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FROM THE AMERICAN PEOPLE

## USAID Advancing Nutrition at the 2022 SBCC Summit, Marrakech, Morocco

USAID Advancing Nutrition is the Agency's **flagship multi-sectoral nutrition project**. It draws together global nutrition experience to help practitioners design, implement, and evaluate programs that address the root causes of malnutrition. Working **across and through varied sectors**, we provide technical assistance to USAID to support implementation of the **USAID Multi-Sectoral Nutrition Strategy 2014–2025** in the many countries where USAID works.

**Social and behavior change (SBC)** and **gender** are fundamental to improving nutrition. USAID Advancing Nutrition works across technical focus areas such as **health systems, food systems, humanitarian contexts, and early childhood development** to make optimal nutrition behaviors and supportive social and gender norms second nature. We—

- **strengthen the capacity** of nutrition SBC practitioners and frontline workers
- **enhance the quality** of nutrition SBC through **tools** useful for all parts of the the program cycle, the **IYCF Image Bank**, and guidance on marketing healthy diets
- **test innovative design approaches** in nutrition SBC
- **integrate gender into nutrition**
- **respond to social norms** in nutrition
- **effectively measure nutrition SBC.**



## Please join USAID Advancing Nutrition at the SBCC Summit 2022!

TYPE OF EVENT	WHEN/WHERE	TITLE
Auxiliary Event	<b>Monday, December 5</b> 9:00 AM–11:00 AM, Karam 4	What Works in Nutrition SBC?
Skills-Building Workshops	<b>Tuesday, December 6</b> 4:15 PM–06:15 PM, Bahia (Mogador)	Generating Demand for Healthy Diets: Practical Lessons from Private Sector Marketing
	<b>Wednesday, December 7</b> 4:15 PM–06:15 PM, Reda 4	Adapting High-Quality Illustrations from the IYCF Digital Image Bank—No Art Skills Necessary!
	<b>Thursday, December 8</b> 4:15 PM–6:15 PM, Reda 4	The Keys to Quality SBC from Start to Finish: Practice with Nutrition
Blue Skies Presentation	<b>Monday, December 5</b> 04:00 PM–05:15 PM, Fes 1C	Seeking Shared Meaning in Social Norms Approaches for Sustained Behavior Change: The Challenge Dialogue Continues
	<b>Thursday, December 8</b> 4:45 PM–06:15 PM, Fedala (Mogador)	Supporting Local Leadership Skills Development for Social and Behavior Change
Oral Presentation	<b>Thursday, December 8</b> 09:15 AM–10:30 AM, Reda 4	Less is More: Prioritizing Behaviors for Effective Multi-Sectoral Nutrition SBC
Poster Presentations	<b>Monday, December 5</b> 3:15 PM–04:00 PM Poster Space	Getting It Right! Stepwise SBC Best Practice through User-Tested Tools
	<b>Monday, December 5</b> 3:15 PM–04:00 PM Poster Space	Learning from Health Providers: Quality Counseling for Child Nutrition
	<b>Monday, December 5</b> 3:15 PM–04:00 PM Poster Space	What Does It Take to Provide Nurturing Care? Measuring Caregiver Resources
	<b>Wednesday, December 7</b> 10:45 AM–11:30 AM Poster Space	Learning from Experience: Findings from an SBC Review of USAID Development Food Security Activities

Find Nutrition SBC Resources at [www.advancingnutrition.org/sbc](http://www.advancingnutrition.org/sbc)