

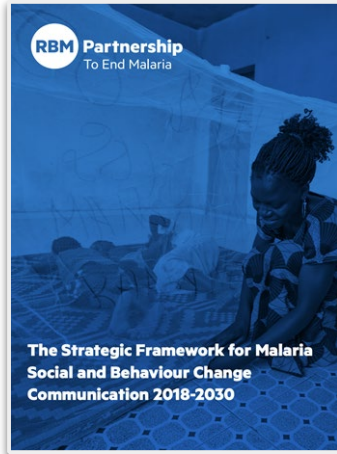
Social and Behavior Change Working Group (SBC WG)

Core objectives

1. Coordination and networking: Forum for exchange of malaria SBC best practices and experiences
2. Technical guidance: Promote theory-informed, evidence-based programming focused on **behavior change** at the country level
3. Making the case: Be a voice for allocating political, social, and financial resources to SBC as a core component of malaria control that cuts across all technical areas

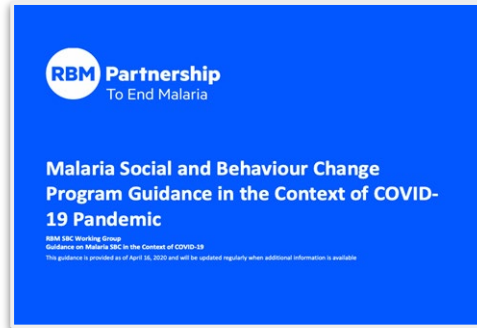
SBC WG Technical Resources

We release SBC technical resources regularly to keep our members at the forefront of SBC.
Some highlights:



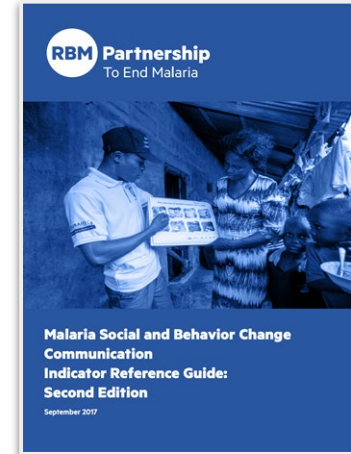
**Strategic Framework for Malaria
Social and Behaviour Change
Communication 2018-2030**

[English](#) / [French](#) / [Portuguese](#)



**Malaria SBC Program
Guidance in the Context of
the COVID-19 Pandemic**

[English](#) / [French](#)



**Malaria Social and Behavior Change
Communication Indicator Reference
Guide: Second Edition**

[English](#) / [French](#) / [Portuguese](#)

Find them all on www.endmalaria.org

SBC WG Workstreams

Snapshot of deliverables in progress:

- **Community health worker toolkit for malaria SBC**
- **Guidance for SBC strategies across different malaria transmission settings**
- **SBC & Zero Malaria Starts with Me:** Guidance on implementing SBC concurrently with ZMSWM advocacy campaigns to ensure the goals of both programs are met
- **Malaria SBC during COVID-19:** Case studies on how programs have pivoted during the pandemic and lessons learned
- **Standardized malaria SBC module for MIS/DHS**
 - 10-question module for countries to request during questionnaire design phase (available on DHS website)
 - Guidance for interpreting the questionnaire results

Contact the Secretariat: Ashley.Riley@jhu.edu

Collaboration Examples

- SBC WG do not have any active collaborations but is open to considering collaborations with other sectors
 - Special interest in collaborations that **can remove structural barriers to the practice of malaria prevention and control behaviors**, such as improved housing.
- SBC cuts across all malaria technical interventions. Putting people at the center, SBC is a key component of collaboration across sectors. **The SBC lens looks at people's behaviors and their socio-cultural context** and this is important for success.
- *Some examples from our membership:*
 - In Nigeria, SBC workers are partnering with pharmaceutical advertisers on incorporating messages about testing before treatment of malaria into advertising.
 - As a result of Breakthrough ACTION's advocacy work in Nigeria, three local state governments committed over \$700,000 to support various aspects of ITN distribution campaigns, including SBC activities.
 - In Cambodia, SBC workers are training forest rangers on malaria SBC, education, testing, and treatment of migrant workers.

Thank you!

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<https://endmalaria.org/our-work/working-groups/social-and-behaviour-change-communication>