



SOCIAL AND BEHAVIOR CHANGE
COMMUNICATION
WORKING GROUP



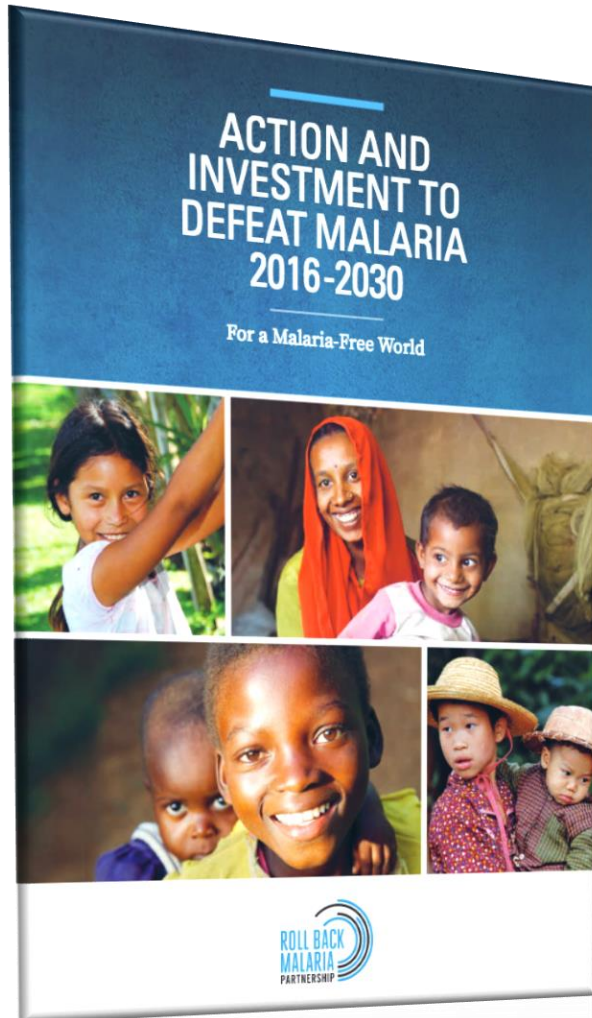
Mandate, history, current activities, and collaboration with the RBM MiP WG

Mandate

The RBM SBCC WG is tasked with the implementation of the Strategic Framework for Malaria Social and Behavior Change Communication 2017-2030.

Mandate

The RBM structure has changed, but its core mandate remains unchanged:



RBM's strength lies in its ability to form effective global and international partnerships. Partners work together to scale up the delivery of malaria interventions at country level, coordinating their activities to avoid duplication and fragmentation, and to ensure optimal use of resources





THE STRATEGIC FRAMEWORK
for Malaria Social Behavior Change Communication

2017-2030



STRATEGIC FRAMEWORK

- ADVOCACY
- TECHNICAL GUIDANCE

History

The CWG, CCoP, and SBCC WG

Growing a community of practice

CWG, CCoP, SBCC WG

2004



4 Sept

1st CWG Meeting

There is no single correct formula for strategic communication within the RBM framework. A mix of approaches is needed, linked to evidence and guided by a set of standards.

20 Jan

2nd CWG Meeting

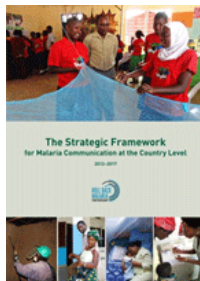
Work on the Strategic Framework for Communication at the Country Level begins.



2012

Strategic Framework Complete

2012-2017



2013

HC3 Secretariat to CCoP



RBM Communication Community of Practice Secretariat changes hands.



