

## **Social and Behavior Change Communication Working Group (SBCC WG)**

### **Terms of Reference**

#### **I. Purpose:**

The RBM Partnership to End Malaria Social and Behavior Change Communication Working Group (SBCC WG) brings national malaria control programs, implementing partners, donors, research institutions, and non-government and private sector organisations together to further the implementation of *The Strategic Framework for Malaria Social and Behavior Change Communication 2017-2030* and the *Malaria SBCC Indicator Reference Guide*.

The SBCC WG will at all time ensure that its work is aligned with, and complements, that of WHO.

The SBCC WG is accountable to the RBM Partnership Board through the RBM CEO.

#### **II. Rationale:**

The SBCC WG aims to examine the current state of the science and art in social and behavior change communication (SBCC) and produce, maintain, and disseminate *The Strategic Framework for Malaria Social and Behavior Change Communication 2017-2030*. The SBCC WG seeks to provide a forum for the exchange of malaria SBCC best practices and experiences; mobilise political, social, and financial resources to position SBCC as a core component of malaria control; and promote the development of theory-informed, evidence-based SBCC programming at the country level.

*The Strategic Framework for Malaria Social and Behavior Change Communication 2017-2030* reflects the priorities and foci of the World Health Organization's *Global Technical Strategy for Malaria 2016-2030* as well as those of the *Roll Back Malaria Action and Investment to Defeat Malaria (AIM) 2016-2030*.

These Terms of Reference reflect the collective will of malaria SBCC stakeholders, including national malaria control programmes, implementing partners, donors, research institutions, and non-government and private sector organisations for a formalised community working under the umbrella of the RBM Partnership.

#### **III. Functions of the Working Group:**

The SBCC WG supports technical assistance and advocacy for and coordination of malaria SBCC.

##### 1. Technical Assistance

- Develop, maintain, and disseminate *The Strategic Framework for Malaria Social and Behavior Change Communication 2017-2030* and the *Malaria SBCC Indicator Reference Guide*

- Provide tools to support the design, implementation, monitoring, and evaluation of theory-informed, evidence-based SBCC
  - Increase individual, organisation, and system capacity to design, implement, monitor, and evaluate theory-informed, evidence-based malaria SBCC
2. Advocacy
- Advocate for the development and implementation of theory-informed, evidence-based country-level malaria SBCC strategies
  - Advise the RBM Partnership Board, through the RBM CEO, on the malaria SBCC priorities and strategic directions for malaria SBCC, and
  - Advocate for increased resource allocation and partnership building for malaria SBCC
3. Coordination
- Establish and maintain collaborative, mutually beneficial relationships with other RBM working groups and the RBM Partnership Coordinating mechanism;
  - Develop and maintain platforms, including in-person and virtual platforms, for sharing best practice and experiences and advancing malaria SBCC, and
  - Outline, disseminate, and promote a global malaria SBCC operational and formative research agenda

#### **IV. Membership**

SBCC WG membership is open to all individuals and organisations involved in planning, implementing, and/or monitoring and evaluating SBCC activities. There are no term limits for SBCC WG members. Participation in the SBCC WG is voluntary, and, as such, members of the SBCC WG will not be compensated for their participation or contribution. Membership to the SBCC WG can be requested through the contact information available on the RBM Partnership website.

All SBCC WG members actively advocate for the inclusion of SBCC in national malaria control plans and reviews and for commitment for SBCC. If deemed necessary by the Steering Committee, members of the SBCC WG may be required to complete and sign a conflict of interest declaration annually.

The member fee for the Annual Meeting (the amount will be determined well in advance of each Annual Meeting by the Co-chairs and Steering Committee), which seeks to cover the cost of organising and running the meetings, as well as offsetting costs such as translation and venue will be collected by the Secretariat.

#### **V. Structure**

The SBCC WG is governed by an elected Steering Committee led by elected Co-chair(s). The SBCC WG is supported by a Secretariat.

### **Co-chairs of SBCC WG**

Two Co-chairs will be elected from SBCC WG membership. The Co-chairs will serve a two-year term and are limited to two consecutive terms. There is no limit on the number of non-consecutive terms a co-chair may serve. The role and functions of the co-chairs are defined as follows:

1. Determine, in consultation with the SBCC WG Steering Committee, the strategic direction of the SBCC WG
2. Develop, in collaboration with the Steering Committee, Task Force leads, as appropriate, and membership, a SBCC WG workplan. The Co-chairs are responsible for endorsing and facilitating, with assistance of the Secretariat, the implementation of the SBCC WG workplan
3. Convene general SBCC WG and Steering Committee meetings or calls once every quarter, and other meetings as necessary
4. Endorse SBCC WG and Steering Committee meeting and call agendas, minutes, and reports
5. Take part in quarterly coordination meetings between the Working Group and Partner Committee Co-Chairs, chaired by the RBM CEO
6. Foster coordination, dynamic interaction, and exchange among all members of the SBCC WG and the RBM Partnership Coordinating mechanism

### **Steering Committee**

The SBCC WG membership will elect a Steering Committee of no fewer than 7 but no more than 11 elected individuals to provide guidance and support to the SBCC WG Co-chairs, SBCC WG members and member organisations, and Secretariat on malaria SBCC. Steering Committee membership should represent the diversity of the RBM Partnership to End Malaria.

