



# Shifting Behaviors, Sharing Experiences, Identifying What Works, Advocating for SBC



2019 Francophone Social and Behavior Change Summit  
**SUMMIT REPORT**



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# Letter from the Organizers: Exceeding Expectations

In many respects, the 2019 Francophone Social and Behavior Change (SBC) Summit: Addressing Barriers in Reproductive, Maternal, Newborn, and Child Health, and Nutrition (RMNCH+N) exceeded expectations.

Originally designed as an intimate gathering of 120 technical experts working in francophone West Africa, interest in the event quickly expanded the format to a 250-participant, open-registration affair. Just weeks before the start of the Summit, it was with mixed emotions that we closed registration as we approached the venue's maximum capacity. **At final count the Francophone SBC Summit welcomed approximately 500 participants—an incredible representation from 190 organizations across 33 countries.**

The Summit provided a venue for exchange, networking, and SBC advancement in a region and language so often underrepresented in global conferences. Over the course of the three days, knowledge-sharing expanded well beyond the more than 160 oral, plenary, poster, and skill-building presentations across 50 unique sessions. Virtual conversations blossomed around the Summit as well. Fueled by participants on-site at the Radisson Blu conference center, and shared by those following the Summit from afar, the event spurred **45,000 Twitter and Instagram #SommetCSC messages in the days leading up to, during, and following the event.**





According to the Summit’s team dedicated to crystallizing key insights from participants’ conversations, Summit attendees experienced a deepened, collective understanding of the field and how practitioners must work together to achieve shared RMNCH+N objectives. This collaboration was highlighted through auxiliary events, such as the Ouagadougou Partnership regional agenda-setting dinner, during which invited **donors, implementing partners, and local government representatives identified SBC and RMNCH priorities for the region and for individual countries.**

Summit-goers learned that empathy —as well as evidence— is at the heart of SBC’s success. Given the rapid growth of the youth population in Francophone West Africa, it will be increasingly vital to co-create RMNCH+N interventions with youth, as was emphasized through the implementation of the Summit’s highly interactive **Youth Design Challenge**. The winning idea of the Challenge, the mass media campaign *Merci, mon héros*, will be implemented with support from partners such as the Breakthrough ACTION project, active in many West African countries.

As successful as the Francophone Summit was, meaningful innovation and progress will grow from *continued* collaboration and exchange. **This Francophone Summit was a beginning and set an inspiring tone for more great SBC programs to come in our shared near future.** The online SBC platform Springboard<sup>1</sup> has already hosted a conversation about the Community Entry process, and the 2020 International SBCC Summit will borrow from the successful Insights gathering and KM practices used at the Francophone SBC Summit.

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1. <https://springboardforsbc.org/>



# About the Summit

The Francophone Summit was designed specifically to bring together a community of francophone social and behavior change (SBC) organizations, practitioners, and researchers to advance the discipline of SBC within the francophone reproductive, maternal, newborn, and child health, and nutrition (RMNCH + N) community.

The Francophone SBC Summit brought conversations to Abidjan from two preceding International Social and Behavior Change Communication Summits (Addis Ababa, Ethiopia, in 2016; and Nusa Dua, Indonesia, in 2018). The Francophone Summit built upon the global event's 2018 themes: “**What Works**” in SBC, which explored the evidence supporting SBC's effectiveness in improving RMNCH+N outcomes; “**Making Sense of Now**,” which focused on how to apply long-standing SBC theories, as well as incorporating innovations such as behavioral economics and human-centered design for maximum impact; and “**Amplifying Voice**,” which emphasized the need to increase ownership of, and investment in, SBC at the community, national government, and regional levels.

Within these overarching themes, the Francophone Summit's three days were further focused around pertinent areas of interest identified by a poll conducted among potential participants and partners months prior to the event:

- **Data, Service Delivery, and Community Engagement (Day 1)**
- **Gender and the Use of Storytelling for SBC (Day 2)**
- **Youth and the Use of Mass and Social Media for SBC (Day 3)**

This report provides a snapshot of the Francophone Summit, including innovative sessions and approaches featured in the three-day event, lessons learned, and ideas for a second Francophone Summit—already front-of-mind for many as participants said their goodbyes in Abidjan.



