

Blueprint for More Sustainable Social and Behavior Change Systems

Map Your SBC System Tool

Overview

There are many actors engaged in the oversight, design, implementation, and evaluation of social and behavior change (SBC) initiatives within a country. Common actors include government agencies; non-governmental organizations (NGOs) and civil society organizations (CSOs); bilateral and multilateral organizations (e.g., USAID, WHO, UNICEF); academic and training institutions; media organizations (e.g., TV, radio, newspaper); SBC learning and collaboration networks; and the private sector. These actors may operate across several levels in an SBC system (national, subnational, community, etc.) and will often collaborate and form partnerships to design, implement, and evaluate SBC programs at country and global levels.

PURPOSE OF THIS TOOL

This tool supports users to map the actors in their SBC system who are needed to achieve the country's *SBC Blueprint* vision statement with a focus on both health and non-health stakeholders and actors.

SNAPSHOT OF THIS TOOL

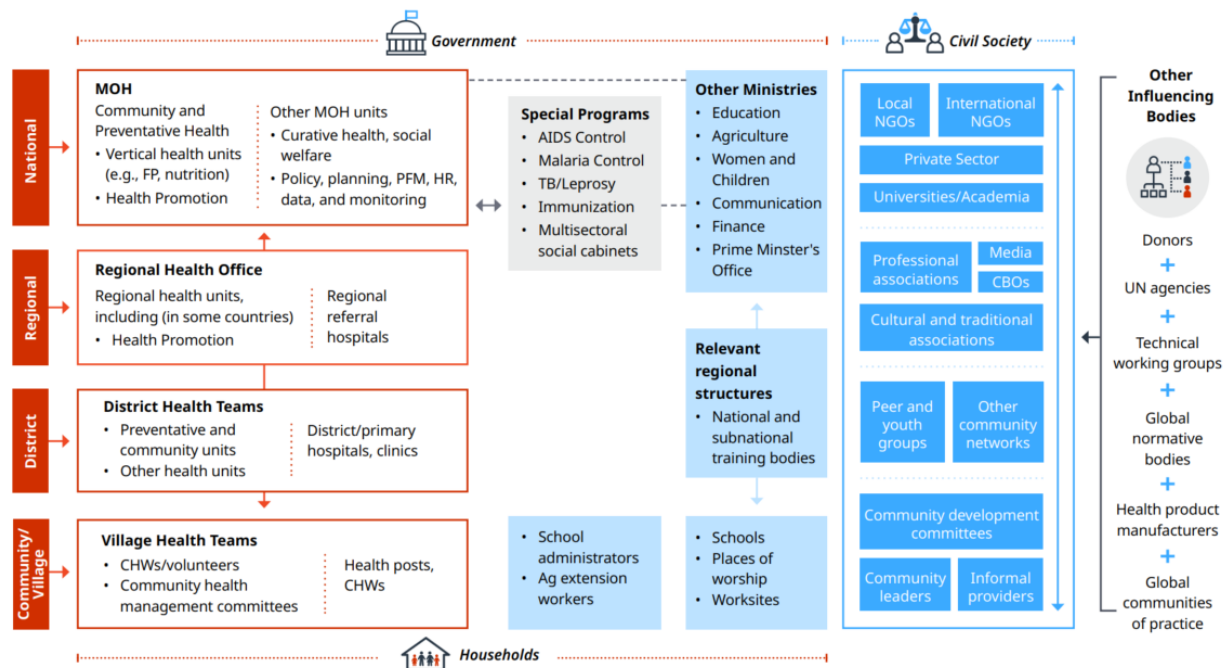
Step 1: Brainstorm and map actors

Step 2: Reflect on your SBC System Map

Directions for Developing Your SBC System Map

Below is an ***Illustrative SBC System Map*** with a health focus. The prompts below will guide users to develop their own SBC system map.

