

as-sbc

African Society for
Social & Behaviour Change

ANNUAL REPORT

2024



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The African Society for Social and Behaviour Change (AS-SBC) was launched in 2022, as a regional organisation dedicated to strengthening the effectiveness of SBC programming in Africa. The society was formed from an informal network of SBC professionals in Uganda who met periodically for breakfast presentations on SBC practice and participated in a WhatsApp group called the Next Big Thing. By 2022, the group included 168 members from nine African countries and the United States.

AS-SBC wants to help strengthen SBC practice in Africa by providing learning opportunities, networking African SBC professionals, sharing SBC learning and resources, mentoring professionals just entering the SBC field, and influencing the international SBC agenda.

AS-SBC has offered a series of seminars for members in Uganda and has moderated online discussions of SBC issues through the

Next Big Thing WhatsApp group. In 2020, AS-SBC members volunteered to assist the Ugandan Government develop a COVID-19 risk communication campaign. In 2022, AS-SBC members have been assisting the Rotary Club International to design a climate change campaign.

With headquarters in Kampala, Uganda, the society is managed by an Interim Secretariat composed of five SBC professionals guided by an Interim Advisory Board. The Society supports its activities with modest membership fees and contributions. Currently, the Society's members include two paid Ugandan organisations; 17 paid individuals; and 102 pending applications for individual memberships.

VISION

A respected community of social and behaviour change (SBC) professionals in Africa that inspires excellence in SBC for development and advances the field globally.



MISSION

To improve the lives of people in Africa by setting priorities for and strengthening the quality of SBC practice in Africa. We will accomplish this through capacity strengthening, networking, knowledge sharing, and recognition of excellence among individuals and organisations working in Africa.

VALUES

CREATIVITY

We innovate new solutions to SBC challenges, and inspire SBC professionals to think beyond what is considered usual, traditional or conventional to develop effective SBC interventions.

MEMBER-FOCUSED

AS-SBC is deeply committed to its members and relies upon members to make this plan a reality.

EXCELLENCE

We perform to the best of our abilities, paying attention to detail, and serving as an example to SBC practitioners.

LEARNING

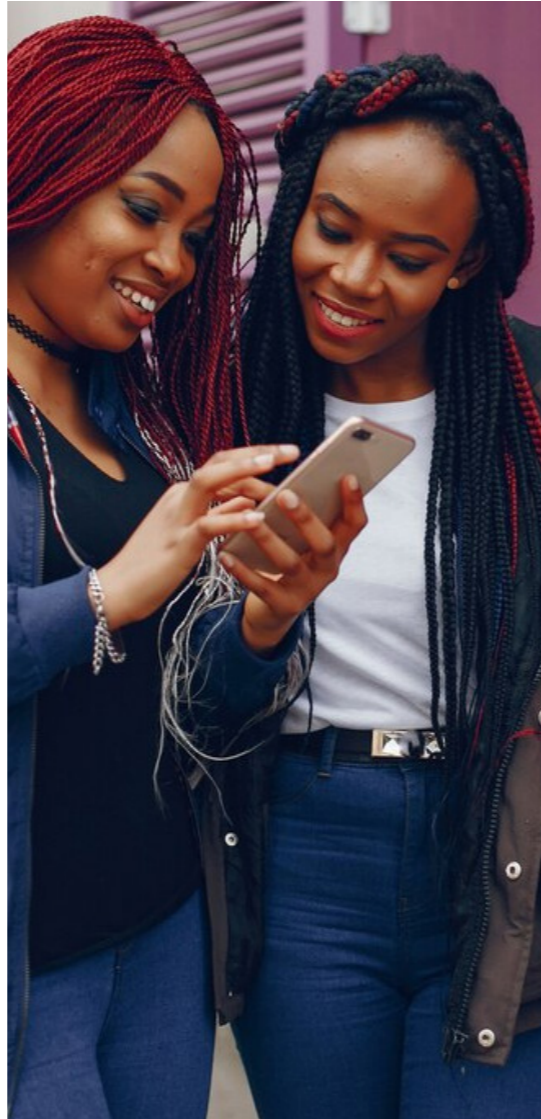
We esteem learning, recognizing that the field of SBC is constantly growing, evolving, and drawing upon advances in related sciences. Our commitment is to create, collect and share what is new and proven in order to advance and improve our field.

