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Message from the Secretariat

Many years in the making, the 2022 International Social and Behavior Change Communication Summit finally kicked off in Marrakech, Morocco, as 1,800 practitioners, researchers, students and donors from 129 countries gathered.

It was a wonderful opportunity to catch up on the latest developments in SBCC, to reconnect with old colleagues and forge new friendships, and to be inspired by the field we have helped change and grow across the years.

Most importantly, it was also an opportunity for a new kind of SBCC Summit, influenced by consultations and conversations that occurred regionally in Africa, Latin America, Asia and the Middle East, bringing in more diverse perspectives, ideas and voices than ever before.

Not all of the action was confined to Marrakech: Plenary sessions were live-streamed across the world, enabling broader engagement with those who couldn’t attend in person. Those plenaries could be heard in four languages, with many other sessions also available in simultaneous interpretation. We intentionally brought in many new areas to expand our scope beyond health and to create a broader understanding of how SBCC is a critical tool for change in every sector.

The Summit gave space for self-reflection, hosting sessions on shifting power dynamics and decision making within the field, with an eye towards making future Summits even more inclusive.

The 2022 Summit will be remembered for the enthusiasm and lively engagement of the young people attending, not just the astounding youth space where a selfie booth put smiles on attendees’ faces, but the intergenerational dialogues that sparked consequential conversations around issues that young people care deeply about, like climate crisis and mental health.

The Summit wasn’t the only game in town in Marrakech. We were lucky enough to be there during the FIFA Men’s World Cup, where Morocco excelled, winning game after game which we soaked in alongside the elated Moroccan people. Their joy became our joy and it lent an air of celebration to the Summit.

Large conferences such as the 2022 SBCC Summit do not happen spontaneously, but are the result of hours and hours of work by teams of people, mostly volunteers, from all over the world who give their time and share their passion and expertise to make it happen.

We couldn’t have done it without you — practitioners, donors, researchers, community leaders, ministers, those from the public and private sectors. Thank you for the time, energy, and resources you devoted to make the Summit such an incredible success.

In this report, you’ll find insights gleaned from the Summit, including recommendations to reframe communication as a right, to put equity at the heart of SBCC, to carefully choose the language we use to drive accountability and inclusion, and to systematically infuse community voices into program design, implementation and evaluation. We’ll also share some of our results, the names of many of you who contributed to the Summit, and highlights of some of the event’s best moments.

We left Marrakech renewed, inspired by the large and diverse group of people in our field who came together to discuss the global issues of climate crisis, poverty, inequality and more. With our collective experience and energy, we will continue to work together using SBCC to meet the sustainable development goals and to promote a successful future for our planet.

In gratitude,
Summit Secretariat
About the Summit

From the moment we held the first International Social and Behavior Change Communication Summit in Addis Ababa, Ethiopia in 2016, we haven’t looked back. That gathering set the course for what has become a vital and highly anticipated event in the field, a conference truly devoted to social and behavior change that brings together voices of youth and voices of experience from all parts of the globe.

The second Summit in 2018 built on that achievement, welcoming a record number of practitioners, donors and researchers in the field to Nusa Dua, Indonesia, where we built on the commitments made in Ethiopia and laid the groundwork for the future.

And the third Summit, just held in 2022 in Marrakech, Morocco, reminded us all of how critical the Summit has become to bringing social and behavior change to all corners of the world. The inspiration we draw from one another elevates all of our work.

We learned lessons on advocacy, community engagement and mobilization, and how crucial communication is in the midst of a public health crisis. We branched out beyond health topics to existential issues such as the climate crisis. We shared our successes — and even some of the failures that ultimately led us there.

Here’s looking to a rich future where we can come together and, in this strength of numbers, fight for change rooted in the knowledge and skills of local communities.
Summit Themes

Catalyzing transformational change on agendas of urgency

Using lessons derived from the COVID-19 pandemic and the Sustainable Development Goals as our North Star, this theme looked at how we can accelerate transformational change in the critical, interconnected areas of:

- Climate crisis and global heating
- Gender equity
- Disparities in health and wealth
- Global inequality
- Humanitarian action

These topics and others were addressed through three lenses:

1. Expanding the boundaries of SBCC through multisectoral engagement and a focus on structural determinants.
2. Harnessing SBCC for social justice.
3. Nurturing new voices for change and social movements.

Future forward

The ways in which we communicate continues to evolve rapidly in our increasingly interconnected and mediated world. In this context, informed and engaged participation in social and behavior change, and public discourse more broadly, is especially relevant.

In this theme, we explored three topics:

1. How digital media is transforming SBCC – both positively and negatively – and the implications for the field.
2. Issues around misinformation and disinformation with the aim of identifying effective response strategies, including technology-driven solutions.
3. The future of the field.

Connecting the dots

The COVID-19 pandemic is global and has connected us in ways we’ve rarely, if ever, seen before. We’re connected by shared livelihoods, by news and digital media that bridge time and distance at unprecedented speeds, through national and subnational coordination, networks and partnerships, through international cooperation on vaccine development and deployment, and through global research and program funding.

Within this theme we explored connections in two distinct areas with a focus on strengthening processes and support within the field:

1. Connecting for collective action – through co-design and co-creation – across different sectors, disciplines and stakeholder groups and generations.
2. Connecting the SBCC community to increase collaboration, share skills and resources and build capacity.
## Summit Snapshot

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<tr>
<th>Category</th>
<th>Quantity</th>
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Secretariat

The SBCC Summit was hosted by a consortium of international and local partners

Special Thanks

ThinkPlace and Save the Children

Local Summit Event Organizer
Sponsors

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“Let the Summit begin!” proclaimed Jane Brown, co-chair of the organizing Secretariat, kicking off the week’s events.

On a brightly lit stage in Marrakech, Morocco, Brown, of the Johns Hopkins Center for Communication Programs, celebrated the years of behind-the-scenes work that had led to the moment when she could finally welcome 1,800 people to the 2022 International Social and Behavior Change Summit. The opening ceremony also included greetings from Moroccan dignitaries and group selfies with Innocent Grant, one of the Summit’s youth champions.