# Steering Committee / Subcommittees

The Francophone SBC Summit: Addressing Barriers in RMNCH+N was organized by the Johns Hopkins Center for Communication Programs with the Ministry of Health and Public Hygiene of Côte d'Ivoire, and would not have been possible without the generous support from the following collaborators:

## FINANCIAL SPONSORS

The United States Agency for International Development (USAID)

The Bill & Melinda Gates Foundation

The William and Flora Hewlett Foundation

The Ouagadougou Partnership Coordinating Unit

Civil Society for Family Planning

Family Planning 2020 (FP 2020)

The United Nations Children's Foundation (UNICEF)

The United Nations Population Fund (UNFPA)

The World Bank

The Sahel Women's Empowerment and Demographic Dividend (SWEDD) initiative

Muskoka

## PROGRAM COMMITTEE

Antje Becker-Benton, **Save the Children**

Sarah Dalglish, **Camber Collective**

Koffi Edem Dzotsi, **Association Togolaise pour le Bien-Être Familiale**

Anne-Laure Frouin, **UNICEF**

Christopher Hooks, (consultant to) **Promundo**

Laijah Idleson, **Youth+Tech+Health**

Telesphore Kabore, **Save the Children**

Raoul Kacou, **Ministère de la Santé et de l'Hygiène Publique of Côte d'Ivoire**

Hugues Koné, **Université Félix Houphouët-Boigny in Abidjan**

Giovanna Lauro, **Promundo**

Luis Martinez, **Population Services International**

Menno Mulder-Sibanda, **World Bank**

Danielle Naugle, **Johns Hopkins Center for Communication Programs**

Koudaogo Ouedraogo, **UNFPA**

Meghan Pollack, **Save the Children**

Radha Rajan, **Johns Hopkins Center for Communication Programs**

Alex Rideau, **Keewu Productions**

Sara Stratton, **The Palladium Group**

Ernest Yao, **Pathfinder**

Maurice Zafinmanjaka, **FHI360**

Noel Zagre, **UNICEF**

## ADVISORY COMMITTEE

Marie Ba, **The Ouagadougou Partnership Coordinating Unit**

Violeta Cojocaru, **UNICEF**

Rodio Diallo, **Bill and Melinda Gates Foundation**

Alexandra Farnum, **Bill and Melinda Gates Foundation**

Gwyn Hainsworth, **Bill and Melinda Gates Foundation**

Hope Hempstone, **USAID**

Janet Holt, **Hewlett Foundation**

Mbayi Kangudie, USAID, **West Africa Regional Office**

James Malster, **Population Services International**

Koudaogo Ouedraogo, **UNFPA**

Kelli Schmitz, **FP2020**

Sorofing Traore, **Reproductive Health and Family Planning Youth Ambassadors of Mali**

Alexandra Todd, **USAID**

Tom Van Boven, **FP2020**

Didier Bagoro, **Ministry of Health of Burkina Faso**

Raoul Kacou, **Ministry of Health of Côte d'Ivoire**



# FRANCOPHONE SBC SUMMIT ORGANIZING TEAM

## Johns Hopkins Center for Communication Programs

Susan Krenn, Executive Director

### Baltimore Team

Mark Beisser  
Stephanie Desmon  
Heather Finn  
Cori Fordham  
Heidi Good-Boncana  
Nicole Jurmo  
Cynthia Irakoze  
Erin Portillo  
Marla Shaivitz  
Claudia Vondrasek  
Sophie Weiner

### Abidjan Team

Diarra Racine Kamara, Country Director  
Jacqueline Hammond  
Elizabeth Kamenan  
Daniel Christian Koko  
Blanche Kouassi  
Benjamin Soro  
Patricia Dailly-Ajavon  
Regina Traore



# Opening Ceremony

The Francophone SBC Summit kicked off with an opening address from Susan Krenn (Executive Director of the Johns Hopkins Center for Communication Programs (CCP)), who encouraged Summit attendees to use the event as a time to step away from their day-to-day activities and reflect on the big questions needing to be answered in order to truly advance the field of RMNCH+N, including the Summit's themes of ““What Works?”; “What is the Current State of SBC?””; and ““Amplifying Voice””

These remarks were followed by welcoming speeches from Argentina Matavel Piccin (Representative from the United Nations Population Fund), Katherine Brucker (Chargée d’Affaires at the American Embassy in Côte d’Ivoire), and Saran Branchi (Regional global health advisor of the French Embassy in Côte d’Ivoire). The panel’s remarks emphasized the urgent need to accelerate progress in global health and make real, sustainable impact.

The ceremony served as a rallying cry for Summit-goers to critically think about their own SBC work and push themselves to go beyond business as usual, and until they reached the last mile.

“Even though we have seen improvements (from the Millennium Goals), there are still inequalities, pockets of people who are left behind and are not yet feeling the effects of these advancements.”

- Madame Argentina Matavel Piccin

“The most ingenious, ambitious and financially-sound health and development plans will not yield satisfactory long-term results if they are not accompanied by a commitment from all actors, especially the populations with whom these efforts are made.”

