

WORKFLOW FOR HIGH-QUALITY NUTRITION SOCIAL AND BEHAVIOR CHANGE

Social and behavior change (SBC) is fundamental to achieving positive nutrition outcomes. Nutrition planners and practitioners can use this workflow to find practical tools to use at each step

()= 0=

of a project cycle. These tools will help you apply best practice for greater social and behavior change. See key concepts in this short video. See tool use examples.

www.advancingnutrition.org/spotlight/sbc-tools

PRIORITIZE

Behavior prioritization is the first step in nutrition program design. It focuses efforts on the outcomes that will have the greatest impact and avoids overwhelming people. The lists are a starting point for planning and prioritization.

Prioritizing Multi-Sectoral Nutrition Behaviors Tool

Behaviors to Improve Nutrition List

Illustrative Behaviors to Improve Nutrition-Sensitive Agriculture List

RESEARCH

Understanding the main barriers and enablers or "factors" that affect people from practicing the behaviors is critical for improving those behaviors. The list describes common factors The formative research decision tree guides selection of research methods to answer research questions.

Factors That Influence Multi-Sectoral Nutrition **Behaviors**

SBC Formative Research Decision Tree

PAUSE: Before moving on to Step 3: Strategize, refer back to Step 1: Prioritize. Refine the initial list of priority behaviors using research on what people are willing and able to do.

3 **STRATEGIZE**

The SBC strategy provides a roadmap to ensure that activities address critical factors and are coordinated to achieve priority behaviors. The Using Research Tool helps users organize research into an SBC strategy. The Nutrition SBC Strategy Checklist helps users prepare or review an SBC strategy to ensure core elements are covered.

Using Research to Design an SBC Strategy for Fa **Multi-Sectoral Nutrition**

Nutrition SBC Strategy Checklist

PLAN

Plan for quality SBC implementation with a work plan checklist. Identify program staff and frontline workers' SBC capacity strengthening needs using the competency lists. The gender integration guide provides resources and examples.

Nutrition SBC Work Plan Checklist \bigtriangledown



 $\overline{\langle}$

4

Defining Social and Behavior Change Competencies for Multi-Sectoral Nutrition List

Community Health Worker Competency List for Nutrition SBC

Ø Integrating Gender into Nutrition Programming

5 **IMPLEMENT, MONITOR,** AND ADAPT

SBC implementation is as important as high-quality design. The do's and don'ts tool lists best practices and pitfalls to avoid. The

monitoring tool tracks progress for adaptation. The social norms guide helps programs understand and respond to social norms.

Social and Behavior Change Do's and Don'ts: Getting It Right for Multi-Sectoral Nutrition Programming

Monitoring Social and Behavior Change for Multi-Sectoral Nutrition

Focusing on Social Norms Guide

EVALUATE

<u>III</u>

M

6

Carefully designed and conducted evaluations can help nutrition SBC programmers identify what worked and plan for future programs. Use

this resource to manage an evaluation that demonstrates progress toward goals.

Measuring Social and Behavior Change in Nutrition **Programs: A Guide for Evaluators**

These resources demonstrate high-quality SBC workflows:

Enabling Better Complementary Feeding

Generating Demand for Healthy Diets



