

Zambia's Social Behaviour Change Communication Toolkit for Early Childhood Development (ECD)

Outline

- 1. Overview**
- 2. How we got here**
- 3. The toolkit**
- 4. How to implement the toolkit**

OVERVIEW

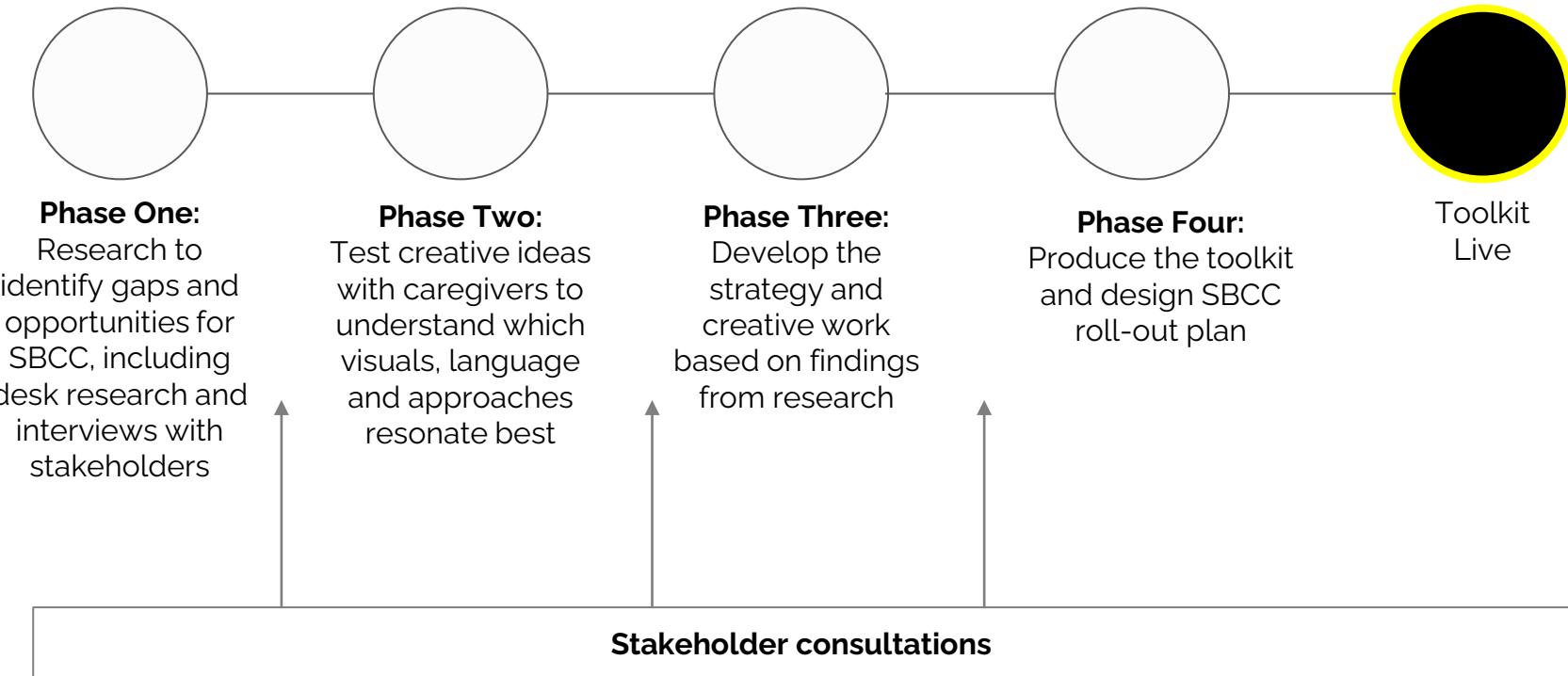
The goal

The SBCC toolkit's goal is to increase adoption of nurturing behaviours among caregivers to reduce childhood stunting.

The SBCC toolkit

The toolkit includes ready-to-use materials including audio and print materials, as well as open design brand files to edit existing tools.

How we got here



THE COMMUNCATIONS FRAMEWORK TO DRIVES LONG-TERM BEHAVIOUR CHANGE

THE COMMUNICATIONS ARCHITECTURE

OVERARCHING THEME

1. UNIFYING, MOTIVATING SBCC & ADVOCACY BRAND

An overarching caregiver-centric brand which motivates adoption of early child development and nutrition behaviours. It must work across all prioritised behaviours within the Nurturing Care framework, ensuring all messages add up to greater than the sum of their parts. It should be government-owned and adopted across all implementing partners.

BEHAVIOURAL FOCUS

2. DO-ABLE, DESIRABLE, DIFFERENCE-MAKING BEHAVIOURS

5 prioritised categories of behaviour that caregivers have capacity to adopt (do-able), have perceived appeal or benefit (desirable) and have the biggest impact on stunting (difference-making). Each behaviour is framed with simple language that makes it memorable and easy to action. All implementing partners can galvanize behind this common language to reduce message fragmentation. Within these materials we can address more specific barriers to adoption.

ACTIVATION FOCUS

3. TARGETED TACTICS TO TRIGGER BEHAVIOUR ADOPTION

SBCC interventions or materials which trigger action close to where the behaviours happen. This builds on existing implementing partner activations including songs, games, recipe cards and cooking demonstrations that help people learn by doing, as well as prompts to help form habits.

THE OVERARCHING SBCC BRAND

The problem behind the problem

The challenge:

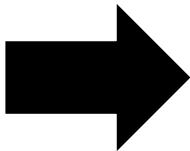
Knowing which behaviours are important doesn't always mean people act on them. Research by M&C Saatchi showed that because the benefits of good caregiving practices weren't felt until the future, there was a lack of urgency for people to act now.

The opportunity:

They found that the emotion of love provided a positive and immediate benefit for caregivers to act in the short term, particularly when we emphasised the warmth, joy and fun in everyday caregiving behaviours.

An overarching brand which reframes people's attitudes towards caregiving

Every caregiver loves their child, but struggles to show this love in the ways that matter

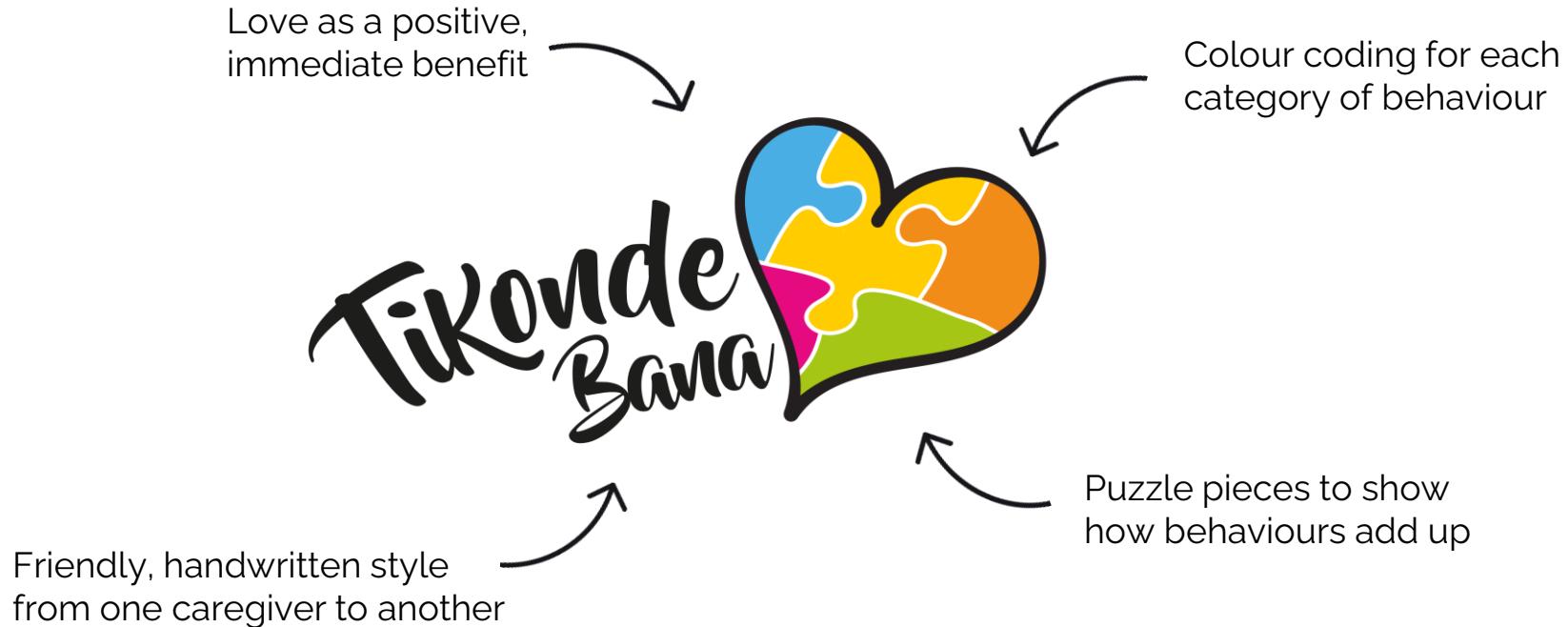


Caregivers understand and enjoy the benefits of showing this love through simple behaviours

The brand



The brand



TIKONDE BANA!

Tikonde Bana speaks to the universal truth that every caregiver loves their child.

It focuses on the immediate, emotive benefits of doing a behaviour (not the reasons we want them to).

The warmth, humour and joy of everyday moments between caregiver and baby.

It motivates caregivers to go from feeling love for their child to showing it.

And provides a simple way to talk about the benefits of what happens when you do.

The look and feel

From one loving parent to another

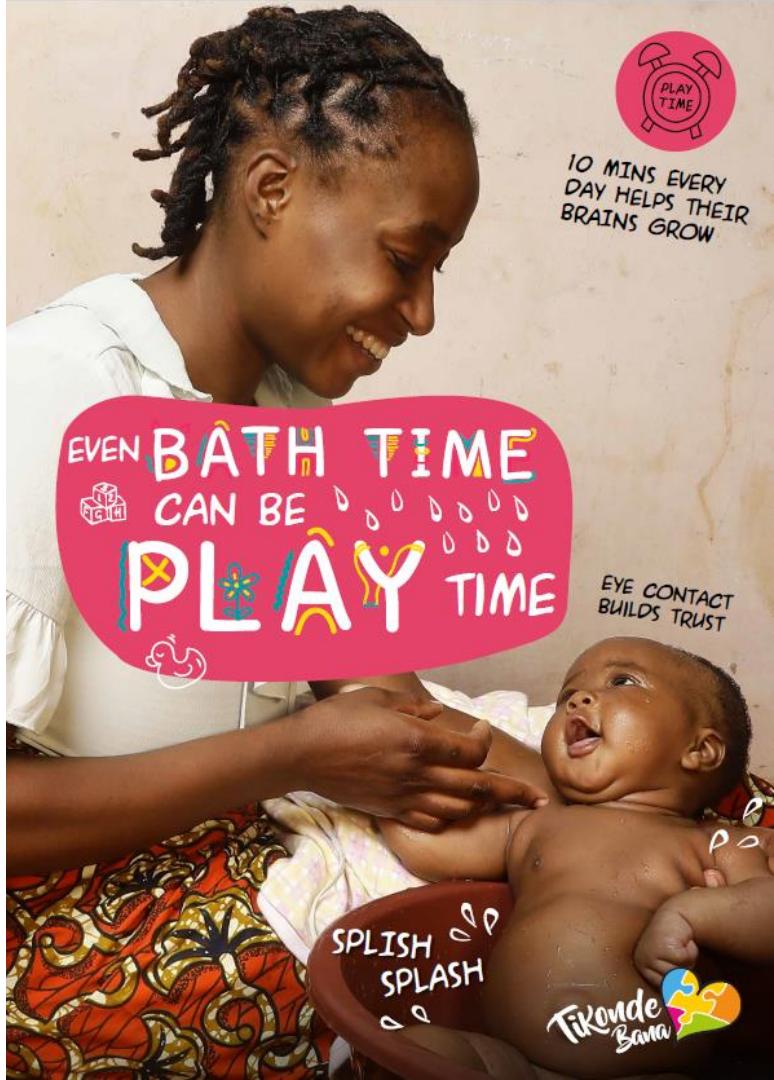
A handwritten style, crafted with love and care.

Which is on your side: simple notes of advice from one loving parent to another.

With sketches and doodles to provide a playful way to show the benefits.

On top of beautiful photography which shows what to do...

....and how good it feels to show your love.



