

Blueprint for More Sustainable Social and Behavior Change Systems

Assess and Prioritize Your SBC System Attributes

Overview

Attributes **are inherent features of a system that support social and behavior change (SBC) initiatives**. While we strive for SBC systems to embody these attributes to the highest degree, each country-level SBC system will exhibit them at different levels. Knowing which attributes are not fully present provides important information to inform capacity and institutional strengthening priorities, in alignment with country-level SBC system visions.

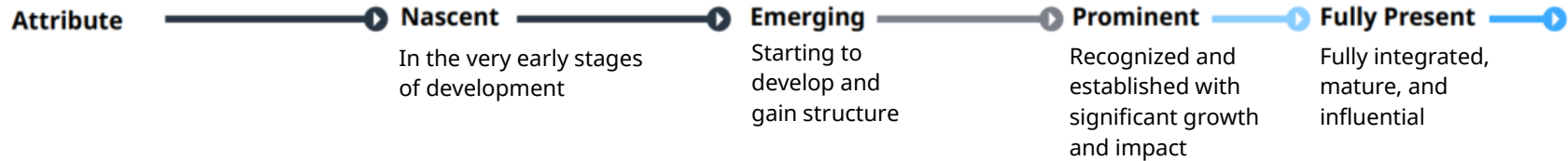
SBC system attributes were generated from listening sessions held with a wide range of SBC actors. These include:

- | | | |
|---|--|--|
| <ul style="list-style-type: none">• Resourced (funded)• Established (having structures and systems)• Integrated/interconnected• Effective in communication | <ul style="list-style-type: none">• Evidence-based (driven by data and learning)• Locally led• Participatory• Accountable | <ul style="list-style-type: none">• Transparent• Responsive• Gender equitable and socially inclusive• [others as identified by country SBC system actors] |
|---|--|--|

Note: Before starting this tool, review the list of attributes above and determine if there are other attributes valued by your country SBC system. If there are attributes, add them to this list above.

PURPOSE OF THIS TOOL

This tool supports users to systematically assess key attributes of strong SBC systems within their context and determine how present these attributes are within their own system—nascent, emerging, prominent, and fully present—described below within the SBC system. Based on this, users can prioritize system attributes they would like to strengthen based on identified gaps and make decisions on how to improve the attributes of their SBC system.



For each of the attributes, examples are provided relative to a designation of being nascent versus fully present. These are illustrative examples intended to provide insight into how each attribute might appear within an SBC system. Use the Guiding Questions in this tool to discuss at which stage each attribute might be represented within your SBC system (nascent, emerging, prominent, or fully present). Remember, this is not a scoring of attributes, but rather an honest reflection to see what is happening and what is not currently happening.

SNAPSHOT OF THIS TOOL

Step 1: For each of the SBC systems attributes, Guiding Questions will guide users to consider how these attributes are reflected within their SBC system and to brainstorm initial ideas for how to strengthen the presence of each attribute

Step 2: Reflect on the attribute stages table

Step 3: Conduct a prioritization exercise to identify attributes to focus on as part of SBC systems strengthening

Directions for Assessing and Prioritizing System Attributes for Strengthening

STEP 1: REVIEW SYSTEM ATTRIBUTES

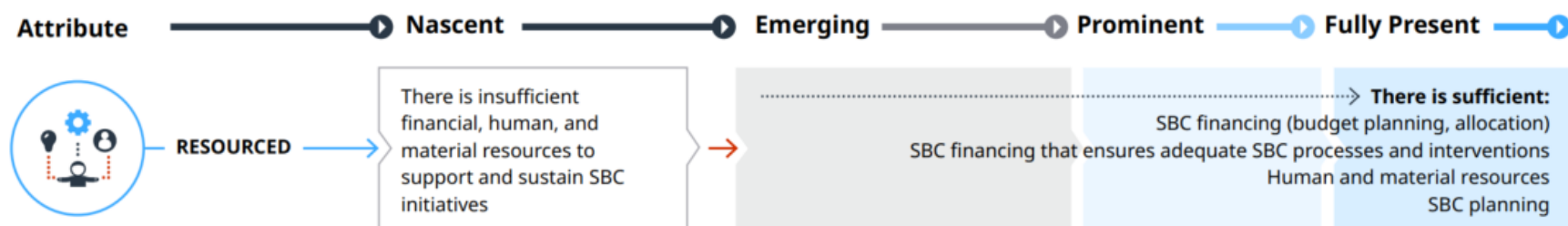
For each of the attributes listed below use **Overview of Attributes and Guiding Questions** to:

- Review the brief description of what a fully present attribute may look like in an SBC system
- Reflect on/have a discussion using the Guiding Questions about your own country's SBC system. Remember the SBC system are the actors listed in the [Map Your SBC System Tool](#). Considering each of these actors listed during the discussion.
- Identify a stage of development for the attribute and record why this stage was selected

SBC Blueprint Document

To learn more, see pages 32-34.

OVERVIEW OF ATTRIBUTES AND GUIDING QUESTIONS



A fully resourced SBC system has all the necessary inputs—human, material, and financial—to support effective and high-quality SBC initiatives. There is a formal structure for planning and budgeting for SBC. Teams develop SBC budgets, which can be included in larger budgets (SBC allocations) or budgeted separately. In addition to budgeting, there is sufficient financing to ensure SBC initiatives are implemented with quality and effectiveness. SBC budgeting includes funds for adequate human resources to carry out the interventions, materials needed to support implementation, and mechanisms for coordinating and monitoring SBC interventions.

Guiding Questions:

- Based on the description of a fully resourced SBC system, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others?
- How is SBC budgeted for in your country? Who is engaged in SBC budgeting? What is budgeted for (human resources, activities, coordination, materials/supplies, etc.)? Are amounts budgeted appropriate to need?
- How are human and material resource needs planned for? How are human resources allocated for SBC? How are they managed? How does SBC planning take place? Are the resources available appropriate to need?
- How are material resources allocated, monitored, and reported on? Is this process appropriate to need?

Summary of Discussion (and reasons for selecting the stage of development): _____

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



Fully established structures and systems are functional institutional frameworks that guide and support efficient and effective SBC initiatives (coordination of, design, implementation, monitoring, and evaluation). Processes and procedures are available, easily accessible, and consistently followed by all actors. There are formal and well-known coordination and communication bodies and mechanisms. Role clarity is ensured among SBC actors, with each actor having a clear understanding of their roles and responsibilities.

Guiding Questions:

- Based on the description of fully established structures and systems, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others?
- What structures and systems exist to coordinate SBC initiatives? Are they known and used? Who uses them or doesn't?
- Are there communication mechanisms within the SBC system? Do they include all system actors or just a few? Are they known and used on a regular basis? Who uses them or doesn't?
- How are SBC roles and responsibilities assigned to different actors within the SBC system (e.g., government, implementing partners, private sector)? What are they? Do actors adhere to them or not and why?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



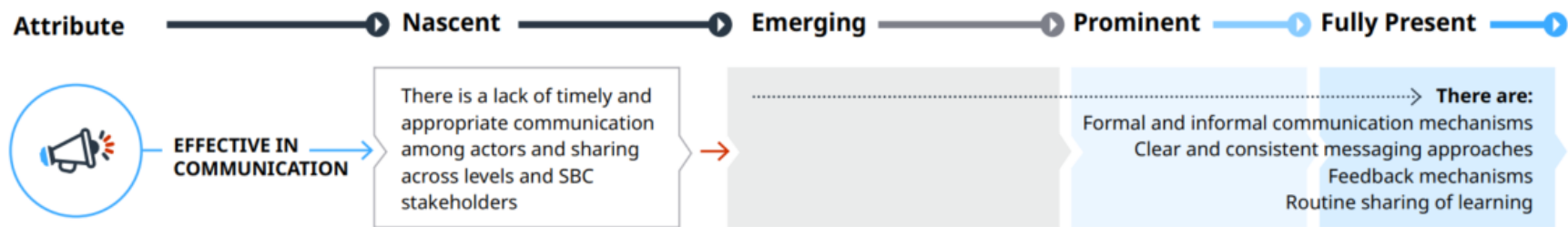
A fully integrated and interconnected SBC system portrays high cohesion and synergy among system actors, as well as others outside immediate system actors that influence the system. Coordination and planning platforms are used consistently, including multiple reliable communication channels. Information flows freely across the system, supported by regular feedback loops. A collaborative culture fosters partnerships among system actors, allowing for pooled resources, shared expertise, and leveraged platforms. Multilevel SBC strategies and indicators ensure aligned strategies and goals among various actors and levels.