“The SBCC Summit is unique and extraordinary,” Brown told those assembled. “Here we highlight the best of what our field has to offer and debate on how we can do even better to create a future where challenges are eliminated through collaboration, mutuality and partnership to ensure that everyone has equitable opportunities to grow and thrive.”

As the first speaker, Khalid Ait Talib, Morocco’s Minister of Health and Social Protection, noted that by focusing on strength in diversity, a conference theme, “we give full measure of the strategic and capital importance of communication in social and behavior change in order to improve the living conditions of individuals and communities around the world. Our wish is that the participants in this Summit, from different countries, have the opportunity to share experiences and propose innovative solutions, inspired by universal principles, for a better implementation and use of this approach.”

Dr. Aawatif Hayar, Morocco’s Minister of Solidarity, Social Integration and Family, went next: “In light of the great challenges associated with the economic, social and health conditions that the world is going through, we are required today – all of us – to redouble efforts and coordination ... in order to make social commitment that [contributes] to the process of achieving sustainable development goals, and confronting all the obstacles that prevent vulnerable groups – especially women – from enjoying their full human, social and economic rights.”

While many organizations have long recognized the potential of SBCC, Dr. Speciose Hakizimana, UNICEF’s representative in Morocco, noted that “increasingly, we are beginning to understand that acceleration toward the Sustainable Development Goals will only be possible when people-centered approaches are informed by evidence, voice and participation of the communities we serve.”
“The positivity and great ideas that came from the summit were energizing. This year there was more youth involvement which I enjoyed.”
Plenary Speakers

Arlette Romero Saavedra, the director of Strategies and Development of Healthy Settings at the Ministry of Health in Mexico and the head of the National Laboratory of Risk Communication, noted “without SBCC we wouldn’t be able to do preventive work” while highlighting the need to listen to communities when creating and implementing programs.

Avexnim Cojti, director of programs at Cultural Survival, discussed how social movements can reduce the racism and discrimination that keep the voices of indigenous people around the world from being heard. She noted that “[b]y supporting indigenous ways of living ... there is a direct impact on taking care of the environment.”

Chris Mahony, the CEO and co-founder of Peloria, spoke of a project he is working on in the Democratic Republic of Congo that allowed him to see first hand that artificial intelligence can only be at its most intelligent with the perspective of human experience.

Colin Spurway, of BBC Media Action, described the importance of tailored climate crisis messages while recognizing the complexity of behavior change. He described his experience developing interventions in Tunisia communicating about the calculation of risk perception.

Da-costa Aboagye, of the Ghana Health Service, spoke about the importance of placing social and behavior change communication at the heart of public sector health programming. He also discussed the many free services that the government of Ghana provided during the pandemic, saying: “Safety nets came along because SBCC was on the table.”

Dorina Andreev-Jitaru, UNICEF Regional Office for South Asia, spoke of the need to focus on behavioral and social data and use science to inform decisions and interventions. “For policy making, we need to advocate strongly with our governments, she said, “How can we support them? How can we build sustainable data systems that can inform and show progress over time?”

Eliana Elias, co-founder of Minga Peru, an organization that focuses on arming indigenous women and marginalized communities with the skills and capacity to access information and services, spoke about empowering those who need to be lifted up in some of the most vulnerable social and economic situations.

Jamie Arkin, director of partnerships and development at Alfluence, cautioned that we are all at risk of sharing misinformation, even intelligent and well-meaning people who may pass along information that speaks to their own biases.

Jair Vega Casanova, a sociologist and professor of social communication at the Universidad del Norte in Colombia, representing Latin America and the Caribbean, said his region has a vast diversity and richness: “We have a lot to bring to the table and don’t need to accept something imposed on us.”
M. Abdelouahab Belmadani, the director of planning and financial resources in Morocco’s Ministry of Health and Social Protection, spoke about mutualizing funding through coordination and cooperation between the government and civil society. “Funding is important, but it needs to be looked at in the framework of a results-oriented approach,” he said.

M. Hatim Aznague, a climate justice advocate and president of the Sustainable Development’s Youth organization, spoke passionately about how important it is to have a greater diversity of people at the table where decisions are made and that the invitations may never come if you wait. He told of how he demanded to be heard when he was a young activist.

Mehdi Snène, interim CEO of the International Digital Health and AI Research Collaborative (I-DAIR), spoke about how artificial intelligence “depends on which hands we’re putting it into.”

Memory Zonde-Kachambwa, executive director at the African Women’s Development and Communication Network (known as FEMNET), spoke about how the organization empowers those who need to be lifted up in some of the most vulnerable social and economic situations.

Mohammed Ahmed, an activist from Sudan, spoke about the importance of building trust to create successful social movements and how the creation of non-state owned communication platforms by youth and other activists since the Arab Spring has enabled movements to grow stronger and extend farther than ever.

Dr. Reham Rizk, of the Social Planning and Development Unit at the Egyptian Ministry of Planning and Economic Development, discussed the need for a 360-degree approach to ensure a powerful impact.

Rishika Das Roy, a resilience and urban policy expert with Oxford Policy Management, spoke about the forces working against sustainable climate crisis policy. She cited the COP27 recently held in Egypt. At the world’s conference devoted to making a dent in the damage already done, she said, there were 636 lobbyists for the fossil fuel industry.

Sara Nieuwoudt, of the University of the Witwatersrand, noted that in SBCC, we need to be talking directly with the communities we work with, as well as media, religious leaders and governments and “start having conversations about how we can be more strategic about our needs.”

Recordings of plenary sessions can be found here: https://sbccsummit.org/en/plenary-recordings/
Insights

The Summit was an ideal place to glean insights and learn about what works in SBCC and learning about how others successfully use SBCC in their work. The following eight insights were drawn from the hundreds of contributions received by the Summit Insights Team.

1

We need to break paralysis around climate behaviors at every level.

We should follow the lead of youth, who understand the urgency of climate crisis, and use the strength of SBCC by shifting norms and defaults to climate-positive behaviors. We need to advocate for governments to take positive climate actions, and integrate climate into SBCC programs, now.

“The world currently is in need of solutions and actions to achieve climate justice. By the time I’m saying this, we have already lost the luxury of time.”