PROFESSIONALISM

We are an association of SBC professionals and commit to upholding the ethics, principles, and processes of SBC practice. We behave with honesty, and do what we set out to do, keeping members and stakeholders reliably informed.

COLLABORATION

We engage members and stakeholders, form partnerships, and work together with colleagues from around the world to achieve our goals.



Introduction

This report entails the key milestones achieved by the AS-SBC during FY 23, highlighting its dedication to fostering collaboration, addressing social inequalities, and steering Africa towards a sustainable, technology-driven future.

From insightful webinars uniting diverse stakeholders to impactful collaborations with academic institutions and global alliances, the AS-SBC's journey unfolds as a testament to its growth, influence, and commitment to Social and Behaviour Change on both local and global scales.

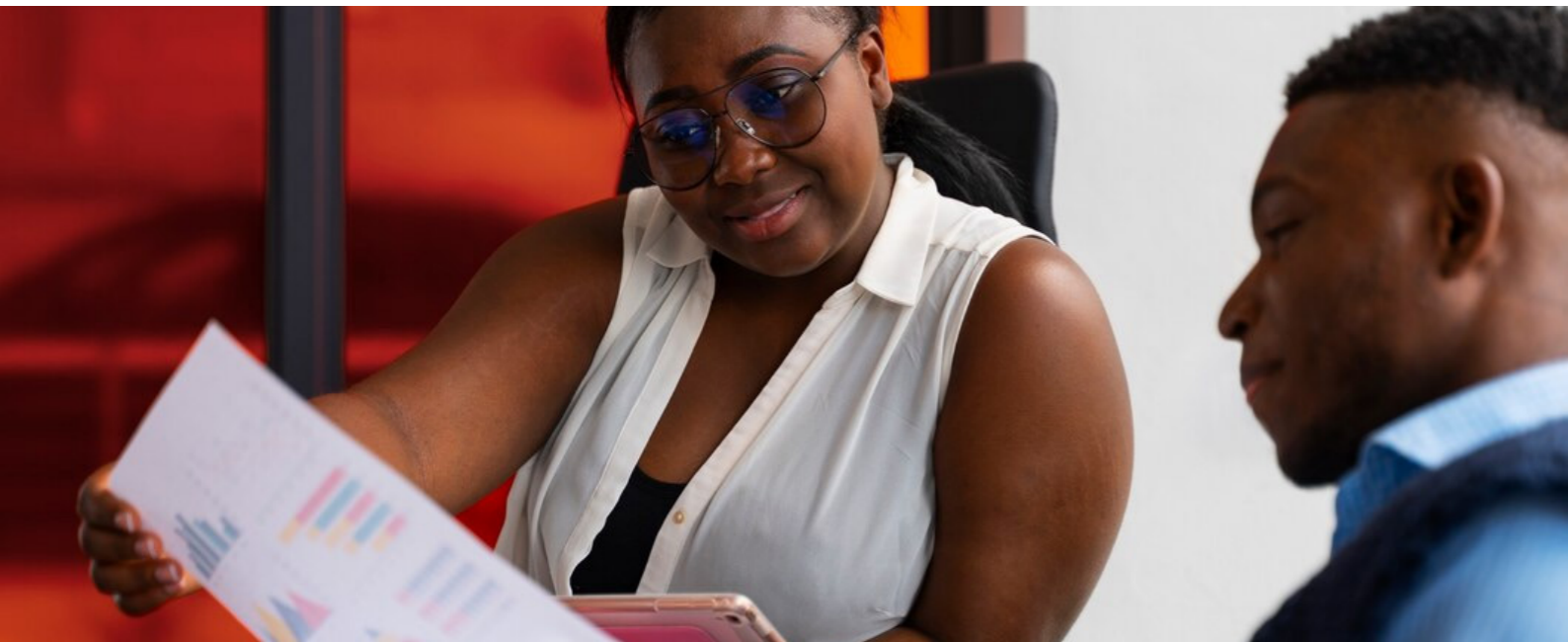
Key Events

The AS-SBC marked its first anniversary with a successful annual launch that delved into the realm of Artificial Intelligence. The society agreed to have a series of webinars that would refine the AI potential in Africa for practical implementation.

Ultimately the commitment leaned towards empowering the continent for a sustainable future. These webinars have been scheduled to begin in FY 24 and will:



1. Bring together African inventors, researchers, entrepreneurs, and policymakers to foster collaboration and knowledge-sharing.
2. Create a strategic vision and blueprint for AI in Africa, detailing the necessary steps for innovation, adoption, and integration across various sectors.
3. Scale up existing AI initiatives and projects to maximize their impact on the continent, focusing on areas where AI can deliver the most significant benefits.
4. Encourage the establishment of AI-driven start-ups to stimulate economic growth, create job opportunities, and drive innovation.



By using AI to address social inequalities, inform decision-making, and create new economic opportunities, Africa can leapfrog into a sustainable, technology-driven future. The combined efforts of this community will be strong in shaping a more prosperous, equitable, and innovative Africa by 2030.

