



**Social and Behavior
Change Working Group**

Updates from the RBM SBC WG



Co-chairs: Gabrielle Hunter & Mariam Nabukenya Wamala

Social & Behavior Change Working Group

Core Objectives

1. [Technical guidance](#): Promote theory-informed, evidence-based programming focused on **behavior change**
2. [Coordination and exchange](#): Forum for sharing malaria SBC **best practices and experiences**
3. [Making the case](#): Be a **voice to advocate for political, social, and financial resources** for SBC as a core component of malaria control that cuts across technical areas

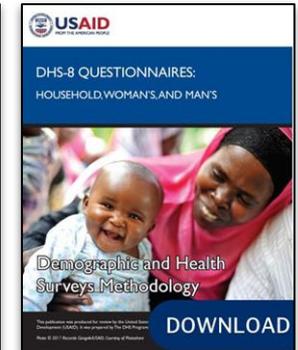
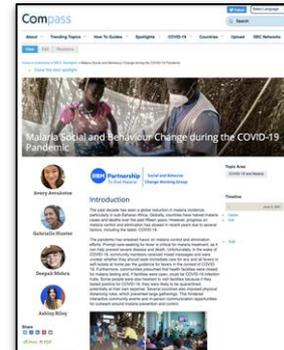
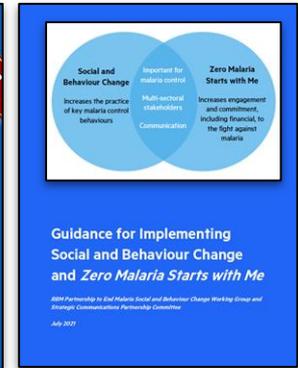
**Engagement in English,
French, & Portuguese**

**Members from 50+
Countries**

Recent Activities

- **SBC in Low Transmission Zones**
 - Added a **Low Transmission Zones Annex** to National Malaria SBC Strategy Guidance
- **SBC & Zero Malaria Starts with Me**
 - Created “Guidance for implementing SBC and Zero Malaria Starts with Me”
- **Malaria SBC during COVID-19**
 - Curated case studies showcasing successful implementation of malaria SBC in the context of COVID-19; also updated Guidance for SBC
- **MIS SBCC Module**
 - Added SBC data interpretation guide to a collection of resources for the MIS

[All resources available on endmalaria.org!](https://endmalaria.org/)



Community Health Worker Toolkit

- **Objective:** Develop a package of 6 modules which can be adapted to country-specific contexts.
- **Purpose:** A resource for supervisors of CHWs to train them in malaria SBC.
- **Status:** In development

The image displays two overlapping screenshots of the 'Community Health Worker Toolkit' manual. The top screenshot shows the title page for 'Module 1: Principles of Social and Behavior Change'. It includes a list of three objectives: 'Define social and behavior change and service communication', 'Understand principles of social and behavior change', and 'Recognize barriers to adopting or modifying social and behavior change'. Below the objectives is a lightbulb icon and a definition of 'Defining Social and Behavior Change' as an interactive process. The bottom screenshot shows the title page for 'Module 2: Social and Behavior Change Approaches'. It includes a list of three objectives: 'Understand social and behavior change approaches for community health workers', 'Identify platforms community health workers can use for social and behavior change', and 'Prioritize social and behavior change approaches for community health workers'. Below the objectives is a lightbulb icon and a definition of 'Social and Behavior Change Approaches for Community Health Workers' as a way to improve malaria outcomes.

New Workstream: RTS,S Vaccine

- **New Workstream:** June 2022 launch
- **Expected Deliverable:** Guidance on SBC for RTS,S vaccine implementation
- **Key Steps:**
 - Capture learnings from RTS,S pilot experience, as well as COVID vaccine introduction
 - Review technical reports and literature
 - Hold key informant interviews
 - Draft and revise guidance



Global Health Technologies Coalition

RBM SBC Working Group Upcoming Events

- **SBC WG Quarterly Call**

- July 14
- 9 am EDT | 13:00 GMT | 16:00 EAT

- **SBC WG Annual Meeting - Virtual Forum**

- **Abstracts due July 9, 2022!**
 - www.bit.ly/22abstracts
- September 21 - 22
- 8-11 am EDT | 12-15:00 GMT | 13-16 West Africa
14-17 Central Africa | 16-18 East Africa



All events offered in English | Français | Português

Thank you - Stay in Touch!

Website: www.bit.ly/RBMSBCWG

Email List: www.bit.ly/RBM_SBCWG_EMAIL

Contacts:

Ashley Riley (ashley.riley@jhu.edu), Secretariat

Gabrielle Hunter (gabrielle.hunter@jhu.edu), Co-Chair

Mariam Nabukenya Wamala (nabukem@yahoo.com), Co-Chair