- M. Hatim Aznague, a climate justice advocate and president of the Sustainable Development’s Youth organization

9 sessions on climate
It’s our duty to systematically infuse community voices into program design, implementation and evaluation.

We collect the lived experiences of community members in our formative research, but we don’t always include what we gathered from the communities or what already exists in our evidence-based programs. Those experiencing the change should define success and how data are collected and utilized to inform programming.

Empathy and co-design are no longer optional principles in social and behavior change programs.

“This is a great place to collaborate. (Yet) we need to involve more communities and put them at the center of this conversation.”

- Avexnim Cotji Ren, an indigenous activist from Guatemala

17 sessions on human-centered design
The language we use can drive accountability and inclusion, and shift power dynamics.

Words have the power to connect and catalyze, divide, and regress, include or exclude; the “North/South” dichotomy may perpetuate or dismantle that power dynamic; the “donor/recipient” labels may impede the creation of an accountable partnership; jargon may exclude and disenfranchise key stakeholders.

Let’s listen and make space for new language that reflects our desired future. It is imperative that we “include the voices and use language that helps all participate in the dialogue.”

“We need to shift to seeing our regions not as regions of the globe full of problems and crisis and people in need to be saved, but as regions full of resources and ways to approach problems.”

- Eliana Elías, of Minga Peru, during the “Social and Behavior Change Communication: People in Action Making Change Happen” plenary

41 sessions on social inclusion
Social movements are crucial for social change at both global and local levels. People working together in networks to identify issues of common concern and take strategic steps to change policies, improve equity.’’

– Sue Goldstein, moderating the “Social Movements for Social Change: What Makes Them Tick and What Can We Learn?” plenary

Reframing communication as a right puts equity at the heart of SBCC.

Communication is not just a tool to make change happen. When people can openly express themselves, be heard, and understood, they become the principal architects of their futures.
Digital approaches require respectful, ethical engagement.

Given the tension between the speed at which digital technology is evolving and our ability to ethically, safely, equitably, and systematically ensure protection of people and data, we need to:

- Protect data, particularly when working with communities that are at greatest risk of harm when their privacy is violated;
- Become active fact-checkers;
- Continue to experiment with software and AI;
- Ensure free expression.

“There’s misinformation and then there is a lack of information. How can we fill the information gap? Can we teach people about fact-checking?”

- Jamie Arkin, director of partnerships and development at AIfluence, during the “Misinformation and the Use of AI: What’s SBC Got to Do with It?” plenary

50 sessions on digital approaches
8 sessions on misinformation
13 sessions on social media
Embrace failure.

Swap competition for generosity and collaboration. We should strive to create an SBCC community that feels safe enough for us to honestly share our programs’ failures and generous enough to receive them as a gift.

Competition, lack of coordination, and duplication across SBCC sectors and countries limits our potential to improve the human condition and the health of our planet.

“Those of us in Africa who are part of different networks and regions, we need to take each other’s names and numbers and do a mapping of where we are and where we stand. And start having conversations about how we can be more strategic about our needs.”

- Sara Nieuwoudt of the University of the Witwatersrand during the “Beyond the Margins! SBCC Challenges, Opportunities, and Synergies: A Conversation within and across the Regions in the South” plenary
Create spaces to expose distress – including our own.

Poverty, sexism, disease, violence and mental health have a compounding effect on key audiences and those who work to address those challenges. Incorporating opportunities to process and address mental health should be integrated into SBCC programs.

“The last few years have been especially challenging for many of us … [we] need to create spaces that are able to name it, help us work through it and get to the other side.”

- Tilly Gurman, from the Johns Hopkins Center for Communication Programs, during the Insights and Outputs plenary

36 sessions on gender
5 sessions on mental health
Storytelling helps create meaning and connection and brings data to life.

Many participants spoke passionately about the power of storytelling to motivate behavior change and connect people to an issue. Yet, we need to do a better job of sharing and elevated these stories.

“Can we hear from community-led storytelling initiatives, which can show you evidence, can show you strategy and can actually show you impact?”

- Sohini Bhattacharya, during the Insights and Outputs plenary

24 sessions on entertainment education
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Joumana Kalot, American University of Beirut | Faculty of Health Sciences, Center for Public Health Practice
Martine Najem Kteily, American University of Beirut | Faculty of Health Sciences, Center for Public Health Practice
Priyanka Kher, Breakthrough TV
Biva Rajbhandari, Quilt.AI
Susan Krenn, ThinkPlace Global
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Fernando Carache, Puntos de Encuentro
Alan Jarandilla Nuñez, IYAFP

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Denise Assanvo, Johns Hopkins Center for Communication Programs
Jean Jacques Brou, Johns Hopkins Center for Communication Programs

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Mohammed Bellakbir, Rabita Mohamadia des Oulemas
Samira Hemama, Ministère du tourisme
Naseem Awl, Meriam Erraoui, Rachid Amri, Hicham El Bekkali, UNICEF
Our post-Summit survey was launched Feb. 7, 2023, allowing us to hear directly from attendees — both virtual and in-person — about their experiences. We received 628 responses before Feb. 24, when the survey closed.

“Overall my Summit experience was great and I am thankful for the opportunity and learnings. This event made me learn new perspectives and insights on how to improve SBCC programming in our country.”
The Future of SBCC

The youth champions of the SBCC Summit – the rising stars in the field of social and behavioral change communication – brought big energy to the event, developing an interactive and meaningful youth agenda that inspired many participants of the Summit.

The youth cafe was the perfect setting for deep discussions on key topics. Our youth champions provided great lessons on how to unlearn certain online patterns, while challenging fellow participants to develop content that address stigma around topics like menstrual hygiene.

But no one person, or even group, can make the kind of change needed to improve the field of SBCC. Along with conversations among themselves, our youth champions also led two days of intergenerational sessions. The dialogues were guided by a set of questions which aimed to explore collaborative ways to address challenges such as climate crisis, sexual and reproductive health and gender equality. Called “spark discussions,” the intergenerational conversations included discussions on how technology affects connections, health behaviors and the digital divide. There were conversations about online spaces and how they can be beneficial but also hurtful, depending on the topic or tenor. They also discussed the idea that acknowledging the small practices we take to prevent climate crisis could go a long way toward bringing more people to the cause by reducing the barriers.

