

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

★ **Optimal health**

Service Delivery	Health Workforce	Medicine and Technology	Information	Finance	Governance
Social and behavior change (SBC) can improve service quality and uptake by shifting community norms and smoothing client pathways to access services	SBC can enhance provider-client interactions, boost provider morale, and help providers translate their training into action	SBC can boost the availability of drugs and technologies by supporting government and supply chain officials in the timely selection and distribution of products	SBC can improve the quality, visibility and timing of data shared across health system personnel to boost data-driven decisions	SBC can support effective resource allocation by supporting government officials in the decision-making process	SBC can help policymakers and regulators to adopt new evidence that aligns with health system priorities



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Health system without SBC

Health system with SBC applied across all WHO building blocks

The SBC approach is contextual and diverse. It includes:

- ✓ Interactive games and activities
- ✓ Process re-engineering
- ✓ Storytelling and narratives
- ✓ Advocacy messaging
- ✓ Community dialogue
- ✓ Mass media communication
- ✓ Data visualization and presentation
- ✓ Job aids
- ...and much more!