2014

1st RBM CCoP Annual Meeting

May 12-13, Geneva



2015

2nd RBM CCoP Annual Meeting

Sept 29-30, Kampala



2016

**3rd RBM SBCC WG
Annual Meeting**

Sept 24-27, Dakar



2017

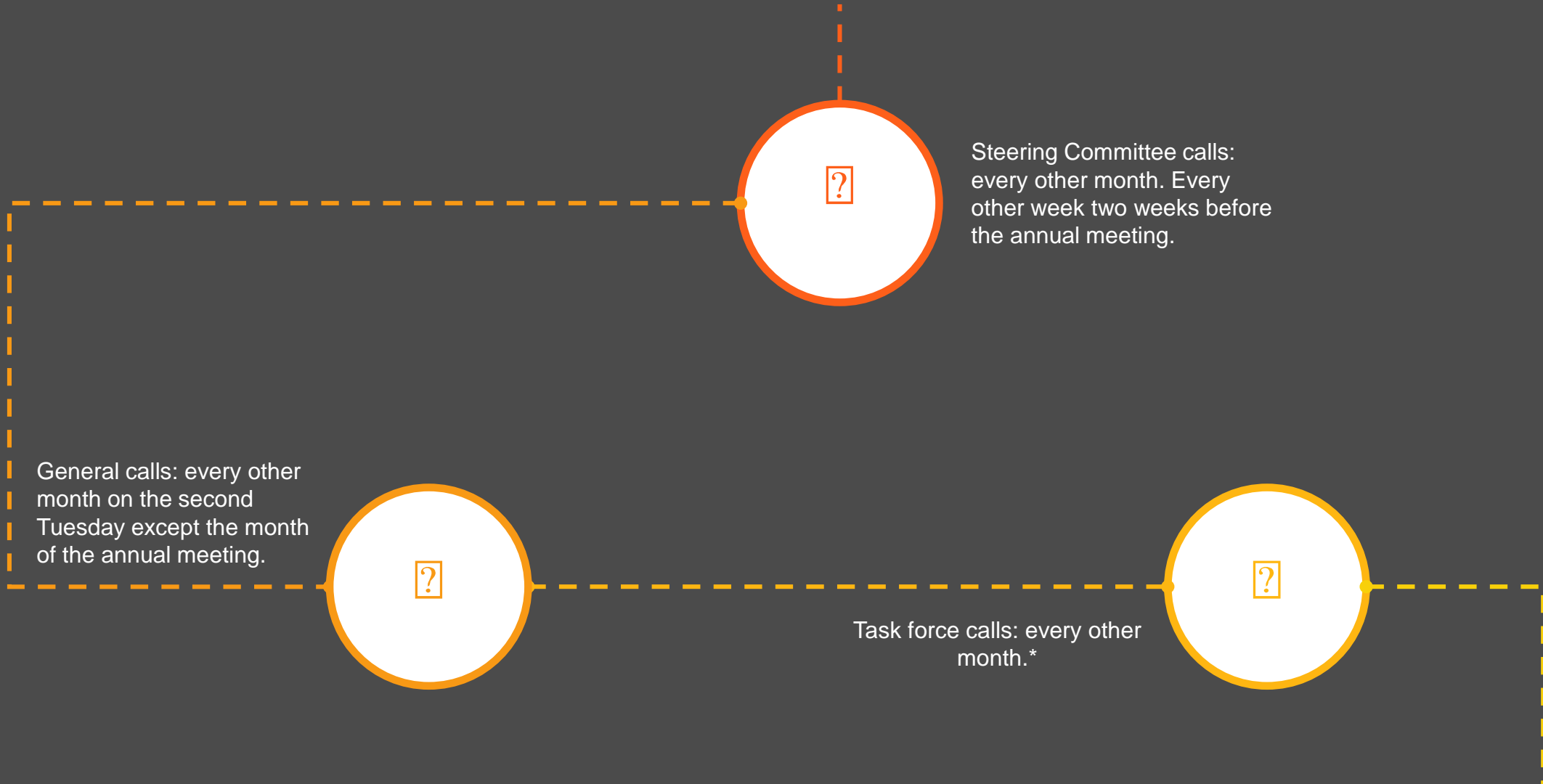
