Connecting the Dots Among SBC Professionals: The Future of Virtual Engagement Among Global Communities of Practice

An Interactive Panel

Session Outline

- Global Communities of Practice Overviews
  - SBC Working Group of the RBM Partnership to End Malaria
  - Boost Community
  - SBC for Service Delivery
  - Springboard
- Panel Discussion + Q&A
- Small Group Discussions
- Report Back & Closing

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Small Group Discussions

- Small groups will discuss one of the following topics:
  a. Creating value and driving impact
  b. Ensuring representative communities
  c. Maintaining momentum post-COVID
  d. Challenges of navigating multiple online communities and platforms

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Springboard

RBM Partnership To End Malaria

Social and Behaviour Change Working Group

SOCIAL & BEHAVIOR CHANGE FOR SERVICE DELIVERY
COMMUNITY OF PRACTICE

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Communities of Practice

RBM Partnership To End Malaria

Social and Behaviour Change
Working Group

2022 International SBCC Summit: *Future of Virtual Engagement Panel*

Maintaining Momentum of Malaria SBC through a Global Technical Working Group

RBM SBC WG Core Objectives

Technical Guidance

Promote **theory-informed, evidence-based** programming focused on **behavior change** at the country level

Coordination and Networking

Forum for exchange of malaria SBC **best practices** and experiences among **NMCPs** and other **SBC professionals**

Making the Case

Be a voice to call for political, social, and financial resources to SBC as a core component of malaria control that cuts across all technical areas

Engagement in English, French, and Portuguese

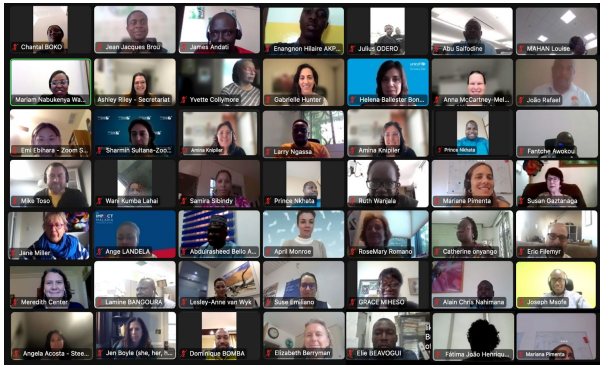
60+ countries joining calls over the last 2 years

RBM SBC WG Gems

- Secretariat and Elected, Diverse Steering Committee
- Virtual Calls | Webinars | In-Person | Springboard Community
- Deliverables-Focused Workstreams
- Engagement in English, French, & Portuguese
- Lusophone & Francophone Ambassador Program
    - Special Networking Sessions | Communicating Needs to Leadership
- 15+ Technical Guidance Documents
    - Monitoring & Evaluation | Strategy Guidance | Cutting-Edge Topics (COVID, Malaria Vaccine)
- Regular Membership Polling
    - Future Workstreams | Membership Priorities | Call Topics

RBM SBC WG Challenges/Sticky Issues

- **Funding and bandwidth** for members to work on technical guidance and other requests
- How do we **measure success**?
  - What does it look like?
  - What is a reasonable expectation of member participation in between meetings?
- How do we **maintain momentum** through virtual connection as in-person engagement becomes more possible?
  - In-Person vs Virtual vs Hybrid



RBM Partnership To End Malaria

Social and Behaviour Change Working Group

Thank you - Stay in Touch!

