INTERNATIONAL
SBCC
SUMMIT 2022

Marrakech, Morocco
December 5 – 9, 2022

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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

1,757
abstract submissions

1,800
attendees

129
nationalities

803
participants from LMICs

40%
of presenters were from LMICs

32.5 million
social media reach

183
youth participants

202
Oral sessions

171
Posters

94
Pre-formed panels

42
Multimedia showcases

22
Skills-building workshops

36
Comm talks

9
Blue Sky sessions

38
booths

Secretariat

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

JOHNS HOPKINS Center for Communication Programs™

unicef

AMERICAN UNIVERSITY of BEIRUT FACULTY OF HEALTH SCIENCES | CENTER FOR PUBLIC HEALTH PRACTICE

Puntos de encuentro para la transformación de la vida cotidiana

SAMRC/WITS Centre for Health Economics & Decision Science PRICELESS SA

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Breakthrough Act. End violence against women.

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Special Thanks

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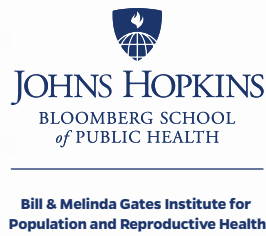
Opening Ceremony

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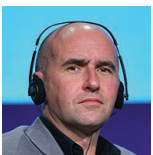
Colin Spurway, of BBC Media Action, described the importance of tailored climate crisis messages while recognizing the complexity of behavior change. He described his experience developing interventions in Tunisia communicating about the calculation of risk perception.

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."
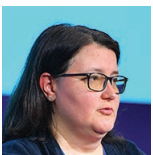
Dorina Andreev-Jitaru, UNICEF Regional Office for South Asia, spoke of the need to focus on behavioral and social data and use science to inform decisions and interventions. "For policy making, we need to advocate strongly with our governments, she said, "How can we support them? How can we build sustainable 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 AIfluence, 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."
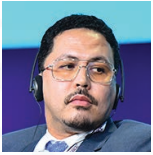
M. Abdelouahab Belmadani, the director of planning and financial resources in Morocco's Ministry of Health and Social Protection, spoke about mutualizing funding through coordination and cooperation between the government and civil society. "Funding is important, but it needs to be looked at in the framework 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.
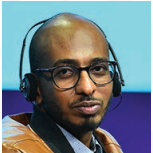
Mohammed Ahmed, an activist from Sudan, spoke about the importance of building trust to create successful social movements and how the creation of non-state owned communication platforms by youth and other activists since the Arab Spring has enabled movements to grow stronger and extend farther than 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

2

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

3

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

4

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.

"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

5

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

6

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

Photo credit:@sonaliwl

7

# 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

17
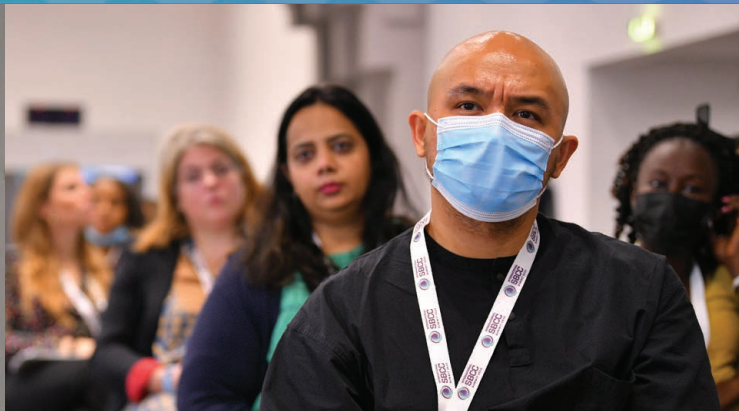
8

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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Samira Hemama, Ministère du tourisme

Naseem Awl, Meriam Erraoui, Rachid Amri, Hicham El Bekkali, UNICEF

Survey Highlights

92%
My experience at the Summit was inspiring

91%
I saw innovative insights, tools or approaches to SBCC presented during the Summit

92%
I expanded my professional network

88%
I gained knowledge or skills

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.

Photo credit: @oury_kamissoko

" 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.

Photo credit: @mendisrene

Photo credit: @Arocube13

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

Diliyan 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 Edouard Mendis, Social Change Factory, Senegal

Paul Amany Philippe N'guessan, Equal Access International, Cote d'Ivoire

Mohamed Sylla, Entreprise Forward and Fellow alumni of Women Deliver, Mali

Tchagbele Djeri Bouraima, Association Togolaise pour le Bien-Etre Familial (ATBEF)

