

Blueprint for More Sustainable Social and Behavior Change Systems

Develop Your SBC System Vision Tool

Overview

A vision provides a starting point to imagine the future and what we want/hope to achieve for the systems that support social and behavior change (SBC). Visions are meant to be short, concise statements that inspire and provide direction to a group or organization that is working towards a common goal by describing the impact they seek to achieve. They should describe a future that resonates and relates with everyone working towards the vision—in other words, be inspirational.

Vision statements combine various elements. These include key outcomes (or the results or impact stemming from achieving the goal) focus areas (audiences and issues of interest), strategic objectives (the output or outcome), and goals (the ultimate intention/desire).

PURPOSE OF THIS TOOL

This tool is designed to support users to adapt an overarching global vision of strengthened SBC systems to their context, needs, key outcomes, focus areas, and goals. The vision should inspire and provide direction to SBC actors in achieving the strategic objective of a sustainable, country-led SBC system.

SNAPSHOT OF THIS TOOL

Step 1: Review and reflect on the *SBC Blueprint* global vision statement

Step 2: Adapt the global vision statement to your context and needs

Directions for Developing Your SBC System Vision

GLOBAL VISION STATEMENT

Our **vision** 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**.

STEP 1: REVIEW AND REFLECT ON THE SBC BLUEPRINT GLOBAL VISION STATEMENT

For the global vision statement above, the **breakdown of various elements** would be:

- Our **key outcomes** are the uptake of (embrace and maintain) healthy behaviors that drive positive social change and development

- Our **focal audiences** are individuals, families, and communities
- Our **focal issues** include health and development needs in the places where we work
- Our **strategic objectives** are improved oversight, design, implementation, and evaluation of SBC initiatives
- Our **goal** is sustainable, country-led social and behavior change systems

SBC Blueprint Document

To learn more, see pages 12-14.

STEP 2: ADAPT THE GLOBAL VISION STATEMENT TO YOUR CONTEXT AND NEEDS

Review the Guiding Questions below and adapt the **Global Vision Statement** for your country and context. A starting point will be updating the “our vision” text with your country (e.g. **Ghana has** sustainable...). Note that the goal of “sustainable, country-led SBC systems,” should not be changed. As you reflect on the Guiding Questions, you should think about your country’s goals and priorities and how SBC programs and policies contribute to these.

Once the **Adapted Vision Statement** is agreed upon, write it into the space below.

Guiding Questions:

- Do the **key outcomes** of uptake of healthy behaviors and positive social change and development resonate in your context?
 - Is anything missing?
- Does the **focal audience** of individuals, families, and communities; and the **focal issue** of health and development sectors resonate with your work?
 - Is anything missing?
- Do the **strategic objectives** related to improved oversight, design, implementation, and evaluation of SBC initiatives resonate in your context?
 - Is anything missing?
- Does this feel ambitious, yet achievable?
 - Why do you feel this way?
- Does this vision resonate with you? Inspire you?
 - Why? Why not?

Summary of Discussion:

ADAPTED VISION STATEMENT AFTER CONTEXTUAL ADAPTATION

___(COUNTRY NAME)___ has sustainable, country-led SBC systems