Website: www.bit.ly/RBMSBCWG

Email List: www.bit.ly/RBM_SBCWG_EMAIL

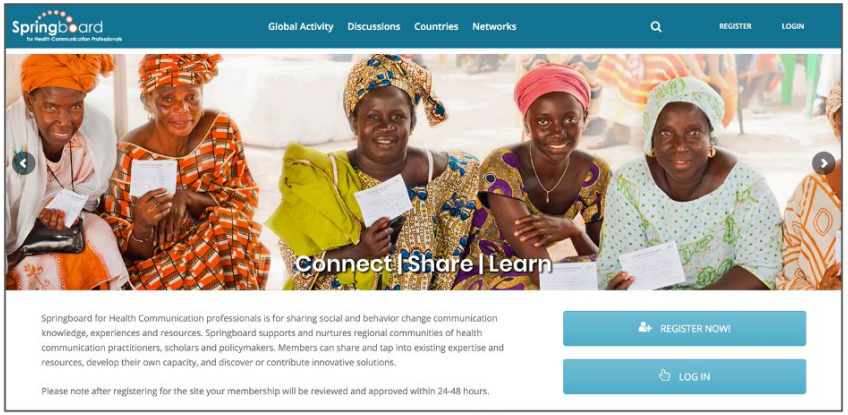
Secretariat: Ashley.Riley@jhu.edu

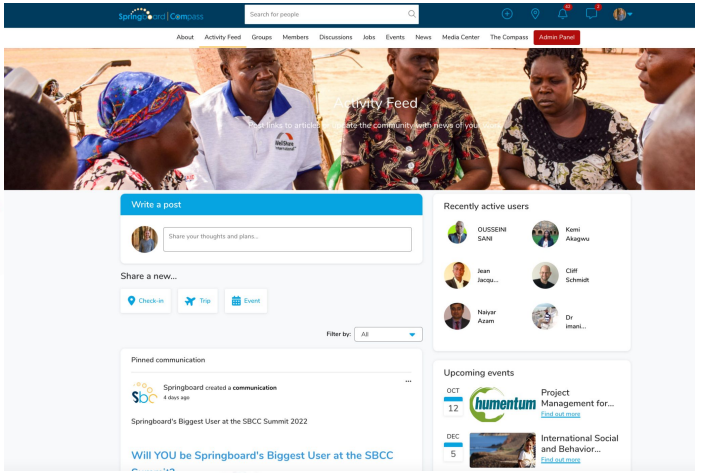
Creating a Global SBC Village

Challenges, Opportunities, and Experiences of Springboard, an Online Community for SBC Professionals

Springboard's Objectives

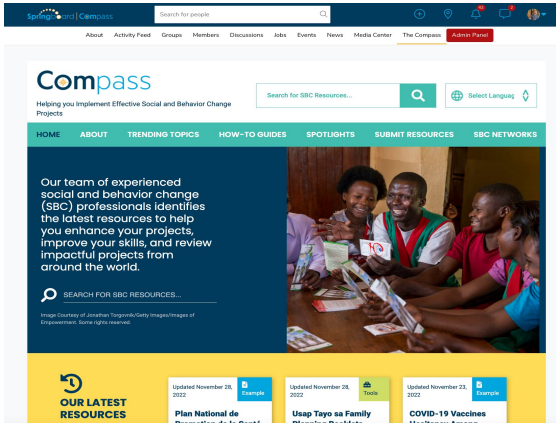
Springboard was launched in **April 2014** with a mission to foster knowledge exchange, networking, and learning among social and behavior change (SBC) professionals.





