



National Social and Behavior Change Communication strategy for Nutrition
(SBCC-NPAN)

What and why SBCC?

- Uses an **evidence-informed process** that utilizes a **mix of communication tools, channels and approaches** to facilitate dialogue, participation and engagement with targeted audiences for positive and social behavior change
- SBCC aims at changing people's **beliefs, attitudes and perceptions**, so that they are empowered, have skills and are confident to adopt optimal practices for improved nutrition (knowledge and service delivery alone cannot achieve this)



Justification

- Many partners are currently implementing SBCC for nutrition (e.g UN agencies, INGOs particularly through large donor funded programs LIFT and ACCESS)
- However, there is variable quality, not necessarily consistent messaging, limited use of effective, sustainable communication channels and some audiences are missing
- An SBCC strategy would help determine more effective, sustainable and innovative strategies and channels, as well as support delivery of MOHS Standardized Health Messages booklet, national nutrition guidelines, etc.
- Good opportunity and timing - with inception of MS-NPAN and high level commitment and support of Minister
- This strategy would benefit other programs that aim to impact nutritional outcomes (e.g MCCT, School Health)

Aim

- ✓ To provide an evidence-based framework to guide all behaviour change activities relating to nutrition.
- ✓ To ensure all partners work towards same goals, targeting same audience segments with same messages – under a unified brand led by MOHS
- ✓ To complement and support the implementation of MS-NPAN. Caregivers and communities need to make healthy choices and positive changes to the nutrition and well-being of mothers and children in order to prevent and reduce all forms of malnutrition (ultimate goal of MS-NPAN)



Proposed Concept for Strategy Development

- SBCC-NPAN will move beyond conventional channels and explore new ways for bringing SBCC interventions to scale.
- While traditional platforms such as basic health staff and mother-to-mother groups will be strengthened with skills and innovative tools, new communication channels will also be proposed to enhance reach and sustainability.
- Platforms beyond the nutrition and health sectors to be identified and engaged for impact at scale (examples - community groups, faith networks, agricultural extension workers, mass media, social media and other digital technologies)



Proposed Concept for Strategy Development

- National strategy framework with a national 'toolkit/toolbox' and M&E plan
- National SBCC toolkit to be adapted and piloted in at least one of the prioritized MS-NPAN state/regions
- Management and coordination - Led by NNC with collaboration from HLPU; UNICEF for technical support and to contract expert institution; and SBCC partners' reference group (with key representatives from MOHS, MOI, MOEA, national consultant/s, UNICEF and partner agencies)
- Participatory, consultative, multi-stakeholder process within MS-NPAN sectors and partners



Proposed Concept for Strategy Development

Phase 1: Core strategy and framework (4 months)

- Situation analysis: extensive review of existing data, materials and resources from Myanmar, identify gaps, mapping, conduct KIIs, FGDs and observation if needed.
- Participatory workshop: sharing/using findings from situation analysis, reach consensus on priorities, core outline of SBCC strategy
- Drafting of SBCC strategy and core components: ongoing consultations with stakeholders

Phase 2: Creation of toolbox, testing, adapting and finalizing strategy (6 months)

- Develop SBCC implementation toolbox: including piloting/testing, monitoring impact, developing new materials if needed, but utilizing existing materials where effective
- At least one state/regional toolbox developed/adapted from priority MS-NPAN areas (e.g where there are diverse ethnic groups/languages – Shan?)
- Developed of national toolbox ‘adaptation guidelines’ based on state/regional experience
- Finalizing national strategy based on lessons from field
- Developing the accompanying roll-out and M&E plan for national strategy + toolbox

Proposed Concept for Strategy Development

2 months for
contracting expert
agency, setting up
SBCC partners'
reference group

May
2020

3 months for Phase 2
(national toolbox + 1
state/region, final
strategy with roll-
out and M&E plan

Timeline
*(aim is 8
months)*

Feb
2020

Sep
2020

3 months for Phase 1
(analysis, partners
workshop and draft

Aim is Not Just a Paper Document – but Creative, Effective, Sustainable Communication Tools for SBCC



- Branded approach with unified theme
- BI/Nudges/Cue to action
- Innovation—VR video clips for advocacy & students
- Digital strategies—social media; digital nudges
- Interpersonal communication
- Street Theater
- Localized approaches
- Mass-media—print media; TVC; PSA; songs in different genre; jingle; radio programs;
- Social Mobilization approach in NPM
- Private Sector Partnership





Thank you!