Wendwaoga Yves Zongo, Plan International, Burkina Faso

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
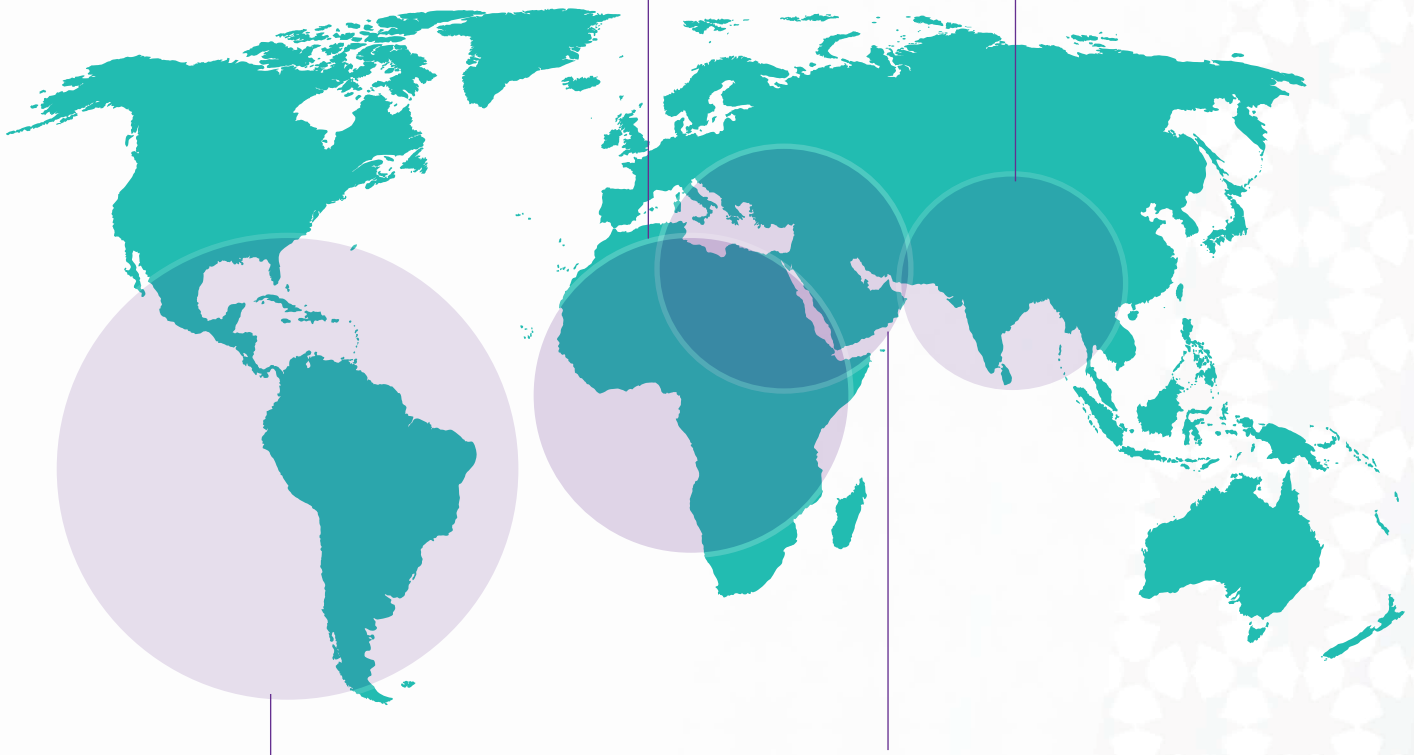
Latin America and Caribbean Conversation

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

Associacio 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

GICHD

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

HCDExchange

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 Investigaciones 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.

Irimi 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

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

Meda

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	UCL – Institute for Global Health
Temple University	UCLA
TEQUILA NIGERIA	UCSF
Tetra Tech Inc.	UN World Food Programme
The Asia Foundation	UNFCU
The Behaviour Change	UNFPA
The Communication Initiative	UNICEF
The David and Lucile Packard Foundation	Unilever
The Dialogue Group	United Nations
The END Fund	United Nations Children's Fund
The Fred Hollows Foundation	United Nations Foundation
The Geneva Learning Foundation	Universidad de Guadalajara
The George Washington University	Universidad de Lima
The Girls Legacy	UniversitÃ della Svizzera italiana
The Institute of Development Studies	Universite Peleforo Gon Coulibaly
The Kaizen Company	Universiti Putra Malaysia
The Manoff Group, Inc.	University College London
The Packard Foundation	University Eduardo Mondlane
The Palladium Group	University of California San Diego
The Society for Children Orphaned By AIDS Inc.	University of Debrecen
The University of Adelaide	University of Huddersfield
The University of Texas at Austin	UNiversity of KwaZulu-Natal
The William and Flora Hewlett Foundation	University of Maryland
The Womanity Foundation	University of Pennsylvania
The World Bank	University of the Witwatersrand
Theresa Senft	University Research Company
ThinkPlace	UPM-UNICEF C4D Programme
Thrive: Words that Change Lives	URIDU
Tore's Africa Foundation	US Centers for Disease Control and Prevention
Total Family Health Organisation	US Peace Corps
Toulouse Business School	USDA
Transcultural Design Consultancy International	UZIKWASA
Triggerise	Veronica Sigamoney
Trocaire	Viamo Inc
Tulane University	Vital Strategies
U.S. Agency for International Development	VSO International
U.S. Centers for Disease Control and Prevention	Vym
Ubongo International	WASH Institute
Ubongo Learning	WELL MADE STRATEGY
UC San Diego	Wellcome Trust

Wellspring Philanthropic Fund

WFP

White Rice

WHO/IBP Network

WIF

Women Deliver

WomenStrong International

World Association for Christian Communication (WACC)

World Bank

World Food Programme

World Health Organization

World Vision

Yale University

Yellow Brick Road Ltd.

Young and Alive Initiative

Zanzibar Malaria Elimination Program

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 activites 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

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

SBCC 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 to Impact 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 SBCC Campaign

How to Integrate Behavioral Economics into Program Design

Empowering Teens to Investigate Pressing Social Issues and Advocate for Change

Leveraging What Works. Beyond Idea Generation, Idea Adaptation.

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 SBCC Campaign

How to Integrate Behavioral Economics into Program Design

Empowering Teens to Investigate Pressing Social Issues and Advocate for Change

Leveraging What Works. Beyond Idea Generation, Idea Adaptation.

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

Methods Integration Led to Radical Insights, Ideas and Innovations?

Decentralization for Development: How Convergence at the Lowest Levels of Governance can address Health and Social Disparities, Experiences from Karnataka, South India

Photo credit: @GEH_UCSD