Guiding Questions:

- Based on the description of a fully integrated and interconnected, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others (e.g., in the private sector versus the government, etc.)?
- Based on the [Map SBC System Connections Tool](#), what are the most and least collaborative sectors? Why are they collaborative or not? What are some potential areas for more collaboration and integration?
- What communication and coordination channels exist? Do they support the sharing and flow of information, including obtaining feedback?
- How would you characterize the type and level of partnerships among various actors?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



An SBC system with fully present effective in communication has clarity, consistency, and timeliness. Both formal and informal communication mechanisms are in place for internal and external actors. There is clear and consistent communication, with regular communication occurring. Communication is multidirectional, there is as much sharing of information as there is gathering of it. Relevant and appropriate learning is routinely shared among all SBC actors.

Guiding Questions:

- Based on the description of being fully effective in communication, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others (e.g., in the private sector versus the government, etc.)?
- What communication mechanisms exist? Which are formal? What are some informal ones? How and when are they used?
- Is there clear and consistent communication related to policies, procedures, priorities, and results? Who is included or excluded from this communication?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



In a fully present evidence and data-based SBC system, data, research, and evidence are used to guide decision-making and practices. Regular data collection, analysis, and use drive decisions about the design and implementation of SBC initiatives. There is a commitment to best practices, including co-design and implementation with communities rather than for communities. Learning is routinely shared, and both internal SBC and external actors have access to this knowledge.

Guiding Questions:

- Based on the description of a fully present evidence and data-based SBC system, how is this attribute reflected or not reflected in your SBC system?
- How are priorities set or decisions made in the SBC system? Do SBC actors use data to set priorities and make decisions?
- What data is used? How is it collected, used, and analyzed?
- Are decisions made in consultation with communities? Do SBC actors co-design with communities?
- How is information and learning shared?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



In a fully present locally led SBC system, local actors lead the prioritization and strategic direction of SBC initiatives. This involves the meaningful engagement of individuals, communities, institutions, and governments, all playing a significant role in determining focus areas and methods to achieve objectives. A locally led SBC system demonstrates a commitment to SBC through local ownership and the ability to sustain gains supported by the necessary technical and institutional capacities.

Guiding Questions:

- Based on the description of a fully locally led SBC system, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others (e.g., in the private sector versus the government, etc.)?
- Who determines priorities and the strategic direction of the SBC system?
- Who is consulted and engaged in decision-making, planning, implementation, or monitoring for national and subnational levels? Who is not?
- Do actors have the technical capacity to lead the SBC system? Do institutions? Which actors and/or institutions?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



In a fully present participatory SBC system, diverse stakeholders, including communities, have active and inclusive involvement in decision-making processes, planning, implementation, monitoring, and evaluation. The decision-making process is transparent and well-known to SBC actors and those they serve. Collaboration and partnerships among actors’ help achieve common goals. Clear communication channels facilitate open and continuous dialogue among participants, promoting understanding and consensus-building on agreed-upon SBC processes and outcomes.