A playful and fun approach



FIVE CATEGORIES OF BEHAVIOUR

ORGANISING BEHAVIOURS AROUND THE CAREGIVER



DO-ABLE

They are easy for caregivers to adopt and action

DESIRABLE

They have obvious appeal and benefits for caregivers

DIFFERENCE-MAKERS

They can make the greatest impact in reducing stunting

Categories of behaviour

FIVE CATEGORIES OF BEHAVIOUR

RIGHT FOOD, RIGHT TIME

PLAY EVERDAY

KEEP GERMS AWAY

CHECK THEIR HEALTH

GROW IT, STORE IT, EAT IT

PRIORITY MESSAGES

HEALTHY MUMMY,
HEALTHY BABY

PLAY FOR 10 MINS
EVERDAY

GERMS ARE EVERYWHERE

STOP GERMS GETTING IN

GROW COLOURFUL
FOODS

MUM'S MILK ONLY

PLAY GROWS STRONG
BRAINS

CLEAR DOESN'T MEAN
CLEAN

WHAT TO DO IF GERMS GET
IN

EAT WHAT YOU GROW

LET THEM TRY SOFT FOODS

FIND A WAY TO PLAY
EVERDAY

THINGS TO DO BEFORE YOU
EAT

KEEP UP WITH THEIR
CHECK-UPS

STORE IT SMARTLY

IT'S NOT JUST VOLUME, IT'S
VARIETY

GET THEM UP & ABOUT

KEEP THE COMMUNITY
CLEAN

KEEP UP WITH MUM'S
CHECK-UPS

MORE MEALS THAN YOU
THINK

How to talk about these behaviours

Show caregivers what to do and when to do it, in the simplest way possible

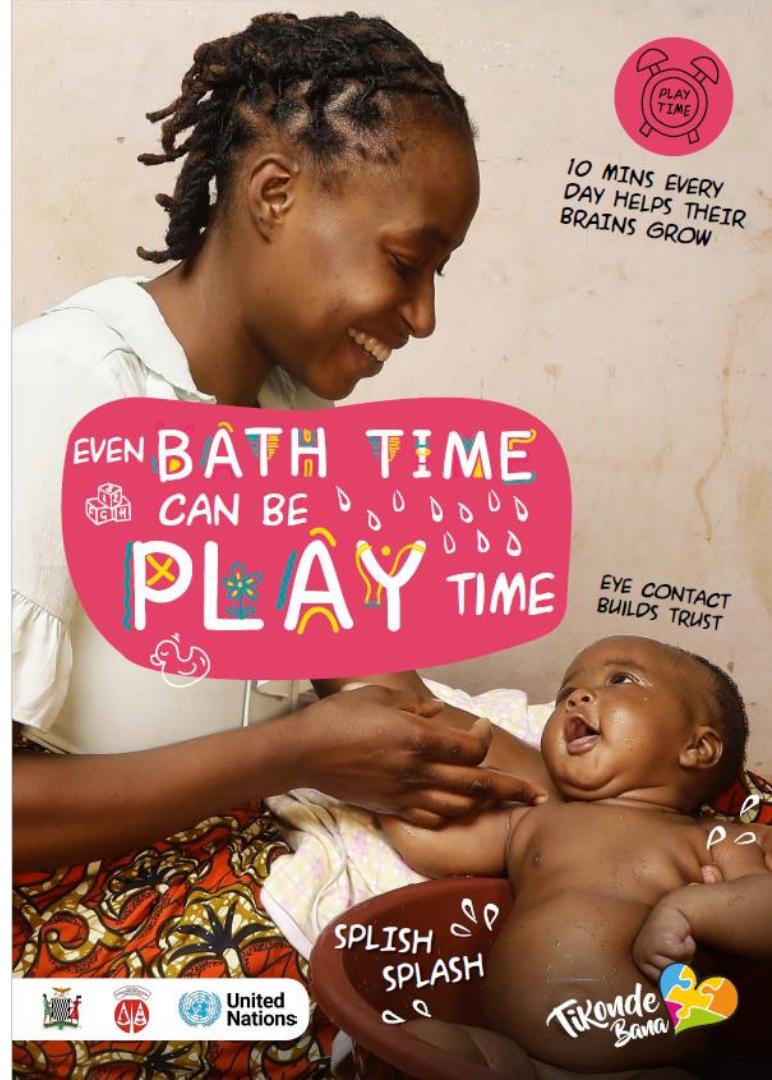
Show the immediate, emotional benefit of doing the behaviour

Visualise the benefits people care about, but don't yet connect with the behaviour

PLAY EVERYDAY

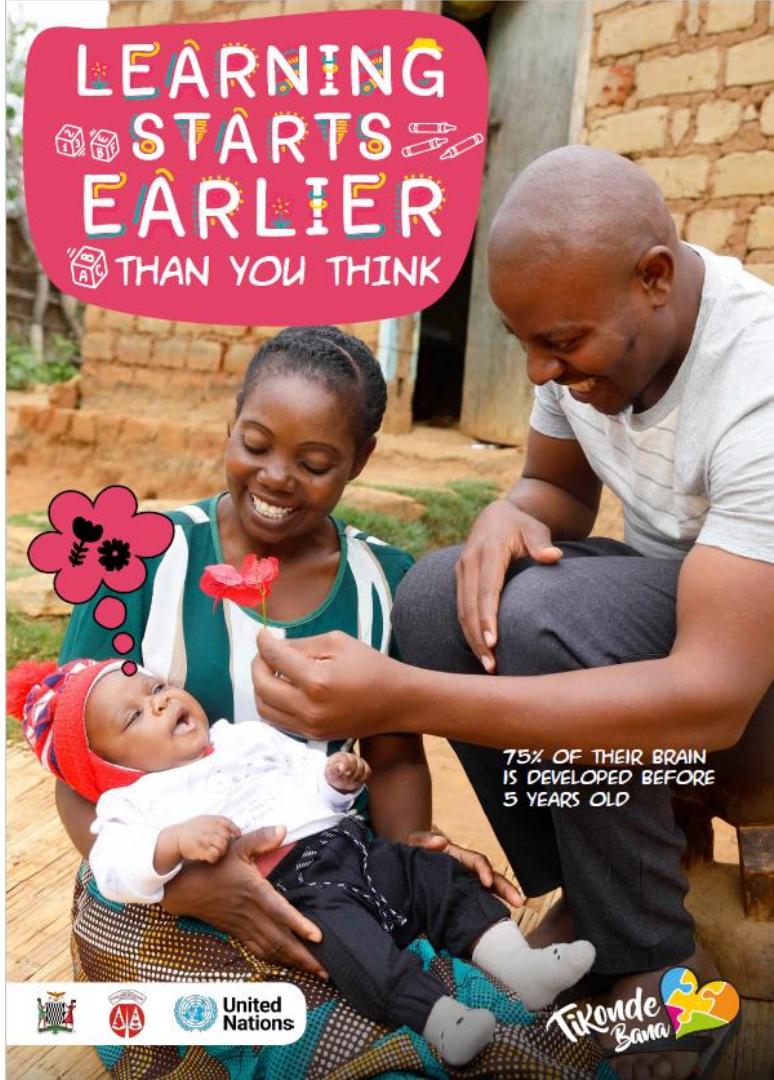
Challenge: Children are seen as mini adults who are expected to do chores and help around the house, meaning play tends to be seen as less of a priority.

Opportunity: Give easy ways to turn everyday chores and habits into moments for play.



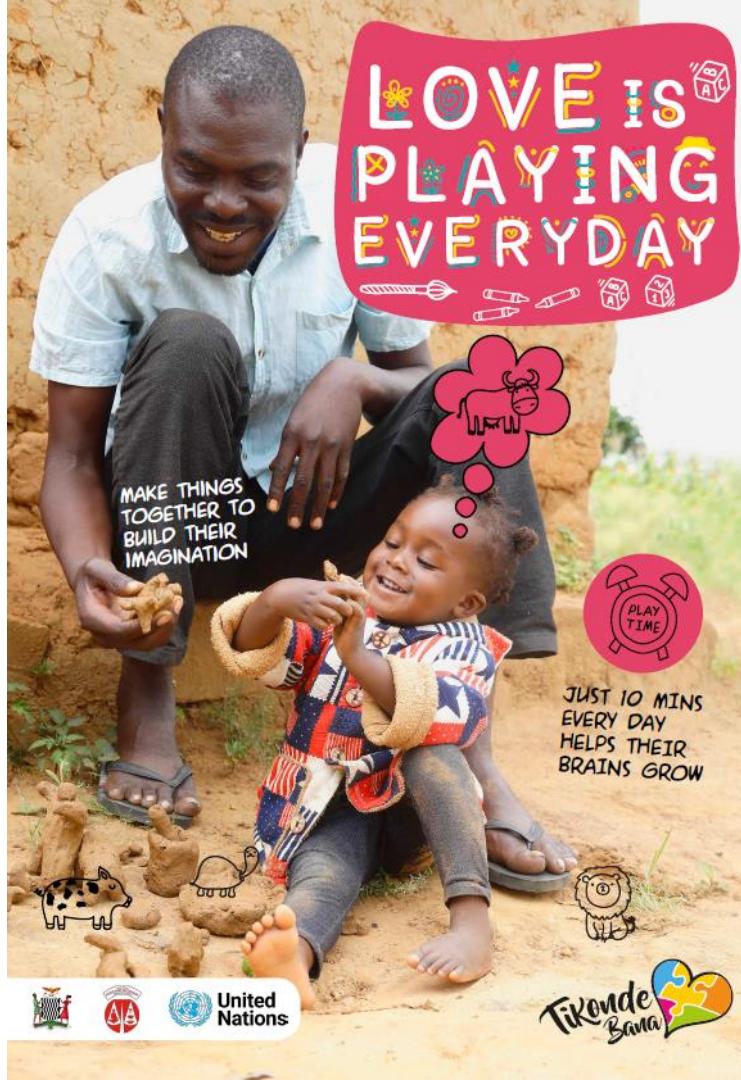
Challenge: Belief that learning starts at school and is the responsibility of teachers.

Opportunity: Show learning starts earlier than you think and 75% of the brain is developed before age 5.



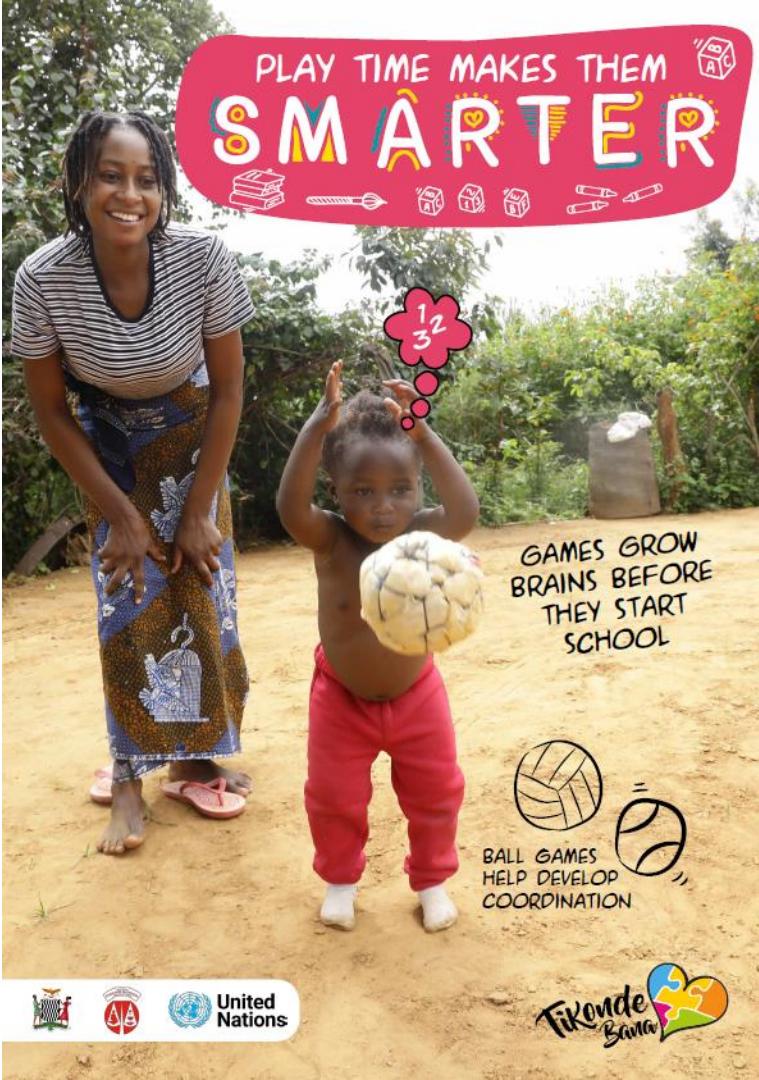
Challenge: Play is seen as a luxury many caregivers don't have time for.

Opportunity: Show how even 10 mins of play everyday can help their brains grow and give specific examples, e.g. making things together can build imagination.



