

A grayscale photograph of three young children, likely of African descent, smiling warmly at the camera. They are positioned in the background, with their faces partially obscured by the text overlay. The child on the left is wearing a dark sweater, the middle child is wearing a striped shirt, and the child on the right is wearing a patterned shirt.

INNOVATION IN SBCC
METHODS FOR EDUCATION?

OR MORE SYSTEMATIC
APPLICATION OF SBCC?

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Innovation or more systematic application of SBCC?

From the latest USAID RFAs in education:

- 1) Increase public awareness of X-country's reading crisis, the importance of reading and the benefits of the Government of Ghana's approach to improving reading
- 2) Greater engagement in reading by communities, the private sector, and the public
- 3) Strengthened roles of the community and private sector in the development and use of supplemental learning materials
- 4) Increased public awareness of the importance of reading...



Innovation or more systematic application?



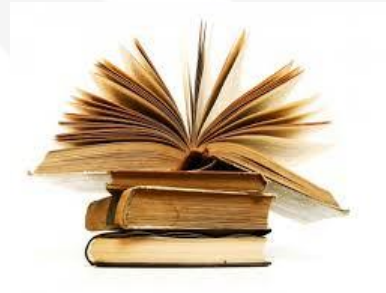
~~"If you build it they will come"~~

"If you build, market and sell it really well they will come"

www.influenceology.com

“We’re not a reading culture!”

- How many of you have heard this before?
- Is this an issue needing innovation?





What are the behavioral
issues in education?

For example:

Early Childhood Development: Often new to parents and communities

Explain new values and principles of ECD

Generate awareness and acceptance among parents

Engage in skills building

Mobilize community support and improve access to ECD

Strengthen school management committees and PTAs to promote ECD themselves

Create demand for ECD centers and training among parents

Basic Education: Not always supported by existing culture and norms

Promote values and principles; mobilize communities around such values

Generate dialogues about community and parental attitudes toward basic education

Address social norms

Change teacher norms and behaviors around multi lingual instruction and corporal punishment

What change is needed?

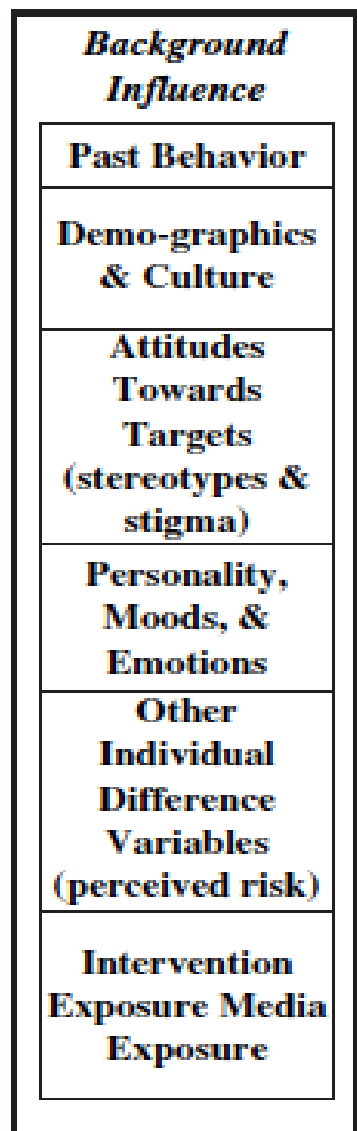
- Individual behavior change among students
- Support by parents, peers, extended family
- Improved interpersonal communication between students and teachers
- Supportive community leaders
- Supportive public policies and structures...

What behavioral models can apply here?

