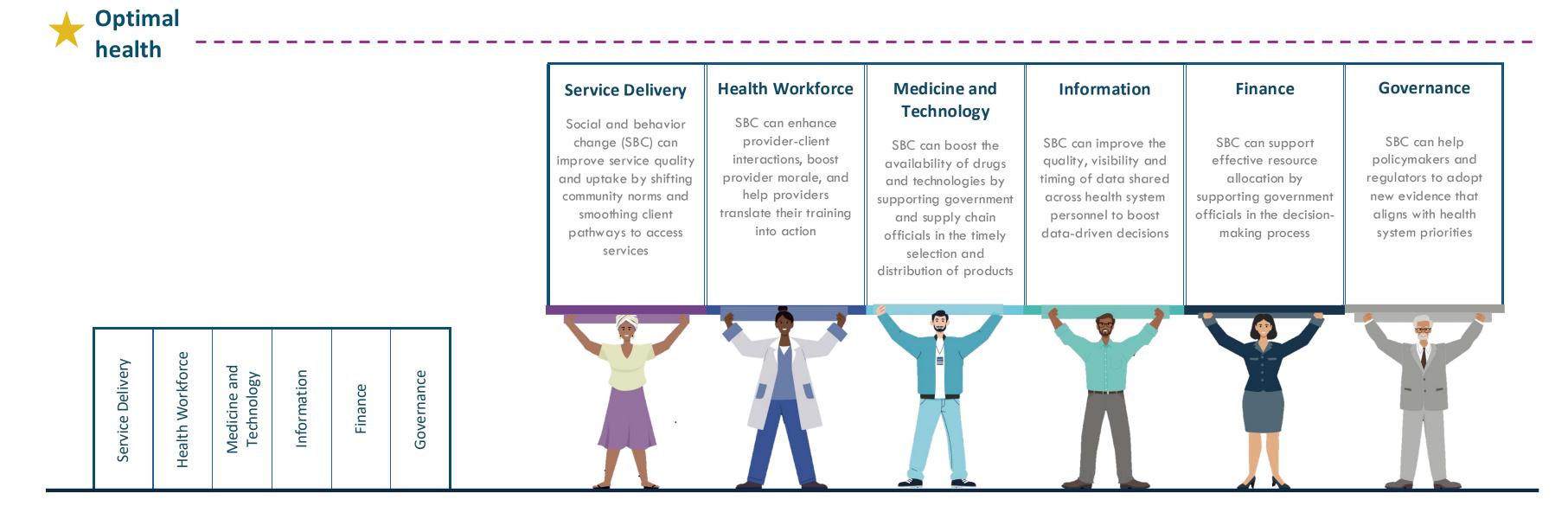


Social and behavior change raises health system impact by setting up people for success



Health system without SBC

The SBC approach is contextual and diverse. It includes:

- \checkmark Interactive games and activities
- ✓ Community dialogue

- ✓ Process re-engineering
- ✓ Mass media communication

- ✓ Storytelling and narratives
- ✓ Data visualization and presentation

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Health system with SBC applied across all WHO building blocks

 \checkmark Job aids

✓ Advocacy messaging

... and much more!