- Katherine Brucker

“For a few years now, development project designers and implementers have understood the importance of commitment and participation on the part of the communities for which these programs are designed. SBC is an essential component in any development project and even more so in public health programs because public health problems and their solutions are linked to people’s behavior.”

- Susan Krenn

“SBC is a cross-dimensional issue... but how do we generate demand accompanied by this transformation, these shifts in mentality, to render our investments in health a success?”

- Saran Branchi

Professor Kountélé Gona Soro (Cabinet Director of the Ministry of Health and Public Hygiene of Côte d’Ivoire) officially opened the Summit, noting the gathering would strengthen the capacity of regional health experts to implement and evaluate high-quality programs, and foster long-term results. He further emphasized the need for donors to focus their investments on the growing youth cohort, given the changing demographics of Francophone West Africa.

Following the opening ceremony, acclaimed writer and story developer Dr. Marguerite Aboué spotlighted the power storytelling has to effect social and behavior change. Her remarks were bolstered by video clips from the television and web series *C’est la Vie*, promoting awareness and dialogue around issues such as maternal and child health, gender-based violence, and reproductive health and rights in Francophone West Africa, to demonstrate their points.

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# The SBC Summit Experience, In the Words of Participants

“My experience at the Summit was very interesting. The lessons and discussions were enriching, novel and inspiring!”



“The Summit was an educational experience, if not an added value for me. It allowed me to build professional relationships with other participants from other countries. The Summit taught me a variety of approaches, methodologies, and intervention strategies.”



“A summit like this *should* be held in French in the region. It is very useful for the people implementing the lessons. We always send the same people to conferences because they speak a bit of English, but that never gives others the chance to benefit from attending.”

“It was difficult to choose between other competing sessions!”



“The special Youth Design Challenge gave me the chance to see the possibilities offered by and for young people!”

“Enriching – this was the first time I attended an SBC Summit. This allowed me to see the various approaches that exist in Francophone Africa!”

“I was surprised and moved by the attention Francophones gave to this Summit. Hats off to the organizers.”

# Highlights

## THE PLENARIES

### Day 1: Data, services, and community engagement



**Dr. Erwin Knippenberg** ■ CooperSmith

Dr. Erwin Knippenberg, of CooperSmith, presented techniques to capture and analyze data for use by the communities or the health services and districts using new software and mobile technologies. By making it easier for communities to collect and analyze data, they will be able to propose strategies addressing the most critical issues among those populations.



**Mr. Telesphore Kabore** ■ Save the Children

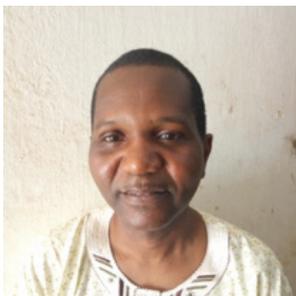
Mr. Telesphore Kabore, Community Health Advisor at Save the Children and expert in community engagement strategy development, spoke about the need for communities to determine health and priorities for themselves. With good data, communities can understand which health concerns represent the biggest dangers, or where communities are making progress to reduce the burden of diseases like malaria or childhood illnesses.



**Ms. Nene Fofana** ■ EngenderHealth

Ms. Nene Fofana, Regional Advisor for EngenderHealth, shared her services background as she moderated this lively kick-off plenary session.

## Day 2: Gender and the Use of Storytelling for Social Change



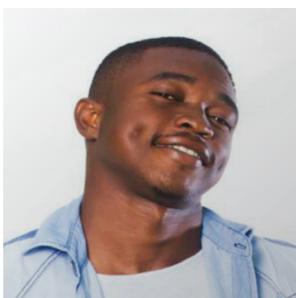
### **Ibrahim N'Diaye** ■ Social Researcher and Professor

Ibrahim N'Diaye, social researcher and professor of English, Multiculturalism, and the History of Civilizations, described how traditional Malian music has been used for ages to communicate important information. He spoke about how traditional understanding of the human body serves as a “library,” where truths about health are organized.



### **Sister Fa** ■ Senegalese Rapper

Sister Fa, a Senegalese rapper, explained how using music and culture opens doors to communities for health, and stressed that emotion is as important as reason when sparking behavior or social change in West African communities. Sister Fa broached the very sensitive subject of gender-based violence by relaying to the audience personal experiences that helped her realize the necessity of advocating for women's gender and reproductive rights.



### **Mohamed Keita** ■ Actor-turned-producer

Mohamed Keita, a young actor-turned-producer, who has felt his calling to tell the stories of girls in villages, advocated for change in support of gender equity.