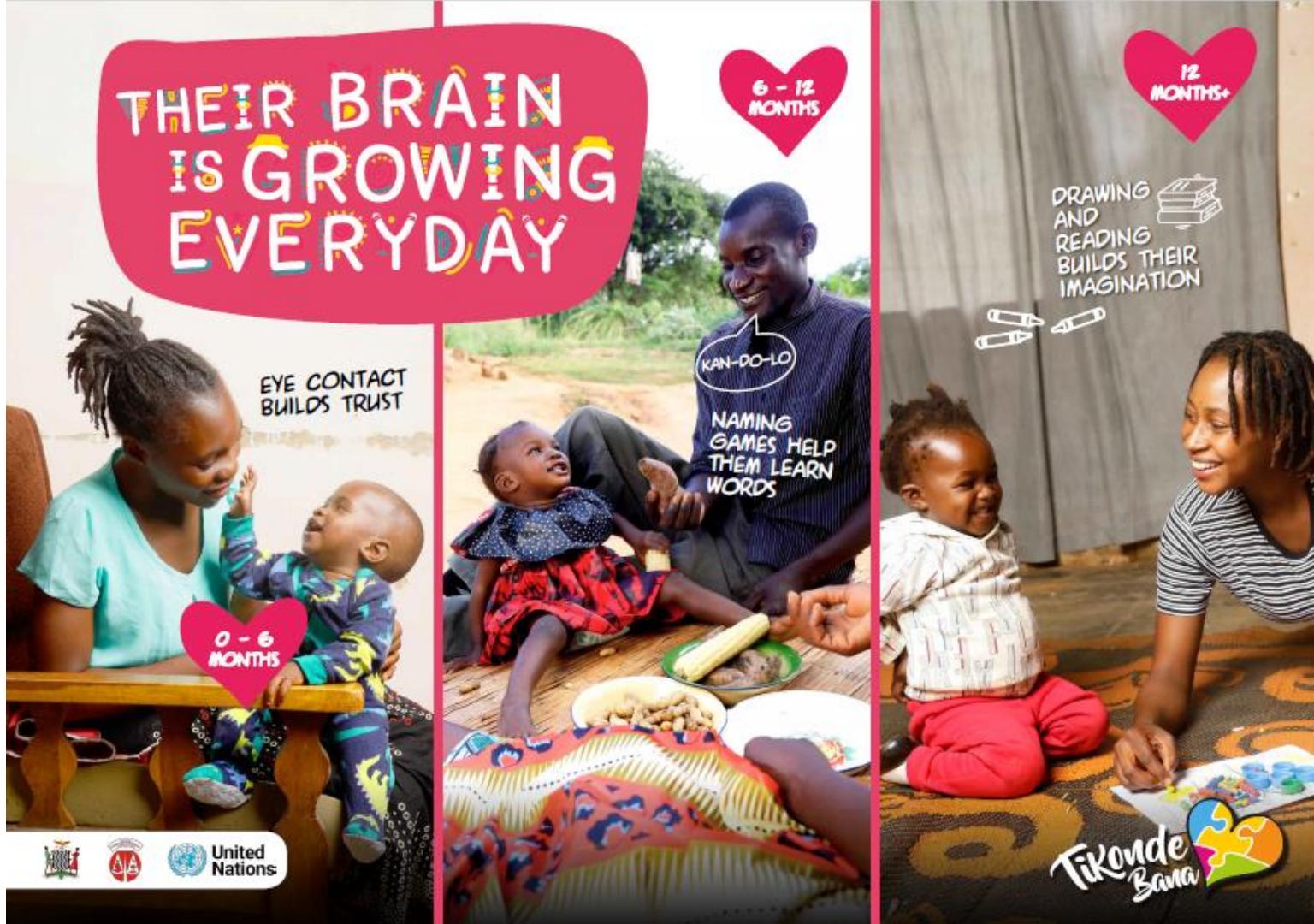
Challenge: The benefits of play aren't immediate, which can make it feel less urgent than other caregiving behaviours.

Opportunity: To make the benefits of play feel immediate and tangible and show moments of joy between caregiver and child.



Challenge: Learning is believed to start at school, with some caregivers underestimating the impact early play can have.

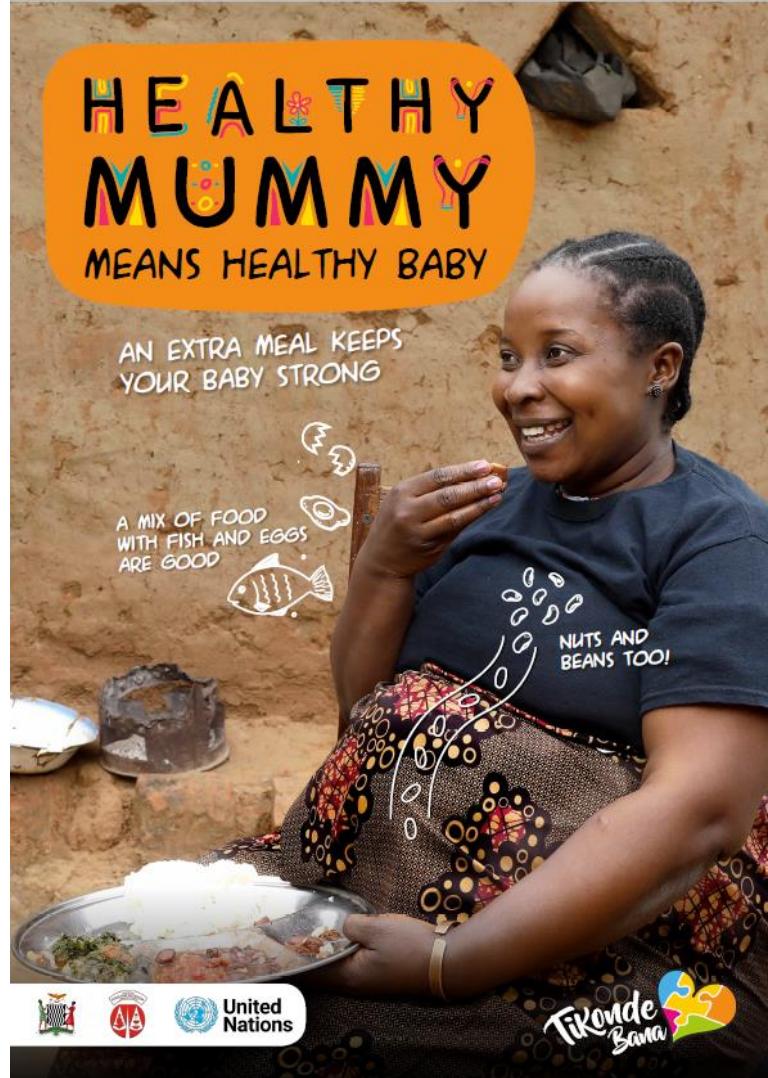
Opportunity: Show caregivers specific activities they can do at different stages of development and connect them to clear benefits.



RIGHT FOOD, RIGHT TIME

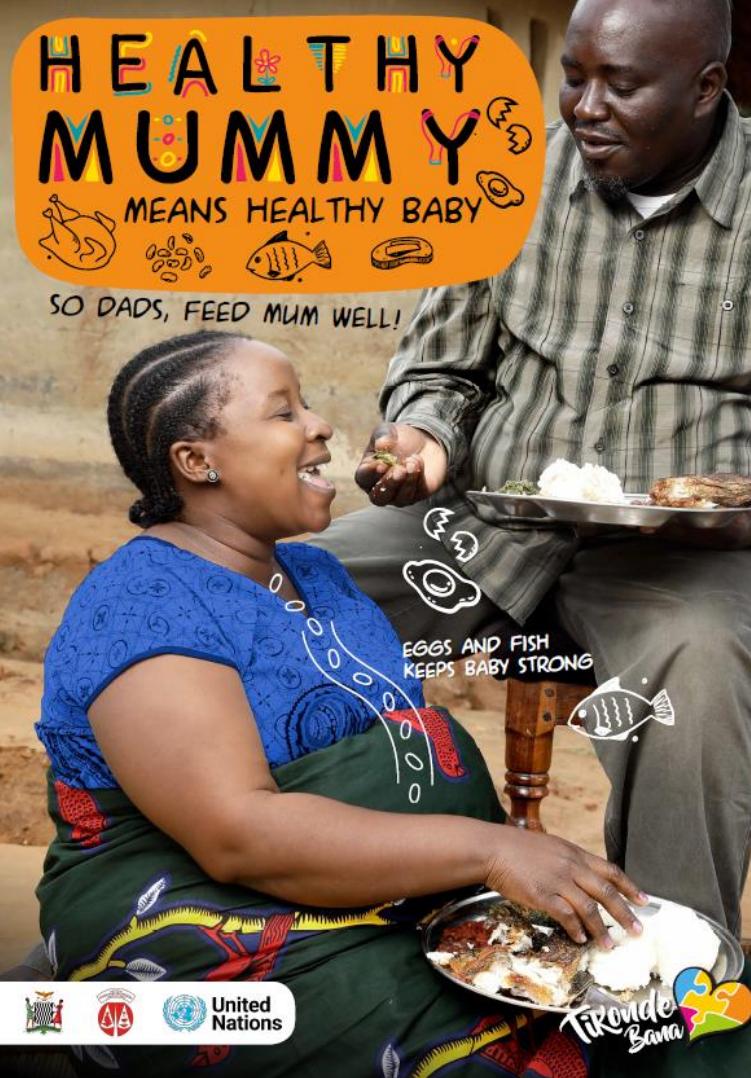
Challenge: Lack of understanding about how good nutrition affects the baby's health even before birth.

Opportunity: Show that when the pregnant mother gets the right mix food, it helps both mum and baby stay healthy and strong.



Challenge: Traditional norms mean eggs and protein are more likely to be eaten by the father than the mother.

Opportunity: Motivate the family to make sure mum gets the right food so both mum and baby stay healthy and strong.



Tikonde
Bana

Challenge: Belief that mum's milk is not enough to help baby grow strong and needs to be supplemented with nshima.

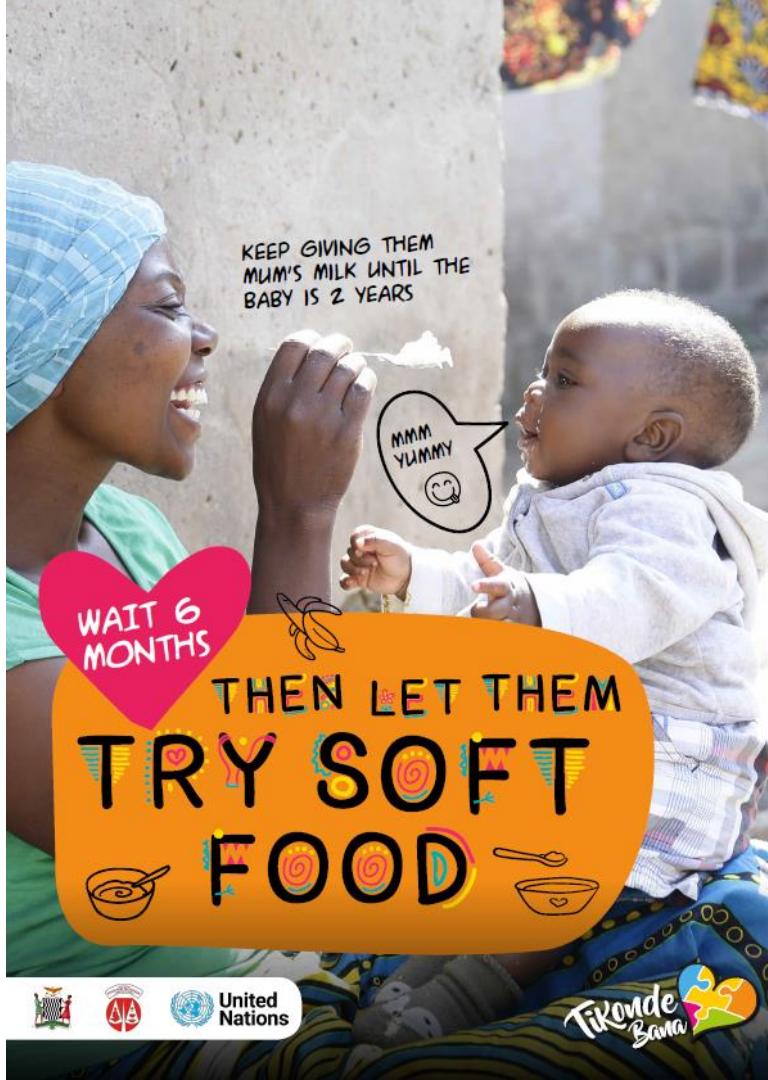
Opportunity: Inspire confidence that mum's milk is all they need in the first 6 months and provides the first defence against sickness.