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ONLINE WEBINAR

**“TO HELL WITH CULTURE
IN SBC PROGRAMMING”**

 HOST Venansio Ahabwe African Teacher, Public Health Advocate	 SPEAKER Dr Judith "Judi" Aubel Development Practitioner, Co-Founder & Executive Director, of Grandmother Project: Change through Culture	 SPEAKER Mamadou Coulibaly Program Manager, West Africa, Grandmother Project
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Thurs 25 May 2023
17:00 EAT

Register on
zoom

ID 838 5492 8512
PASSCODE 429 153

For more info, as-sbc.org

This celebratory event initiated a year-long discourse on pressing topics, including a thought-provoking discussion on the role of culture in SBC programming. The webinar attracted up to 150 participants, featuring Dr Judi Aubel and Mamadou Coulibaly from the Grand Mother project, and Venasio Ahabwe from the Johns Hopkins Center for Communication Programs.

The Grandmother Project in Senegal passionately advocated for the consideration of cultural nuances in our programming efforts. Some of the Key Lessons point to the importance of recognizing all power structures with collective responsibility for sustainable development. The society agreed to have a French version of the webinar to cater for the West – African Community.




FINAL LEARNING SESSION

ACTION MEDIA

APPLICATION AND ENHANCEMENT PROGRAM

04th OCT 2023

Understanding the differences and similarities between Action Media and Human Centred Design (HCD).

17:00 EAT zoom ID 822 8793 1795 PASSCODE 383 449



ANTJE BECKER-BENTON
Facilitator

On Action Media



WARREN PARKER
Moderator



EVALINE NAABOLU
Speaker



CAL BRUNS
Speaker



THULANI GRENVILLE GREY
Speaker



MABEL NAIBERE
Speaker

On Human Centred Design

For more info, visit as-sbc.org

Recognizing the need to fortify formative research in the design of programs, members of the society organized a series of action media training sessions in collaboration with esteemed SBC experts: Dr Warren Parker and Antje Becker Benton.

The sessions. The training sessions featured three webinars spanning across two months speaking to topics: Introduction to Action Media, Unlocking Success with Action Media: Stories from Practitioners and Understanding the Differences and Similarities between Action Media and Human-Centered Design.