4th RBM SBCC WG Annual Meeting

July 11-13, Dar es Salaam

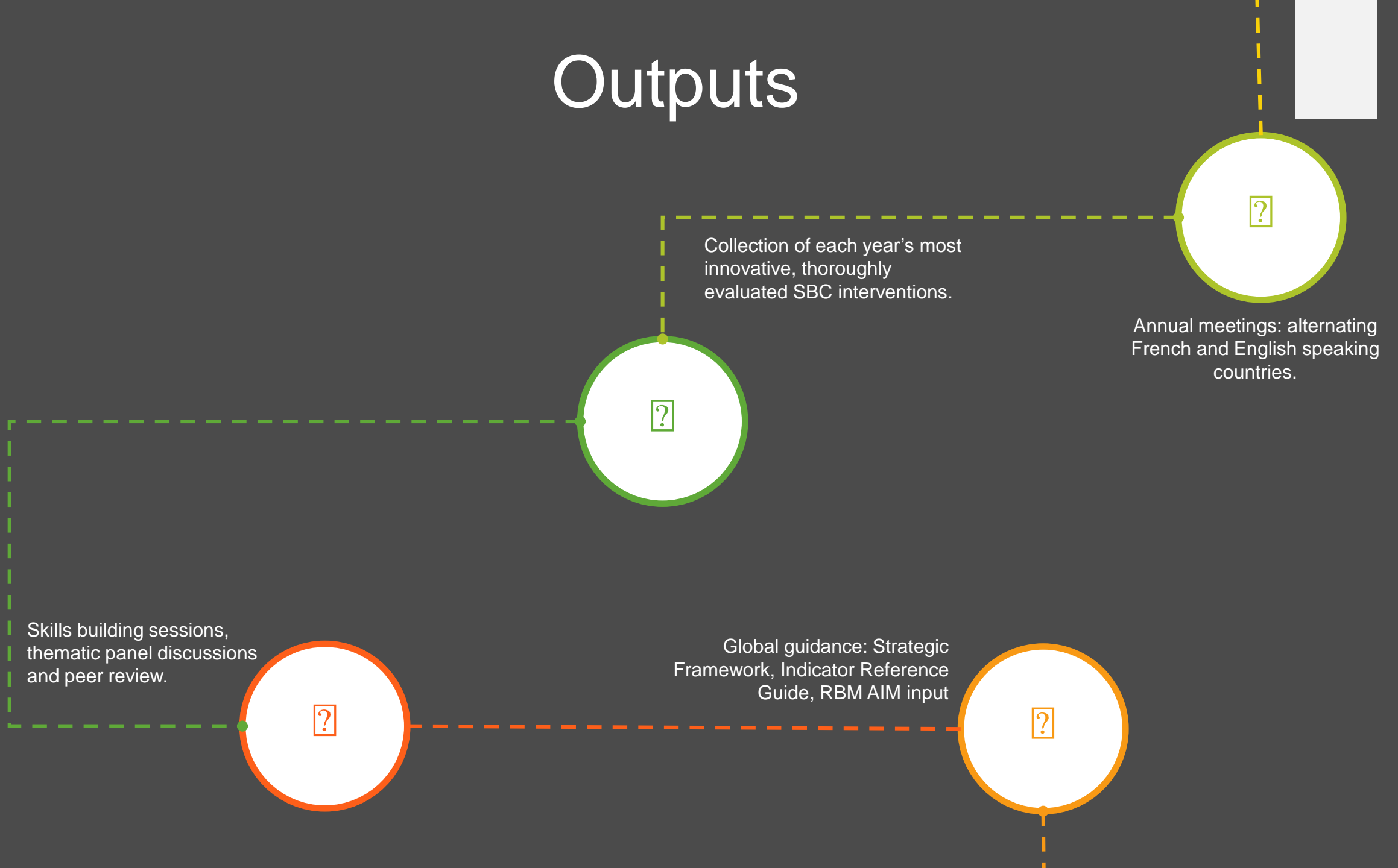


Current Activities

Steering Committee calls, general calls, task force calls, annual meetings.



