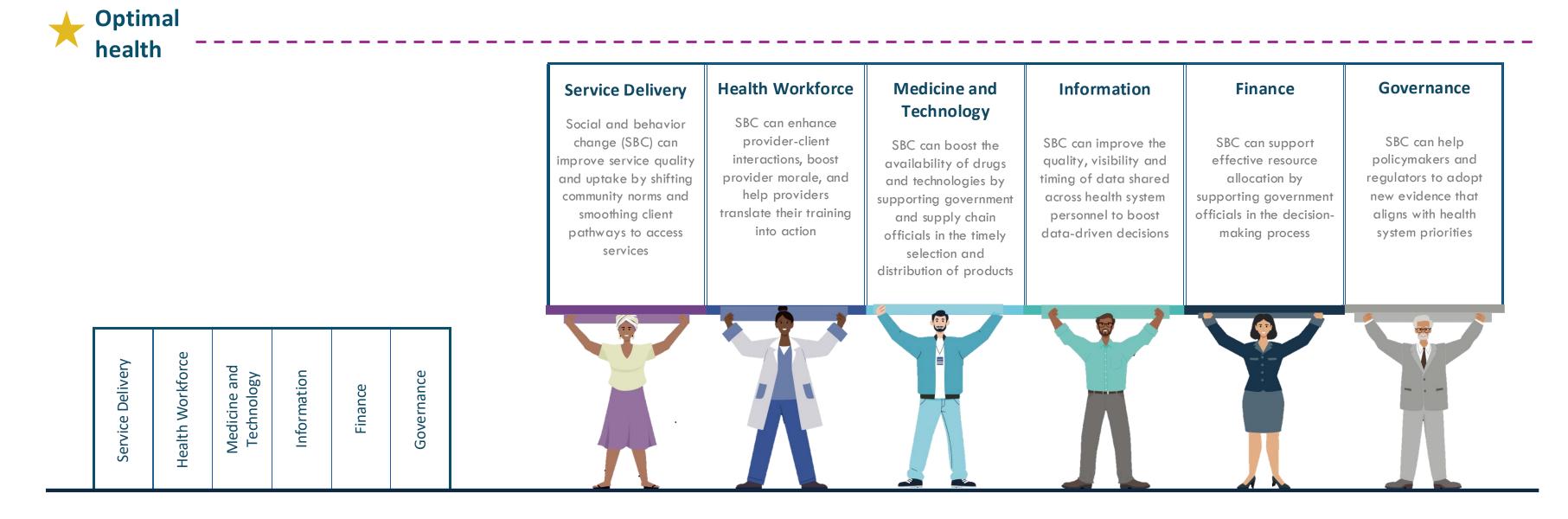


## Social and behavior change raises health system impact by setting up people for success



## 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

This graphic is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Breakthrough ACTION and do not necessarily reflect the views of USAID or the United States Government.



## Health system with SBC applied across all WHO building blocks

 $\checkmark$  Job aids

✓ Advocacy messaging

... and much more!