ILLUSTRATIVE SBC SYSTEM MAP



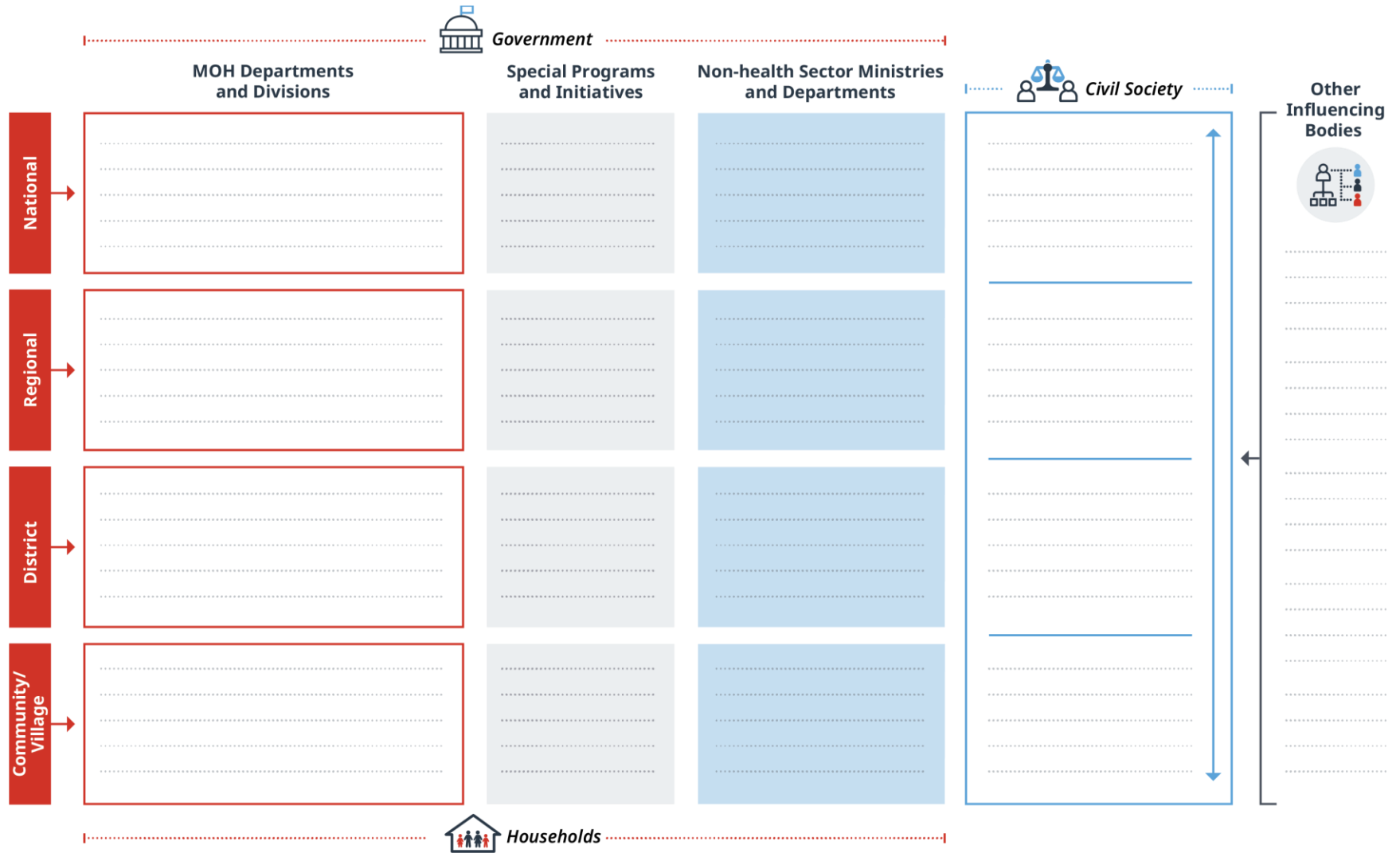
STEP 1: BRAINSTORM AND MAP ACTORS

Brainstorm the various actors that support SBC in your country. Review the example above, as needed, for inspiration. A blank system map is provided below (**Your SBC System Map**) so that you can map the actors identified according to where you think they are present in the system (national, regional, district, community, etc.), and/or by type of actor (government, civil society, other influencing bodies, etc.) within your country context. Note that you should put actual names of entities into the forms, where possible.

SBC Blueprint Document

To learn more, see pages 16-20.

[COUNTRY NAME] SBC SYSTEM MAP



STEP 2: REFLECT ON YOUR SBC SYSTEM MAP

Now that you have your SBC System Map developed, take some time to review it and discuss the following Guiding Questions. Update your SBC System Map, as needed, based on this discussion.

Guiding Questions:

- Are there actors in the SBC system that you forgot?
- Is there an actor that you feel was placed at an incorrect level within the SBC system?
- Who do you feel are the two actors in the system with the **most power**? Why?
- Who do you feel are the two actors in the system with the **least power**? Why?
- Who are the top two actors in the system that you see an **opportunity to strengthen collaboration** with? Why?

Power in the system can refer to:

- Influence
- Decision-making
- Funding
- Political will
- Other

Top 2 Actors with the **Most Power**:

1. _____

2. _____

Top 2 Actors with the **Least Power**:

1. _____

2. _____

Top 2 Actors with the **Opportunity to strengthen collaboration**:

1. _____

2. _____

Summary of Discussion:
