

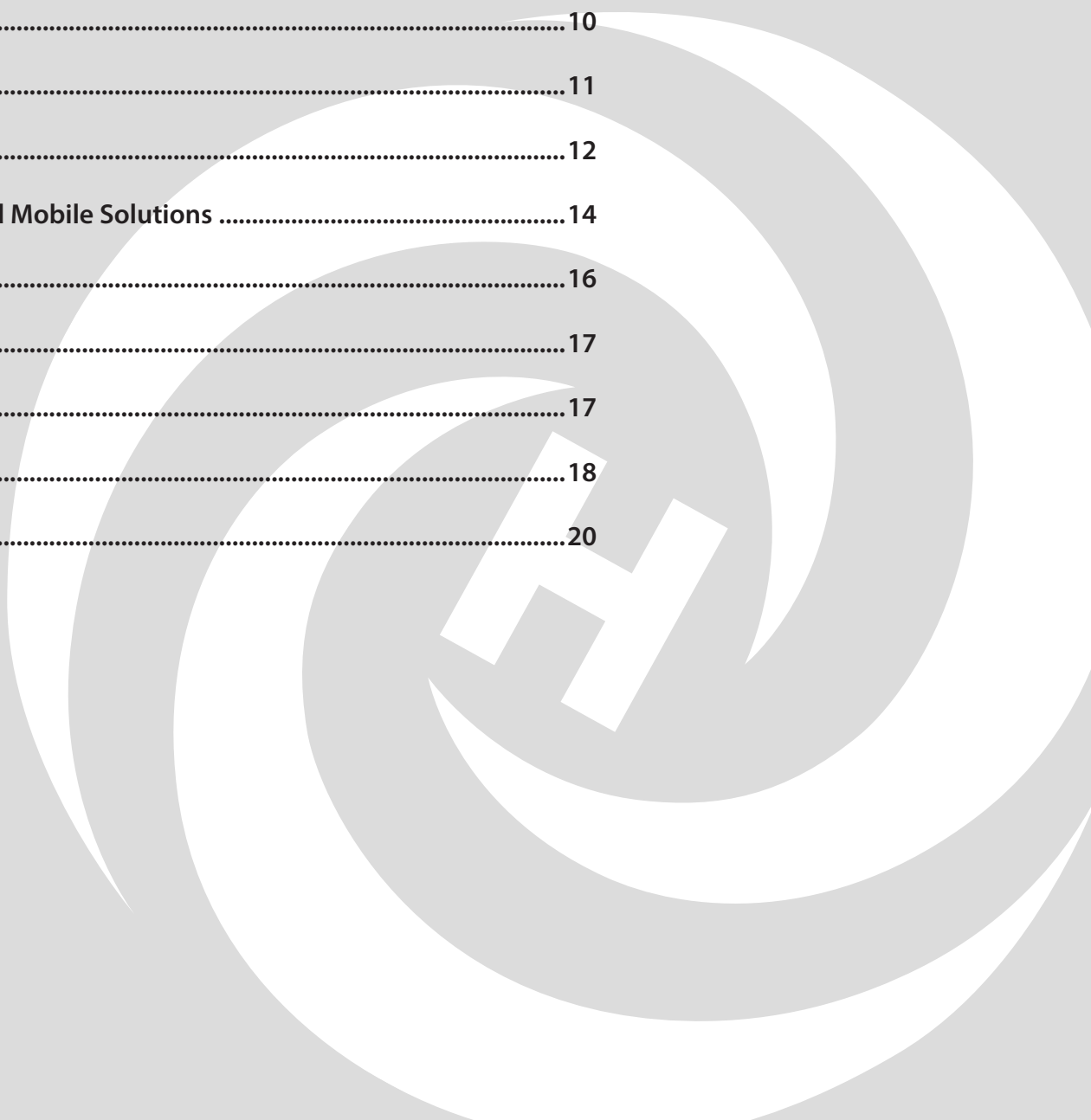


Catalog of Project Tools and Resources for Social and Behavior Change Communication



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About the Health Communication Capacity Collaborative

The Health Communication Capacity Collaborative (HC3) is a five-year, global project funded by the United States Agency for International Development (USAID). HC3 is led by the Johns Hopkins Center for Communication Programs (CCP) in collaboration with Management Sciences for Health, NetHope, Population Services International, Ogilvy PR and Internews. It is designed to strengthen developing country capacity to implement state-of-the-art social and behavior change communication (SBCC) programs. HC3 fosters vibrant communities of practice at the national, regional and global level that support improved evidence-based programming and continued innovation. More information about the project can be found on the HC3 website: <http://healthcommcapacity.org>.

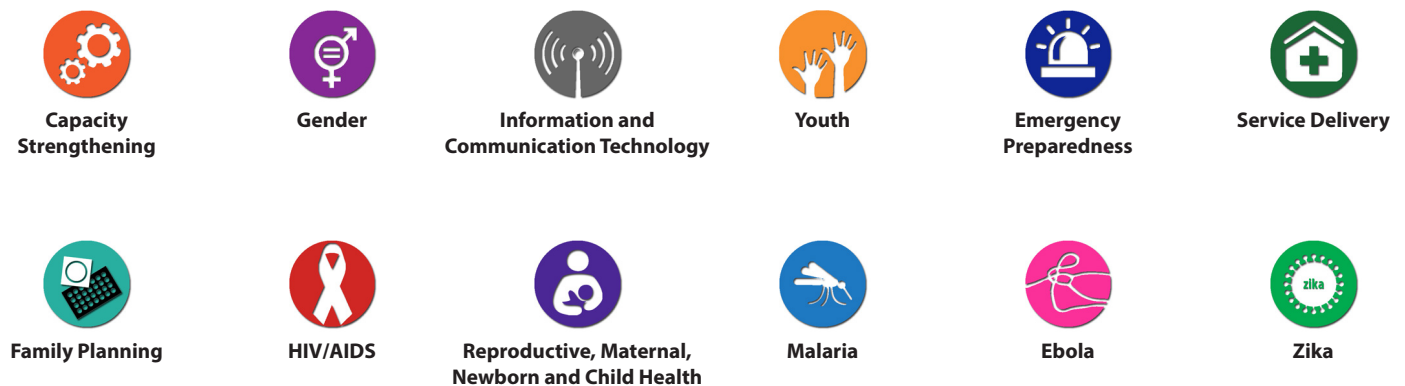
About the Catalog

This catalog is a compendium of HC3's core products for SBCC capacity strengthening, implementation, research, monitoring and evaluation. It provides basic information about each tool and URLs to access them online. The tools listed in this catalog are designed for a global audience and many are adaptable for multiple country contexts. Some are specific to a health area while many cut across various health areas which is indicated with icons in the legend below. HC3's country programs have also produced a vast array of innovative tools and materials for SBCC programs in many different health areas.

Acronyms

AMA	Advanced Maternal Age
BCC	Behavior Change Communication
CERC	Crisis and Emergency Risk Communication
CDC	Centers for Disease Control and Prevention
CHW	Community Health Worker
CoP	Community of Practice
FBO	Faith-Based Organization
HC3	Health Communication Capacity Collaborative
HP	High Parity
HTC	HIV Testing and Counseling
ICT	Information and Communication Technology
I-Kit	Implementation Kit
LARCs	Long-Acting Reversible Contraceptives
MiP	Malaria in Pregnancy
PMI	President's Malaria Initiative
QA	Quality Assurance
RBM	Roll Back Malaria
RMNCH	Reproductive, Maternal, Newborn and Child Health
RMNCAH	Reproductive, Maternal, Newborn, Child and Adolescent Health
SBCC	Social and Behavior Change Communication
SRH	Sexual and Reproductive Health
SSFFC	Substandard, Spurious, Falsely-labeled, Falsified and Counterfeit
SDGs	Sustainable Development Goals
USAID	United States Agency for International Development

Legend



Resources En Français

Resources available in French and other languages are highlighted in gray

*Forthcoming Resource

Resources coming soon are marked with an asterisk (*)

Global Web Platforms

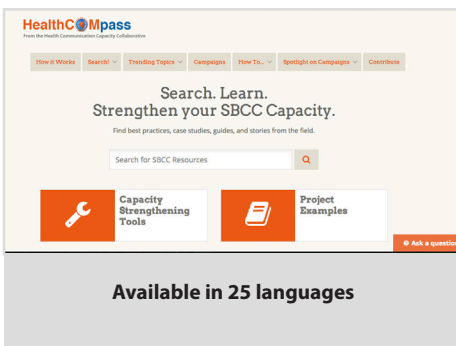
HC3's global web platforms connect SBCC professionals so they may share their experience and expertise. These platforms also provide access to high-quality resources to improve the practice of health communication and advocate for SBCC in public health.