Other fun features from the youth champions included creating an attention-grabbing selfie booth and a youth advice booth, where anyone could network, share best practices and learn from youth champions.
Youth Champions

Ikram Midmane, Student, UM6P, Morocco
Dilýyan Manolov, UNICEF, Bulgaria
Mireille Umutoni Sekamana, Ylabs, Rwanda
Laraib Abid, MASHAL, Pakistan
Innocent Grant, Young and Alive Initiative, Tanzania
Daniela Gordon, Latino American network META - Interamerican Institute of Disability and Inclusive Development (iiDi), Costa Rica
Mohammad Farajalla, Hikaya Center for Civil Development, Jordan
Balqees Shahin, Save the Children, Jordan
René Édouard Mendis, Social Change Factory, Senegal

Francophone Youth Scholars

The Hewlett Foundation offered 12 scholarships to the SBCC Summit for candidates from the Francophone West Africa region. These fellows were selected from the nine Ouagadougou Partnership countries – Benin, Burkina Faso, Cote d’Ivoire, Guinea, Mali, Mauritania, Niger, Senegal, and Togo – based upon their profiles as researchers, leaders in reproductive health, and related sectors, such as climate, gender, civic engagement, and digital spaces.

There was also a dedicated space for Francophones to meet and talk and process insights. The Hewlett Fellows used this space to strengthen networks among Francophones attending the Summit.

Noudehouenou Credo Adelphe Ahissou, Centre de Recherche en Reproduction Humaine et en Démographie, Benin
Nourou Aya, REM Africa, Niger
Assanatou Bamogo, African Crossroad Development, Burkina Faso/US
Khoudiedji Camara, EAJFM, Mauritania
Maurice Cherif, BIMOU’s LOGISTICS, Guinea
Aïcha Kâ, DKT International, Comité National Olympique & Sportif Sénégalais, Comité d’organisation des jeux olympiques de la jeunesse à Dakar, 2026, Senegal
Oury Kamissoko, Regional Technical Consultant, Merci Mon Héros campaign, Mali
René Édouard Mendis, Social Change Factory, Senegal

Summit Scholarship Winners

Kazi Raiyan Mahmud
Lorena Villeda
Aduragbemi Oyemola
Karna Eugène
Angel Kharya
Prabin Nanicha Shrestha
Vrinda Manoc
Saloni Gopani
Hasna Pradityas
Pablo Cruz
Regional Events

Leading up to the Summit, virtual regional events were organized as a chance to discuss how the pandemic has changed the way we work. Topics included but were not limited to: combatting disinformation; water and sanitation; climate change; new technology; community mobilization; community radio; engaging faith leaders; social norms; and menstruation. [Watch the recordings here]

**Africa Regional SBCC Consultation**

**Africa**

Country level webinars in Malawi, South Africa and Nigeria, along with continental consultations, engaged SBCC practitioners and experts in topics that extended beyond public health with a special focus on climate crisis.

**South Asia SBCC Conversation**

**South Asia**

The South Asia SBCC Conversation provided a platform for sharing South Asia-related abstracts accepted for the 2020 SBCC Summit while also highlighting recent regional SBCC innovation around COVID-19

**Latin America and Caribbean Conversation**

**Latin America and Caribbean**

Created a platform for Latin American and Caribbean nations to discuss and increase visibility for local SBCC initiatives

**SBCC Voices from MENA**

**Middle East and North Africa**

This series of online workshops highlighted emerging and best practices in SBCC from the Middle East and North Africa region
“I felt like I was ‘among my people,’ which is an experience I rarely have. It was beautiful to be surrounded by other folks focused on the human side of strategies and programs, since most conferences are so heavily technical.”
Participating Organizations

17 Triggers Consulting Asia Co., Ltd.
Aahung
Abbo International Development
Abt Associates
Accountability Lab
Action Against Hunger
Adam Smith International
ADRA
Africa CDC
African Radio Drama Association ARDA
Africa’s Voices Foundation
Afya na Haki
Agence Ivoirienne de Marketing Social
Agile Six Applications
AIBEF
Aidsfonds
AIMAS
Ain o Salish Kendra
Akinfadeyi Foundation
Aletheia Films
Al-Habibiyyah Islamic Society
Aliko Dangote Foundation
American University of Beirut
Amplio
Amref Health Africa
Angela
Arcus Foundation
ARDA Development Communication Inc.
Ashner Associates
Asociación Pasmo
Associaio Amics de Tacugama
Association Béninoise pour le Marketing Social et la Communication pour la Santé
Association d’Appui et d’Eveil Pugsada
Association Dorcas Guinee
Association marocaine de planification familiale
Astraea
Astraea Foundation
ATBEF