Every attempt should be made to include members from Anglophone and Francophone national malaria control programmes, private sector, university or research institutions, and international organisations. Additionally, the donor organisation(s) funding the SBCC WG will appoint a representative/s (2) to serve on the Steering Committee in a non-voting capacity.

In the absence of willing candidates for each position, the make-up of the Steering Committee may differ. Prior to each election, the current Steering Committee will determine the eligibility requirements for Steering Committee membership (i.e. active participation in meetings). Once elected, each Steering Committee member will serve a two-year term, after which they may run for re-election. Co-chairs and Steering Committee members who miss two consecutive calls will be considered for termination from their role, as per the Steering Committee's decision.

The Steering Committee will hold quarterly meetings or calls and will communicate regularly by email and hold additional ad hoc meetings or calls, as necessary.

Steering Committee members are expected to actively participate in the activities of the SBCC WG. Active participation includes, but is not limited to, participating in quarterly Steering

Committee meetings or calls; participating in and helping to organise presenters for quarterly general SBCC WG meetings or calls; participating, if feasible, in the annual SBCC WG meeting; contributing actively to one or more of the SBCC WG Task Forces; representing, as necessary, the SBCC WG at internal RBM and external events to promote and advocate for malaria SBCC.

### **SBCC WG Secretariat**

The SBCC WG Secretariat will be housed by a member organisation with the capacity and resources to do so. The SBCC WG Secretariat receives guidance from and works in close collaboration with the SBCC WG Co-chairs and SBCC WG Steering Committee. In the event that no partner organisation is selected to be the SBCC WG Secretariat, the responsibility shall be shared among partners.

The role and functions of the Secretariat are centered around coordination and communication and can be defined as follows:

- Organise the quarterly meetings or calls of the SBCC WG and SBCC WG Steering Committee and other special or ad hoc calls, as requested and appropriate, and provide appropriate services, including translation and note taking
- Provide orientation (through a welcome letter or email, Annual Meetings, SBCC WG General Calls, fact sheets) to new members and support their efforts to participate in SBCC WG activities
- Prepare the agenda and relevant documents for quarterly and annual SBCC WG meetings and calls;
- Produce and distribute Annual Meeting reports and general and Steering Committee meeting and call minutes;
- Produce quarterly updates for the RBM CEO on the SBCC WG work;
- Monitor and update the SBCC WG page on the Roll Back Malaria website;
- Update and maintain a database of members and contact information; and
- Promote year-round engagement of members by sharing best practices, resources, and success stories.

### **Operating procedures**

The SBCC WG will host quarterly meetings or calls focused on a specific topic relevant to the SBCC WG. The SBCC WG may invite representatives from RBM Partnership member organizations or non-members organizations or RBM technical working groups to present on their malaria SBCC activities or research. During the quarterly calls or meetings, the SBCC WG co-chairs, or their designee, will provide a brief update on news of note and recent activities of the SBCC WG and/or RBM. SBCC WG members will also communicate as necessary by mail.

The SBCC WG will attempt to meet in-person at least once per year based on available resources. The co-chairs will determine the meeting dates in consultation with the Secretariat and in coordination with the SBCC WG Steering Committee. During the Annual Meeting, the Steering Committee and co-chairs will review the performance of the RBM SBCC WG against its mandate to make decisions about priorities for the following year.

Facilitated by the WG Co-Chairs, the WG must develop an annual workplan and accompanying budget. This workplan will be the results of a defined consultative process, defined in the governance of the WG, including the opportunity for the RBM CEO to provide comments and inputs to ensure harmonization and consistency with RBM and Partner Committee workplans.

The identification and management of conflicts of interest should be undertaken in accordance with the RBM declaration of interest process, as overseen and directed by the RBM Secretariat.

### **Interaction between the RBM SBCC WG and other Partnership Government Structures**

Interaction between the RBM SBCC WG will take happen virtually and physically. The Board Members, RBM Management Team, co-chairs and members of the other working groups will be invited to attend all RBM SBCC WG meetings. The agendas of the annual meeting are circulated to the membership of all working groups. All relevant information related to the working group will be posted on the RBM website for easy access, and meeting reports will be shared with the RBM partnership Chief Executive Officer, Board Members and Management Team.

When possible, one day before the Board Meeting, the RBM SBCC WG co-chairs will meet with the Management Team and will attend the Board Meetings when invited.

### **Dissolution of the Working Group**

When the functions of the RBM SBCC WG cease to be relevant, the co-chairs and Steering Committee may seek dissolve the working group in consultation with the SBCC WG's members.

The RBM Management Team will monitor the performance of the Working Groups and may request the Partnership Board to remove accreditation if a Working Group is either inactive or does not fulfil the requirement to ensure adequate participation of malaria-affected countries in its activities.

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