Springboard for Health Communication Professionals

<https://healthcomspringboard.org>

Springboard for Health Communication is an interactive, online platform that allows SBCC practitioners, scholars and policymakers to share ideas, knowledge and resources. It provides a forum for sharing and debating the latest health communication news – from new approaches in the science of SBCC to content about emerging infectious diseases and mobile technologies. Users can complement discussions with photos and videos as well as harness other platforms (e.g., Twitter, Facebook and Google Plus).



HealthCOMPASS

www.thehealthcompass.org

The Health COMPASS offers an online collection of the highest quality SBCC resources, allowing users to learn how to do SBCC and access examples of SBCC programs and materials that have proven successful. The Health COMPASS platform enables users to learn about the SBCC process while viewing practical examples of how others have designed, implemented and evaluated SBCC programs. Users can share their experience using and adapting resources found on the Health COMPASS and contribute their own successful materials to the collection.



EBOLA COMMUNICATION NETWORK

ebolacommunicationnetwork.org

The Ebola Communication Network is an online collection of Ebola resources, materials and tools from and for the global health community. It has more than 120 resources, including not only SBCC materials like posters, brochures and infographics, but also Demographic and Health Surveys of affected regions, customized maps and peer-reviewed journal articles. The site is responsive to mobile devices and optimized for low bandwidth situations. It includes a Rich Site Summary (RSS) feed of Ebola-related news that is updated in real time.



ZIKA COMMUNICATION NETWORK BETA

www.zikacommunicationnetwork.org

The Zika Communication Network supports communities currently affected by Zika – and those that may be affected – by connecting responders with state-of-the-art knowledge and tools they can readily use or adapt. It curates essential, evidence-based tools and resources to help health and development professionals minimize the spread of Zika and related negative pregnancy outcomes using four key strategies: SBCC; vector control; delivery of maternal and child health and family planning services; and research and development.

Making the Case for SBCC

Infographics, fact sheets, evidence databases and multimedia tools allow users to find and share evidence for the impact SBCC has on health outcomes. Access these resources at <http://healthcommcapacity.org/hc3-project-materials>.

SBCC Infographic & Video

HC3 has produced an infographic and video to explain SBCC. Both the print infographic and the accompanying animated infographic introduce the benefits and general steps. Successes are highlighted as evidence that it works. These materials make the case that SBCC can improve the health of communities and save lives.

Ebola: A Behavior Driven Crisis

Ebola: A Behavior-Driven Crisis is a multimedia retrospective on the role communication played during the Ebola crisis in Liberia. Using animation, maps, video and audio clips as well as narrative text and featuring original communication materials in a gallery-style format, the digital resource demonstrates how SBCC can help combat rumors and misinformation, provide answers from trusted sources, calm fears, bring together stakeholders for a coordinated response and combat stigma.

Evidence Databases

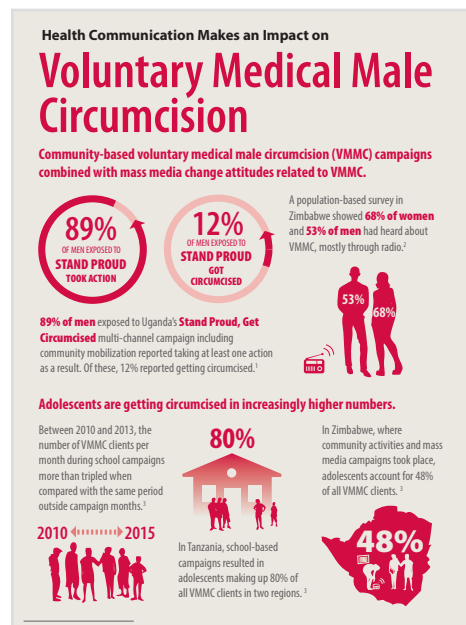
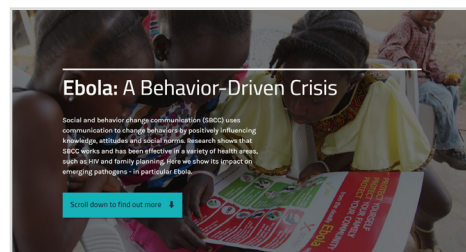
Each database is a compendium of evidence to date that demonstrates the impact of communication on a set of health outcomes. They synthesize lessons learned and can be searched by keyword, author, country, study design, communication intervention and behaviors. An HIV Evidence Database and Urban Youth Evidence Database is available now. A *Malaria Evidence Database* and *Family Planning Evidence Database* will be available soon.

Evidence Fact Sheets

HC3's HIV Evidence Fact Sheets show and rank the strength of existing evidence demonstrating the impact health communication has on HIV-related outcomes. Peer reviewed articles that demonstrate actual behavior change are ranked the highest followed by articles that demonstrate intention for behavior change. Non-peer reviewed articles are ranked the lowest. Fact sheets are available for five treatment behaviors: condom use, HIV testing and counseling (HTC), continuum of care, voluntary medical male circumcision and other HIV prevention.

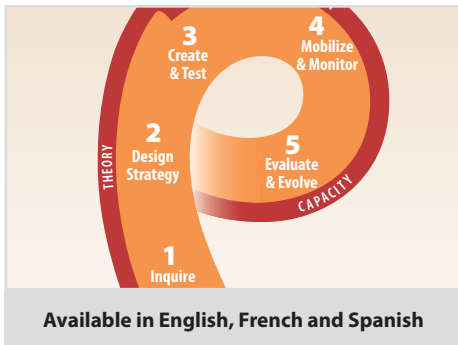
Evidence Infographics

HC3's Evidence Infographics highlight key articles from evidence databases. HIV Evidence Infographics are available for five treatment behaviors: condom use, HTC, continuum of care, voluntary medical male circumcision and other HIV prevention. The Urban Youth Sexual and Reproductive Health Evidence Infographic makes the case for using SBCC to have a positive impact on youth behaviors related to sexual and reproductive health (SRH).



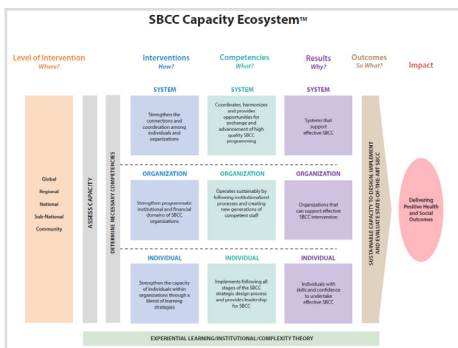
Models and Frameworks

Models and frameworks ensure that SBCC programs are strategic, grounded in theory and monitored. HC3 has developed several models and frameworks for general use as well as for topics that require specific considerations. [Access these resources at http://healthcommcapacity.org/hc3-project-materials](http://healthcommcapacity.org/hc3-project-materials).



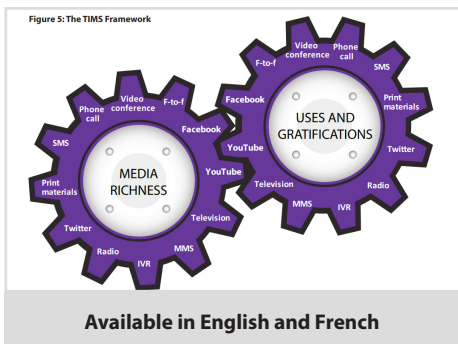
The P Process™

The P Process™ is one of the most respected tools used in designing SBCC programs. Developed in 1982, the P Process™ is a tool for planning strategic, evidence-based health communication programs. This update of the P Process™ incorporates lessons learned and acknowledges the real-time, dynamic nature of the strategic process as well as new technologies and the constantly changing nature of communication, social norms, individual behavior and decision-making.



The SBCC Capacity Strengthening Ecosystem™

The HC3 SBCC Capacity Ecosystem™ is a model that reflects the systematic assessment, design and implementation of customized and strategic SBCC capacity strengthening. While arising from the work of HC3, it is a model that can be used by any project seeking to strengthen SBCC capacity at the local, regional or global level.



Theory-Informed Media Selection (TIMS) Framework

By combining the theories of Media Richness and Uses and Gratifications, a new framework is constructed that allows for theory-informed decision making with regard to media selection—the theory informed media selection (TIMS) framework. This framework supports making an informed choice regarding which media to use to facilitate a desired change. The answer to the question “Which media are most appropriate?” lies where the most effective media for a given communication need intersect with the existing uses of media.

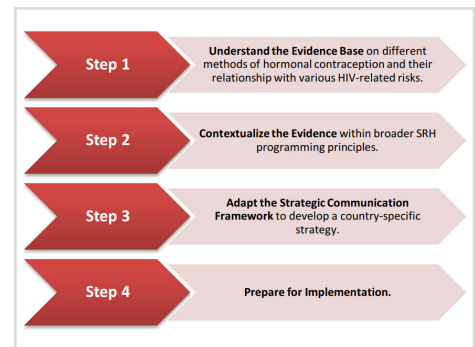


Updated Roll Back Malaria SBCC Strategic Framework*

The Roll Back Malaria (RBM) SBCC Working Group published The Strategic Framework for Malaria Communication at the Country Level in 2012. In the years since this guidance was developed, the number of countries in pre-elimination stages has grown, and new pharmacological, epidemiological and vector challenges have arisen. As the acting Secretariat, HC3 has worked to incorporate newly developed priorities and goals to keep the Strategic Framework relevant. *Coming soon.*

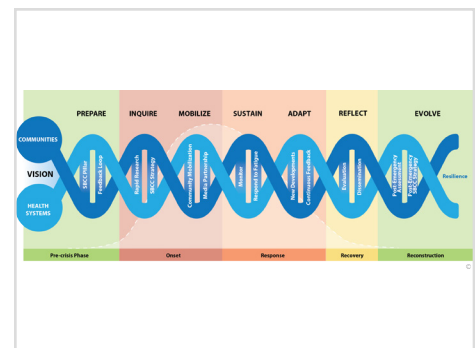
Strategic Communication Framework for Hormonal Contraceptive Methods and Potential HIV-Related Risks

This is a four-step framework for those working in HIV or family planning to communicate the potential risks certain hormonal contraceptives may have for women at risk of acquiring HIV. It provides considerations for understanding the evidence, contextualizing the evidence, developing a strategy and preparing for implementation.



The Emergency Helix: A Framework for Strengthening Public Health Emergency Response with SBCC

HC3 developed the Emergency Helix based on work in the Ebola and Zika outbreaks and resulting recovery and resilience work, as well as CCP's strategic work in other public health emergencies, such as H1N1 and avian influenza. The Emergency Helix highlights the essential role of SBCC throughout a public health emergency life-cycle, such as that described in Crisis and Emergency Risk Communication (CERC) from the U.S. Centers for Disease Control and Prevention, and the Cluster approach as developed under the Inter-Agency Standing Committee (IASC) Transformative Agenda.



Strategic Communication Framework for Zika Prevention*

The Strategic Communication Framework provides step-by-step guidance and illustrative content for creating a communication strategy to communicate accurately and effectively about Zika risk and prevention in an easy-to-understand and comprehensive format. It is intended to guide country-level development of a communication strategy through a systematic process and provides content that is readily adaptable by any communication program. *Coming soon.*



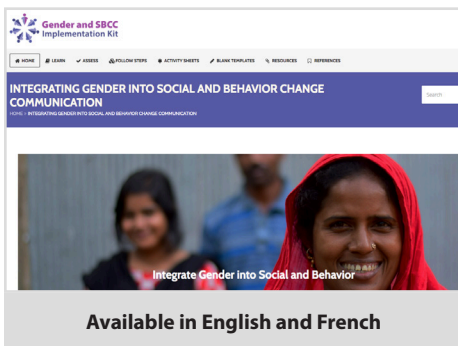
Implementation Kits

Implementation Kits (I-Kits) are streamlined, digital resources that walk through the development of an SBCC approach to a technical health or organizational development topic. They include best practices, templates and case studies. Access all of the HC3 I-Kits at <http://sbccimplementationkits.org>.



Designing a Social and Behavior Change Communication Strategy I-Kit

The steps and tools in this I-Kit are designed to help program managers, communication specialists and relevant stakeholders prepare and plan for effective SBCC initiatives through a comprehensive approach. The steps and tasks focus on responding to audience needs and the context of the challenges to be addressed, using a memorable identity and theme for all messages and activities, and planning for implementation, monitoring and evaluation.



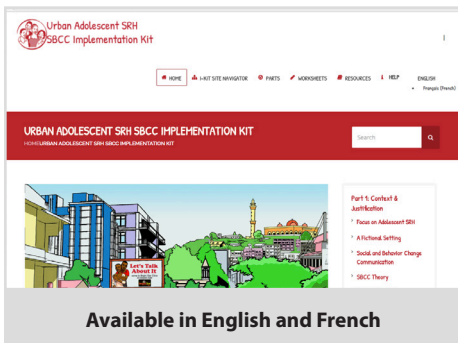
Gender and Social and Behavior Change Communication I-Kit

This I-Kit provides a step-by-step approach to integrate gender into an existing SBCC strategy or marketing plan. The I-Kit is designed to help users understand gender concepts, theories and frameworks. Users will also learn to assess the current level of gender integration in a project and use a series of tools to uncover new information that can be applied to an existing SBCC strategy or marketing plan.



Promoting Sexual and Reproductive Health Products and Services for Men I-Kit*

This I-Kit is designed to enable organizations to develop stronger, more tailored communication programs to reach men and their partners, thereby increasing use of and demand for sexual and reproductive health (SRH) products and services by men. The I-Kit is designed for stakeholders working to plan, promote and implement family planning programs in low-resource settings, including: ministries of health; donors; implementing partners; program managers and technical advisors. *Coming soon.*



Urban Adolescent Social and Behavior Change Communication I-Kit

This I-Kit is intended for program managers and youth organizers working on SRH, SBCC and adolescent issues. It is designed to aid in design and implementation of SRH SBCC programs for adolescents living in urban areas. Seven "Essential Elements" are highlighted and users are guided through each element with engaging visuals, explanatory text and interactive worksheets and activities. The I-Kit also presents a fictional setting and young characters to demonstrate the I-Kit's principles.

Demand Generation I-Kit for Underutilized Commodities in RMNCH

This I-Kit is a step-by-step guide to developing communication strategies to increase demand for nine priority commodities, and provides cross-cutting tools, guidance and adaptable commodity-specific content. By using the I-Kit, country teams can fast-track implementation of demand generation interventions to accelerate progress towards Sustainable Development Goals (SDGs).