Avenir Health
Avert
AXETUDES
Azura Labs
Bangladesh Center for Communication Programs
Bangladesh Nari Progati Sangha
Bayer AG
Bayero University, Kano, Nigeria
BBC Media Action
Bill & Melinda Gates Foundation
Bill & Melinda Gates Institute
Boston University
Breakthrough
Breakthrough RESEARCH
Bridge
Brunel University London
Busara Center for Behavioral Economics
Butterfly Works
CABI
Caleb University, Lagos Nigeria
Camber Collective
CARE
Catholic Media Council
Catholic Relief Services
Center for Communication and Change India
Center For Communication Impact
Centre de Recherche en Reproduction Humaine et en Démographie
Centre for Behaviour Change and Communication
Centre for Communication and Social Impact
Centre for Communication Impact
Centre for Health Solutions – Kenya
Centre for Social and Behaviour Change, International Foundation for Research and Education
Chama cha Uzazi na Malezi Bora Tanzania
Chemonics International, Inc.
ChildFund International
Children’s Investment Fund Foundation
Christian Connections for International Health
Cipta Cara Padu Foundation
CISP Somalia – International Committee for the Development of People
Citurna / Imaginario
Civic Studios Productions Private Limited
CKS Consulting Pvt. Ltd.
Clinton Foundation
Cochrane
Columbia University
Comitato Internazionale per lo Sviluppo dei Popoli – CISP
Common Thread
Community Empowerment Lab
COMUNICARES
Concern Worldwide
Consortium of Reproductive Health Associations
Content Consultants Ltd
CORDAID
CORE Group
CORE Group Polio Project
CorpsAfrica
Cowater International
Creative Projects Group
DAI
Dalberg Advisors
Dance4Life
Danish Institute for International Studies
Dasra
DataDrive2030
David & Lucile Packard Foundation
DCOR Consulting Pvt. Ltd.
DeepSight
Demi Kita
Development Media International
DevProNet International Community Development Initiative
DG Murray Trust
Digital Development Communications
Dimagi
DLA Inc
Drexel University Dornsife School of Public Health
DTA Innovation
EDC
Embassy of Sweden in Lusaka
Emory University
Empatika
EngenderHealth
Envisions Institute of Development
Episcopal Relief and Development
Equal Access International
Equilibres et Populations
ESOMAR FOUNDATION
ETR
Every1Mobile
Evident Strategic Research and Consulting Inc.
Evoke KYNE
ExpandNet
Faith to Action Network
Family Planning Association of Malawi
Federal Ministry of Health, Nigeria
FHI 360
FHIS
Fondation Zakoura
Fondo de las Naciones Unidas Para la Infancia
Food for the Hungry
FP2020
Friedrich-Ebert-Stiftung
Frontline AIDS
Fundacao Manhica
Fundação Maria Cecilia Souto Vidigal
Fundacion Puntos de Encuentro
Genesis Analytics (Pty) Ltd
GeoPoll
Georgetown University
Georgia State University
GICHID
Girl Effect
Girl Rising India
GIZ
Global Alliance for Improved Nutrition
Global Alliance for Social and Behavioral Change
Global Fund for Women
Global Health Corps
GOAL
Good Business
Good Hood Pty Ltd
Grassroot Soccer
Guttmacher Institute
HakiElimu
HANDS Pakistan
HCDEExchange
Heartlines
Helen Keller International
Helvetas Swiss Intercooperation Madagascar
Hikaya Center for Civil Society Development
HIP Edutainment
Hitch Marketing Limited
Hospital General of Kintambo
Howard Delafield India
Howard Delafield International LLC
Humanity and Inclusion Handicap International
IAVI
icddr,b
ideas42
IDinsight
IFRC
IMA World Health
iMedia Associates Limited
Impact Malaria
Innovation Program for community Transformation
INSERM DRPA06
Institut Panos
Institute for Reproductive Health, Georgetown University
Institute of Development Studies
Institute of Women & Ethnic Studies
Instituto De Investigagiones Sociales Sc
Interchurch Medical Assistance INC
International Federation of the Red Cross and Red Crescent
International Organization for Migration
International Planned Parenthood Federation
International Research & Exchanges Board
Internews
IntraHealth International
Ipas
Ipsos Healthcare
IRC WASH Ethiopia
IRD Global Ltd.
Irmi Co
Islamic University of Technology
Jeunes Ambassadeurs SR/PF Mali
Jhpiego
Johns Hopkins Center for Communication Programs
John Snow India Private Limited
John Snow Research & Training Institute, Inc.
John Snow, Inc
Johns Hopkins Bloomberg School of Public Health
Johns Hopkins Center for a Livable Future
Johns Hopkins Lerner Center for Public Health Promotion
Johns Hopkins University
Joint Learning Initiative on Faith and Local Communities
J-PAL 7
JSI
JSI : USAID DISCOVER-HealthProject
JSI Research and Technology
JSI Research and Training Institute Inc.
Kano State Primary Health Care Management Board
Kantar
Karen Greiner
Karnataka Health Promotion Trust
Khangarue Media Ltd
KHCF
KIT Royal Tropical Institute
Kopernik
KPMG Advisory Services Private Limited
Lapis Ltd
Levin and Morgan
London School of Hygiene & Tropical Medicine
Luminate Group
Lux Terra Leadership Foundation
Lwiro Primates
**INTERNATIONAL SBCC SUMMIT 2022**

