

GETTING IT RIGHT! SBC BEST PRACTICE THROUGH USER-TESTED TOOLS

Kelsey Torres, USAID Advancing Nutrition; Laura Itzkowitz, USAID; Amelia Giancarlo, USAID Advancing Nutrition; Mohammed Djibo Khaled, USAID Advancing Nutrition Niger

People and their behaviors are at the heart of nutrition programs, but implementing high-quality SBC to address these behaviors is challenging. Nutrition behaviors require multiple actions each day that change with age. In addition, sectors and actors who influence behaviors must harmonize efforts. USAID Advancing Nutrition developed these user-tested, easy-to-use tools to help programmers achieve high-quality nutrition SBC across the program cycle.



TOOLS

- 1. Prioritizing Multi-Sectoral Nutrition Behaviors**
- 2. Formative Research Decision Tree**
Factors That Influence Multi-Sectoral Nutrition Behaviors
- 3. Using Research to Design an SBC strategy**
- 4. Defining SBC Competencies for Multi-Sectoral Nutrition List**
- 5. Monitoring SBC for Multi-Sectoral Nutrition**
SBC Do's and Don'ts
- 6. Measuring SBC in Nutrition Programs: A Guide for Evaluators**



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