Guiding Questions:

- Based on the description of a fully participatory SBC system, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others (e.g., in the private sector versus the government, etc.)?
- How are SBC actors engaged in determining priorities for the SBC system? When are they engaged (coordination, design, implementation, monitoring, and/or evaluation)?
- Who is included in the decision-making processes? Who is not included?
- How would you characterize the level of collaboration and partnerships among SBC actors? What are some examples of collaboration and partnership?
- Are SBC actors engaged continuously? Or only at certain times?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



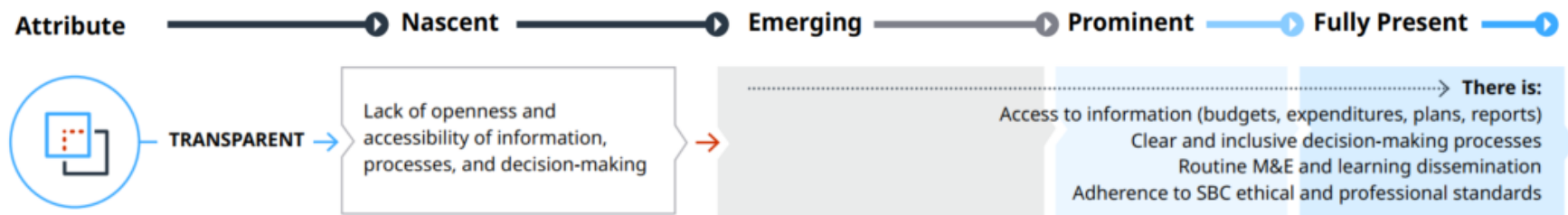
In a fully accountable SBC system, there is a commitment to transparency, ethical behavior, and responsibility at all levels. There is a culture where SBC actors are engaged, informed, and empowered to hold themselves and others to high standards of conduct and performance. Through clear leadership, effective communication, and a focus on continuous improvement, the SBC system fosters trust and credibility.

Guiding Questions:

- Based on the description of a fully accountable SBC system, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others (e.g., in the private sector versus the government, etc.)?
- How are actors held accountable for SBC initiatives and outcomes? What standards are there at different levels (community, facility, subnational, national)?
- Are there feedback mechanisms at various levels in the SBC system? What are they?
- How does the SBC system focus on continuous improvement?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



In a fully transparent SBC system, there is openness, clear communication, and accountability. SBC actors have access to information, are included in decision-making processes, and maintain high ethical standards. The SBC system fosters trust, credibility, and engagement to elevate its reputation and contribute to its long-term success and sustainability.

Guiding Questions:

- Based on the description of a fully transparent SBC system, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others (e.g., in the private sector versus the government, etc.)?
- Do different SBC actors experience different levels of transparency?
- Are there some aspects of the SBC system that are more transparent than others (budgets, expenditures, priority setting)?
- How are decisions and key information shared? How often is information shared?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



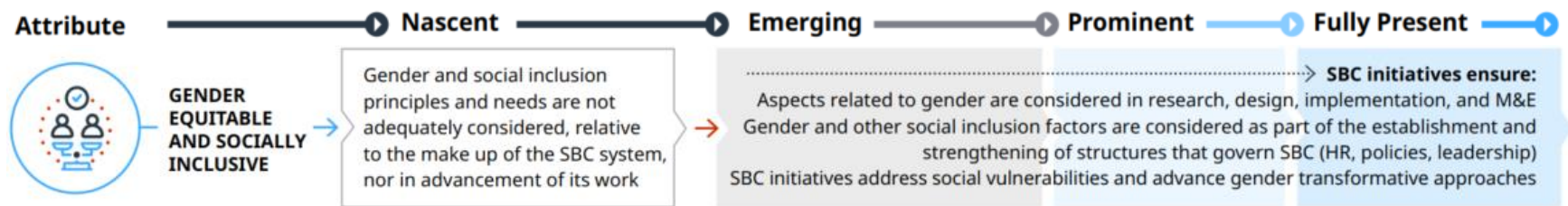
A fully responsive SBC system can adapt quickly, communicate effectively, and prioritize SBC actors’ needs. It does this by seeking out stakeholder and community engagement, using data for decision-making and co-designing approaches to understand community needs and priorities. The SBC system can adapt to changing priorities and has timely and effective communication to stakeholders. A responsive SBC system can navigate changes and challenges efficiently, ensuring sustained success and satisfaction.