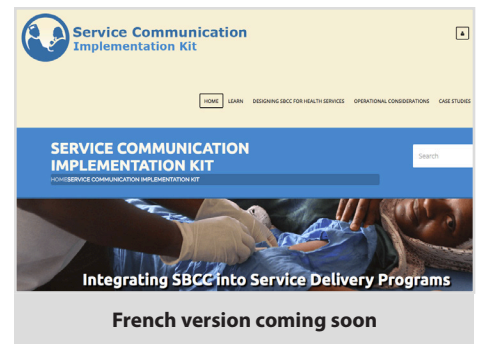
Provider Behavior Change I-Kit

This I-Kit provides step-by-step guidance on using SBCC to change provider behavior, and thereby improve client outcomes. This two-for-one I-Kit allows users to focus on either community health workers or facility-based providers as primary audiences. It is intended for anyone working with and interested in changing provider behavior and improving services. This may include service delivery and SBCC program managers and designers.



Service Communication I-Kit

This I-Kit aims to help service delivery project managers effectively use service communication to enhance the impact of their project. This I-Kit can be used to help increase demand for and uptake of services and improve consistent long-term maintenance of healthy behaviors. It is designed to help users understand key service communication concepts, apply SBCC techniques to create successful communication activities and learn how to better coordinate efforts with SBCC projects.



Healthy Timing and Spacing of Pregnancies I-Kit

This Healthy Timing and Spacing of Pregnancies (HTSP) I-Kit is designed to help program managers address the risks of pregnancies among women of advanced maternal age (age 35 and older) and women having five or more births in their family planning or maternal and child health programs. The I-Kit includes a collection of tools, which can be adapted and included into managers' existing family planning and maternal health projects.





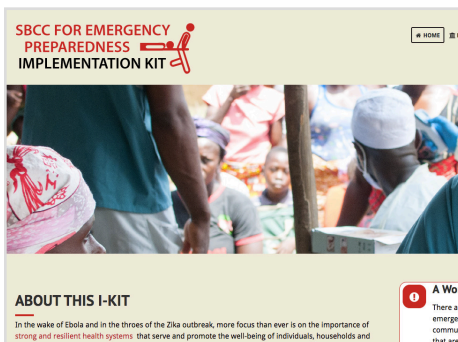
Resource Mobilization I-Kit

This I-Kit was created to guide organizations that seek to broaden their funding base to achieve greater organizational sustainability. It takes users through each step of the resource mobilization process, from the fundamental elements of a strategic plan to the detailed phases of drafting a proposal for a donor, writing a business plan and preparing business development documents. The primary audience for this I-Kit is SBCC practitioners and organizations with a strong focus on SBCC. However, the I-Kit is also designed to help those involved in product development, service delivery, financial management or marketing.



Ebola Communication Preparedness I-Kit

This I-Kit provides national and local stakeholders, as well as program managers, with key considerations and a roadmap for instituting and implementing critical, relevant, practical and timely communication for responding to the threat of an Ebola Virus Disease outbreak.

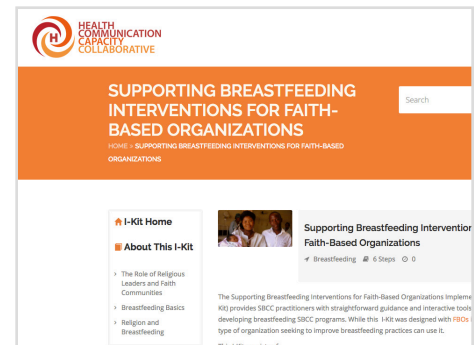


Social and Behavior Change Communication for Emergency Preparedness I-Kit

This I-Kit provides tools for SBCC activities in emergency situations. Through a strategic approach, affected communities can be engaged and supported to make the required changes, rumors can be detected early and barriers to desired behaviors can be identified and addressed promptly.

Supporting Breastfeeding Interventions for Faith Based Organizations I-Kit

This I-Kit provides SBCC practitioners with straightforward guidance and interactive tools to assist in developing breastfeeding SBCC programs. While this I-Kit was designed with faith-based organizations (FBOs) in mind, any type of organization seeking to improve breastfeeding practices can use it.



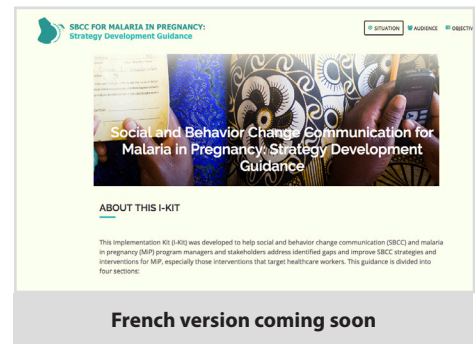
Promoting Quality Malaria Medicines through SBCC I-Kit

Substandard, spurious, falsely-labeled, falsified and counterfeit (SSFFC) malaria medicines cause undue harm because they cannot effectively treat malaria. They also negatively influence consumer behavior and threaten national healthcare systems. This I-Kit provides national and local stakeholders, as well as program managers, with key considerations and a road map for designing and implementing a country-specific SBCC campaign that protects the public from poor quality malaria medicines and responds to the threat of poor quality medicines in their country.



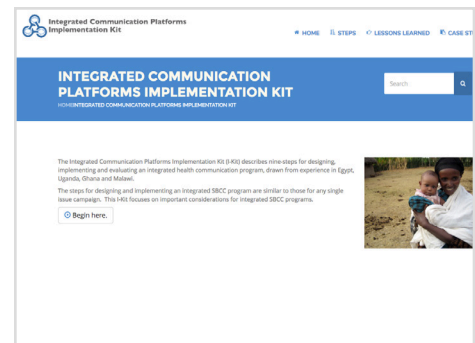
Social and Behavior Change Communication for Malaria in Pregnancy*

This I-Kit was developed to help SBCC and malaria in pregnancy (MiP) program managers and stakeholders address recently identified weaknesses in country-level MiP communication strategies. This guidance is divided into four sections: integrating MiP issues into an SBCC situation analysis, segmenting MiP audiences and developing problem statements, choosing measurable MiP communication and behavior objectives and drafting the MiP section of a malaria SBCC strategy document. An important element of this resource is a focus on service providers as a target audience for SBCC interventions. *Coming soon.*



SBCC for Integrated Health Programs I-Kit*

This I-Kit contains formal guidance and recommendation for future directions and solutions to common challenges in applying SBCC for integrated health programs. It includes a set of guidelines on the design, development, implementation and evaluation of effective SBCC in integrated health programs, especially within reproductive, maternal, newborn, child and adolescent health (RMNCAH) programs. The guidance is for use by program managers and implementers and provides thoughtful synthesis of better practices, tools, recommendations and other resources. *Coming soon.*



Courses and Modules

Learning tools provide capacity strengthening opportunities around a range of SBCC topics, from introductory concepts to more advanced strategy building frameworks.

Home About HC3 What We Do Where We Work SBCC Resources News Events

OTHER ONLINE LEARNING RESOURCES

- Self-Paced SBCC Training Modules
- Evidence-Based Malaria Social and Behavior Change Communication
- Health Communication Basics
- Advanced Health Communication Topics
- Research Topics
- Social Media for Health and Development



Evidence-based Malaria SBCC: From Theory to Program Evaluation

VectorWorks and HC3 partnered to create this six-part lecture series. It offers fundamental and advanced concepts in evidence-based communication programs for malaria. Taught by leaders in the field of SBCC, it is designed to strengthen capacity and knowledge on using evidence and data to create strong SBCC programs for malaria. This training series is intended for a wide audience, but primarily for those who work on malaria control and prevention programs. Both fundamental and advanced concepts are presented, along with many examples from recent malaria programs.