Keynote speakers included Thaddeus Pennas, Ebenezer Kye Mensah and from FHI 360, Ghana, Perfectual Linnan Labik from USAID/ Ghana Fisheries Recovery Activity, Evaline Nakuru from Save the Children International, Cal Bruns and Thulani Grenville Grey from Matchboxology, and Mabel Naibere from Johns Hopkins Center for Communication Programs.

The sessions successfully engaged over 300 people across the three sessions. The facilitators offered to provide continuous mentorship for interested SBC practitioners.

Collaborations



The AS-SBC joined forces with Makerere University Department of Journalism and School of public Health in a consultation to establish a centre of excellence for Health Communication, signaling a commitment to continuous growth and learning.



AS-SBC has solidified its standing within the Global Alliance for Social and Behaviour Change (GASBC), with Emmanuel Kayongo representing the society as the General Secretary. The society is set to participate in the GASBC retreat, where it will be highlighted as a community case study.

The AS-SBC has worked with FHI360, University of Wits and the Nigerian Health Promotion Department to develop the SBC Blueprint. The Blueprint for more sustainable Social and Behaviour Change (SBC) systems is a comprehensive framework for individuals and institutions involved in country-level SBC programs, as well as those supporting these initiatives.



The AS-SBC in collaboration with Makerere University and the University of the Witwatersrand, rolled out a course on Social and Behavior Change (SBC) Programming: Integrating Agency, Social Norms, and Gender. This interactive course aims to bring together 20–25 mid to senior-level SBC programmers and/or researchers to delve into the effective integration of agency, social norms, and gender perspectives into SBC. Participants will have the opportunity to engage in case studies, group discussions, and practical exercises to enhance their understanding and application of SBC principles. The AS-SBC continues to use the course as a platform to build capacity of member SBC practitioners.

In tandem with these initiatives, plans are underway to organize a virtual Africa Summit for SBC. The concept has already been shared among stakeholders and the call for abstracts has been officially sent out.

The AS-SBC's commitment to global collaborations is pushed by on-going explorations of partnerships. In a significant development, the society applied for the position of co-chair for the upcoming Social and Behaviour Change Summit (SBC) summit. Interviews have been conducted, and the society awaits feedback, anticipating a key role in shaping the future of SBC initiatives.

The society has experienced remarkable growth across its country chapters, boasting an impressive membership count of 130 from 15 African countries. This expansion includes countries: Uganda, Kenya, Tanzania, Rwanda, Nigeria, Ghana, Zambia, Zimbabwe, Mozambique, Malawi, Egypt, Algeria, South Africa, Niger, and Ethiopia. Successful initiation meetings were held in Tanzania, Rwanda, Nigeria, Zambia, Mozambique, Egypt, Ghana, and Ethiopia, fostering a sense of collaboration under shared goals. 19 people across member chapters volunteered to work with the secretariat within the 4 AS-SBC goals. Further extending its reach beyond the African continent, the society has welcomed members from Norway and the USA. The Society's engagement continues to grow across all social media platforms standing at over 3000 engagements over the year.



The AS-SBC expanded its secretariat bringing on board representatives from the various country chapters. Countries Egypt, Mozambique, Ethiopia, Rwanda, Zambia and Ghana.



The Ghana Country Chapter is held a its inaugural in-country event which is the AS-SBC Ghana Chapter inception meeting. This served as a pathway for strengthening growth in other country chapters.

As a way forward, Infinity970 will be leading the Ghana Chapter and will form the secretariat for it.

Ghana is establishing an all-inclusive a working team from different sectors. The chapter has also finalized the development of a draft strategy and work plan for AS-SBC operations. The AS-SBC was also represented by the Ghana chapter in solidarity with WHO to create awareness for the elimination of cervical cancer. Infinity970/AS-SBC also joined the world and lighted a monument (The Au Square) at a ceremony on 17th November 2023.





This year, Mozambique revolved around two primary activities aimed at establishing a robust foundation in 2024.