M&C Saatchi World Services  
MAG  
Magenta  
Maheen Dhanani  
Malaria Consortium  
Management & Development Consulting, Inc.  
management4health  
MannionDaniels  
MANT  
Margaret A. Cargill Philanthropies  
Marie Stopes International  
Marketing for Change  
MAT/DC  
MATCHBOXOLOGY  
Maternity Foundation  
Media  
Media Monitoring Africa  
Medic Mobile  
Medicines for Humanity  
Medicines for Malaria Venture  
Mediology  
Merck  
Mercy Corps  
MHRP  
Millbank Social Marketing Ltd  
Ministère de l’Aménagement du Territoire et du Développement Communautaire  
Ministry of Health Malaysia  
Ministry of Health, Community Development, Gender, Elderly and Children  
Ministry of Health, Jordan  
MIT  
Mohlaka Media  
Mott MacDonald  
Moving Image Limited  
MSI Reproductive Choices  
Nal’ibali  
Nasarawa State University  
National Malaria Elimination Programme  
Netherlands Red Cross Society  
New York University  
Nigeria Centre for Disease Control  
Noora Health  
Northwestern University in Qat  
Now Available Africa  
NR Management Consultants India PVT  
Nucleus Impact  
Nutrition International  
Ohio University  
Olawale Maiyegun  
OLYLO  
One Drop Foundation  
ONG RAES  
Osman Advisory Services  
OXFAM GB  
Oxfam Novib  
Oxfam OPTI  
Oxford Policy Management  
Oxford Policy Management India Private Limited  
Oxford University Clinical Research Unit Vietnam  
Pact  
Pan African Sanctuary Alliance  
Panagora Group  
Pandrillus Foundation  
Partnership for Nutrition in Tanzania  
PASA  
PATH  
Pathfinder International  
PCI Media Impact  
Perspective Media  
Picture Impact  
Pierce Mill Media  
PIQA Department  
PIRCOM – Interfaith Communication Platform for Health  
Plan International  
Plan International Asia Pacific Regional Office  
Plan International Australia  
Plan International Canada  
Plan International Global Hub  
Plan International Nepal
Planned Parenthood Global
Population Council
Population Foundation of India
Population Media Center
Population Reference Bureau
Population Service International
Population Solutions for Health
Praekelt PBC
Prevention Collaborative
Prodigium Pictures, LLC
Project Concern International
Project Last Mile
Promundo
Punjab Population Innovation Fund
Purdue University Travel
Pure Earth
PVP
Quicksand Design Studio Pvt Ltd
Quilt.AI
RAES CEST LA VIE
Rain Barrel Communications
Rare
Reach A Hand Uganda
RedAid Nigeria
REM AFRICA
Reproductive Health Association of South Sudan
Reproductive Health Uganda
Research and Training for Health and Development
Resolve to Save Lives
Rewire Design
RNW Media
RTI International
RTS Group
Rutgers
Rutgers WPF Indonesia
Rwenzori Center for Research and Advocacy
Sabin Vaccine Institute
Safe2choose
San Diego State University
SANAC
Sanaga-Yong Chimpanzee Rescue
Save the Children
SC Johnson
School of Public Health University of the Witwatersrand
SCI Foundation
SDI
Second Water Sector Institutional Development Project
Seefar Enterprise
Sesame Workshop
SFH Rwanda
Shout-It-Now
Shujaaz Inc
Sight and Life Foundation
Sightsavers
Simavi
SNEIPS
SNV Netherlands Development Organisation
Social Impact Entertainment
Society Design Studio
Solina Center for International Development and Research
Soul City NPC
Splash International
Spotlight Initiative
Stepping Stones International
Stichting BRAC International
Story Workshop Educational Trust
Sudan Family Planning Association
Suomen Punainen Risti
Surgo Ventures
Susan Akinyi Odera
SWEDD BENIN
Swiss Tropical and Public Health Institute
Sydani Initiative for International Development
Talent2africa
Tanager International
Tanzania Bora Initiative
Tanzania Communication and Development Center
Tanzania Social Action Fund
TBWA
Tearfund
Temple University
TEQUILA NIGERIA
Tetra Tech Inc.
The Asia Foundation
The Behaviour Change
The Communication Initiative
The David and Lucile Packard Foundation
The Dialogue Group
The END Fund
The Fred Hollows Foundation
The Geneva Learning Foundation
The George Washington University
The Girls Legacy
The Institute of Development Studies
The Kaizen Company
The Manoff Group, Inc.
The Packard Foundation
The Palladium Group
The Society for Children Orphaned By AIDS Inc.
The University of Adelaide
The University of Texas at Austin
The William and Flora Hewlett Foundation
The Womanity Foundation
The World Bank
Theresa Senft
ThinkPlace
Thrive: Words that Change Lives
Tore’s Africa Foundation
Total Family Health Organisation
Toulouse Business School
Transcultural Design Consultancy International
Triggerise
Trocaire
Tulane University
U.S. Agency for International Development
U.S. Centers for Disease Control and Prevention
Ubongo International
Ubongo Learning
UC San Diego
UCL – Institute for Global Health
UCLA
UCSF
UN World Food Programme
UNFCU
UNFPA
UNICEF
Unilever
United Nations
United Nations Children’s Fund
United Nations Foundation
Universidad de Guadalajara
Universidad de Lima
UniversitÄ della Svizzera italiana
Universite Peleforo Gon Coulibaly
Universiti Putra Malaysia
University College London
University Eduardo Mondlane
University of California San Diego
University of Debrecen
University of Huddersfield
UNiversity of KwaZulu-Natal
University of Maryland
University of Pennsylvania
University of the Witwatersrand
University Research Company
UPM-UNICEF C4D Programme
URIDU
US Centers for Disease Control and Prevention
US Peace Corps
USDA
UZIKWASA
Veronica Sigamoney
Viamo Inc
Vital Strategies
VSO International
Vym
WASH Institute
WELL MADE STRATEGY
Wellcome Trust
Sessions

**Auxiliary Events**

- RBM SBC Working Group Meeting
- Skills-Building: Addressing Ableism, Disabilities Stigma & Discrimination
- SMART Advocacy: Reaching the Right Decision-maker at the Right Time
- Dialogue with UNICEF SBC Global Think Tank
- Sharing Learning from Polio SBC (Misinformation, Social Data and Conflict)
- The Direction of SBC in UNICEF
- Salon de partage des activités CSC pour la PF des pays francophones de la part de Breakthrough ACTION
- Code of Ethics for Social and Behaviour Change: From Theory to Practice
- Community Engagement in Humanitarian Action Toolkit (CHAT) Launch
- Walking the Talk: Taking Community Engagement to Scale
- Tomorrow by Design - Sparking BIG Change Tomorrow through Small Changes Today: A Futuring & Foresighting Workshop
- How to Survive the Infodemic – Simulation-Based Crash Course in Generating Infodemic Insights
- What Do You Need to Be Ready to Respond to Major Disease Outbreaks? Assessing Capacity for

More Effective Risk Communication & Community Engagement

What Works in Nutrition SBC?

Building resilience to unravel misinformation in human and animal health: a CGPP experience.

Leveraging private sector marketing approaches to facilitate uptake of public health interventions

What Is Your Infodemic Story?

HARNESSING COMMUNITY INSIGHTS IN EPIDEMICS: WHAT ARE WE MISSING?

Workshop on SBC Perspectives from Latin America and the Caribbean. What SBC means in LAC: Concerns and Pathways

From Activism to Action: Lessons learned from Social and Behavior Change programs addressing Child, Early and forced Marriage (CEFM)

Transformative storytelling and Gamification in action to change lives!

Can a Nudge Encourage Us All to be Better Caregivers

Addressing social norms with user-centred approaches

What Did We Learn About Motivating Vaccine Uptake?: Tools & Lessons Learned from COVID-19

Intersections of Faith and Norms in Middle East and North Africa

Go for the Gold! Win the Vaccine Misinformation Olympics!

