Blueprint for More Sustainable Social and Behavior Change Systems

The Blueprint for More Sustainable Social and Behavior Change (SBC) Systems, or the SBC Blueprint, is a practical document and set of tools to guide country level actors and stakeholders to achieve the vision for more sustainable SBC systems within their contexts. This will contribute to global and national priority setting and investment in SBC capacity and systems strengthening. The SBC Blueprint can also serve as an advocacy tool at global and country levels, supporting increased SBC prioritization and capacity and systems strengthening investment.

What is an SBC System?

SBC systems include an interconnected set of actors and networks, governments, civil society, private sector, academia, individual citizens, and communities working across sectors and administrative levels—that jointly support improved outcomes. These represent overlapping, and a dynamic set of systems (including their relationships and processes) and actors, which contribute to improving health and addressing the social determinants of health (adapted from USAID 2014, 2021).

Who is the SBC Blueprint for?

The SBC Blueprint’s primary audiences are SBC system actors – those leading, funding, or supporting SBC initiatives. Examples include government institutions, donors and United Nations agencies, SBC implementing partners, service delivery partners, academic institutions, SBC learning/collaboration networks, private sector, and the media.

Our vision, in advancing the SBC Blueprint, is sustainable, country-led SBC systems that can support the oversight, design, implementation, and evaluation of SBC initiatives that enable individuals, families, and communities to embrace and maintain healthy behaviors, while also driving positive social change and development.
The SBC Blueprint is a comprehensive framework for individuals and institutions involved in country level SBC programs. Its primary objectives are to:

1. Challenge the global SBC field to think critically about the systems that govern the oversight, design, implementation, and evaluation of SBC initiatives, aiming for greater quality, impact, and sustainability.

2. Create a shared vision for sustainability within the SBC field at country and global levels by adopting a more holistic approach to SBC that enables systems to address multi-level SBC needs more effectively.

3. Advocate for increased resource allocation and investment for SBC systems across levels to bolster the resilience and sustainability of health systems.

4. Propose a foundation to guide the achievement of these objectives, fostering dialogue around the tools and skills needed to enable country-level actors, donors, and stakeholders within SBC systems to realize institutional and technical capacity improvements. This will also support the prioritization of SBC in health policy and financing dialogues and its integration into broader.

Why the SBC Blueprint Now?

SBC interventions have played a key role in reducing global maternal and child mortality and infectious diseases, but more needs to be done to address current health challenges. One-off investments in SBC capacity strengthening are not enough, and a more sustained approach is needed to address broader SBC needs. We believe it is important to better understand and address the complex systems that govern social change and behavior change initiatives. The SBC Blueprint seeks to initiate this transformation by offering an ambitious and bold approach for future SBC capacity and systems strengthening agendas, building upon prior investments and a global dialogue put forth under this initiative focused on SBC systems-specific change needs.

Developing the SBC Blueprint

Figure 1. Participatory SBC Blueprint Development Process
The SBC Blueprint outlines a new vision for SBC capacity and institution strengthening. It presents a 5-step process for country-level actors to:

1. Develop their vision for a more sustainable SBC system
2. Map their current SBC system
3. Assess their current SBC system
4. Prioritize and develop an action plan to achieve their vision
5. Monitor, evaluate, and update their SBC Blueprint

Further, the SBC Blueprint proposes a new theory of change and set of indicators that can be used to measure progress towards achieving more sustainable SBC systems. It includes reflection on the current state of SBC systems, the future state, and includes a set of recommendations and tools to enable users to advance their own country-level SBC Blueprints.

**SBC Blueprint Tools**

The SBC Blueprint includes a facilitator manual and set of tools for use by country practitioners to develop their own SBC Blueprint by operationalizing the SBC Blueprint pillars listed below.

![Figure 2: SBC Blueprint Pillars](image)

- 1) Bolstering SBC technical capacities
- 2) Enhancing governmental, civil society, and community structures for SBC
- 3) Fostering enhanced multisectoral collaboration and programming

Over the past year and a half, we held 12 virtual listening sessions with approximately 90 participants, received over 1,100 responses to multiple online polls, led a stakeholder dialogue at the SBCC Summit with 45+ SBC practitioners and experts, and received feedback from over a dozen external expert reviewers; all of which has culminated into the SBC Blueprint document and toolkit.