Tikonde
Bana

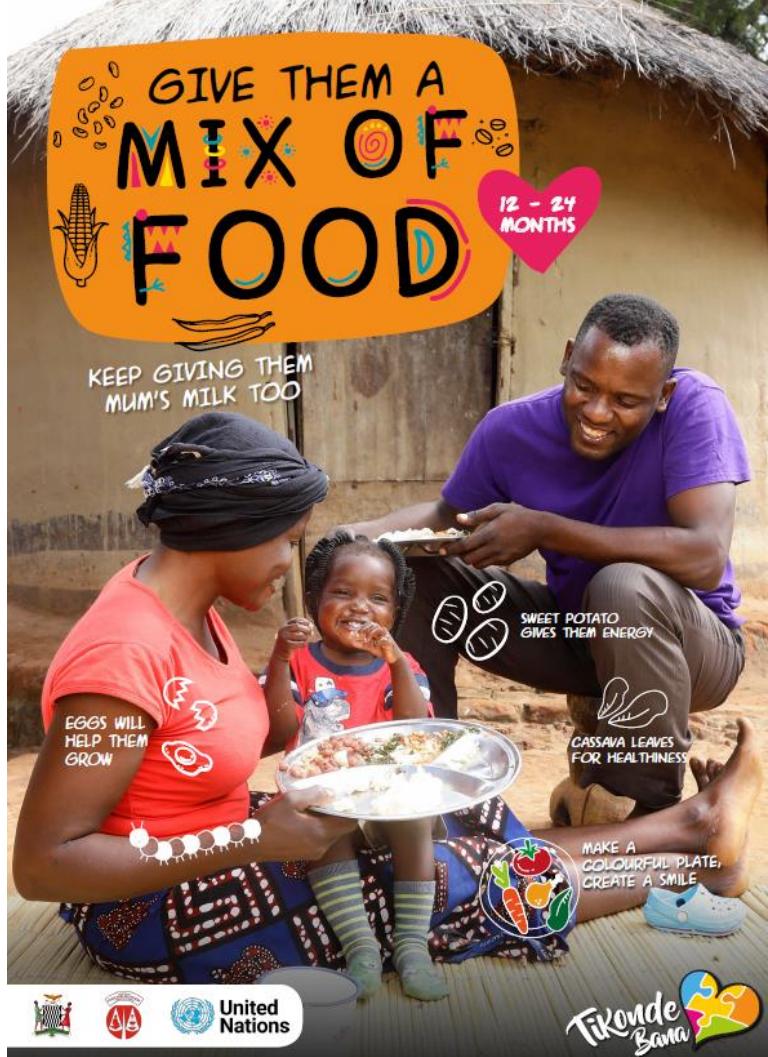
Challenge: Introducing solid foods and liquids earlier than 6 months due to a belief it will help baby grow.

Opportunity: Motivate caregivers to wait until 6 months to let them try soft food and show how exploring new foods together can be fun.



Challenge: A 'full and fed' mentality means caregivers often focus on amount of food and not the mix of food needed for good health.

Opportunity: Overturn the misconception that eating well is about being full and show that children thrive on variety.



Challenge: Limited understanding and motivation to give the right foods at the right stages of development

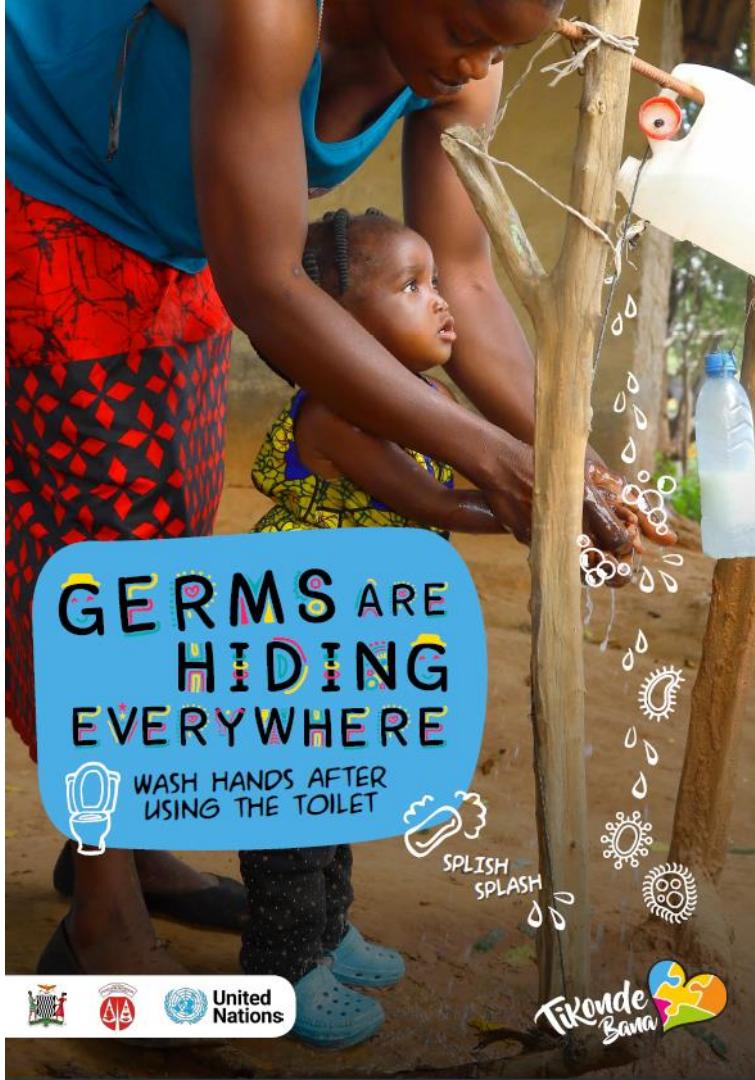
Opportunity:
Provide a simple reminder of the steps for what to feed at the right age



KEEP GERMS AWAY

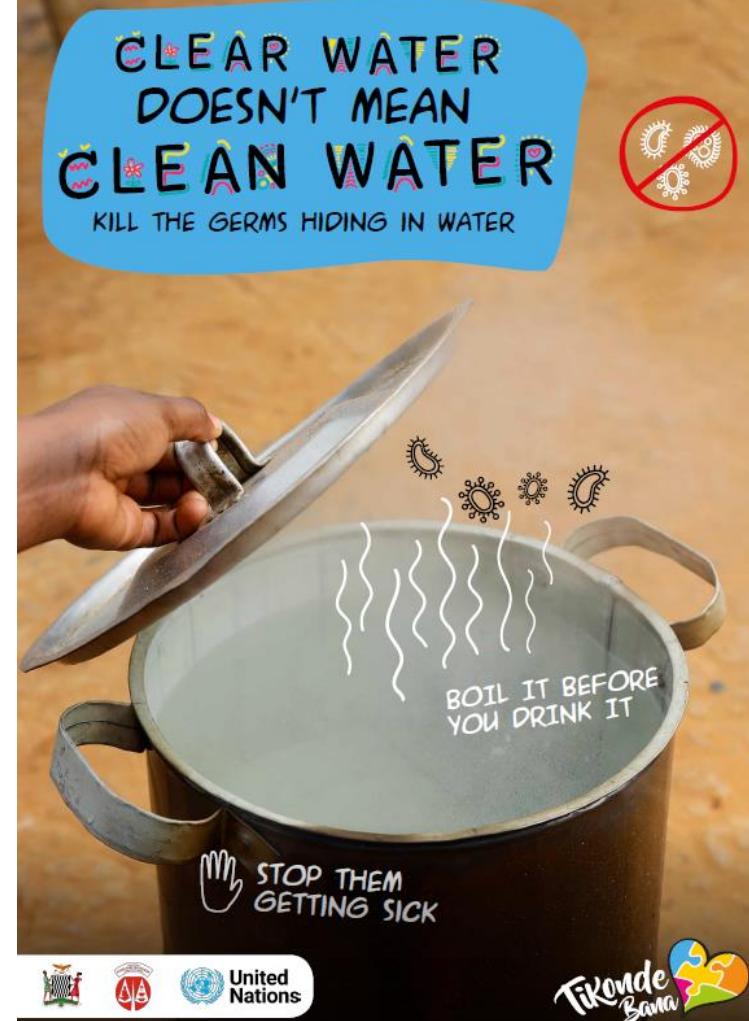
Challenge: If you can't see the germs it's hard to know why and when you need to protect against them.

Opportunity: Visualise the germs in key locations and show how each behaviour helps to chase the germs away and stop your child from getting sick.



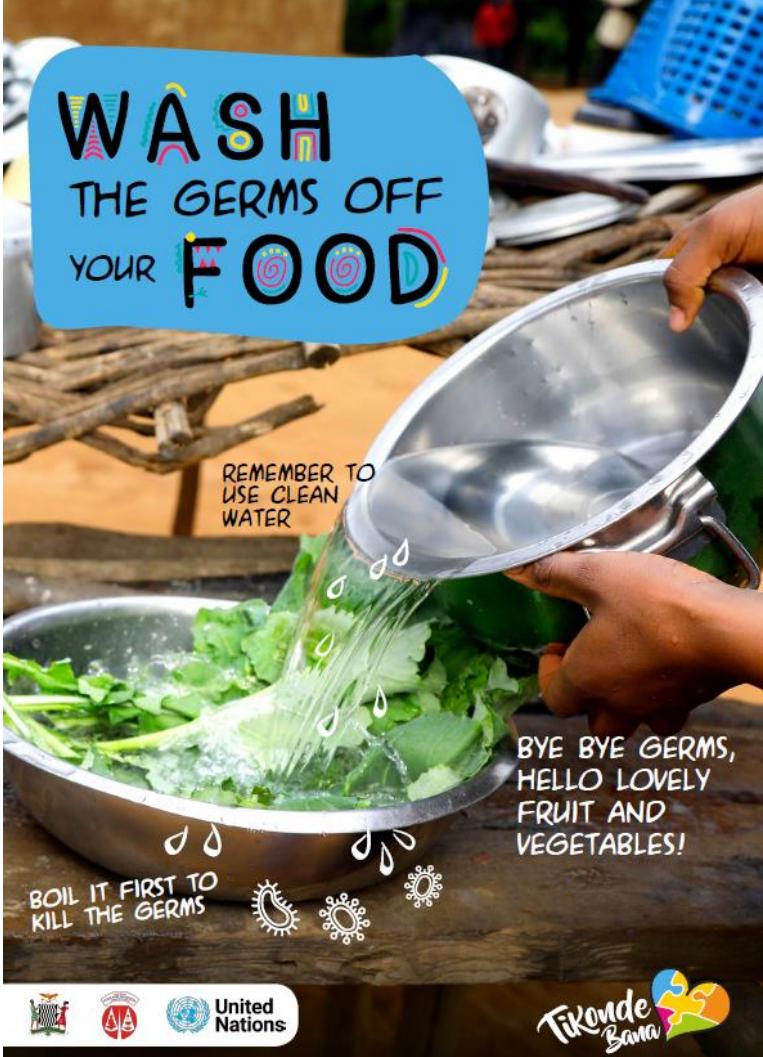
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Tikonde
Bana

CHECK THEIR HEALTH

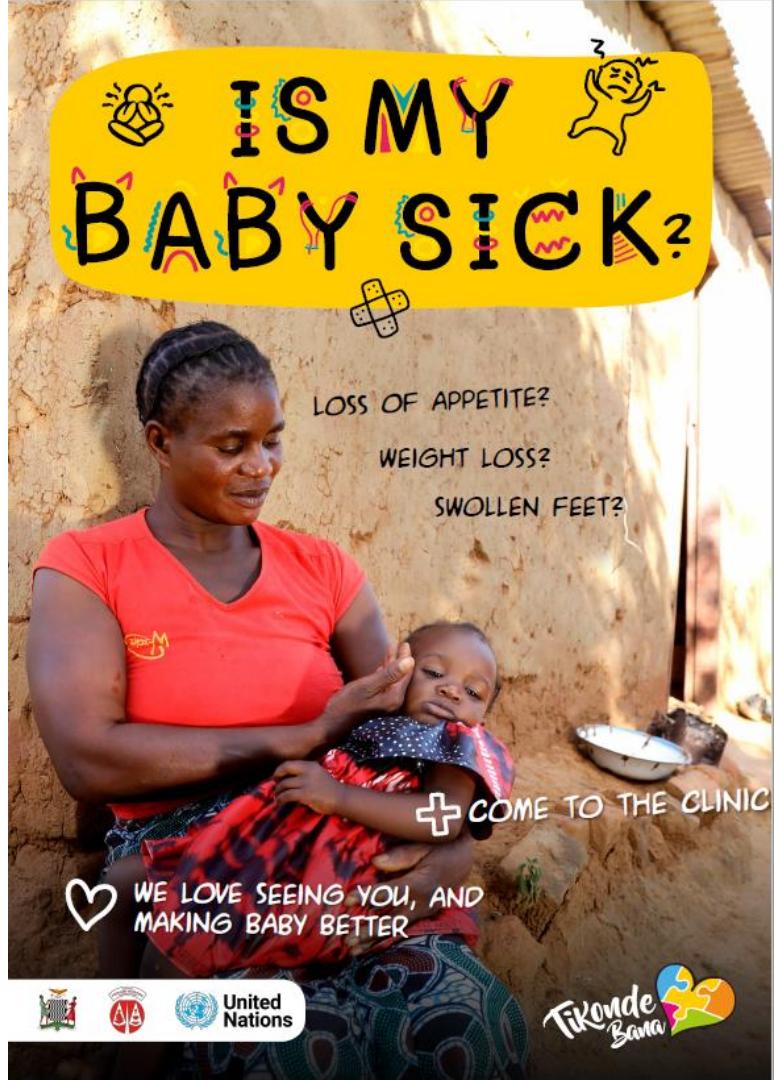
Challenge: Caregivers are more likely to take their children once they are already sick, they are less likely to take preventative action.