Mozambique strategically identified key influencers who can champion Mozambique's efforts. This involves engaging with high-level actors who can significantly impact and support our initiatives.

The chapter also initiated preliminary discussions on critical topics, laying the groundwork for broader conversations with Behavior Change Communication (BCC) practitioners. The objective is to identify the specific needs and opportunities within the country, paving the way for targeted improvements. These efforts signify our commitment to creating a strong and effective impact in Mozambique in the coming year.



Nigeria had a meeting to form an interim EXCO or steering committee to move the NS-SBC forward. The secretariat is actively exploring the possibility of issuing routine newsletters to keep audiences engaged of upcoming developments.



Country Chapter Updates
Tanzania

In Tanzania, Breakthrough Action has actively engaged with the AS-SBC, laying grounds for collaboration and the initiation of the Tanzanian chapter.

The chapter successfully drew out a road map which started with the revival of the Tanzania Strategic Health Communications (TASHCOMM) network, established in 2011. TASHCOM comprises of comprises approximately 530 members, strategic health communication practitioners in Tanzania which is foreseen to provide a baseline for the AS-SBC recruitment.

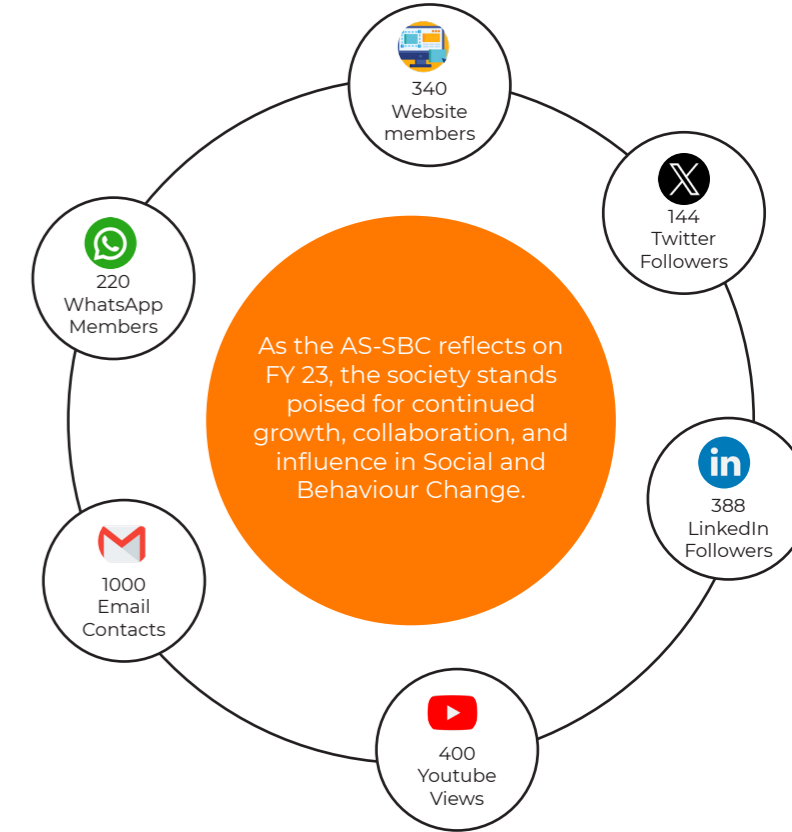
The AS-SBC Tanzanian chapter is currently Leveraged the network's social media platforms to identify and connect with members.



The AS-SBC's commitment to fostering meaningful conversations extends to various social media platforms, ensuring that its impact resonates widely.

Social Media numbers stand at 220 participants on WhatsApp, 280 Member Subscriptions on the Website, 114 Twitter subscribers, 388 linked-in engagements, 32 YouTube subscribers and over 400 views, and 1000 email contacts.

These numbers continue to grow with consistent engagement.





**AFRICA SOCIAL &
BEHAVIOR CHANGE
SUMMIT**

2 - 4 JULY 2024