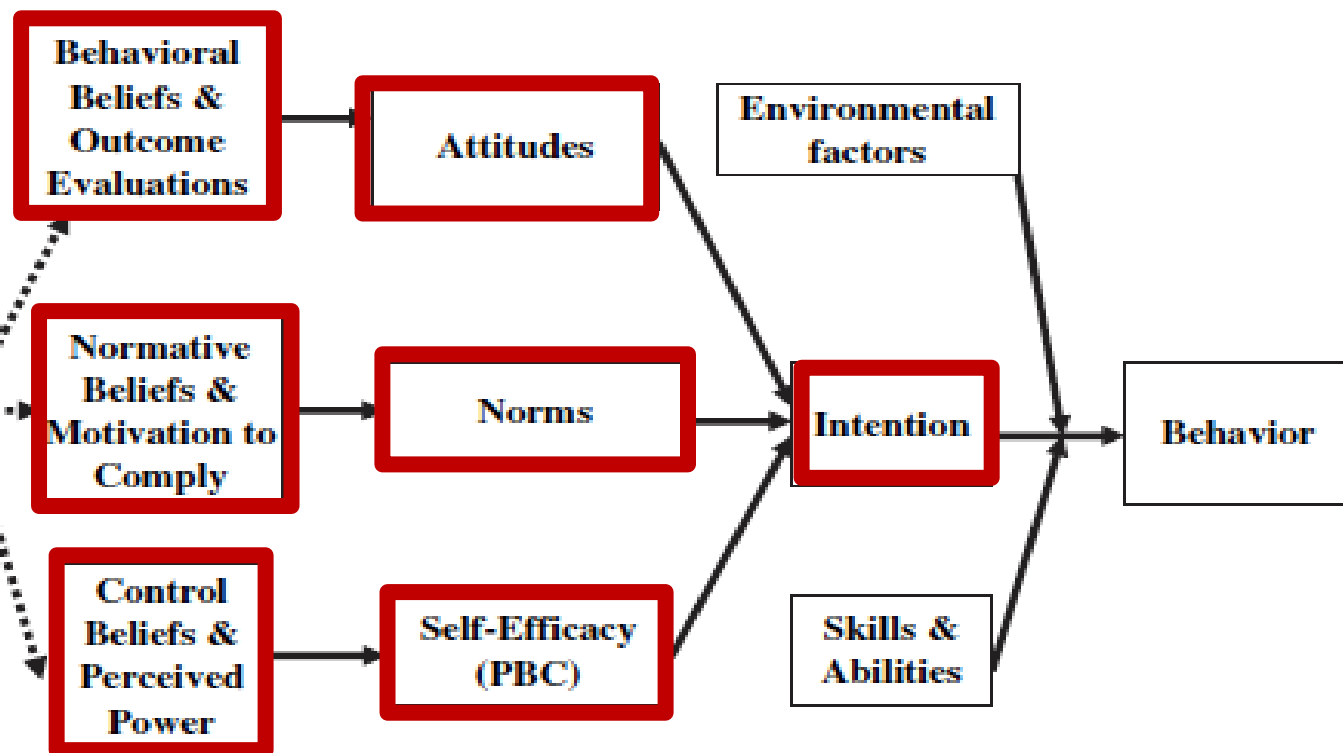


What can systematic
SBCC do?

And is that innovation?



Systematic SBCC: An Integrative Model



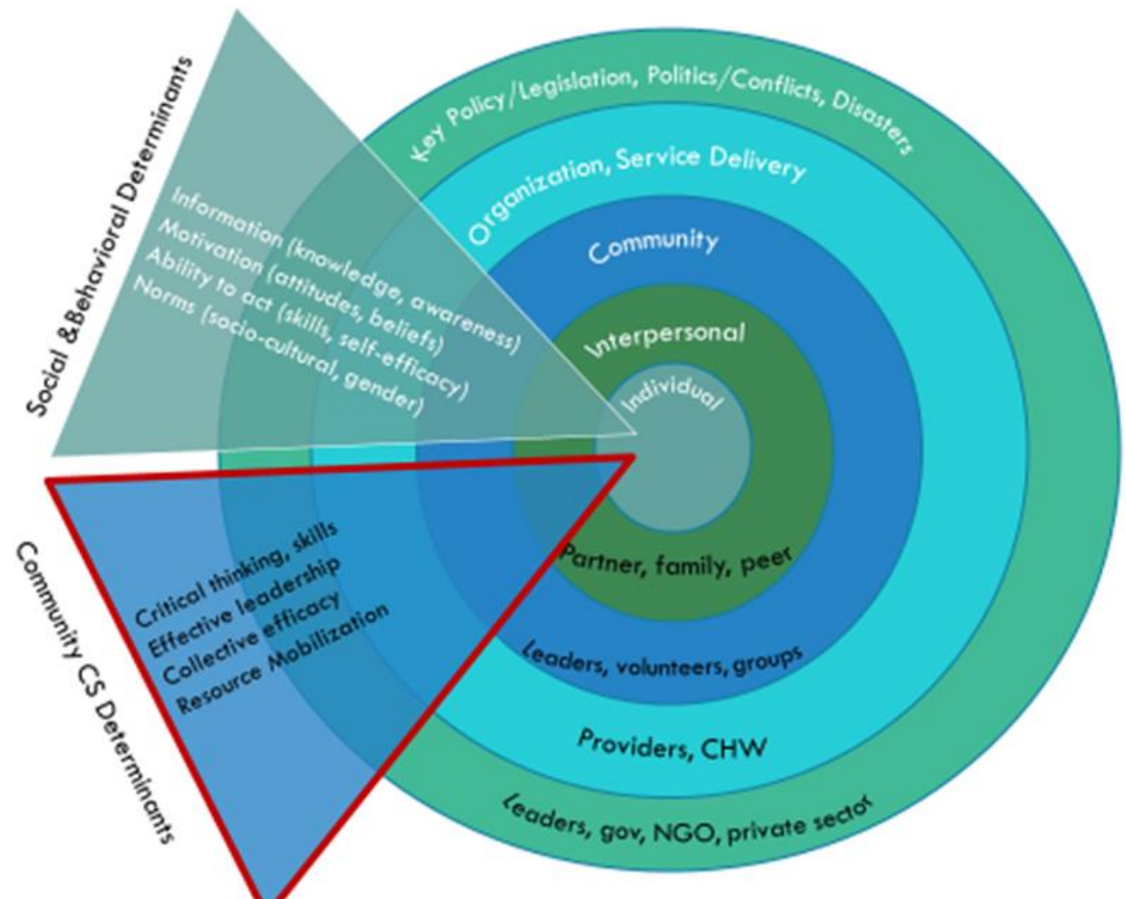
Fishbein, M., & Cappella, J. N. (2006). The role of theory in developing effective health communications. *Journal of Communication*, 56, S1-S17.