Enhanced Counseling Module for Provider Initiated Counseling and Testing*

This counseling module is intended to be integrated into HTC trainings for providers in Namibia. The enhanced module uses strength-based training as well as other innovative counseling techniques to promote quality counseling to improve linkage to HIV treatment and care. After being pilot tested in Namibia, the hope is that other countries will be able to adapt the module to their context for use in their provider trainings. *Coming soon.*



Assessment Tools

Participatory assessments are critical for capacity strengthening interventions. HC3 has developed three tools: one for organizational capacity building, one for SBCC capacity building and another for SBCC quality improvement.

	A	B	C	D	E	F
1	Domain: Governance and Leadership					
2						
3	Sub-Domain	Ideal Practice	Key Question	Stage 1	Stage 2	Stage 3
4	Governing Body Formation	The organization has a governing body with a constitution that guides its work.	Does the organization have a governing body and a constitution that guides its work?	The organization does not have a governing body.	The organization is in the process of establishing a governing body.	The organization has a governing body with a constitution that guides its work.
5		The selection of the board members is guided by the agreed criteria as outlined in the constitution.	Are board members selected according to the agreed criteria?	There is a board, but there is no criteria for selecting board members.	There is a Board, and the organization is developing the board selection criteria.	The organization selection criteria is aligned with constitution in Board member place but the selection criteria not used.
6	Introduction	Governance & Leadership	Finance Ops & Admin	Human Resource Management	Resource Mobilization	



PROGRES_SBCC Tool

www.thehealthcompass.org/sbcc-tools/progressbcc-tool

PROGRES_SBCC is a participatory organizational assessment process that highlights areas needing support to foster sustainability and resilience. PROGRES_SBCC gathers data on an organization's capacity along 12 organizational capacity domains and provides a baseline for each. The tool generates a score for three areas of sustainability (institutional, financial and programmatic). Organizations then prioritize areas for improvement and develop an action plan.



SBCC Mapping Tool

www.thehealthcompass.org/sbcc-tools/sbcc-mapping-tool

The SBCC Mapping Tool is a participatory process for improving an organization's capacity to design, implement and evaluate SBCC programs. Using this tool, an organization can assess its competencies in a variety of SBCC domains, and develop a concrete plan for making improvements and changes.



SBCC Check-In

www.healthcommcapacity.org/qa-in-sbcc

Quality assurance (QA) is essential when implementing SBCC programs. Routine QA can prevent problems from occurring, detect problems that do occur and lead to consistently high-impact SBCC programs. This tool provides minimum quality performance standards that supervisors or quality improvement teams can use for routine QA. The standards are based on the P Process™ and are grouped into three sections: planning, implementation and evaluation. This tool is available as an online form and a PDF download.

		CREATE & TEST						
PLANNING	Activities	Activities align with strategic approaches and objectives Activities are linked through common program elements						
	Messages	Messages are based on analyses findings and creative brief specifications Messages apply the 7 Cs of effective communication: http://www.thehealthcompass.org/how-to-guides/how-design-sbcc-messages (see step 6) Messages are tailored to each audience segment Messages are technically accurate Messages are appropriate for literacy of audience Messages clearly convey the key promises/benefits and support points Messages are appropriate for channels used Messages are pretested with the intended audience and revised before final production						
SECTION SCORE	Materials	Materials based on analyses findings and creative brief specifications Materials apply the 7 Cs of effective communication Materials are technically accurate Materials are appropriate for literacy of audience Materials are pretested with the intended audience and revised before final production						
		<table border="1"> <tr> <td>50 to 61: RED</td> <td>62 to 81: YELLOW</td> <td>82 to 100: GREEN</td> </tr> <tr> <td>The plan does not provide a solid foundation for implementation. Address the major concerns before continuing.</td> <td>The plan is sufficient for proceeding, but can be significantly improved.</td> <td>The program is positioned to achieve substantial results.</td> </tr> </table>	50 to 61: RED	62 to 81: YELLOW	82 to 100: GREEN	The plan does not provide a solid foundation for implementation. Address the major concerns before continuing.	The plan is sufficient for proceeding, but can be significantly improved.	The program is positioned to achieve substantial results.
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The plan does not provide a solid foundation for implementation. Address the major concerns before continuing.	The plan is sufficient for proceeding, but can be significantly improved.	The program is positioned to achieve substantial results.						

Research Primers

Research Primers are two-page briefs that guide practitioners when selecting research concepts, models and frameworks for an SBCC program. Each HC3 research primer includes a real-life example of the concept in action. Access all of the HC3 Research Primers at <http://healthcommcapacity.org/hc3-project-materials>.

Theory of Planned Behavior

The Theory of Planned Behavior helps program implementers design interventions that effectively address a particular behavior. When using this theory, implementers consider three types of beliefs that tend to guide human behavior: behavioral, normative and control.



Diffusion of Innovations

Diffusion of Innovations is a research model that describes how a new idea, product or positive health behavior spreads through a community or social structure.



Extended Parallel Processing Model

The Extended Parallel Processing Model (also widely known as Threat Management or Fear Management) describes how rational considerations (efficacy beliefs) and emotional reactions (fear of a health threat) combine to determine behavioral decisions.



Social Learning Theory

Social (or Observational) Learning Theory stipulates that people can learn new behaviors by observing others.



Ideation

Ideation refers to how new ways of thinking (or new behaviors) are diffused through a community by means of communication and social interaction among individuals and groups.



Gender Transformative Approaches

Gender Transformative Approaches are programs and interventions that create opportunities for individuals to actively challenge gender norms, promote positions of social and political influence for women in communities, and address power inequities between persons of different genders.



Integrated Model of Communication for Social Change

The Integrated Model of Communication for Social Change describes an iterative process where a community engages in dialogue and collective action to produce social change and support improvements in the health and welfare of its members.



Propensity Score Matching

Propensity Score Matching is a statistical technique that allows researchers to more accurately measure SBCC program impact and to make a strong case for causal attribution.



The thumbnail shows the title page of the 'Theory of Planned Behavior' research primer. It includes the logo of the Health Communication Collaborative and the text 'Theory of Planned Behavior An HC3 Research Primer'. Below the title, it asks 'WHAT IS THE THEORY OF PLANNED BEHAVIOR?' and provides a brief overview of the theory. A table lists three types of beliefs: Behavioral Beliefs, Normative Beliefs, and Control Beliefs, each with a short description and a list of key questions.

The thumbnail shows the title page of the 'Ideation' research primer. It includes the logo of the Health Communication Collaborative and the text 'Ideation An HC3 Research Primer'. Below the title, it asks 'WHAT IS IDEATION?' and provides a brief overview of the concept. A diagram illustrates the process of ideation, showing how communication leads to skills and knowledge, which then leads to ideation, and finally to intention and behavior change. The diagram also includes terms like 'Reinforcement', 'Confirmation', and 'Behavior Change'.

Technical Guides

HC3 has developed several technical guides to serve as reference tools when solving specific problems related to SBCC programming. Access these Technical Guides here: <http://healthcommcapacity.org/hc3-project-materials>.

Addressing Advanced Maternal Age, High Parity and Healthy Timing and Spacing of Pregnancies



Available in English and French

Addressing AMA, HP and HTSP: A Guide for Working with Community-Based Groups

This guide is designed to help health-focused and non-health community groups in West Africa use community mobilization and peer-to-peer communication strategies to initiate dialogue around individual and social determinants of advanced maternal age (AMA) and high parity (HP) pregnancies and health consequences.



Guide for Researchers: Conducting Qualitative Research on AMA and HP Pregnancy

A woman is considered of advanced maternal age (AMA) when she is age 35 or older. A woman is considered high parity (HP) when she has had five or more births (including stillbirths). Pregnancies in AMA and HP women pose dangers to both the mother and the baby.
Before designing programs to address or prevent AMA and HP pregnancies and their associated risks in a given community, information should be collected from health centers and relevant district health offices to discover how common AMA and HP pregnancies are in your country or community. Depending on prevalence

Available in English and French

Guide for Researchers: Conducting Qualitative Research on AMA and HP Pregnancy

This guide for researchers includes an introduction to the need for data about pregnant women who are advanced in their maternal age or high parity, or both. There are also sample questions that can be used to collect information about each of these audiences and their partners and the service providers who counsel these women.



