



Making the Case for SBCC and Child Survival

The Health Communication Capacity Collaborative (HC3), a USAID-funded project, collaborates with USAID and UNICEF to collect evidence that supports social and behavioral change communication (SBCC) approaches to improve child survival.

HC3 identifies, collects and assesses evidence-based programs and interventions related to child survival and development so that these examples can be made available to the relief and development community as open source materials through an electronic platform.

HC3 helps adapt the identified resources and tools to country needs for implementing child survival SBCC programs around the globe.

Collecting the Evidence

There is a dearth of evidence supporting the use of social and behavioral change communication for child survival interventions.

HC3 works with its partners and organizations around the globe to make the case that effective and strategic SBCC can save the lives of children.



This is accomplished through the collection and assessment of existing evidence and by strengthening the capacity of organizations and individuals in developing countries to conduct their own child survival research and evaluation.

SBCC Saves Lives

Malaria is one area where research has demonstrated the effectiveness of health communication programs in improving the use of bed nets and thereby saving children's lives.

Wider application of effective health communication programming to other child survival efforts will make a difference and save even more lives.

HC3 is working with partners to collect evidence on SBCC through its participation in meetings such as the **African Leadership for Child Survival** meeting



in Ethiopia from January 15-17, 2013, and the Child Survival Evidence Summit held in Washington, DC June 3-4, 2013. These events mark the beginning of the process of collecting evidence to convince policymakers and program managers about the value of social and behavior change programs to encourage them to incorporate SBCC programming into their country plans.

About HC3

HC3 is a five-year, USAID-funded global health project designed to strengthen developing country capacity to implement state-of-the-art health communication programs so that:

- Every country has a community of professionals with the capacity and commitment to create, coordinate and evaluate state-of-the-art health communication programs
- Communication is recognized and used as a collaborative catalyst for development



- Indigenous partners use proven technologies, tools and collaborative forums to access, create and exchange knowledge and strengthen their capacity to serve their clients
- Everyone can make good health decisions for themselves and their families, and have the social support, resources and abilities to act on their decisions



Child survival is just one of the important health areas addressed by HC3. Other include family planning; maternal and child health, HIV and AIDS; malaria; TB & other infectious diseases; non-communicable diseases, and other health and development issues.

Capacity Strengthening Resources

HC3 supports collaborative learning, exchange and capacity strengthening through activities such as the Health COMPass (www.TheHealthCOMpass.org) and the MarketPlace.

The Health COMPass is an interactive collection of the best SBCC resources and program examples. It also offers guided searching to learn SBCC and allows users to post their own materials.

The MarketPlace is both a virtual and face-to-face platform for the SBCC community to connect, learn, share and find expertise, resources and tools.

The Collaborative

HC3 is led by the Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU-CCP) in collaboration with Management Sciences for Health, NetHope, Population Services International, Ogilvy PR, Forum One and Internews.

It is also linked to a network of organizations throughout Africa, Asia and Latin America.

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