### **Danielle Naugle** ■ Johns Hopkins Center for Communication Programs (CCP)

Danielle Naugle, Research Officer at CCP, moderated this thoughtful and emotionally compelling session, pulling from her own work examining gender norms and RMNCH in Mali and other countries in West Africa. She led a discussion on how we effectively engage individuals and communities by using traditional cultural practices.

## Day 3: Youth, Program Design, and Mass Media



### Sobel Aziz Ngom ■ Social Change Factory

Sobel Aziz Ngom, founder of Social Change Factory, discussed how his organization affects social change among youth all over West Africa through workshops and an innovative mini-documentary TV show called Youth Voices. Following a competition, Youth Voices awards seed money to teams of youth to impact social and civic change in their own communities according to their own innovative ideas.



### Youth Voices innovation challenge winners

Youth Voices innovation challenge winners Coulibaly Yeti Kadidia Aimee (left), Adingra Kouakou Dongo Paul (center), and Essis Richard Paterne (right), of Korhogo, Côte d'Ivoire, spoke about how they invented a way to reduce the time needed for women in northern Côte d'Ivoire to roast and grind peanuts, allowing them time to learn to read or take care of their families.



### Alex Rideau ■ ONG RAES and Keewu Productions

Alex Rideau, founder of ONG RAES and Director of Keewu Productions, reminded participants of the collective power of mass media, community engagement, and social media to reframe understanding of health care across West Africa. He spoke about how social media is being used by youth to catalyze change all over the world—from advocating for environmental protection to pushing for gun reform—led by youth, enhanced by viral sharing across multiple platforms.



### Helene Goro ■ The Red Cross

Moderator Helene Goro, of the Red Cross, helped channel the energy of the panel to underline the message of hope and opportunity being created for and by youth.

# Francophone SBC Summit Insights

## OVERVIEW

A vital service of the International and Francophone Summits is to capture the most important collective insights generated at the events. At the Francophone SBC Summit, several techniques were used to identify new knowledge or developments in the francophone SBC community, and what the data indicated about current SBC practices:

1. The Summit supplied each participant with a behaviorally-inspired notebook, which was designed to prompt attendees to record personal objectives for the Summit, and capture notes, insights, and new ideas to share with colleagues about how to improve current work.
2. Participants were encouraged to participate in an activity called “1-2-4-All,” in which an individual would jot down a quote, idea, or revelation that caught their attention, share it with one other person, and then as a couple share it with two more people, and continue to share with others throughout the Summit.
3. The Summit featured a dedicated “Insights Room,” where participants were invited to share their insights of key Summit takeaways by writing on cards and “snapping” to themes forming on flipchart-covered walls. A dedicated Insights Team refined the cards, notes, and themes to propose as the Summit Insights (presented below). Some Summit attendees left further questions on cards for others to discuss and reflect upon.

## TOP INSIGHTS

Summit participants discerned key achievements in SBC and areas for further work and exploration (see Figure 1). Overall, empathy was at the center of all participant-driven calls for action —empathy and increased understanding between program beneficiaries and designers; donors and country governments; younger and older generations; programs and beneficiaries; and RMNCH+N service providers and clients.

The Summit’s top insights were divided between how to work best with the community and households, and how to improve the approaches of SBC practitioners.

### For communities and households

- Participants underlined the urgent need to find effective SBC solutions to hasten real, tangible health benefits and outcomes at the community and household levels.
- Many recognized the complex impact that cultural, social, and gender norms have on behaviors, noting that while progress may be slow and difficult, we must work on the harmful norms that prevent RMNCH+N progress.
- Co-creation was elevated as a necessary practice to foster greater community engagement, sustainability, and more multi-faceted innovation in RMNCH+N programs.

- Many repeated the call to create African theories and models that would better apply to the sociocultural realities, rather than continuously applying the more Western and individually focused behavior change models on which SBC currently often relies.