Guide for Journalists: Discussing AMA and HP Pregnancy

Why Should Journalists Talk and Write about AMA and HP?

Whether a woman or couple is considering having their first or their fifth child, the discussion around healthy timing and spacing of pregnancy (HTSP) is essential to ensuring the safety and well-being of women and their families.

Available in English and French

Guide for Journalists: Discussing AMA and HP Pregnancy

Print, television and radio journalists can consult this guide when developing a piece on family planning, maternal and child health or other related topics. It can be used for ideas on what format the piece should take, who to include as guests or partners and how to structure a piece to deliver the most important information to the most important audiences in the most appropriate way.



VOLUNTARY MEDICAL MALE CIRCUMCISION IN-SERVICE COMMUNICATION BEST PRACTICES GUIDE

Voluntary Medical Male Circumcision In-Service Communication Best Practices Guide

Voluntary medical male circumcision (VMMC) services offer a unique opportunity to engage adolescent and adult males in high-quality HIV prevention communication and services, and to share key messages with males who otherwise might not interact with the health system. Consistent communication and counseling throughout these VMMC services is critical for capitalizing on this opportunity. This guide helps to ensure that in-service communication and counseling content is comprehensive and standardized across PEPFAR's VMMC country programs.

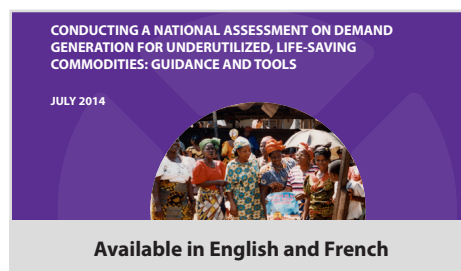


Youth Voices Guide*

The Youth Voices Guide outlines an approach to develop short "for youth, by youth" videos to present information about accessing and using long-acting reversible contraceptives (LARCs). They are produced, received and shared via mobile phones to address beliefs and misconceptions, and model skills such as talking with a partner or provider about LARCs. The videos are intended to present LARCs as a safe, highly effective and viable choice for young women (18 to 24 years, who are married or unmarried, may or may not have children). *Coming soon.*

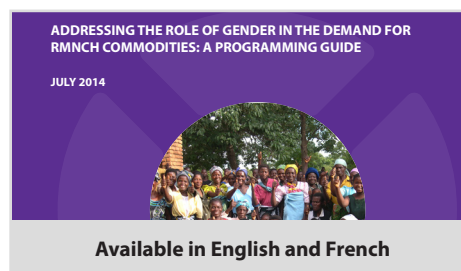
Conducting a National Assessment on Demand Generation

This is a guide for country-based partners conducting an in-depth examination of the demand generation landscape related to country-identified priority commodities for RMNCH. It is the first step in laying the foundations to build strong demand generation programs or strategies. The tool provides guidance for reviewing existing national evidence on demand generation for priority commodities, identifying major evidence gaps and areas for additional analysis and proposing recommendations for the development of programs.



Addressing the Role of Gender in Demand for RMNCH Commodities

This guide provides information and practical tools to help program managers determine how gender norms and roles may limit demand for these commodities, and how to address these norms and roles to ultimately increase the demand for and utilization of these commodities.



The “P” for Partnership: A Guide to Public-Private Partnerships

Public-private partnerships (PPPs) are arrangements between some combination of government, private sector and civil society entities working in concert toward a common goal. This guide is a resource for developing, implementing and assessing PPPs to help increase demand for RMNCH commodities.



Malaria BCC Indicator Reference Guide

As the Secretariat of the Roll Back Malaria (RBM) Community of Practice working group, HC3 helped create the Malaria Behavior Change Communication (BCC) Indicator Reference Guide. The indicators, used for designing and monitoring malaria BCC interventions, were developed by President’s Malaria Initiative (PMI) partners with extensive experience in monitoring and evaluating BCC activities.



Case Management for Malaria SBCC Monitoring and Evaluation Guidance Document*

This guidance document supports professionals from National Malaria Control Programs, health promotion units, technical working groups and implementing partners to monitor and evaluate case management for malaria communication activities. This reference tool highlights key considerations when developing and implementing, monitoring and evaluating strategies and activities. It also includes practical examples from three core malaria case management interventions to help troubleshoot frequently faced problems. *Coming soon.*



Adaptable Tools and Mobile Solutions

HC3's adaptable tools and mobile solutions deliver SBCC solutions direct to distinct audiences, such as women and youth, in innovative and engaging multimedia formats and are designed to be adapted to multiple country contexts.



The Risks of an Advanced Maternal Age or High Parity Pregnancy are Dangerous for Mother and Baby. Family Planning Can Prevent These Dangerous Pregnancies

Talk with Your Client

ASK
your client:

EVALUATE
your client's situation:

RESPOND
to questions & concerns:

Available in English and French

Addressing Advanced Maternal Age and High Parity Pregnancies

<http://sbccimplementationkits.org/htsp/annexes/>

The Healthy Timing and Spacing of Pregnancies I-Kit includes adaptable advanced maternal age (AMA) and high parity (HP) communication tools. Each provides a suggested template and format for communicating key messages to relevant audiences. Family planning or communication professionals can adapt the tools according to the program needs and particularly according to the local implementation context. They include:

- Pamphlets for clients
- A reminder poster for providers
- Infographics for health priority decision-makers
- Counseling and assessment guides for providers and community health workers



¿No estás lista para quedar embarazada?



Piensa en un DIU o Implante

El DIU o implante pueden ayudarte a evitar un embarazo hasta que estés preparada para iniciar tu familia. Los DIU e implantes protegen por largo tiempo, son fáciles de usar, son los métodos anticonceptivos más efectivos para prevenir embarazos. Los DIU e implantes son métodos anticonceptivos seguros para mujeres de todas las edades, inclusive para mujeres jóvenes que no han tenido hijos o no están casadas.

Habla con un proveedor de salud hoy para encontrar el método anticonceptivo adecuado que se ajuste a tu vida.

All materials are adaptable for any language

Already translated to French, Spanish, Portuguese, Malagasy and Lingala

Long-Acting Reversible Contraceptives for Youth

<http://healthcommcapacity.org/technical-areas/family-planning/long-acting-reversible-contraceptives-larcs/>

Some of the barriers preventing increased access to long-acting reversible contraceptives (LARCs) among youth are related to health care providers, who may not be aware that LARCs are safe and effective for all women of reproductive age, including adolescents and young people that have not yet had children. To address this knowledge gap and help providers counsel young women on LARCs, HC3 created adaptable SBCC materials to help increase access to LARCs for youth (ages 15 to 24):

- A three-minute animated video and discussion guide for providers
- A take-home brochure for clients
- A series of posters

Today there are many contraceptive methods to choose from.

Long-acting reversible contraceptives (LARCs), like the IUD or implant, are the most effective methods. They can help you live your dreams and wait until you are ready to start a family.

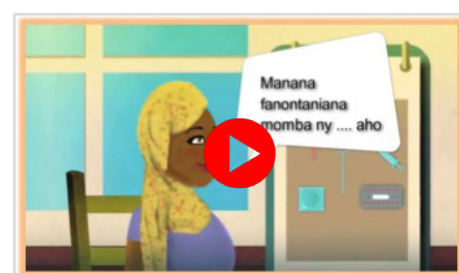
Not ready to get pregnant?

Think about an IUD or Implant

Talk with a healthcare provider today about choosing the right contraceptive method for you.

"My best friend has a happy life every day. That's why I want to find out more."