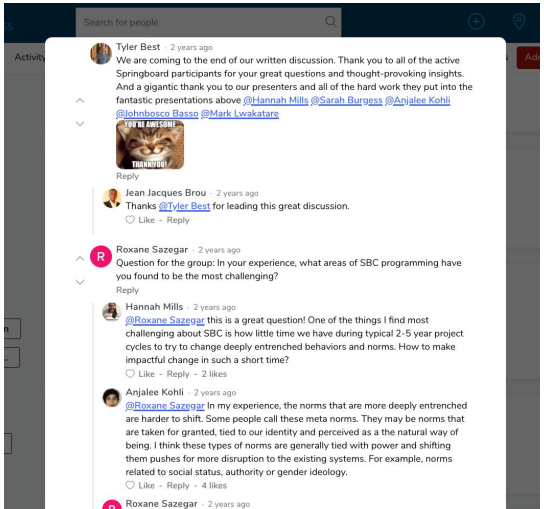
Springboard's Gems

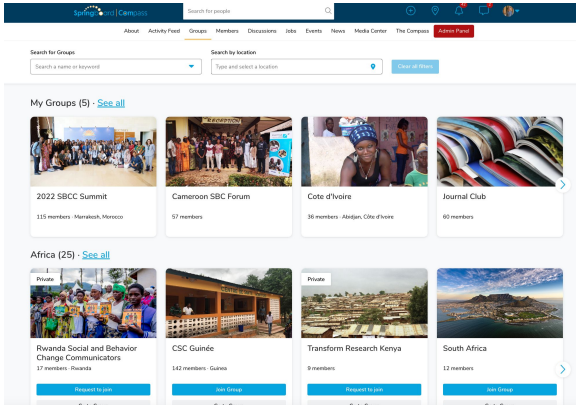
- Nearly 5,000 members from over 115 countries
- Strong sense of community
- Growing Francophone community (nearly 1,000)
- Integration with the Compass, a curated SBC repository



Springboard's Gems

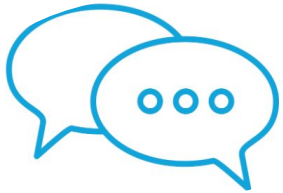
- Opportunities for knowledge exchange through learning events (webinars, written discussions) and peer-to-peer learning
- Space for hosting online communities via the Groups function





Sticky Issues

- Ensuring diverse voices are represented and participate in knowledge sharing
- Technical limitations of the platform vs. users expectations
- Engagement preferences in a rapidly changing digital world (written vs live discussions, length of sessions etc.)
- Reconciling our measures of success vs. user experience and content



boost

A global community where immunization professionals **connect, learn and lead**

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BOOST COMMUNITY:

a global community of immunization professionals

https://boostcommunity.org

Sign up today!

OUR OBJECTIVES

Boost is a global community that connects immunization professionals to peers, support and resources to learn and grow and equips professionals to lead in challenging situations.

Connect

Boost is a global community where immunization professionals can connect with peers and stakeholders and expand their professional network.

Learn

Boost provides access to experts and resources to help immunization professionals learn skills to build capacity and advance their careers.

Lead

Boost is designed to help immunization professionals lead immunization programs in challenging and uncertain contexts.

KEEPING IMMUNIZATION PROFESSIONALS AT THE CENTER OF OUR WORK: *BOOST DELIVERS GLOBAL REACH WITH LOCAL IMPACT*

Boost acts as a bridge, sharing information between immunization professionals at all levels of the system and global actors.

GEMS

BEHAVIORAL SCIENCE – IMMUNIZATION NETWORK

A group of immunization practitioners and social and behavioral science experts exploring how to apply behavioral science tools, methods and approaches to the delivery of immunization activities.

827
Global members

85
Countries represented

https://boostcommunity.org/topics/13897

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A Behavior Science for Immunization Capacity Assessment revealed that:

100% Believe using behavioral science is important to achieving their country's immunization goals.

and yet…

54% Have never used behavioral informed models for immunization programming.

The Behavioral Science Network supports members to:

- Learn how **behavioral science instruments, tools and interventions** have been adapted and implemented to address specific immunization challenges.
- **Connect with immunization peers and behavioral science experts** to share learnings on what is working for country-level implementation to strengthen immunization programming.
- **Access skill building seminars and curated resources** on using behavioral science tools to improve immunization programming.
- **Contribute to guidelines** for adaptation and implementation of behavioral science tools for immunization interventions.

GEMS

FOUNDATIONAL CAPACITY BUILDING

Recognizing the quantity of high-quality technical training, Boost's core content offerings focus on foundational capacity building including adaptive leadership, advocacy and problem solving.