Opportunity: Help caregivers understand the importance of prevention and how taking them to get vaccinated stops them getting sick in the first place.



Challenge: It can be hard to know when to take your child to the clinic and fear of judgement can further reduce motivation to go.

Opportunity: Help caregivers understand the signs of sickness that mean they need to go to the clinic and give a warm welcome from healthcare providers.



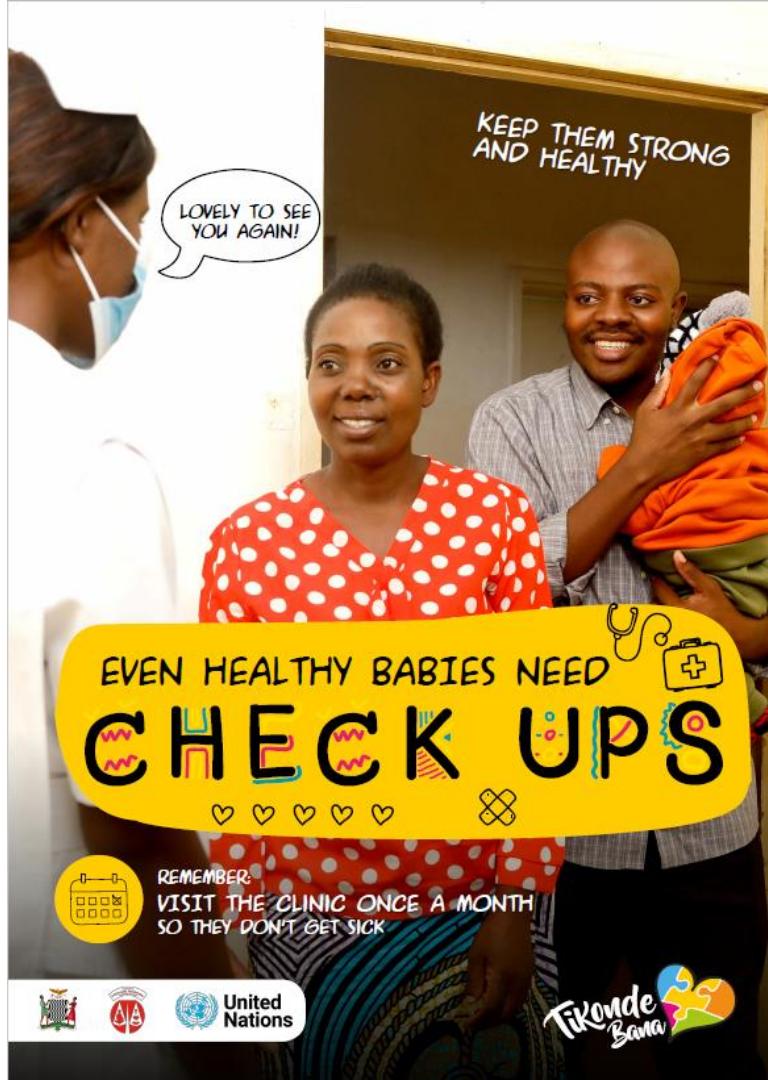
Challenge: Motivation to visit the clinic for regular check-ups tends to decrease after children have been vaccinated.

Opportunity: Motivate caregivers to keep up with monthly check-ups to monitor height and weight because it helps their child to grow well.



Challenge: Perception that the clinic is for when your child is sick, underestimating the positive impact regular check-ups can have.

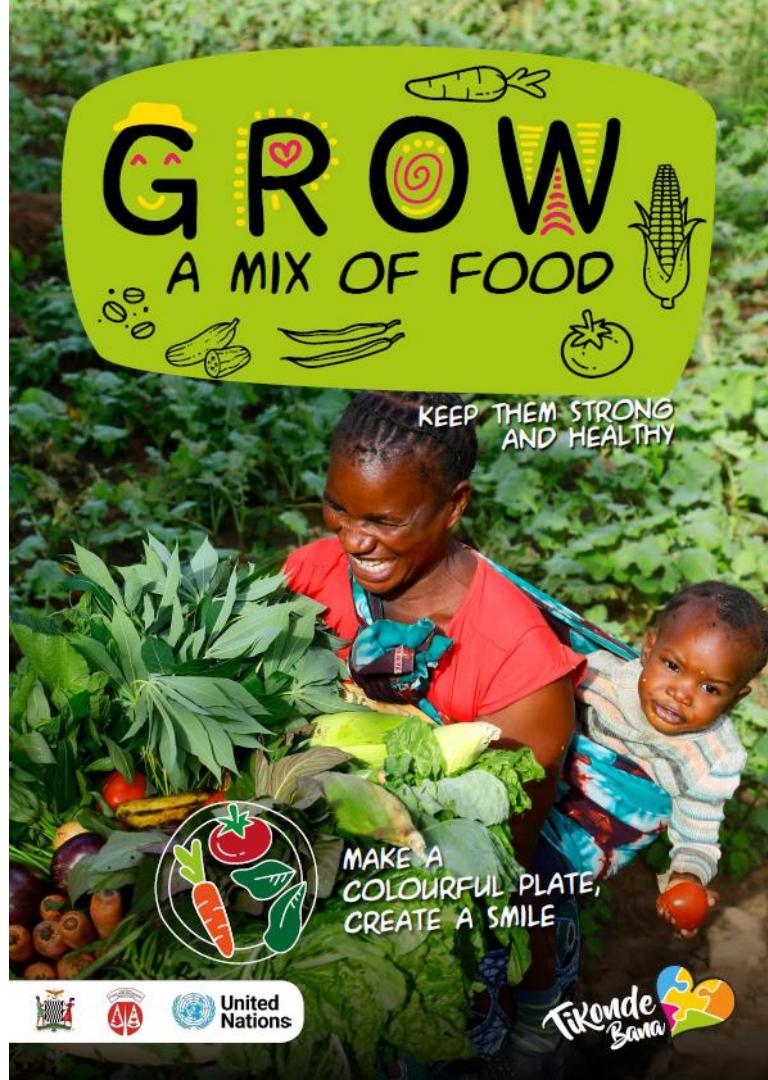
Opportunity: Build a norm around healthy babies needing regular check-ups too, to help them grow strong.



GROW IT, STORE IT, EAT IT

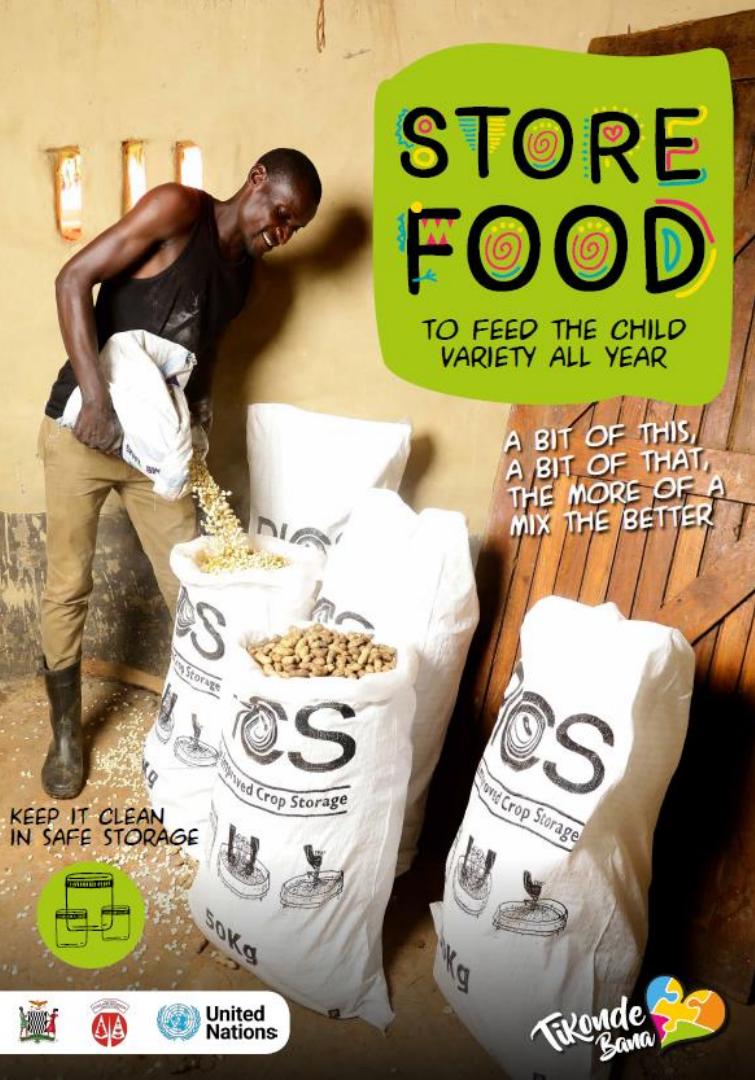
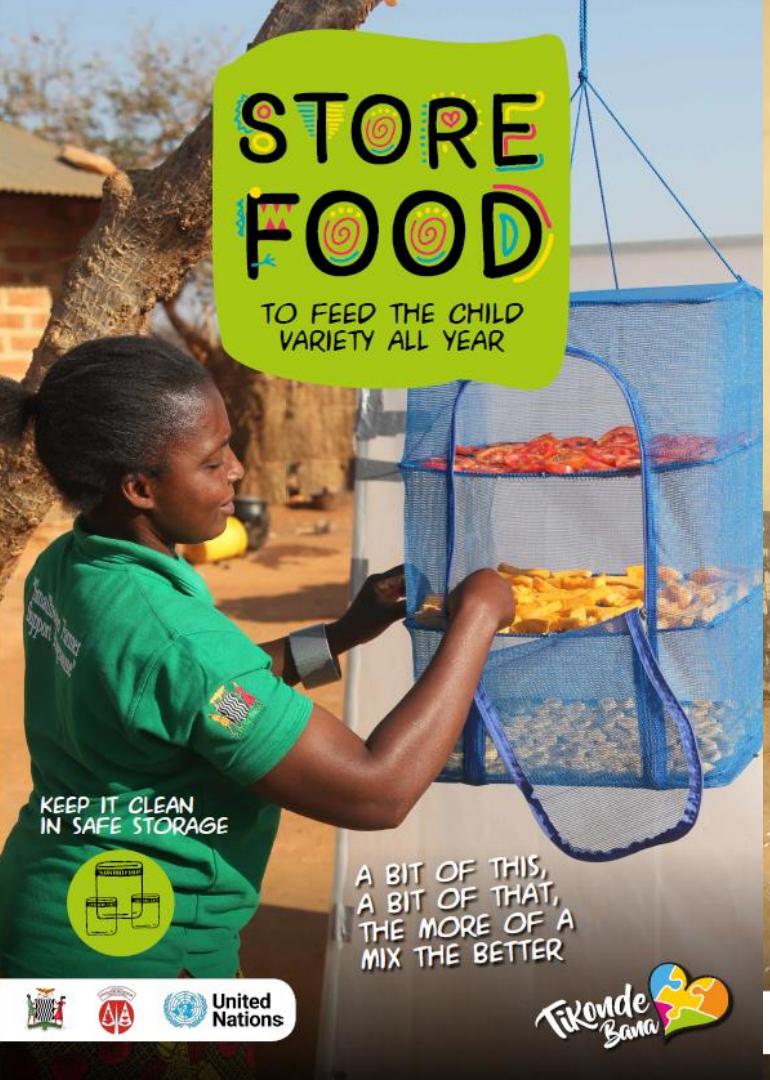
Challenge: A mindset of food security vs food diversity reinforces the habit of growing maize over other crops.

Opportunity: To motivate caregivers and farmers to grow extra crops alongside maize, by showing the positive benefits for their child's health as well as the immediate emotional benefits.