Save the Children.

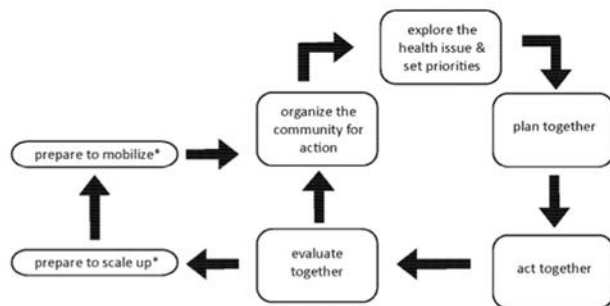
Systematic SBCC: Socio-Ecological Model to identify key audiences and determinants of change

- **Strong Barrier Analysis = Targeted Approach**



Is Community Mobilization part of SBCC?

Community Action Cycle



- Uganda: 80% have experienced corporal punishment and social norms change slowly...
- Enabled sub-county education officers to lead capacity building in their villages with PTAs, work in partnerships with communities,
- Motivating parents to apply new skills (making toys, teaching about colors and numbers, etc.), and
- Addressing existing norms ("this child should be seen but not heard") through dialogue.



SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)

Systematic SBCC can

Information

- Increase knowledge/awareness of educational problems or solutions
- Counter myths and misconceptions (e.g., multilingual education)

Motivation

- Influence perceptions about corporal punishment
- Show the benefit of parents supporting ECCD
- Prompt action (to advocate for better curricula)
- Trigger adoption of a new behavior (e.g., motivating students instead of punishment)

Ability to Act

- Demonstrate teacher training skills
- Reinforce self- efficacy
- Strengthen social networks/social support

Norms Change

- Support norm change (girls staying in or returning to school after pregnancy)
- Mobilize community members
- Advocate to diminish barriers (e.g., transport)
- Initiate new policy

SBCC cannot

- Compensate for lacking education infrastructure (logistics, access, regulations).
 - **BUT:** It can mobilize or advocate for improvement in these areas (example: PTA working to improve latrines for girls).
- Produce sustainable change without ongoing school programs, technology, and enforcements.
 - **BUT:** It can link with these programs and make their work visible.
- Be equally effective with cookie-cutter strategies.
 - **BUT:** It can provide how-to tools and guidelines for adaptation and tailoring toward specific audiences.

And: Not all behaviors are created equal

Behaviors can be aligned according to different attributes

- Anonymity concerns or whether done privately or in public (helping a child to read)
 - One-shot behavior or long-term (registering child for school or supporting child's development at home)
 - Habitual or planned (reading every night compared to going to the PTA meeting)
 - Stigmatizing or pride-inducing (speaking Bemba at school or English)
 - Costly, cheap, or free (additional school materials)
 - Of high cultural significance or not (multilingual instruction)
-
- The SBCC approach, behavioral theory or program will depend on the attributes that define the key behaviors.

So what is needed more?

- Innovation = new SBCC methods and channels?
- Innovation = Systematic application and evaluation of what we know works in SBCC for behavior and norm change?
- All of the above?





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