Community Organizing

Community organizing is different from traditional advocacy which usually involves well-trained experts speaking on behalf of people in need. Community organizing **focuses on developing and building cooperative power of the community itself to both address the challenges and advocate directly without intermediary organizations or professionals**.

Adaptive Leadership

Adaptive Leadership emerged from 40+ years of development and practice at Harvard Kennedy School. It is comprised of a **set of tools and techniques for moving organizations, communities and teams beyond the status quo**, when "the way things are done around here" is no longer fit for purpose.

Improving coordination between siloed partners

December 8, 2022

Olivia Carlson, MSPH
Co-Chair, SBC for Service Delivery CoP
Program Officer II, Breakthrough ACTION / JHCCP

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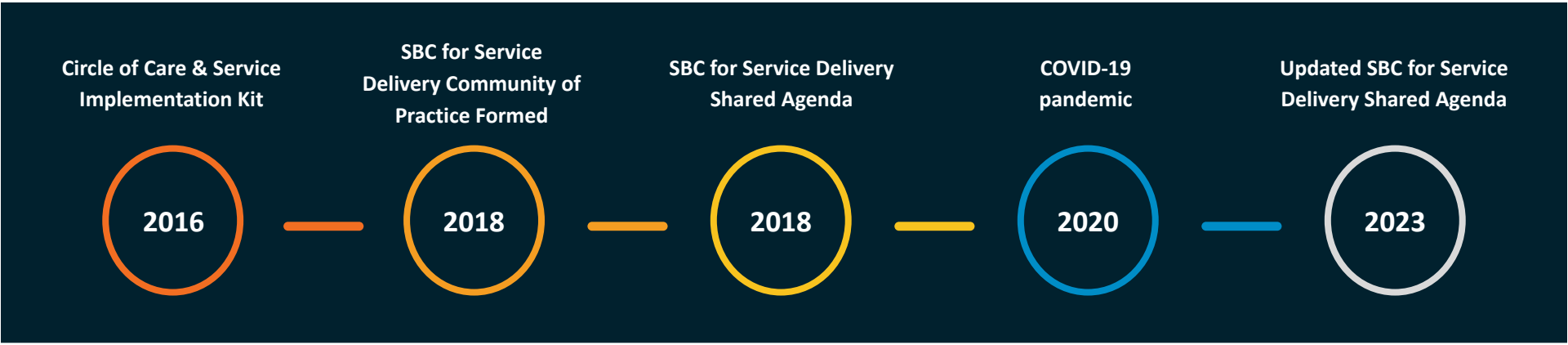
Background

SBC for service delivery refers to using SBC processes and techniques to increase uptake and/or maintenance of health-service related behaviors among intended audiences



As of November 2022, the Service Delivery Community of Practice has **236 members** from **36 different countries**.

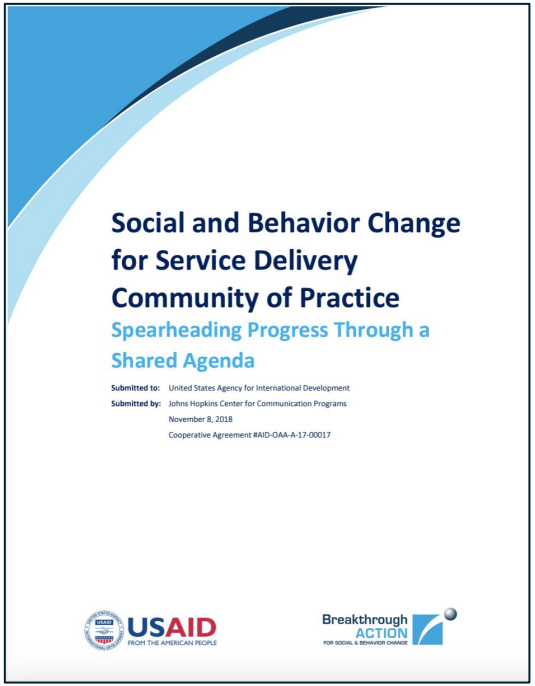
SOCIAL & BEHAVIOR CHANGE FOR SERVICE DELIVERY COMMUNITY OF PRACTICE

CoP Objectives

Establish and maintain a Shared Agenda to unite SBC and service delivery practitioners in RMCH around key priority areas.