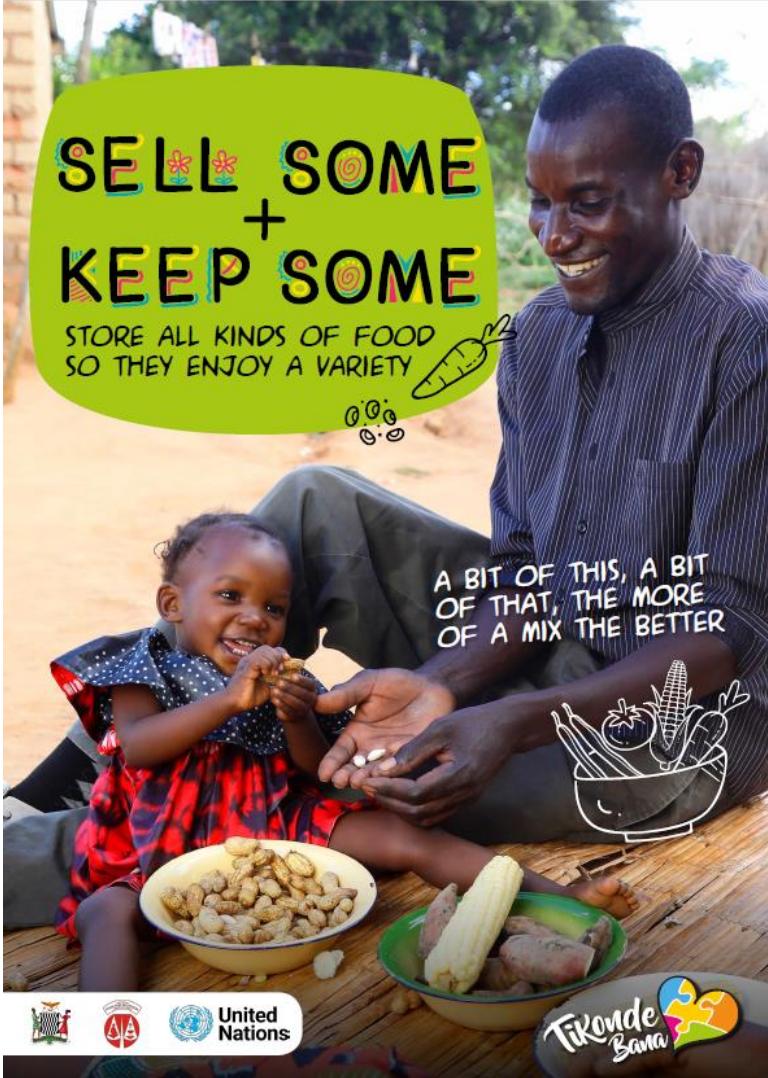
Challenge: Low understanding of the importance of dietary diversity and the best ways to store different foods.

Opportunity: Show how good food storage can help tackle food shortages in dry seasons and keep their child healthy all year round.



Challenge: Because the benefits of good nutrition happen on the inside, there is low understanding of the need for a mix of food and diverse crops tend to be sold for profit vs kept for the family.

Opportunity: Show that a mix of food can be good for profit and good for health and encourage caregivers to keep a bit back to help their child grow well.



THE SBCC TOOLKIT: ASSETS & IMPLEMENTATION

What's included....



Print-ready assets
and audio files for
immediate roll-out



Open files and
brand logo to
amend adapt
materials to
available
specifications



Suggested activity
to complement
the SBCC
campaign

A toolkit of four parts

COMMUNITY

Local community media spaces to build brand visibility and land headline messages

Radio, billboards, market mats, water buckets, transport, mural

INSTITUTIONAL

Posters for community spaces such as clinics, ECD centres, meeting points

Poster packs

INTERPERSONAL

Visuals and branding to help facilitate more memorable and engaging conversations between volunteers and caregivers

Flip book, action cards, pull-up banners, branded T-shirt and tote bag

INTRAPERSONAL

Household prompts to trigger behaviour adoption at a household level

Recipe cards, colouring book, keep germs away sticker pack. Clinic check-up reminder calendar

Toolkit languages

ENGLISH

LUVALE

NYANJA

LUNDE

BEMBA

KAONDE

LOZI

TONGA

TIKONDE BANA LAUNCH

Brand

Grow the brand at a community level with overarching brand-level SBCC activity to increase recognition of Tikonde Bana and familiarity with its role and tone of voice: a friendly brand which is on your side and here to help you show your love to your child

Building familiarity with Tikonde Bana

60" overarching brand will be aired on community radio

Wind up radios will also be used to engage communities through community listening groups

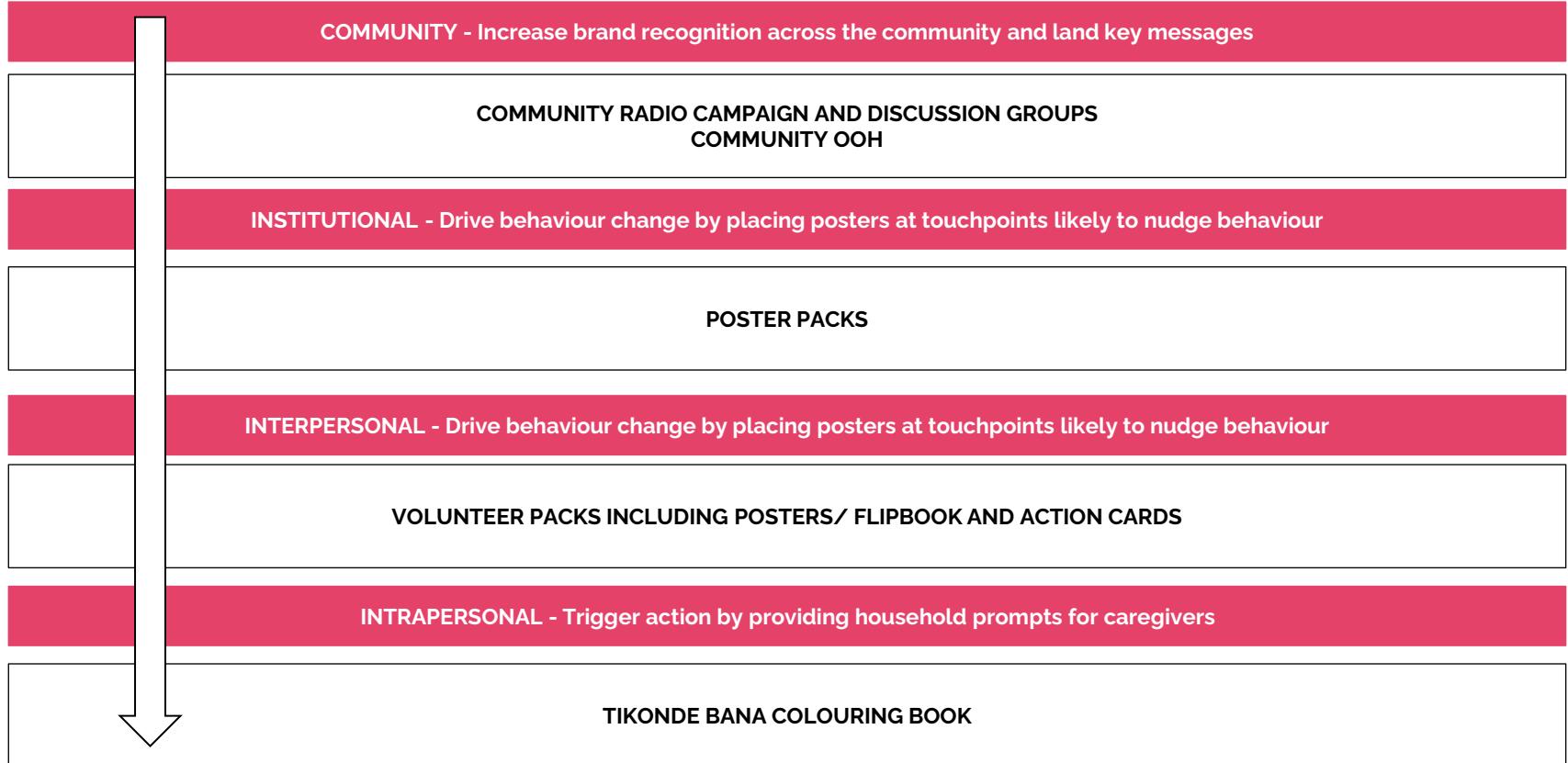
Tikonde Bana volunteer packs

- Tikonde Bana T-shirt and bag



PLAY EVERYDAY

Play Everyday

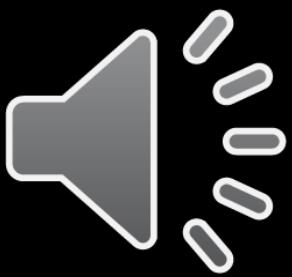


1. Increase brand recognition across the community and land key messages

Pray Everyday radio spot launches

- Play Everyday 60" radio spot will be played on community radio stations according to media plan in English, Nyanja, Bemba, Lozi, Tonga, Kaonde, Luvale, Lunda
- Listenership data to inform future media bursts will be collected

Play Everyday radio ad



Radio discussions

- Radio discussions for each key behaviour each month will be conducted



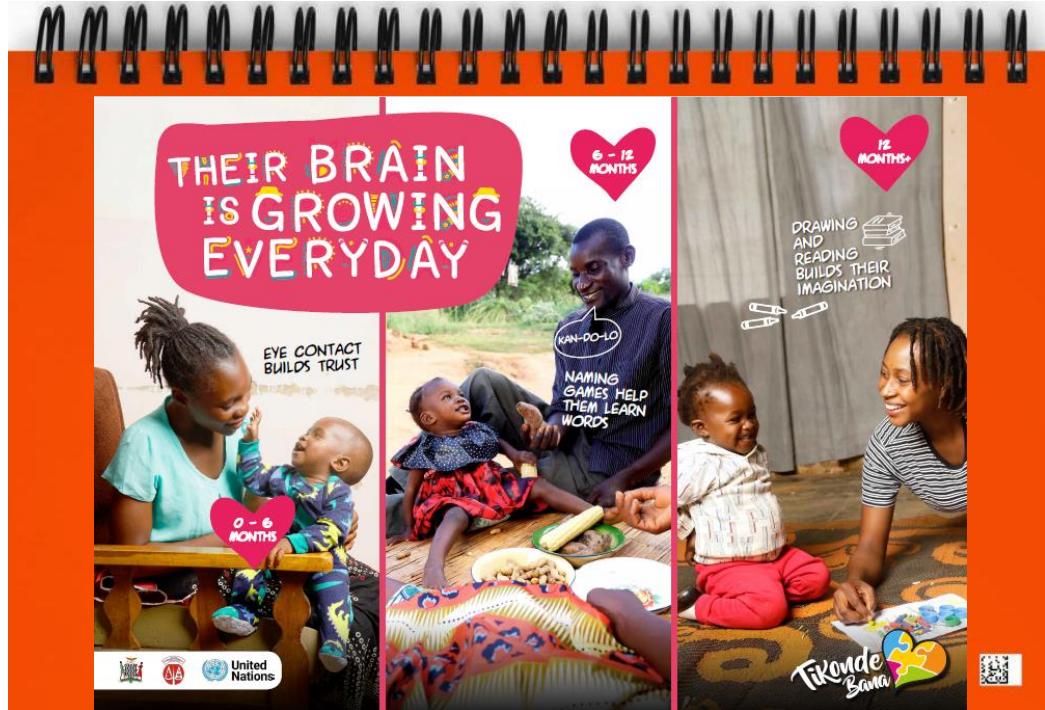
2. Drive behaviour change posters to be placed at touchpoints likely to nudge behaviour