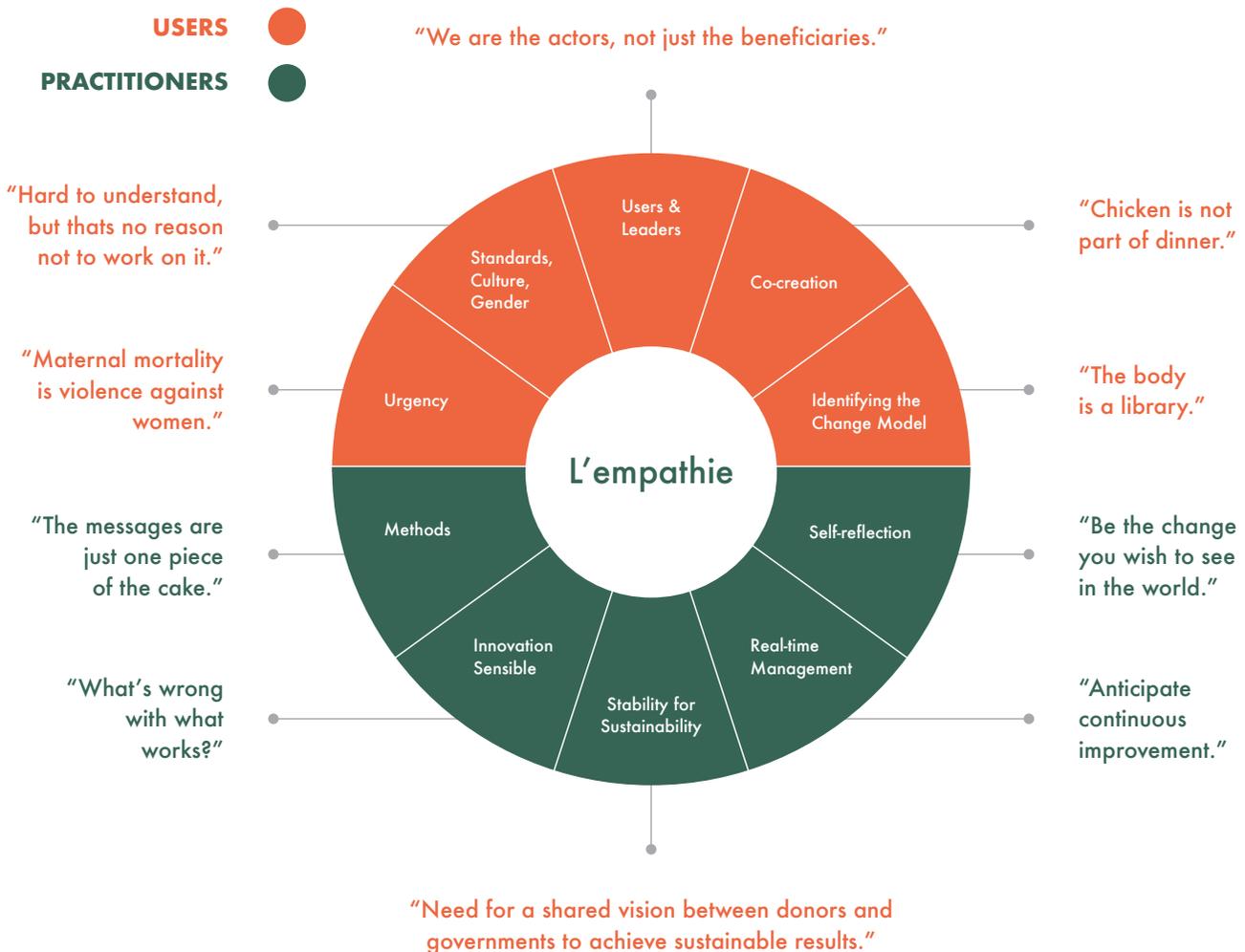
**For practitioners**

- A call to improve real-time monitoring to adjust and strengthen SBC programs as they are implemented.
- A need to combine what works with new approaches that may take SBC to new heights (i.e., “reasoned innovation”).

- A recognition that within SBC, the messaging a program shares and promotes is only “one piece of the pie”—SBC includes examining how political, sociocultural, and even physical environments (e.g., how products are positioned in a shop or market stand) each work to facilitate one set of behaviors or choices over another.

- An appeal to be more than practitioners, but rather actors in a larger ecosystem of change—essentially taking stock of what others are doing and what systems and changes are already in motion in a given context, and pausing to understand their contributions.

Figure 1: Francophone SBC Summit Insights Summary Graphic



# Finding New Solutions

The Francophone Summit featured a number of innovative events, which focused on finding compelling solutions, for specific challenges, facing distinct audiences.

## YOUTH DESIGN CHALLENGE

With guidance from Youth+Tech+Health and Summit organizers, ThinkPlace USA facilitated the Francophone Summit Youth Design Challenge. The four-day design-thinking challenge kicked off the day before the Summit, and centered on one key question: How might we improve the image of young people in Francophone countries to ensure their participation in reproductive health decision-making today and in the future?

A total of 40 participants divided into teams and worked with seasoned mentors from Summit donors, partners, and youth-focused organizations to design a regional campaign highlighting youth potential to steer their nations into an era of quality adolescent and reproductive health. Teams conducted rapid assessments and developed storyboards, comic strips, and other prototypes to present and pre-test their ideas among Summit participants, staff, and the general public near the Summit venue. On the Summit's final day teams pitched their ideas to judges, and attendees voted to select a winner from the top ideas.

