

Sponsorship Talking Points:

Key Facts about the 2018 SBCC Summit:

- This 2018 Social and Behavior Change Communication (SBCC) Summit, featuring Entertainment-Education, will be the **largest-ever gathering of professionals focused on using communication to achieve social change** and combat development problems. Over 1,000 participants from around the world including donors, policymakers, leading practitioners, scholars, program managers, SBCC specialists, and government officials are expected to attend.
- The Summit will focus on **assessing and better understanding what works (and does not work) in shifting norms, changing behaviors and generating voice to achieve public health and other development outcomes**. It will also highlight the role of **Entertainment Education** in achieving social change goals.
- The Summit takes place at an critical moment as the field works to **make sense of the complexity and diversity in the field of SBCC by creating connections** between approaches and exploring how they can be better aligned and integrated. This **dedicated, immersive environment provides a wealth of opportunity** for agenda setting, consensus building, networking opportunities, professional development and even organizational growth (through the adoption of best practices).
- The week-long gathering program will offer **thought-provoking plenary sessions**, a market **exchange of tools** and organizations, **panel discussions, oral and poster presentations, Comms Talks** (like Ted Talks), **skills-building workshops**, and an array of **entertainment for social change**.
- The Summit is hosted **by a consortium of international and local partners** including the Johns Hopkins Center for Communication Programs, The Communication Initiative, Soul City Institute for Social Justice, UNICEF and BBC Media Action.
- It will take place April 16-20 in Nusa Dua, Indonesia.

Why Attendance at the International SBCC Conference Matters

Supporting a participant to the SBCC Summit provides an opportunity to have a voice in the growth and direction of SBCC programs and to accelerate action to achieve health and development goals in your community.

- **SBCC is increasingly recognized as a critical pillar of development.** SBCC programs that are well conceived, strategic and thoughtfully implemented are consistent contributors to successful and impactful health development programs.
- The **evidence for the effectiveness of SBCC programs is well documented** through the publications of many organizations, including The World Bank, BBC Media Action, UNICEF, Soul City Institute for Social Justice and the Johns Hopkins Center for Communication Programs to name a few examples.
- The SBCC summit **reflects the community's belief in evidence based programs and maximizing the return on development investment** through documented outcomes.
- **SBCC programs were critical to the success** of curbing the Ebola outbreak in West Africa in 2015, curbing the Zika epidemic in Latin America in 2016 and in improving health outcomes on a variety of issues including polio, malaria control, HIV and vaccination. **This success is strongest when SBCC programs are strategically planned, monitored and evaluated.** Techniques to do this effectively will be examined and shared during the Summit.
- **Participation in the SBCC summit supports raising the quality and impact of SBCC programs** through a focus on what works, sharing lessons learned to improve operational efficiency and anticipating and planning for future innovations.
- Participation in the SBCC summit **provides attendees with a critical space to strengthen advocacy** for SBCC investments; **expand connections** between SBCC organizations, practitioners and scholars; share and learn new skills, evidence and methodologies; and **contribute to setting the global SBCC agenda.** It offers a **forum to rapidly share, synthesize and provide feedback on research, innovation, and implementation.** This environment **accelerates the establishment and dissemination of evidence, benchmarks and standards of practice.** It is also essential to sharing ideas across sectors and countries while **energizing the commitment and skills of practitioners.**