

Establishing a State Social Behavior Change Communication Committee to Coordinate Demand Generation Activities

Why use this approach?

The Social Behavior Change Communication (SBCC) committee is charged with coordinating demand generation (DG) activities and events in the State. The membership of the committee is drawn from relevant Government ministries/agencies, media, civil society organizations and young people which ensures government ownership, coordination, diffusion of family planning messages and sustainability.



STEP 1: Liaise with the leadership

of the collaborating State Ministry of Health/State Primary Health Care Development Agency (PHCDA) to assign a DG focal person.



STEP 2: Hold initial meeting with stakeholders

to get their buy-in for the establishment of the committee. It is important to first engage the State DG lead person before engaging other key stakeholders such as the leadership of the collaborating State Ministry of Health/State PHCDA.



STEP 3: Organize a meeting with the demand generation team

to introduce the members in the newly formed team. This debriefing meeting aims to harmonize the scope of work for the Committee and finalize the membership list, highlight the significance of DG and explain the roles they are expected to play to contribute to program objectives.



STEP 4: Plan for official SBCC committee inauguration

with the State Government. During this planning, the State DG lead drives the process of engaging with the leadership of the State Ministry of Health/PHCDA to select a suitable date and venue for the inauguration, drafting and dispatching letters of invitation to the prospective Committee members.



STEP 5: Inaugurate the SBCC committee

and strengthen the capacity of members through: introducing SBCC through presentations and interactive sessions, exposing the Committee members to resources on TCI-U, developing a workplan and creating a community of practice to continue interactions.



STEP 6: Facilitate follow-up meetings of SBCC committee

with the frequency of meeting subject to the decision of the State and ranging from once a month to once every two months to once a quarter. However, the least expected number of times is once a quarter.

During the meeting, activities already conducted are reviewed while plans are also firmed up for upcoming activities.