For more information, go to www.healthcommcapacity.org/LARCS



Adaptable Communication Strategies for Under-Utilized Commodities in RMNCH

<http://sbccimplementationkits.org/demandrmnch/>

These strategies provide guidance and illustrative content to generate demand for underutilized commodities. Available for:

- Amoxicillin
- Chlorhexidine
- Contraceptive Implants
- Emergency Contraception
- Female Condoms
- Magnesium Sulfate
- Misoprostol
- Oral Rehydration Salts/Zinc

Smart Client and Smart Couple*

HC3 has developed two “smart client” tools – one designed for women and the other for couples. The tools are mobile-phone, short messaging service (SMS) and interactive voice technology (IVR) based. Both tools provide information and introduce practical skills to help women and their partners be informed, empowered and confident family planning clients. **Smart Client** is comprised of a series of short drama episodes with supporting messages and personal testimonials designed to be adaptable to multiple country contexts. This enables clients to have a more productive family planning consultation, be more satisfied with the counseling itself as well as the counseling outcome, which in turn leads to more sustainable contraceptive use over time. **Smart Couples** is a mobile phone-based game that targets couples, promoting open, equitable and cooperative dialogue, decision-making and use of family planning methods. *Coming soon.*



How to Guides

How-to Guides provide step-by-step instructions on performing core SBCC tasks. They include background information, steps to complete the task and additional resources. Access HC3 How-to Guides at www.thehealthcompass.org/how-to-guides.



Organizational Development

- How to Develop a Mission Statement
- How to Conduct a Stakeholder Workshop



Inquire

- How to Conduct a Situation Analysis
- How to Conduct a Program Analysis
- How to Conduct a Root Cause Analysis
- How to Do an Audience Analysis
- How to Conduct Qualitative Formative Research



Design

- How to Develop a Logic Model
- How to Develop a Communication Strategy
- How to Plan an Interpersonal Communication Intervention
- How to Develop a Channel Mix Plan
- How to Do Audience Segmentation



Create and Test

- How to Develop a Creative Concept
- How to Test Creative Concepts
- How to Write a Creative Brief
- How to Create a Brand Strategy Part 1: Using Audience Insight to Drive Your Brand
- How to Create a Brand Strategy Part 2: Developing Positioning for a Branded Product, Service or Behavior
- How to Create a Brand Strategy Part 3: Developing the Personality and Look of the Brand
- How to Design SBCC Messages
- How to Develop SBCC Creative Materials
- How to Adapt SBCC Materials
- How to Conduct a Pretest



Monitor and Evaluate

- How to Develop a Monitoring and Evaluation Plan
- How to Develop Monitoring Indicators

How to Guides are available in 25 languages

Trending Topics

Trending Topics are collections on hot topics such as Ebola or Information and Communication Technology. They provide a brief overview of the issue and a summary of top resources in the Health COMPASS on the topic. Access HC3 Trending Topics at www.thehealthcompass.org/trending-topics.



SBCC Spotlights

SBCC Spotlights provide a concise overview of an SBCC campaign from start to finish, giving users a real-life example of how a successful SBCC campaign is designed, implemented, monitored and evaluated, including a timeline. Access HC3 SBCC Spotlights at www.thehealthcompass.org/sbcc-spotlights.

Trending Topics

Faith-Based Resources

LARCs for Adolescents and Youth - Updated

LARCs for Young and Postpartum Women

Child, Early and Forced Marriage

Accelerator Behaviors for Preventing Maternal and Child Deaths

Chlorhexidine to Reduce Infant Mortality

Obstetric Fistula

SBCC in Emergency Situations

Data Visualization

Geographic Information Systems and SBCC Research

Information and Communication Technology

mHealth: Apps for Clients

Gender

School-Related Gender-Based Violence

Dengue Fever

Zika Virus - Updated June 2016

Ebola SBCC Materials

SBCC Resources for Avian Influenza

Malaria SBCC Strategies - Updated

Using Household Surveys to Inform Malaria SBCC



Measuring HIV SBCC Outcomes

Reaching Youth Living with HIV

The Role of SBCC in the HIV Continuum of Care



Urban Youth

Resource Mobilization

Counseling

SBCC Basics

Population Health and Environment



SBCC Spotlights

Gender Roles, Equality and Transformation (GREAT)



Aiissee! (I Say!): A Game Show Promoting Couple Communication

Communities Take Action: Postabortion Care in Kenya



Gyan Jyoti - Generating FP Demand via Mobile Phones



The Future is Worth Planning: Healthy Women of Ukraine

Family Planning Law Campaign, Guatemala

Living the GoodLife in Ghana



'Get it Together' Social Mobilization: Nigeria

mCenas! SMS Client Education among Youth

Alive & Thrive Viet Nam: Talking Babies Media Campaign



Wazazi Nipendeni - Love Me, Parents

Intersexions



Trending Topics and SBCC Spotlights are available in 25 languages

Publications

HC3's publications include peer reviewed research articles, studies and assessments, reports, case studies and fact sheets. Access HC3 publications at <http://healthcommcapacity.org/hc3-project-materials>.

Peer-Reviewed Research Articles



Health Communication and the HIV Continuum of Care

A Framework for Health Communication Across the HIV Treatment Continuum

Counseling Framework for HIV-Serodiscordant Couples on the Integrated Use of Antiretroviral Therapy and Pre-exposure Prophylaxis for HIV Prevention

Effective Interpersonal Health Communication for Linkage to Care After HIV Diagnosis in South Africa

Feasibility and Acceptability of Health Communication Interventions Within a Combination Intervention Strategy for Improving Linkage and Retention in HIV Care in Mozambique

Using mHealth for HIV/TB Treatment Support in Lesotho: Enhancing Patient-Provider Communication in the START Study

Community Mobilization for HIV Testing Uptake: Results From a Community Randomized Trial of a Theory-Based Intervention in Rural South Africa

Potential Impact of Integrated Stigma Mitigation Interventions in Improving HIV/AIDS Service Delivery and Uptake for Key Populations in Senegal

Project Shikamana: Baseline Findings From a Community Empowerment-Based Combination HIV Prevention Trial Among Female Sex Workers in Iringa, Tanzania

Development of a National Campaign Addressing South African Men's Fears About HIV Counseling and Testing and Antiretroviral Treatment

Scaling Up and Sustaining Voluntary Medical Male Circumcision: Maintaining HIV Prevention Benefits

Strategic Roles for Health Communication in Combination HIV Prevention and Care Programs

Strengthening Nonrandomized Studies of Health Communication Strategies for HIV Prevention

HIV Communication Programs, Condom Use at Sexual Debut, and HIV Infections Averted in South Africa, 2005

HIV Communication Capacity Strengthening: A Critical Review

Adolescent Sexual and Reproductive Health Services and Implications for the Provision of Voluntary Medical Male Circumcision: Results of a Systematic Literature Review

Role of Community-Level Factors Across the Treatment Cascade: A Critical Review

Enhancing Benefits or Increasing Harms: Community Responses for HIV Among Men Who Have Sex With Men, Transgender Women, Female Sex Workers, and People Who Inject Drugs



Community Engagement to Enhance Child Survival and Early Development in Low- and Middle-Income Countries: An Evidence Review

The Role of Health Systems and Policy in Producing Behavior and Social Change to Enhance Child Survival and Development in Low- and Middle-Income Countries: An Examination of the Evidence



Correlates of Intra-Household ITN Use in Liberia: A Multilevel Analysis of Household Survey Data

The Impact of Behaviour Change Communication on the Use of Insecticide Treated Nets: a Secondary Analysis of Ten Post-Campaign Surveys from Nigeria

Case Studies



Overcoming Seasonality in Scaling Up VMMC: A Case Study from Tanzania

Partnering with Private Providers in South Africa to Offer MMC Services

Health Communication Impact on Condom Use



Utilizing ICT in Demand Generation for RMNCH



Improving Reproductive Health in Nepal Using SBCC



Using the Health COMPass to Strengthen SBCC Capacity (Cote d'Ivoire)