Guiding Questions:

- Based on the description of a fully responsive SBC system, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others (e.g., in the private sector versus the government, etc.)?
- How does the SBC system adjust or make changes? How long does this adjustment take? Are there examples?
- Are there some aspects of the SBC system that are more responsive than others?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.



A gender equitable and socially inclusive SBC system ensures that aspects related to gender and social inclusion are considered throughout the research, design, implementation, and M&E of SBC initiatives. It is also integrated into institutions and structures through demonstrating commitment to equality through inclusive policies and practices (e.g. representation that is diverse). There are supportive structures and inclusive leadership. SBC initiatives address social vulnerabilities and purposefully advance gender transformative approaches that lead to greater inclusion.

Guiding Questions:

- Based on the description of a fully gender equitable and socially inclusive SBC system, how is this attribute reflected or not reflected in your SBC system? Is this attribute more heavily reflected in some parts of the system rather than others (e.g., in the private sector versus the government, etc.)?
- How does the SBC system incorporate gender and social inclusion during the research, design, implementation, and M&E of SBC initiatives?
- How does the SBC system demonstrate commitment to gender equity and social inclusion principles?
- How do SBC initiatives address social vulnerabilities and advance gender transformative approaches?

Summary of Discussion (and reasons for selecting the stage of development):

How to Strengthen: How might you strengthen this attribute to move it towards fully present? What needs to happen? We will think through this more later in this tool, but please discuss some initial ideas.

STEP 2: REFLECT ON ATTRIBUTE STAGES

Complete the table below summarizing the discussion and decisions made in Step 1. Refine and list these activities, keeping in mind that these should be changes that could be completed in a 12-month period (or less). At this step, this is a brainstorm, you will prioritize activities in the next step.

SBC SYSTEM ATTRIBUTE OVERVIEW

Attribute	Nascent	Emerging	Prominent	Fully Present	Initial Ideas to Strengthen Attribute
Resourced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Established Structures and Systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Integrated and Interconnected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Effective in Communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Evidence and Data Based	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Locally Led	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Participatory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Accountable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Transparent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Gender Equitable and Socially Inclusive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other (if identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 3: PRIORITIZE ATTRIBUTES TO STRENGTHEN

Conduct a prioritization exercise to identify attributes and activities you initially brainstormed to focus on strengthening, as part of SBC systems strengthening activities. We recommend using the **Prioritization Matrix**, below following the directions.

For each attribute, users should determine which quadrant the brainstormed activity (results of Step 2) should be placed. For each activity, consider:

- What do you think the impact of this activity would be? Would it be high or low impact?
- Do you think this activity would be hard or easy to achieve? Why?

Once the matrix is completed and all activities have been placed in the matrix for the reviewed attributes, determine which activities you will focus on (prioritize) as part of the [Develop Your SBC Blueprint Implementation and Monitoring Plan Tool](#).

Keep in mind, though we naturally want to focus on the high-impact and easy-to-accomplish tasks (upper right (**)), this does not negate that there may be activities in other quadrants of the matrix that are important, and these can be considered in current and future reviews.

The **Prioritization Matrix** is set up with the following quadrants (on the next page).

- Upper Left: Easy to Accomplish, Low Impact
- Upper Right: Easy to Accomplish, High Impact (**)
- Lower Left: Hard to Accomplish, Low Impact
- Lower Right: Hard to Accomplish, High Impact

PRIORITIZATION MATRIX

For each activity, type or write it in the appropriate quadrant.

Easy to Accomplish, Low Impact	Easy to Accomplish, High Impact (**)
Hard to Accomplish, Low Impact	Hard to Accomplish, High Impact