The Change Pathway

From Intention to Action: Conceptualizing Agency in Social & Behavior Change Communications

The Several Moving Parts of an Integrated SBC Program

Advancing the field of Social Accountability: Setting the Stage for Research and Learning

Behavioural Nudges and Shoves: Communications tactics to promote public health intervention uptake

#infodemicmanaged – Experience Sharing From the Field and Networking for Infodemic Managers

Impact Evaluation and 10 Years of Learning from CARE USA's Tipping Point Initiative

Dialogue with the Private Sector

Crowdsource Data with Premise to Drive SBCC Research

Moving behaviour change communication into the 21st century through technology and community-led behavioural science
INTERNATIONAL SBCC SUMMIT 2022

SBC & Government: Community health education for the last mile
How to Use Big Data to Build a Behavior Change Campaign
Making social behaviour change accessible to everyone – an evening with Sightsavers
Contribute to WHO trust in emergencies dialogue: Identifying the drivers of trust and mistrust in emergencies
Breakfast with scale-up champions!
SBC Technology: Preview a New SBC Software Platform
Let’s Dine and Dish: Developing a Blueprint towards more Sustainable SBC Systems
Migrants as Messengers: Lessons learned using a peer-to-peer approach for behaviour change in West Africa
Evidence for SBC Impact: Launching the new SBC High Impact Practice briefs for Family Planning
Imperative to Invest in Ending Violence Against Women and Girls using Comprehensive Models like the Spotlight Initiative
Global Vaccination Demand Hub Networking Meeting
The C in SBCC: Contradictions
Springboard Meet-Up
Meeting people where they are: using Behavioral Science to improve referral pathways

Multimedia Presentations
Digital Counseling for Health Access and Services
Media Approaches to Demand Generation for Health Services
Multimedia Interventions for Child Protection
Media Approaches and Campaigns for Combating HIV
Media as a Classroom: Using Media Platforms for Education
Inspiring Champions using Multimedia Approaches
Media Approaches for Family Planning
Gamification of Learning for Nutrition, Digital Literacy, and Reproductive Health
Multimedia Approaches to COVID-19 Prevention
Entertainment Education Approaches for Nutrition and Prevention of Violence against Women and Children
Using Multimedia to Influence Gender Norms
Story Catchers: Using Media to Gather Human Stories and Leverage them for SBC
Multi-Channel Approaches to Combating COVID-19 in Nigeria: H.A.N.D.S Campaign
The Role of Short-form Video for Health Education and SBC
Using Video for Capacity Strengthening and Skills Building

Oral Presentations
Harnessing the Power of Youth for Impact
Communities Get Their Say: Innovations in HCD & Co-design
A Multifaceted Approach to Creating Stories that Empower Emerging Voices: Photography, 360 Video, Participatory Theater as Methods for Building Capacity and Indigenous Leadership in Amazonian Ecuador
Disrupting the SBCC Field: Addressing Knowledge and Power Imbalances
Moving beyond Small Group Reflection: Norms Shifting Happens Everywhere!
Evaluación e impacto de las telenovelas mexicanas con contenidos de diversidad sexual
Just Talk About It: The Importance of Interpersonal Communication
Communication Begins at Home: Evidence for Family-Based Strategies
Empowering Entertainment: Ensuring No One is Left Behind
She Said, He Said: Improving Lives Through Couples Communication
Expanding the Role of Youth in Their Own Healthcare
Shifting Gender and Institutional Norms to Address IPV and GBV
Empathy—the Keystone of Effective Provider Behavior Change
Multisector Action to Enable Social and Behaviour Change for the Elimination of Schistosomiasis, a Water-Borne Neglected Tropical Disease
Transforming Provider Behavior
Improving Educational Outcomes Through SBC
The Dirty Truth: Scaling Up Strategies to Improve WASH Outcomes
Tackling Disability Stigma Using SBC
Use of Evidence-based Behavioral Insights to Improve SBCC Programming
Open Consultation Session: What are the Needs of Southern Partners from a Structure like the Global Alliance for Social and Behaviour Change?
Challenging Collective Norms, A New Look at Old Norms, Challenging Accepted Norms
Gender in Media: How do Media and Pop Culture Narratives Drive Inclusion and Representation
Masculinity and Male Engagement
Immunization Service Experience and the Importance of Caregiver and Health Worker Journeys for Changing Immunization Program Dynamics
Making people feel heard: Embedding systematic social listening in national vaccination programs
Monitoring, evaluation, research and learning for digital adolescent health programmes: innovations and lessons learned during COVID-19
Youth Get Social
Addressing Sexual Violence: Digital and Community-based Approaches
Using Digital Approaches to Improve Women’s Lives
The Last Mile: Can We Reach Vulnerable & Marginalized Groups with Digital Approaches?
The Transformative Power of Storytelling - An Edutainment Guide for Social Change - Colombia and South Africa
Lessons learned from COVID-19 Adaptations for Very Young Adolescent Sexual and Reproductive Health Programs
(Main) Streaming Entertainment Education : Meeting the Future in Digital Formats
The role of SBCC in peacebuilding and conflict prevention (including reducing violence against women): reviewing evidence and practice to strengthen the approach
Not without Norms Change: Cross-National Findings on the Role and Importance of Norms Controlling Girls’ Sexuality in Supporting the Practice of Child Early and Forced Marriage.
Helping Youth Navigate their SRH Needs
Before They’re Born: Best Outcomes for Mothers and Babies
Engaging Communities for Health & Nutrition
Giving a Shot in the Arm to Immunization with SBC
Actionable Insights on ANC and Nutrition
Working at Scale Whilst Leaving No One Behind: Integrating above and below the line SBCC approaches within the WISH2ACTION consortium
Power in the Context of Sexual and Reproductive Health and Self-Care: Women’s Perspectives, Shifting Understandings, and Implications for Social and Behavior Change Practice
The New Social: Social Media as a Research and Evaluation Tool
Gender Constructs and the Role of Men
The Power of Faith
Food for Thought - MIYC Nutrition Showcase.
A multi-sector partnerships approach for advancing the SBCC agenda and driving progress against FP2030 commitments.
Future of the SBCC Summit: What would a Southern-led SBCC Summit look like and how do we get there?
Communication for Climate Action
Social Influence Strategies to Reduce GBV
Breaking Barriers: Reproductive & Sexual Health
Scaling Social Impact
Meeting Youth Where They Are: Digital Strategies that Motivate
From PrEP to “Test and Treat”: SBCC to Improve HIV Outcomes
Getting to Yes: Vaccine Hesitancy
Social and Behavior Change with Nomadic Populations in Transition – New Insights and Lessons Worth Sharing
Using Digital Media to Counter Misinformation
Better Cross-Sectoral Collaboration, Better Health Outcomes: Applications of the Circle of Care Model
Local Climate Voices: Communication for Social Change as a Critical Dimension of Climate Justice Framed. Using SBCC for Strategic Impact
Nurturing the Early Years - Examples in Early Childhood Development
Building Bridges Between Sectors and Partners
Spotlight: Nigeria FP
Connecting the dots among SBC professionals: The future of virtual engagement among global communities of practice
RCCE in the Time of COVID
Thinking Differently about FP: Where Research Can Lead Us
Keep Your Distance: Research During a Pandemic
Harnessing SBCC for climate action: Making sense of the evidence and practice now to accelerate transformational change
The ABCs of PBC: Applying a Systems Lens to Provider Behavior Change (PBC) for Sustainable Change and Impact
Crosscutting Lessons from Covid-19
The Digital Difference: How Digital Media are Changing How We Coordinate, Implement, Monitor, and Adapt SBC Campaigns in West and Central Africa
SBC at the Last Digital Mile: How Thoughtful Innovation and Implementation Strategy are Bridging the Digital Divide
Prioritizing the Provider
Reaching Refugees, Migrants and the Marginalized
Vaccine Hesitancy: It’s Not Just About COVID
Games that Matter: Engaging Youth
Strength of Evidence: Tools for Assessing Effectiveness and Cost of SBC Interventions
Exploring Pathways toImpact at Scale
Closing Gaps in Care for Vulnerable Groups: COVID, Cholera, Malaria & Nutrition
Communication in a Humanitarian Crisis: Addressing the Needs of Refugees and Displaced Persons
Together for the Common Good: Building Networks for SBC Collaboration
From TikTok to Virtual Reality: Digital Innovations for Family Planning Programs
Break the Stigma!