Advance these priority areas by

- Sharing research, evidence, case studies, and best practices
- Developing programmatic tools and guidance
- Advocating for SBC for service delivery and setting the agenda
- Providing opportunities for professional development and SBC capacity strengthening

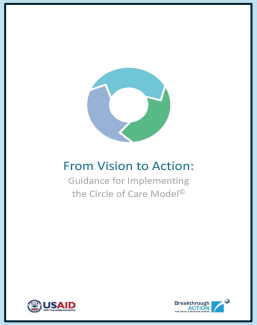


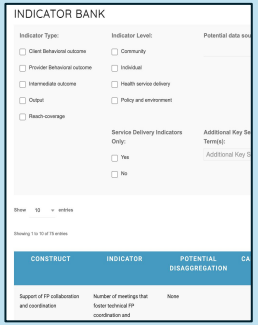
SOCIAL & BEHAVIOR CHANGE FOR SERVICE DELIVERY COMMUNITY OF PRACTICE

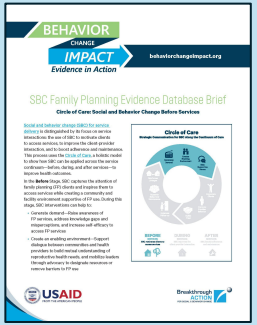
Gems

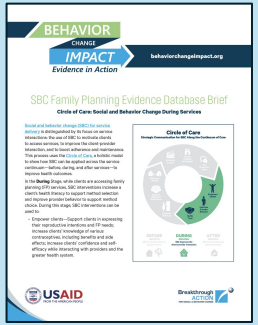
- ✔ In just a few years, the CoP has become a **cohesive community with a shared set of goals and desire to learn** from one another
- ✔ CoP members have developed **several joint deliverables** to meet the needs of CoP members and advance the field
- ✔ By request, **learnings from the CoP have been shared with groups interested in starting local chapters**

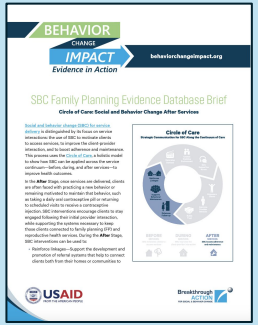
Key contributions











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Sticky Issues

1. Ensuring membership reflects the global SBC and service delivery communities
2. Engagement in large, virtual meetings
3. Meaningful member contributions to voluntary activities

Thank you!

Olivia Carlson
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Website

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Panel Discussion

Small Group Discussions

Group 1	Group 2	Group 3	Group 4
Creating value and driving impact	Ensuring representative communities	Ensuring momentum post- COVID	Challenges of navigating multiple online communities and platforms

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Report Back & Closing

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Boost is a global community where immunization professionals can connect with peers and experts, learn skills that build capacity, and lead in challenging contexts.

JOIN HERE!

boostcommunity.org

RBM Partnership To End Malaria | Social and Behaviour Change Working Group

The SBC Working Group is a forum to exchange malaria SBC best practices and experiences; mobilise political and technical resources; and promote the development of theory-informed, evidence-based programming at the country level.

JOIN HERE!

www.bit.ly/RBMSBCWG

Springboard

Springboard is an online community of SBC professionals who are passionate about making a difference in the world.

JOIN HERE!

springboardforsbc.org

SOCIAL & BEHAVIOR CHANGE FOR SERVICE DELIVERY

COMMUNITY OF PRACTICE

The SBC for Service Delivery Community of Practice is a group of professionals committed to improving the practice of integrating social and behavior change across the service continuum.

JOIN HERE!

breakthroughactionandresearch.org/sbc-for-service-delivery-community-of-practice