Pull-up banners



**2. Help facilitate engaging conversations
with caregivers**

Visuals to support technical discussion



Play Everyday

**Development & Nutrition
Promoters**

ECE centres

**Parent/ Teacher
Associations**

Churches

Paediatric Wards

Community Drama Clubs

SCT Collection Points

Parenting Programmes

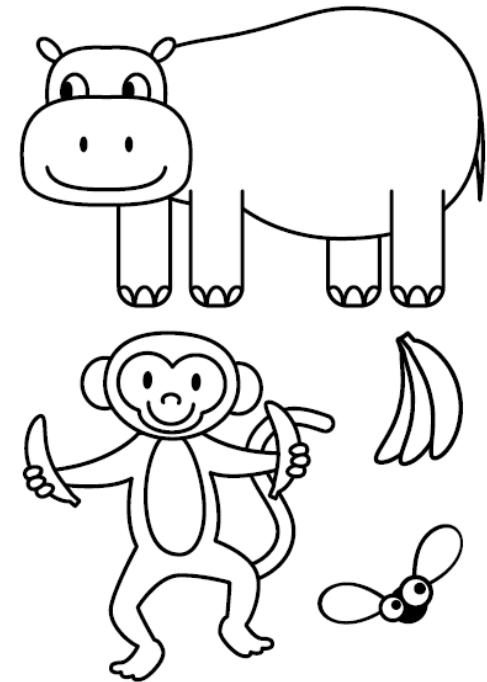
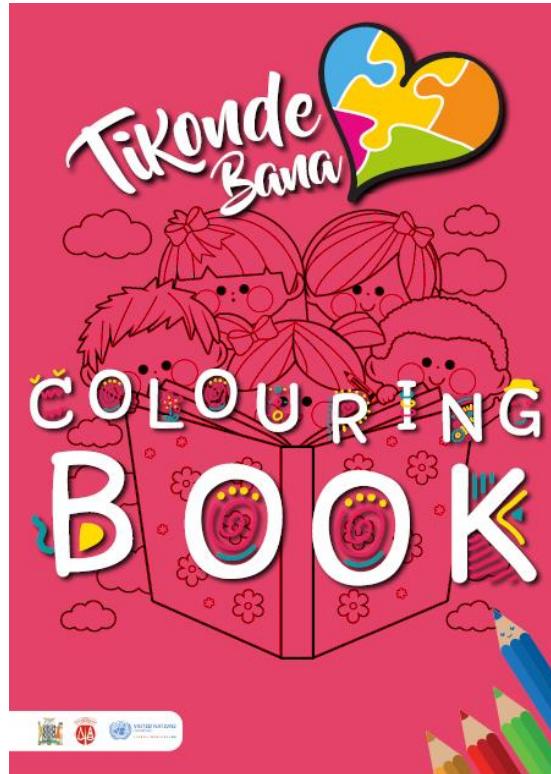
ECD Playgroups

Minibuses/ bus stations

Community Child

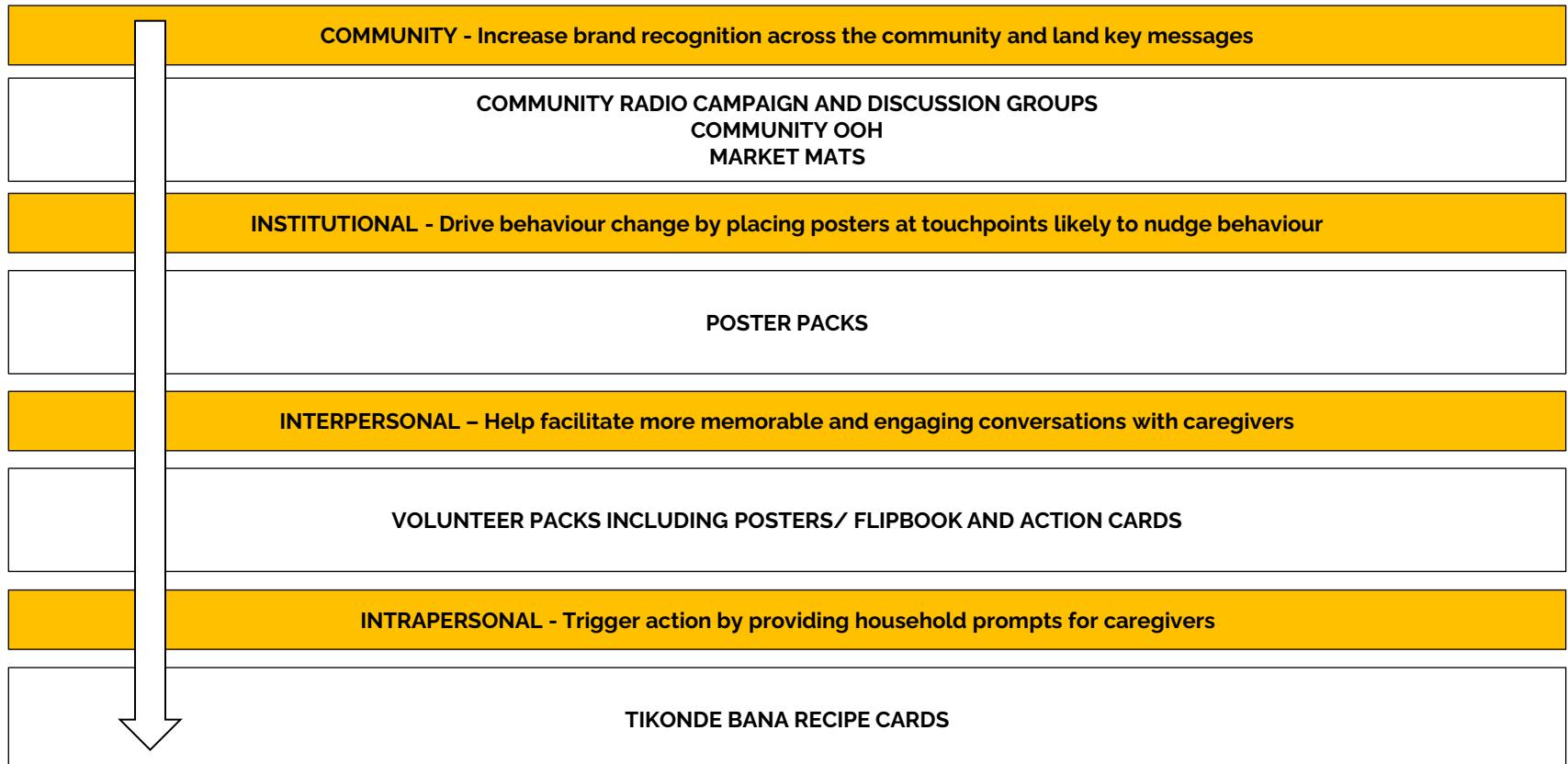
4. Trigger action by providing household prompts for caregivers

Colouring Book



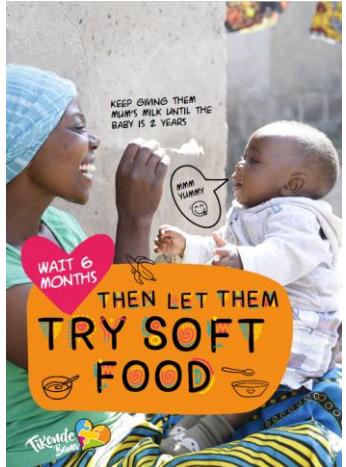
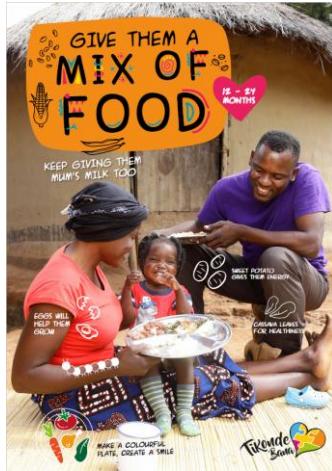
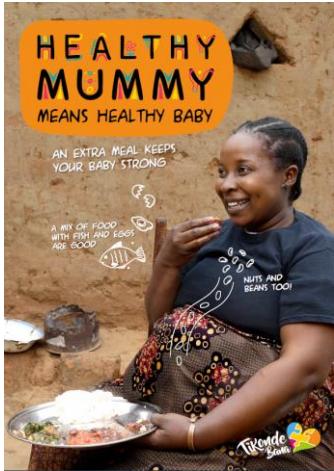
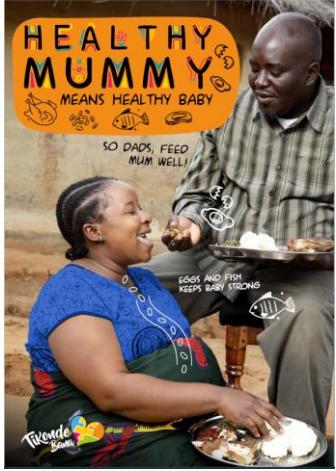
RIGHT FOOD, RIGHT TIME

Right Food, Right Time



Right Food, Right Time spot





Posters placed at touchpoints

NUTRITION SUPPORT
GROUPS

COMMUNITY CHILD
DEVELOPMENT &
NUTRITION PROMOTERS

CHURCHES

FOOD SECURITY
PROGRAMMES

COMMUNITY HUBS
(INSAKAS)

SCT COLLECTION
POINTS

HEALTH CENTRES

COMMUNITY
CENTRES/ MEETING
POINTS

FOOD PREP AREAS

Visuals to support technical discussion

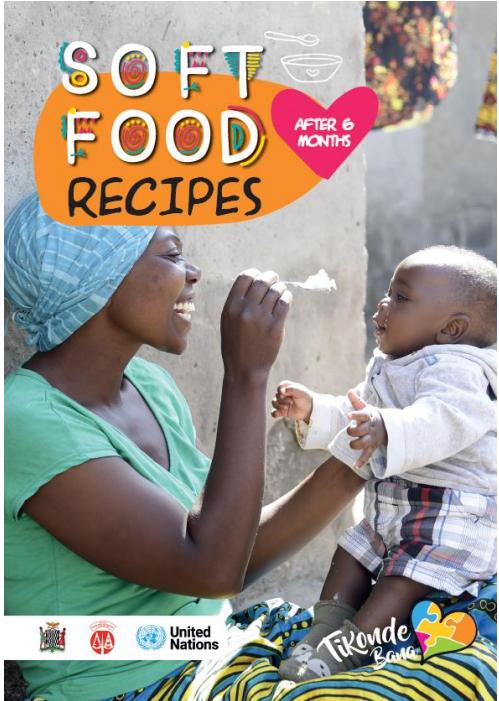


Cooking demo visuals

Pull-up banners



Recipe cards distributed at cooking demos



SWEET POTATO AND GROUNDNUT PORRIDGE

INGREDIENTS

1 cup sweet potato flour
½ cup powdered roasted groundnuts
2-4 teaspoons shredded/pounded green leafy
½ teaspoon of salt
2½ cups water

HOW TO PREPARE

- Mix sweet potato flour with mashed groundnut flour
- Put the mixture into a pot and add water
- Bring to boil while stirring
- Simmer for 15 minutes
- Add powdered vegetables and cook for a few minutes



GIVES THEM ENERGY
TO MOVE AND CRAWL

PUMPKIN AND AVOCADO MASH

INGREDIENTS

1 cup of chopped pumpkin
½ of medium avocado per water
A little sugar to taste (optional)

HOW TO PREPARE

- Peel the pumpkin, cut off the stem and cook it in little water until soft.
- Mash pumpkin and add some water to make it soft if necessary.
- Add mashed avocado, mix well and warm for a few minutes.
- Add a little sugar to taste if necessary and serve.
- serve warm

The pumpkin can be replaced with sweet potatoes or rice.

NB: Not good for people with diarrhoea

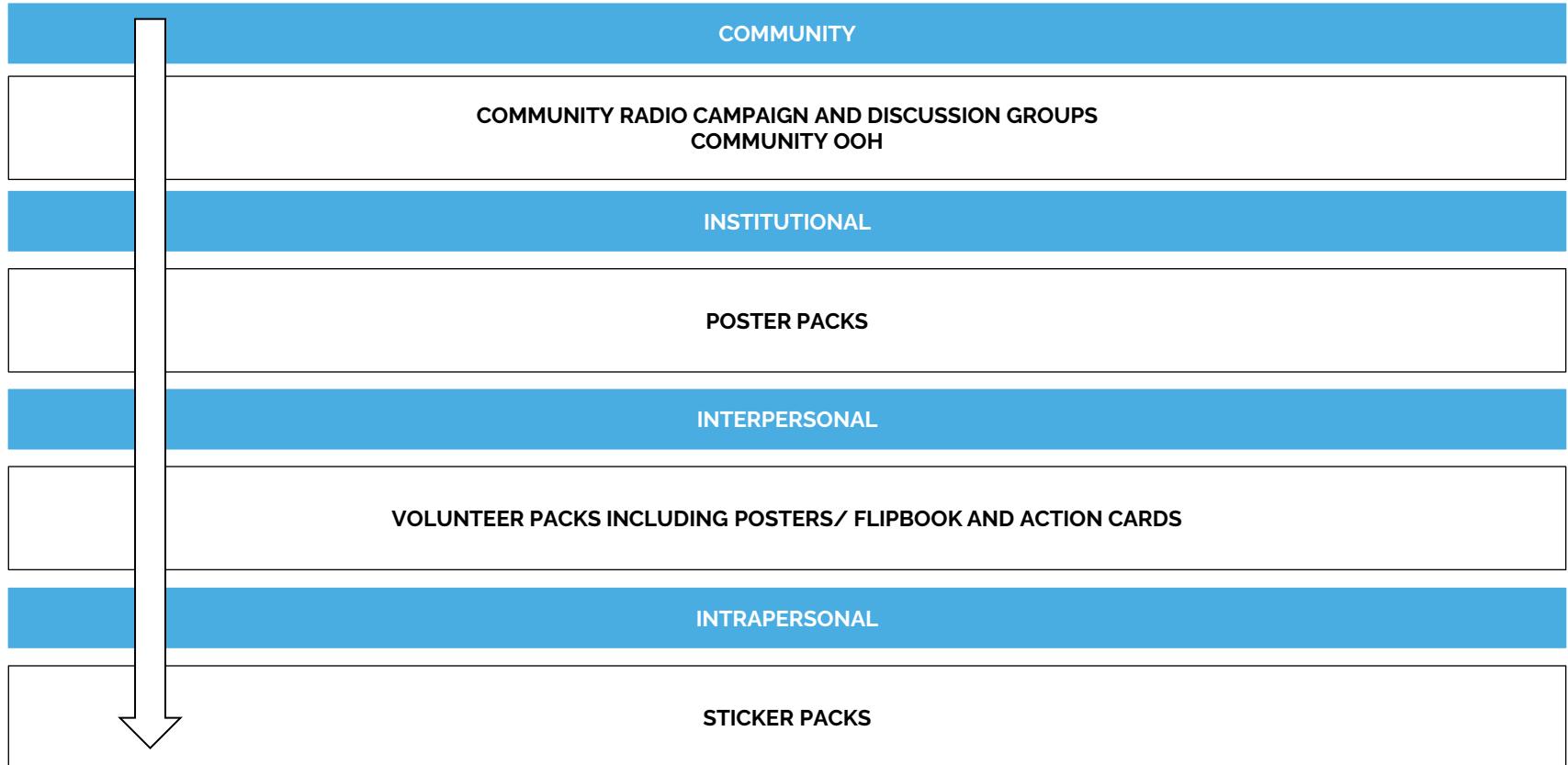
FOODS TO EAT: NAUSEA AND VOMITING:

- Offer small amounts of fluids like water and soups frequently. Give him/her soft foods - the child can return to solid foods when the vomiting stops.
- The feeling of nausea may be reduced by the smell of fresh orange or lemon peel, or drinking lemon juice in warm water, herbal tea or ginger drink.
- Dry and salty foods such as roasted groundnuts help to relieve nausea.

GIVES THEM ENERGY
TO MOVE AND CRAWL

KEEP GERMS AWAY

Keep Germs Away



Radio



Touchpoints

Sanitation Action Groups
/Water Point Committee

Orphanages & Care Homes

Markets/ Fisheries

Parent/ Teacher
Associations

Latrines

Paediatric Wards

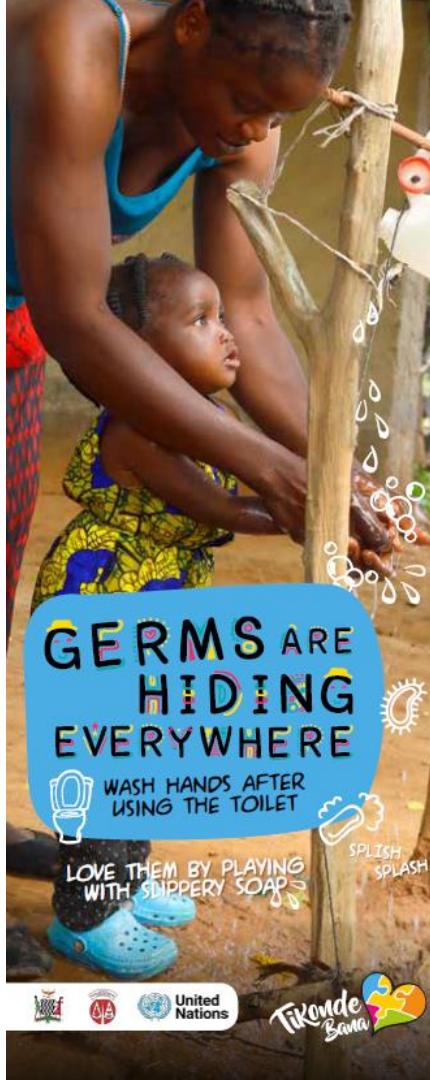
Sports Areas

Volunteer Hygiene
Promoters

Billboards



Pull-up banner



Water Bucket



Van Wrap



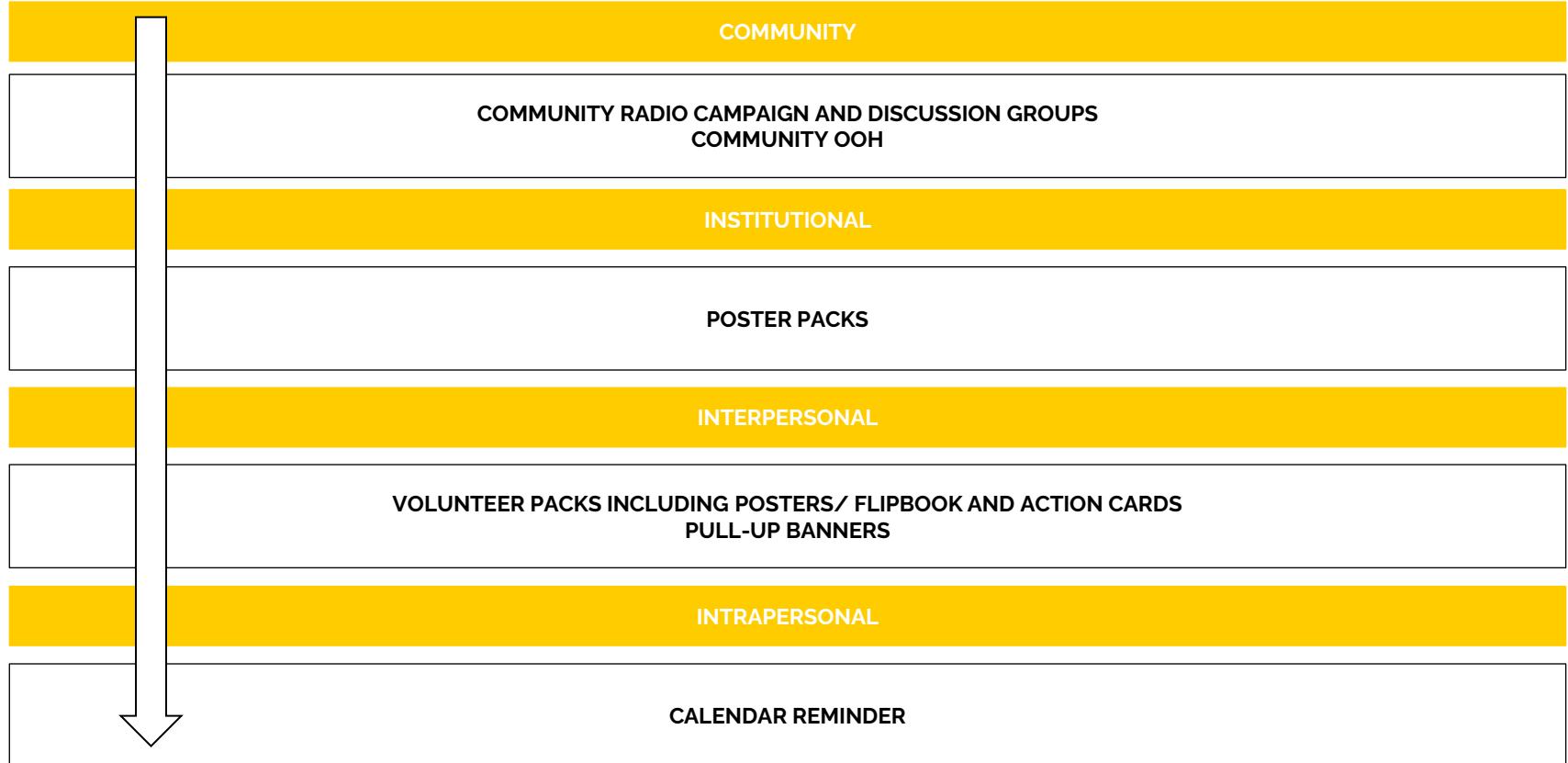
Sticker Packs

A fun way to nudge hand washing opportunities by pointing out where germs might be hiding



CHECK THEIR HEALTH

Check their health



Radio ad



Pull-up banners



REMEMBER:
VISIT THE CLINIC ONCE A MONTH
SO THEY DON'T GET SICK



Posters placed at touchpoints

PARENT/ TEACHER ASSOCIATIONS

MATERNAL HEALTH CLINICS

UNDER 5 CLINICS

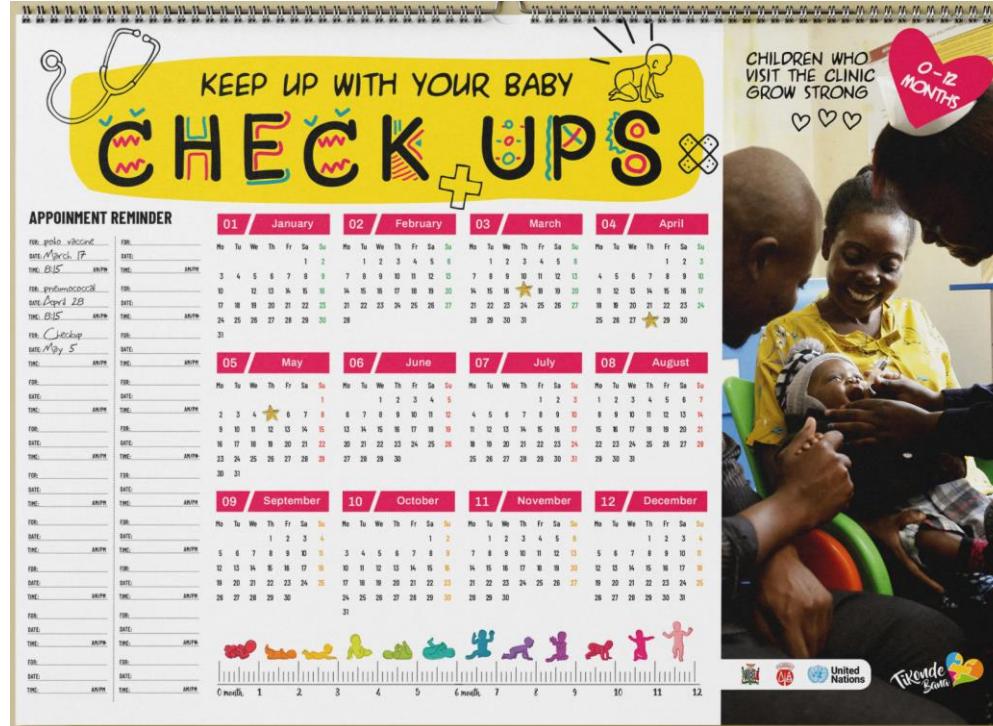
TRADITIONAL BIRTH ATTENDANTS

PAEDIATRIC WARDS

GROWTH MONITORING AND
PROMOTION (GMP) – MINISTRY OF
HEALTH

Calendar Reminder

A visual reminder
around the house
to visit the clinic
and a way to keep
track of check-ups



GROW IT, STORE IT, EAT IT

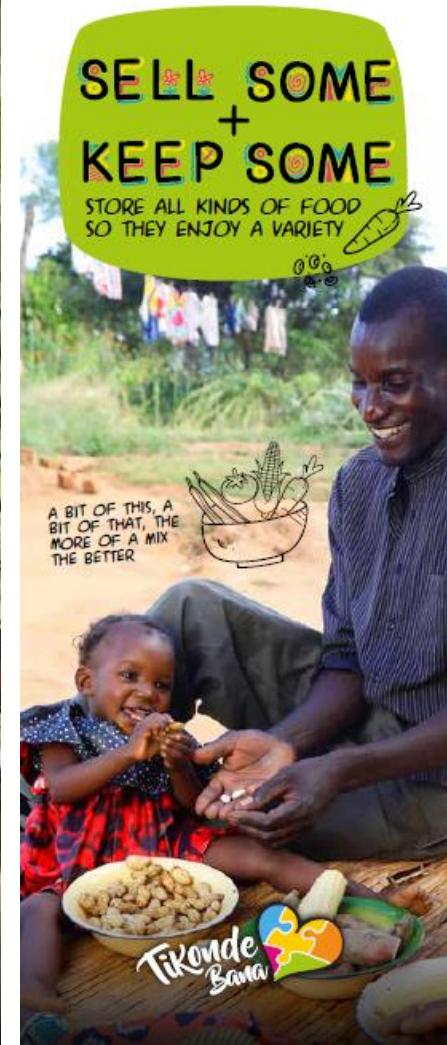
Radio ad



Grow it, Store it, Eat it



Pull-up banners for storage demos



Ox Cart

GROW
A MIX OF FOOD

Tikonde
Bana

KEEP YOUR FAMILY
STRONG AND HEALTHY



Ox Cart



THANK YOU