Use of the Health COMPass in Guatemala (English and Spanish)

Capacity Strengthening Case Study Series*

Demand Generation Pilot Partner Case Studies*

Fact Sheets and Briefs

- Spotlights on Demand Generation for 13 Life-Saving Commodities 
- Demonstrating Child Survival Success at the Community Level
- Interpersonal Communication Can Work in Child Survival Programs
- Making the Case for Health Communication and Child Survival
- Scaling Up Child Survival Programs with Mass Media and Technology
- The Value of Holistic-Integrated SBCC Approaches in Child Survival
- Using Health Communication to Make an Impact on Malaria 
- HIV Evidence Fact Sheets 
- The Impact of Community-Level Factors on Condom Use
- Health Communication Impact on Condom Use
- HIV Testing and Counseling
- Impact of Health Communication across the HIV Treatment Cascade
- HC3 Capacity Strengthening 
- Blended Learning for SBCC 
- Community Engagement
- HC3 Responds to Ebola 
- Barriers to LARC Uptake among Youth About HC3 

Reports

- Ebola Risk Communication Project in Liberia: Lessons in Crisis Communication 
- Quantitative Assessment on Health System Trust and Health Service Utilization in Liberia
- Community Perspectives about Ebola in Bong, Lofa and Montserrado Counties of Liberia: Results of a Qualitative Study
- HC3 Landscaping Summary Report on Zika Coordination and Communication in Four Countries: Honduras, El Salvador, Dominican Republic and Guatemala 
- Factors Impacting the Effectiveness of Community Health Worker Behavior Change: A Literature Review 
- Factors Impacting the Effectiveness of Health Care Worker Behavior Change: A Literature Review
- Assessment of Family Planning Use in Bauchi & Sokoto States, Nigeria 
- Desk Review and Qualitative Assessment of Case Management and SBCC Strategies in Four Countries 
- Gender Equity and Family Planning Outcomes in Health Communication Programs 
- Impact of Community-Level Factors on HIV Prevention Outcomes 
- Global HIV Experts Convene to Review the Evidence
- Condom Repositioning for Adolescents Expert Consultation
- Second HIV Expert Consultation Considers Community-Level Factors
- Ethiopia Child Survival Evidence Summit – Summary Report 
- International SBCC Summit 2016 Summary Report 
- Modern Communities of Practice
- Blended Learning for Social and Behavior Change Communication: A Literature Review
- Message Consistency Analysis of Communication Materials in the WHIP Region of Guatemala (Spanish Only)
- University Initiative Needs Assessment

En Français

- Healthy Timing and Spacing of Pregnancy Evidence Review 
- Engaging Families for Healthy Pregnancies
- Qualitative Research on Advanced Maternal Age and High Parity Pregnancies in West Africa
- Behavioral Determinants of Urban Youth Sexual and Reproductive Health 
- Influencing the Sexual and Reproductive Health of Urban Youth through SBCC
- Demand Generation for Life-Saving Commodities: A Synthesis of Evidence 



Webinars

While HC3 continues to conduct webinars on important SBCC challenges and applications, an archive of all the webinar recordings and presentations are kept for later viewing. Access all of the HC3 webinar recordings at <http://healthcommcapacity.org/hc3-project-materials>.



Innovation Series

- Gender Transformative Approaches
- Transmedia and Entertainment-Education
- GIS and Location-Based Interventions
- Cutting-Edge Health Communication Apps
- Digital Storytelling
- Behavioral Economics
- Gaming
- Research Methodologies in Health Communication
- Social Drama and Health Communication
- Social Media Analysis and Health Communication
- Social Networking and Health
- Youth Campaigns
- Online Communities of Practice
- Real-time Monitoring and Evaluation



University Initiative Series

- Health Communication in the Curriculum
- How to Get Published – A Conversation with Journal Editors
- Models of University Engagement with Practice

Resource Mobilization Series

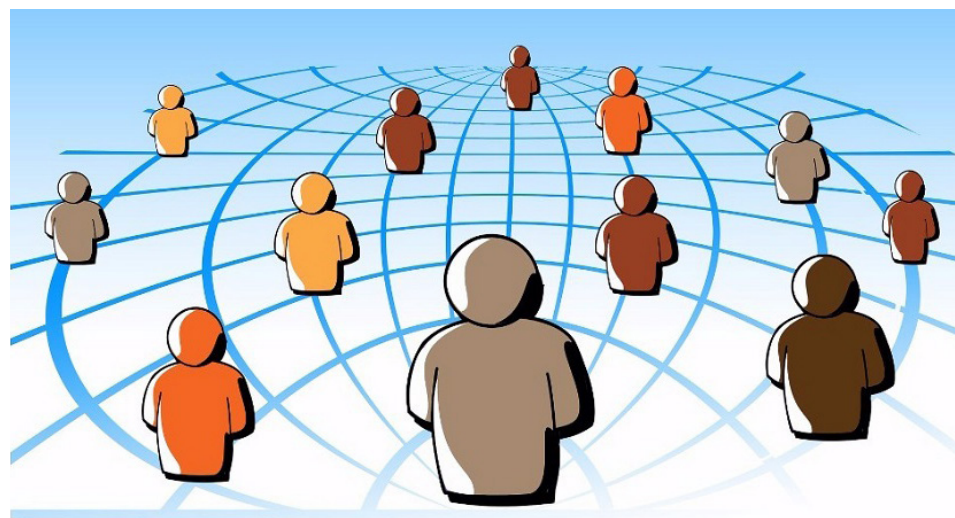


- Overview Webinar
- Deep Dive into Proposal Writing and Grant Development
- Business Planning



HIV and Health Communication Series

- Measuring the Impact of HIV Health Communication Programs
- Impact of Community-Level Factors on HIV Outcomes
- Improving HIV Outcomes through Health Communication
- Strategic Roles for Health Communication in Combination HIV Prevention and Care Program



Other Webinars

Strengthening Emergency Response through Social and Behavior Change Communication



SBCC Approaches to Provider Behavior Change



LARC Methods: Increasing Contraceptive Options for Youth



When the Evidence Is Not Enough: Hormonal Contraception and HIV



What Do Men Have to Do With It? An Update on Vasectomy Trends and Program Successes

HIV Risks and Vulnerabilities among Key Populations in West and Central Africa

VMMC and Sustainability

Women and Voluntary Medical Male Circumcision

Scaling Up Routine Early Infant Male Circumcision Within Maternal, Newborn and Child Health

Making the Most of In-Service Communication

Six Local Stories of Generating Demand for RMNCAH Commodities



The Role of Faith-Based Communities in SBCC Programs for Child Survival

Transforming Gender Norms: Innovative Approaches to Working with Men and Boys for Better RMNCH



Using ICT Approaches to Generate Demand for RMNCAH



mHealth for Behavior Change

India Learning Forum: How Can SBCC Capacity Be Strengthened?



Quick and Accurate Learning Assessments for Low Resource Settings

Strengthening Measurement and Evaluation for Malaria Social and Behavior Change Communication



Using Household Surveys for Malaria SBCC

Promoting Quality Malaria Medicines with SBCC

En Français

Healthy Timing and Spacing of Pregnancy's Forgotten Audiences: Addressing Advanced Maternal Age and High Parity Pregnancies (English and French)



What Works for Urban Youth (English and French)



Urban Adolescent Sexual and Reproductive Health SBCC I-Kit Launch (English and French)

Innovations and New Approaches to Build Capacity for SBCC (French Only)



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Contact:

Health Communication Capacity Collaborative
Johns Hopkins Center for Communication Programs
111 Market Place, Suite 310, Baltimore, MD 21202 USA
Telephone: +1-410-659-6300, Fax: +1-410-659-6266
www.healthcommcapacity.org

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