

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION SAVES LIVES

WHAT IS SOCIAL AND BEHAVIOR CHANGE COMMUNICATION?

Social and behavior change communication (SBCC) is the use of communication to change behaviors, including service utilization, by positively influencing knowledge, attitudes and social norms.

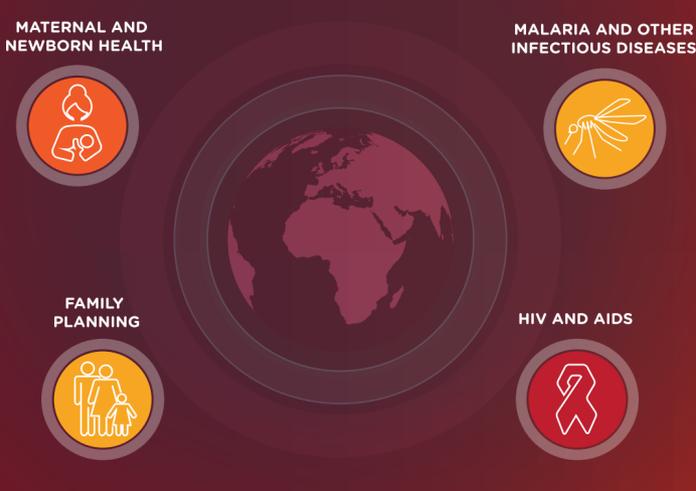
More than just an advertisement or website, SBCC coordinates messaging across a variety of communication channels to reach multiple levels of society...



SBCC IS STRATEGIC, SYSTEMATIC AND TARGETED.

THE BENEFITS OF SOCIAL AND BEHAVIOR CHANGE COMMUNICATION

SBCC can have a significant effect on individuals, communities and institutions. It can influence people to make healthier decisions and create long-lasting positive impacts on health and well-being. Research shows that SBCC works and is effective in a wide variety of health areas, such as:



Combined results of nearly 40 family planning studies found that SBCC interventions can result in behavior change. Use of modern family planning methods increased by eight percent after media campaigns and health worker outreach in several developing countries.¹

HIV and AIDS is an area where SBCC has made a strong measurable difference.

Researchers analyzed the impact of 72 HIV prevention SBCC interventions in Africa, Asia, Australia, Central and South America, Europe and the U.S. from 1986–2006 and found increases in preventative behaviors.²



This means for every million people reached, **80,000** started using modern family planning.



¹ Leslie B. Snyder, Nafissatou Diop-Sidibé, and Louise Badiane. "A meta-analysis of the effectiveness of family planning campaigns in developing countries." *Annual meeting of the International Communication Association in San Diego, California*. 2003.

² Snyder, L., Johnson, B., Huedo-Medina, T., LaCroix, J., Smoak, N., Cistulli, M. (2009). Effectiveness of media interventions to prevent HIV, 1986-2006: A meta-analysis.



High-Quality SBCC has four key characteristics:



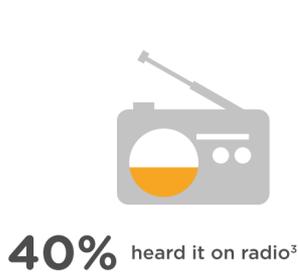
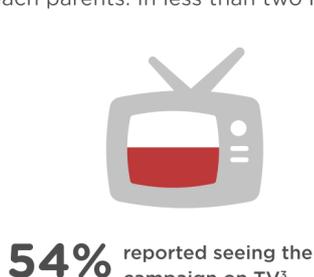
SBCC AT WORK — A CASE HIGHLIGHT

Ghana GoodLife Improves Child Health with ORS-Zinc Campaign

The Ghana GoodLife project was a national multifaceted SBCC program that linked personal happiness to the practice of healthy behaviors. It engaged people on health issues such as malaria prevention, nutrition, child health and family planning.

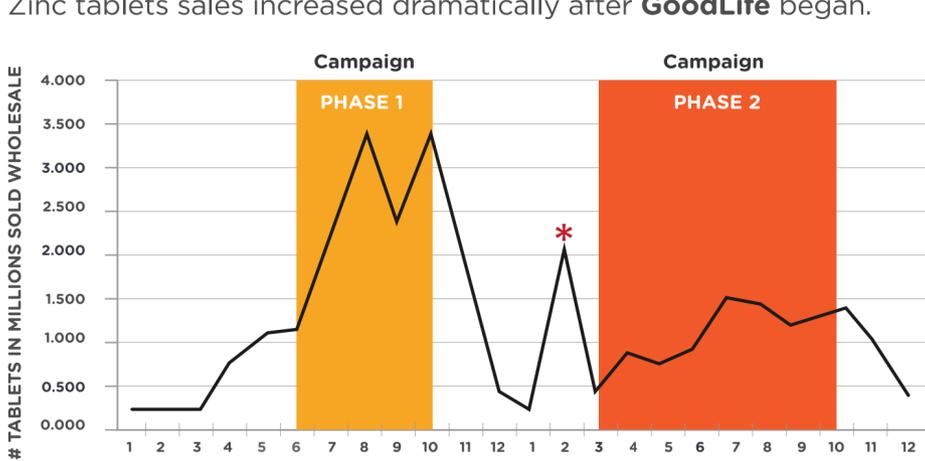
Childhood diarrhea is one of the largest killers of children, primarily in Africa and South Asia. GoodLife worked to promote and increase demand for zinc tablets which, when combined with oral rehydration solution (ORS), more effectively treats childhood diarrhea than ORS alone.

GoodLife used TV, radio and printed materials in pharmacies and health care facilities to reach parents. In less than two months:



³ Ghana GoodLife Campaign, Ghana Behavior Change Support Omnibus Survey, 2012

Zinc tablets sales increased dramatically after **GoodLife** began.



+ More information

The HC3 website, www.healthcommcapacity.org, has a wealth of information, tools and resources to help you learn more about SBCC and implement it in your program.