMUNITY MOBILIZATION • DIGITAL  
AND SOCIAL MEDIA • INTERPERSONAL  
COMMUNICATION AND COUNSELING • mHEALTH  
• PARTICIPATORY MATERIALS DESIGN •  
RESEARCH AND EVALUATION • RISK AND  
OUTBREAK COMMUNICATION • STRATEGIC  
PLANNING AND POLICY ANALYSIS •  
SOCIAL MARKETING

### **Innovative, Interactive SBCC Research**

**Techniques** ensure a deep understanding of people's needs and preferences. Participatory action research and media, ethnographic methods, value systems research, and commercial marketing techniques are some of our tools.

**User-Centered Design** approaches are infused into all of our work and ensure that the end-user is an integral part of intervention design, formative research, prototyping, and implementation.



## INTEGRATED APPROACHES AND RESULTS



### Uganda Communication for Healthy Communities

uses an integrated SBCC approach that capitalizes on a popular brand and national campaign to spur dialogue on healthy behaviors and increase

demand for health services to reduce HIV rates, total fertility, maternal and child mortality, malnutrition, malaria, and TB.



**Alive and Thrive** combines media, social franchising, and interpersonal communication to promote the adoption of desired behaviors and changes in social norms related to

nutrition. The project increased exclusive breastfeeding rates in Vietnam from 19% to 58%. <http://aliveandthrive.org/>



### Ghana Communicate for Health Project

collaborates with the Ghana Health Service to bolster their ability to develop SBCC campaigns in

family planning, nutrition, maternal and child health, malaria, HIV/AIDS, and WASH. In the first six months of the project, staff launched a nationwide radio, TV, and social media campaign to reach more than 24 million people with interactive programming.



### Improving Healthy Behaviors Program in India

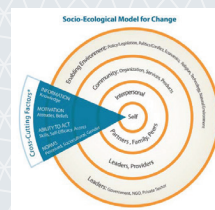
developed a model for SBCC institution strengthening and advocated for evidence-based SBCC strategies,

increasing focal states' SBCC budgets by 236%. We leveraged \$23 U.S. million in public and private partner investment to support SBCC activities in RMNCH+A, HIV, and TB.



**WASHplus** uses integrated and at-scale SBC approaches to improve health outcomes related to water, sanitation, and hygiene; and household air pollution.

<http://www.washplus.org/>



**C-Change** developed a theory-based SBCC framework and used competency-based capacity-strengthening tools to transfer targeted SBCC skills

to 3,627 people and 287 local organizations. C-Change established five SBCC centers of excellence and four regional networks of 212 member organizations.

<https://www.c-changeprogram.org/>