Outputs



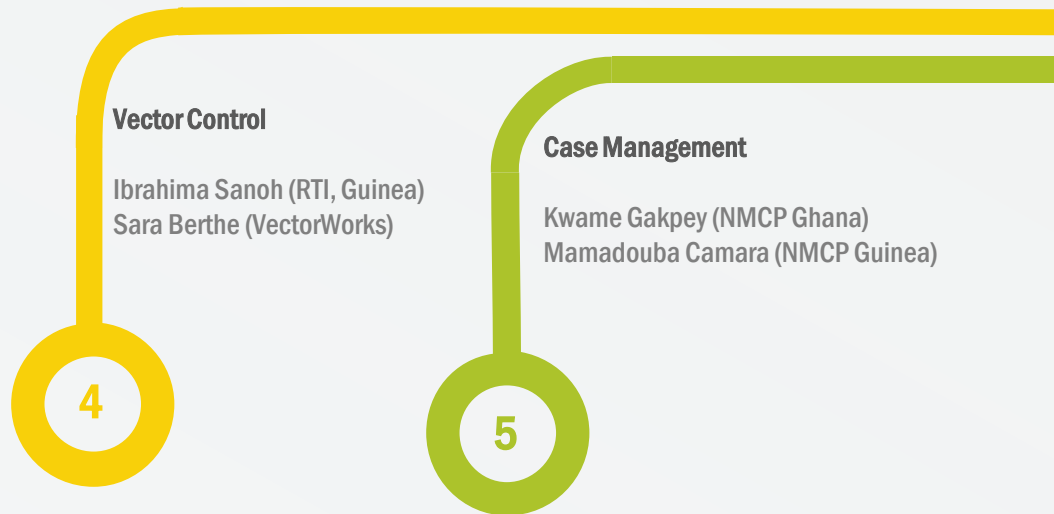
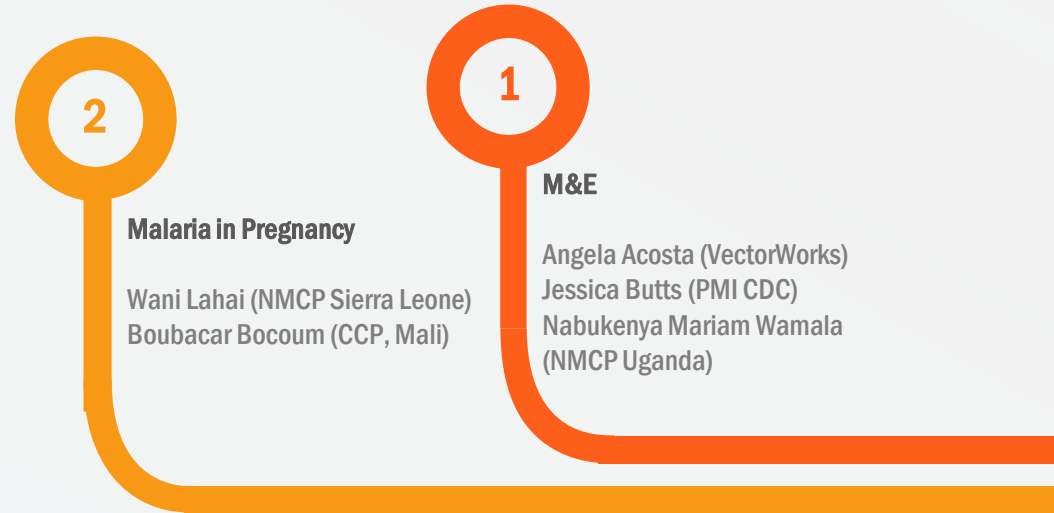
Goals