The winning campaign, *Merci, mon héros*, was designed as a reality show to reward youth allies for providing good family planning and reproductive health (FP/RH) information at critical moments. This concept is being carried forward with the USAID-funded Breakthrough ACTION project. Winning team members from Burundi, Côte d'Ivoire, Democratic Republic of the Congo, Mali, and Togo attended a Summer 2019 workshop, facilitated by Keewu Productions, to produce pilot episodes of the series.

## TOP CHEFS

The Summit's first day featured a session called "Top Chefs," which welcomed over 100 participants to determine the feasibility of "standardizing" community engagement techniques in SBC to ensure tangible results. Attendees divided into groups and rotated between small tables to watch 12 unique project mini-presentations about how to engage community actors. The Top Chef presenters facilitated discussions at each table and with the larger audience in the room to determine successful "recipes" for community engagement at scale.

Participants identified the following key "ingredients":

- Formal linkages between communities and the health system
- Inclusion of community priorities in district level development plans and budget
- Elected officials who believe in community engagement
- Including community engagement as a cross-cutting component to all of our work as SBC practitioners and donors
- Clear, tested, validated government protocols about how and when to engage communities in RMNCH+N programs

- Building upon what exists already in a community; avoiding creating duplicative groups and roles
- Making funds and resources available at the health system level to encourage community members to design and implement community action plans to improve RMNCH+N services
- Standard monitoring tools to measure community engagement
- Performance criteria and accountability for collaborating community groups so groups know their roles and responsibilities within a project

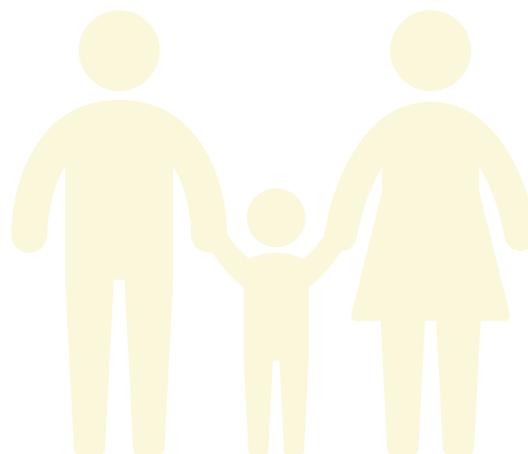
The group also made the following recommendations:

- Community engagement must enable:
  1. the reinforcement of communication between generations and genders,
  2. the reinforcement of social cohesion within the community, and
  3. the consideration of the values and cultural roles that shape helpful and harmful RMNCH+N behaviors.
- Barriers to community engagement should be identified as well as strategies to overcome these barriers.
- During project planning and implementation, community networks should be mapped to help sustain community engagement and increase the likelihood of sustaining the project's impact.
- SBC monitoring data should be collected regularly to allow community members to propose informed program adjustments if activities are not having the desired impact.

## HARNESSING SBC FOR FP IN WEST AFRICA

On the second night of the Summit, 85 SBC stakeholders and decision makers convened to reflect upon how to better coordinate, collaborate, and advocate to use SBC more effectively to address FP priorities in Francophone West Africa. Representatives from the nine Ouagadougou Partnership (OP) countries joined donor representatives and implementing partners to prioritize actions, e.g. identify specific youth RH SBC needs; strengthen the countries' capacity to design, implement, and evaluate SBC activities; and conduct advocacy to increase domestic and international SBC investments. The OP country representatives asked all donors and technical partners to attend meetings where government partners define FP/RH needs, including youth and community voices.

In return, the OP countries committed to develop real-time progress monitoring systems, create SBC/communication plans, and identify resources to fund SBC activities. Representatives further proposed forming SBC technical working groups (TWGs) where they don't exist and strengthening existing TWGs as a way to coordinate partners in the building of effective, comprehensive FP/RH SBC programs, and to add SBC focal points to the FP2020 teams.



# Participant Engagement and Reviews

The Summit enjoyed a significant online presence. Over the course of the Summit, the event's hashtag (#SommetCSC) reached nearly 10,000 people on Facebook, Twitter, and Instagram. The digital Summit program also received significant attention and use. Of the approximately 500 attendees, 436 participants created profiles in the application, among which 260 used the platform to create their personalized schedule for the event's three-plus days.

Participant reviews of the Francophone Summit were overwhelmingly positive, and underscored the event's significance as a venue for exchange, learning, and evolution of francophone SBC.

