

Blueprint for More Sustainable Social and Behavior Change Systems

#SBCatFHI360

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 a more sustainable SBC system within their contexts. This will contribute to global and national priority setting for SBC 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 investments.

What is an SBC system?

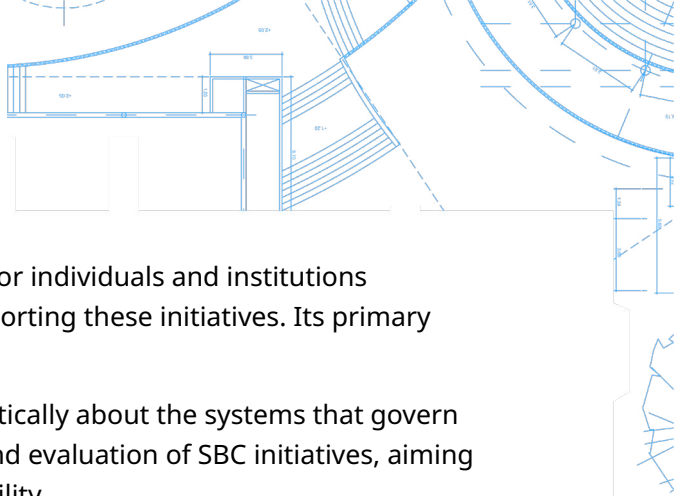
An SBC system includes an interconnected set of actors and networks, governments, civil society, private sector, academia, individual citizens, and communities working across sectors and administrative levels—that jointly support improved outcomes. These represent overlapping and dynamic set of systems (including their relationships and processes) and actors, which contribute to improving 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, community platforms, academic institutions, SBC learning/collaboration networks, private sector, and the media.

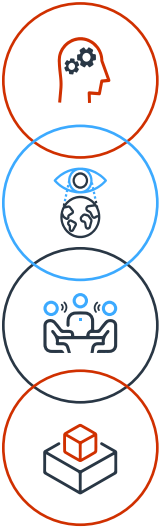


Our **vision**, in advancing the *SBC Blueprint*, is sustainable, country-led SBC systems that can support the oversight, design, implementation, and evaluation of SBC initiatives that enable individuals, families, and communities to embrace and maintain healthy behaviors, while also driving positive social change and development.



Objectives of the *SBC Blueprint*

The *SBC Blueprint* is a comprehensive framework and toolkit for individuals and institutions involved in country level SBC programs, as well as those supporting these initiatives. Its primary objectives are to:



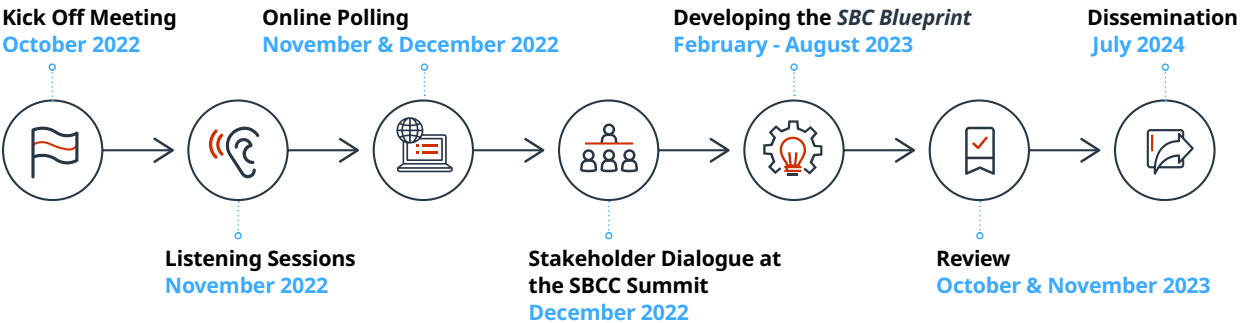
1. Challenge the global SBC field to think critically about the systems that govern the oversight, design, implementation, and evaluation of SBC initiatives, aiming for greater quality, impact, and sustainability.
2. Create a shared vision for sustainability within the SBC field at country and global 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, prioritization, and investment in SBC systems, across local-to-global 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.

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 informed by a global dialogue focused on SBC systems-specific change needs.

Developing the *SBC Blueprint*

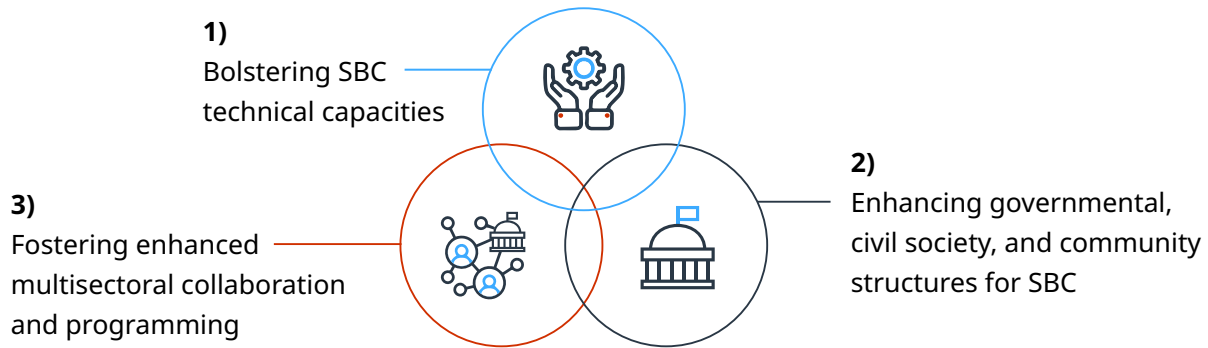
Figure 1. Participatory *SBC Blueprint* development process



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.

Based on the global dialogue, we propose to achieve this the vision for more sustainable SBC systems through advancement of three key outcome-focused pillars.

Figure 2. Pillars of sustainable SBC system



Towards this, the *SBC Blueprint* proposes a new theory of change for capacity and systems strengthening that supports sustained, resilient, and adaptive systems. The *SBC Blueprint's* approach also enables systems to ensure the efficient delivery of impactful SBC interventions; thereby contributing to improved and sustained behaviors and wellbeing.

Practical *SBC Blueprint* tools

It is our hope that governments, SBC practitioners, and donors will use the *SBC Blueprint* to guide country level efforts to strengthen their own SBC systems. This document and set of tools are intended to support this. Together, they will support users to go through a five-step process to imagine, design, validate, imlement, and monitor a country level *SBC Blueprint* themselves (see Figure 3).

Figure 3. Five-step *SBC Blueprint* process