Spark Stage
Experience AI Tools to Inform Behavior Change Campaigns

Skills Building Workshops
Systems Thinking for Innovative, Local Solutions
How to Build Cross-Sector Allies to Strengthen your SBC Campaign
How to Integrate Behavioral Economics into Program Design
Empowering Teens to Investigate Pressing Social Issues and Advocate for Change
Generating demand for healthy diets: practical lessons from private sector marketing
Chaque Femme est une Leader. Comment Accompagner les Femmes Rurales à Devenir des Leaders dans un Contexte Très Conservateur? Every Woman is a Leader: How to Support Rural Women to Become Leaders in a Very Conservative Context
How to Effectively Communicate Science During Health Emergencies
Enabling Communities to Define and Manage their Own Behavior Change Program
Bridging the Divide: Social Norms Research and Intervention
Co-Creating Change with Youth
Adapting High-Quality Illustrations from the IYCF Digital Image Bank—No Art Skills Necessary!
Responsible Digital Solutions for SBCC: a Roadmap for Sustainable, Successful Implementation and Scale
Strategies for Evaluating Human-centered Design: Methods, Cross-disciplinary Collaboration and Data Use
Performing Stories of Resistance and Transformation: Theater of the Oppressed as a Method for Building Capacity and Indigenous Leadership in Amazonian Ecuador
The “Good Enough” Workshop: Developing a Scrappy Resource Guide for Designing, Implementing and Measuring Social and Behavior Change Interventions
Narrowcasting for SBCC: Using Digital Audio to Provide Accessible Knowledge for Marginalized Populations
Illustrating Change: a workshop on developing illustrations for social and behavioral change
The Keys to Quality SBC from Start to Finish: Practice with Nutrition

What does it take to improve adherence to micronutrient supplements during pregnancy? Bringing program know-how and practical behaviour change tools to life through scenario-based learning
Overcoming Future Challenges with Speculative Design: A Critical Tool for a Changing Society

Reaching your audiences to change behavior: developing and implementing an effective social media strategy
Systems Thinking for Innovative, Local Solutions
How to Build Cross-Sector Allies to Strengthen your SBC Campaign
How to Integrate Behavioral Economics into Program Design
Empowering Teens to Investigate Pressing Social Issues and Advocate for Change
Generating demand for healthy diets: practical lessons from private sector marketing
Chaque Femme est une Leader. Comment Accompagner les Femmes Rurales à Devenir des Leaders dans un Contexte Très Conservateur/ Every Woman is a Leader: How to Support Rural Women to Become Leaders in a Very Conservative Context

**Comm Talks**
Stories of recognition and respect
Emerging Authentic Voices
Building Resilience to Misinformation
Building Disruptive On-Line Communities
Imagine How Far We Can Go
Using Smartphones Smartly
Strengthening Community Voices
Taking Back Power
Reimagining Community Volunteers
Novel Approaches to Addressing GBV
Encouraging Play
Families Connected with Dignity
Can SBCC catalyze a paradigm shift in thinking?: Examples from reproductive health and climate action
Shifting the Paradigm
Sexual Health from Youth to Older Age
The Importance of the Individual
Strength of Storytelling
No Limitations in the Digital World

**Blue Sky Sessions**
Why Can’t We Be Friends? Bridging SBCC, CSR and the Entertainment Industry (SIE)
Seeking Shared Meaning in Social Norms Approaches for Sustained Behavior Change: The Challenge
Dialogue Continues
Has Digital Killed the Entertainment Education Star?
A Pixelated Blue Sky: Where Frontier Technology Pushing the Boundaries of Social and Behavior Change
Tug of War Between Power, Equity, and Ethics: What is the Role of SBC?
Confessions of Mad Implementers
Looking Back and Looking Ahead: Advancing Integrated SBC Programming
Supporting Local Leadership Skills Development for Social and Behavior Change
Business as Usual or Business Unusual: Has SBC...