Among the 115 respondents, 95% said they acquired new knowledge or built capacities during the Summit; 98% reported expanding their professional network; 98% said they saw new and innovative SBC ideas, tools, or approaches presented at the event; and 96% classified their experience at the Summit as “inspiring.”

Participants were invited to share their quick comments immediately after sessions via the Summit's website and smartphone-friendly scheduling app<sup>2</sup>. From the app, a total of 345 comments were collected from nearly 60 participants. These participants rated sessions, on average, an 8.9 out of 10 on quality. In the month following the Summit, a more in-depth survey was sent to registered participants, of which 115 responded.

2. <https://sometcsc.sched.com/>





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# Summit Evaluation Results Summary

- My experience was inspiring (96%)
- I saw innovative SBC ideas, tools, or approaches at the Summit (98%)
- I gained new knowledge or skills at the Summit (95%)
- I expanded my professional network (98%)
- I collaborated on a professional or academic project with others at the Summit (55%)

## What subject(s) would you like to see represented or addressed at the next Francophone Summit?

- Innovative methods
- The role of new media, qualitative research methodology, how to use research results
- A focus on barriers caused by rumors, social mores, traditions, and the negative effects of social networks —and how to overcome them to achieve desired behavior change
- Obstacles to health service use at the community level
- How best to engage traditional leaders, chiefs, and mayors
- The place or role of decision makers, policies, and communities in SBC



# Summit Scholarships

Summit organizers and partners offered a limited number of scholarships to SBC practitioners based in low- and middle-income countries. These merit-based scholarships helped youth and participants with accepted abstracts cover travel, registration, lodging, and other costs according to their needs.

The selection process was very competitive. From a pool of 128 applications, only 21 scholarships were awarded to students, independent consultants, and SBC professionals working and based in Francophone West Africa.

By participating in the 2019 Francophone SBC Summit, the scholarship recipients were able to attend presentations on the complexities and diversity of SBC, take part in special events such as the Youth Design Challenge, hold rich conversations with their fellow practitioners, and forge new relationships with others working in the field.

“Great experience on both professional and personal levels.”

- Falmata Oumar, Independent Consultant, Cameroon

“It allowed me to strengthen my network.”

- Cellin Jimmy Ramahavory, PSI, Madagascar

“My experience was overall positive in terms of achieving my initial professional networking goals. As a result, I was able to gain new knowledge through research in the field of RMNCH and strengthen my competence on psychological approaches for SBC.”

- Souleymane Tassebedo, MURAZ Center, Burkina Faso

“All of the sessions were interesting.”

- Serge Sari, UNFPA/Burkina

# Summit by the numbers



**500** participants



**190** organizations



**33** countries



**50** total sessions,  
including more than  
**160** presentations



**8** auxiliary events



**8** skill-building sessions

# Closing Ceremony

The closing ceremony celebrated the accomplishments of the Francophone SBC Summit and reminded participants to continue the hard work.

Telesphore Kabore (Save the Children) and Koffi Edem Dzotsi (Association Togolaise pour le Bien-Être Familiale) shared the key Insights gathered throughout the Summit (see Francophone SBC Summit Insights in this report), which synthesized the state of SBC and the direction for future growth of SBC programs.

**“I have a request: it’s when you return home that you truly take in the ideas, inspiration and energy that will let you connect with your new friends and colleagues. Build strong, widespread SBC networks!”**

- Susan Krenn, CCP Executive Director

**“We cannot continue doing the same if it does not produce good results.”**

- Nancy Lowenthal, USAID/Côte d'Ivoire Country Representative

Representatives of the French Embassy, USAID, UNFPA, and the Ivorian Ministry of Public Health and Hygiene also delivered remarks, emphasizing the need for participants to stay motivated, introspective, innovative, and collaborative as they move forward. They encouraged practitioners to develop programs in a way that builds capacity at all levels and meaningfully engages with stakeholders from all sectors, as well as young people. Madame Argentina Matavel Piccin of UNFPA echoed many of these sentiments, saying that we are in a time of emergency, and as such, we must continually question how we can improve and why we are reaching our desired goals.

The Ministry of Health officially closed the event by thanking all of the speakers, organizers, donors, and participants for their valuable time and support toward this necessary global initiative.

Ending with the energy with which it started, the SBC Summit Closing Ceremony included the announcement of the Youth Challenge winning team and musical performances from Hope 2000, a local Ivorian zouglou group, and Sister Fa, a Senegalese rapper who shared her achievements throughout the Summit. The music brought the entire assembly to their feet—new friends and colleagues clapping each other on the back and sharing excitement about the newfound energy to inspire social and behavior change.



