GNC SBC Workshop Series

List of resources

Session 1: The ABC of SBC

Determinants list:
https://docs.google.com/document/d/1mIC6YGij10YyUDDLDA3OInq5FdJX_ABetRqIsZmxH44/edit?usp=sharing

Matching exercise answers: https://docs.google.com/document/d/1HBzzbX0ZZkan-koVVfJ_mECh3D7K_pXl-Vk3RHzND6A/edit?usp=sharing

Social norms: https://www.care.org/news-and-stories/resources/social-norms-design-checklist/

https://www.sbcguidance.org/do/social-norms

Session 2: Nuts and bolts of SBC

Nutrition behaviors: https://www.advancingnutrition.org/sites/default/files/2020-05/behaviors_to_improve_nutrition_infographic.pdf

Prioritizing behaviors tool: https://www.advancingnutrition.org/sites/default/files/2021-08/prioritizing_behaviors_tool_for_high_quality_sbc.pdf

Formative research decision tools:

https://www.advancingnutrition.org/sites/default/files/2022-10/usaid-an-sbc-decision-tree-2022.pdf

https://yourwaytobehaviourchange.org/a-step-by-step-process/analysis/

SBC Strategy development tools/guides:

https://www.advancingnutrition.org/sites/default/files/2023-08/usaid-an-sbc-research-design-strategy-2022-updated.pdf

https://www.fsnnetwork.org/sites/default/files/designing_for_behavior_change_a_practical_field_guide.pdf

https://yourwaytobehaviourchange.org/

https://resourcecentre.savethechildren.net/document/guide-for-developing-an-social-and-behavior-change-sbc-strategy/

Session 3: The Creative Hat

Video on Behavior Change: https://youtu.be/X9KP8uiGZTs?si=YzoHVsETda-WO_EU

Checklist for SBC Material Development:
https://docs.google.com/document/d/18K86wdHG9CZCA82SWiTsEYZQrLiabrPPeJu8j1wJaR4/edit?usp=sharing

Arabic: https://docs.google.com/document/d/1ulYi1uNznbc-Uy7Bq_qTKWBDqMjGIoqVdd5a3m6FBXo/edit?usp=sharing

Session 4: Measuring Behavior Change

Quality Information and Verification Checklist (QIVC):
https://docs.google.com/document/d/1XsByt4tLhk_ZCemEQRmEGHoQzM9RN79yMRGoKl6TAbQ/edit?usp=sharing

Monitoring guidelines : https://www.advancingnutrition.org/sites/default/files/2021-08/sbc_behaviors_to_improve_nutrition_0.pdf

Evaluation guide: https://www.advancingnutrition.org/sites/default/files/2024-02/usaid_an_sbc_nutrition_guide_2023_update.pdf

Ideation: https://healthcommcapacity.org/hc3resources/ideation-hc3-research-primer/

Measuring Provider Behavior Change: https://breakthroughactionandresearch.org/wp-content/uploads/2023/01/BR_HowTo_MeasurePBC_Brief.pdf

Measuring Social Norms

https://www.care.org/news-and-stories/resources/tipping-point-mel-methods-brief-social-norms-measurement/

https://www.comminit.com/health/content/resources-measuring-social-norms-practical-guide-program-implementers

https://gehweb.ucsd.edu/wp-content/uploads/2020/01/resources_for_measuring_social_norms_guide_final.pdf

Complexity-Aware Monitoring, Evaluation & Learning for Social and Behavior Change Interventions

https://coregroup.org/resource-library/complexity-aware-monitoring-evaluation-learning-for-social-and-behavior-change-interventions/