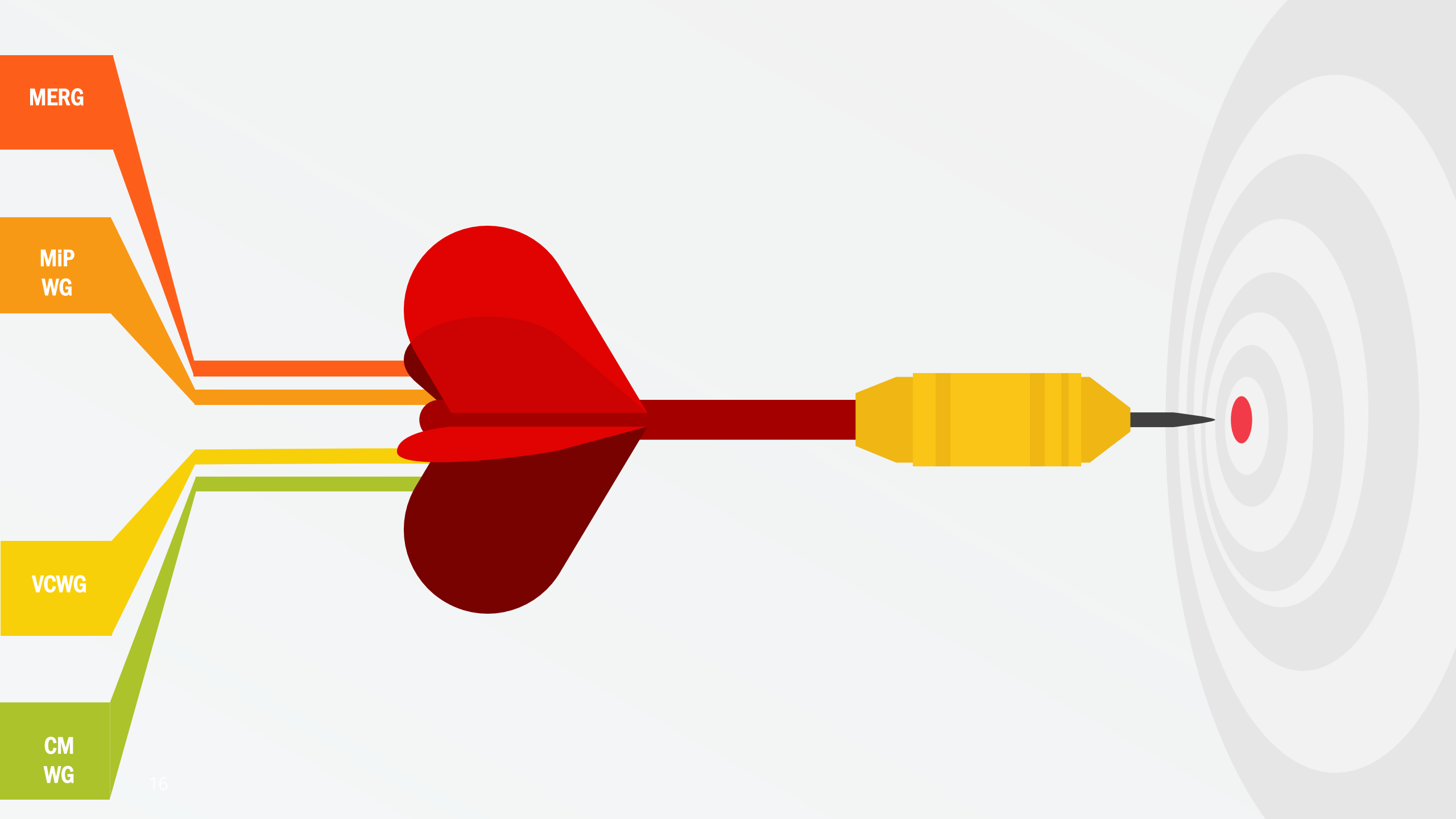


Collaboration

Finding workplan overlap

SBCC WG Task Forces





MERG

**MiP
WG**

VCWG

**CM
WG**

Ideas

Ways to collaborate with other RBM Working Groups

Attend WG calls & annual meetings

- Give/recieve updates
- Get to know stakeholders

Share SOWs

- Find overlapping priorities

Contribute to GF concept notes

- Quality SBCC for MiP

Dissemination

- Guidelines
- Resources