“Given the quality of the participants, we believe these three days shared by SBC practitioners and professionals have made it possible to overcome several challenges, making the various RMNCH + N programs more effective in our different countries.”

– Professor Kountélé Gona Soro,  
Ministry of Health and Public Hygiene, Côte d'Ivoire

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# Annex: Summit Program

FEBRUARY 25  
MONDAY

## Oral Presentations

- Improving Maternal Health through SBC
- Community-Based Family Planning Services
- Working on the Determinants of Breastfeeding to Improve Practices in the West African Region
- Using Data to Understand Behavioral Determinants
- Community Engagement: Principles, Quality Standards, and Indicators
- Social and Behavior Change Models for Newborn Health
- Prioritizing Service Providers: Social and Behavior Change Programs for Health Care Workers
- Action Research for Nutrition

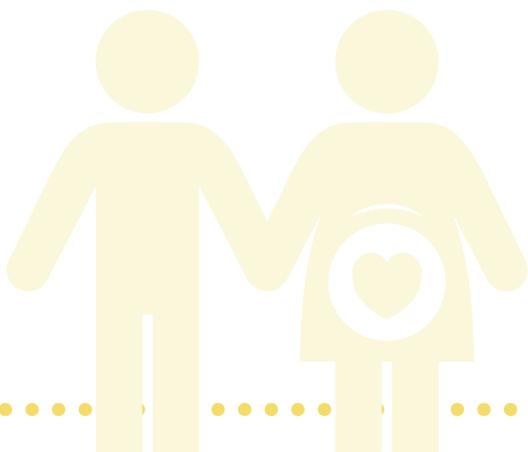


## Skills Building Sessions

- Outcome Harvesting: A New Methodology for Assessing the Complexity of SBC
- Analyzing the Logical Methods of Change
- Workshop: Mnemonic Poses, Mimics, and Songs
- Audience Segmentation
- Learning Collaborative to Advance Normative Change for Adolescent Sexual and Reproductive Health
- Applied Behavioral Economics Lab

## Special Activities

- Youth Design Challenge (Human Centered Design Activity)
- Top Chefs: The Recipe for Successful Community Engagement
- Monday Comm Talk



# FEBRUARY 26 TUESDAY

## Oral Presentations

Identifying, Measuring, and Influencing Social Norms

The Role of Men in RMNCH

Spouses Matter

Innovations in SBC for Nutrition

Gender-Based Violence: Roots, Perceptions, and Actions

Determinants for the Use of Services

Youth and Adolescents and Access to Family Planning Methods

Social Norms and Family Planning (FP)

Influencers for Reproductive Health and Nutrition

Reproductive Health, Social Norms, and Gender

## Skills Building Sessions

Adapting your Activities to the Behavioral Database

Involvement of Men and Boys in RMNCH

Strategies to Advocate for the Integration of Gender-Transformative SBCs into Sexual and Reproductive Health Programs

Adoption of the Masculinity Model

## Special Activities

Youth Design Challenge (HCD Activity)

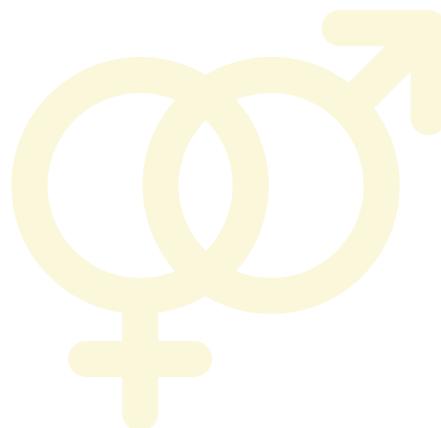
Setting SBC/FP Priorities in West Africa

Auxiliary Event for the Transform/PHARE project

What are the main research priorities for integrated SBC programming and for service provider behavior change programming?

Better Understanding and Using the Power of Traditional Oral Communication to Ensure Program Success

Tuesday Comm Talk



# FEBRUARY 27 WEDNESDAY

## Oral Presentations

Improving Design to Better Reach Young Parents

Exploring the Effectiveness of Mass Media

Lessons Learned from the SWEDD Project

Community Leaders Leading  
the Charge to Protect Populations

An exploration of SBC Models  
for Improving Community Nutrition

New Approaches in Data Production  
and Use for Program Improvement

Integration for Increased Efficacy

Digital Solutions: Research and Programs

Voices are Powerful: The Use  
of Alternative Media for SBC

Engaging in Infrastructure to  
Promote Good Health Practices

## Special Activities

Youth Design Challenge (HCD Activity)

Wednesday Comm Talk

