



as-sbc

African Society for  
Social & Behavior Change

**SUMMIT PROGRAM**

Africa Society for Social and Behavior  
Change (AS SBC) SBC 2024



<b>Dates</b>	July 2 - 4, 2024
<b>Overall Goal</b>	Foster dialogue on integrating local knowledge, communal wisdom, and cutting-edge innovations into the design, application, scale, and impact of Social and Behavioral Change (SBC) programs.
<b>Summit Theme</b>	<b><i>Cultivating resilience and relevance: Harnessing community insights and innovations for SBC impact in Africa.</i></b>
<b>Objectives</b>	<p>The virtual summit will focus on the following key objectives:</p> <ul style="list-style-type: none"><li>✓ To showcase innovative SBC strategies that effectively combine local knowledge and cutting-edge technologies, demonstrating their application and impact in diverse African contexts.</li><li>✓ To facilitate knowledge exchange on scalable SBC models that have proven resilient and relevant.</li><li>✓ To examine how SBC initiatives can be integrated into broader policy frameworks to enhance their long term sustainability and societal impact.</li><li>✓ Synthesize key learnings from presented research and programmatic experiences to inform future SBC practice and research..</li></ul>

For more information visit [as-sbc.org/summit](https://as-sbc.org/summit)



TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
<b>Objectives</b> ✓ Inspiring the next generation of SBC practitioners. ✓ Create buzz towards the Summit.			
4:00 – 4:02 Pm	Play a one-minute pre-recorded video with key highlights of the day’s program.	AS SBC Secretariat	
4:02 – 4:10 Pm	Welcome remarks	Bob Wayne (Uganda) and Yasmina Zongo (Burkina Faso).	
4:10 – 4:20 Pm	Setting the scene	Belindar Kwamboka - Kenya	<b>Objective:</b> To define SBC and link it to the fact that for the longest time, there hasn’t been professional courses to define it.
4:20 – 5:15 Pm	Experience sharing session on SBC with a retiree, a newbie, and a senior practitioner.	<b>Facilitator:</b> Farah Korayem - Egypt  <b>Panelists:</b> <ul style="list-style-type: none"> <li>Senior Practitioner - Emmanuel Lamptey (Ghana)</li> <li>Jessica Phiri (Zambia)</li> </ul>	<b>Theme:</b> Bridging the generations: SBC insights from the next-gen expert, seasoned pro, and golden-ager.

TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
		<ul style="list-style-type: none"> <li>• Dr. Priscilla Madzinga-Kusena (Zimbabwe)</li> <li>• Olusina Olulana (Nigeria)</li> </ul>	
5:15 – 5:20 Pm	A creative poem about the Summit.	Kevin Mbugua	
		<b>Facilitator</b> - Valdermiro Bila (Sight Savers - Mozambique)	
5:20 – 5:50 Pm	Panel discussion consisting of representatives from one or two universities, and a hiring organization.	<b>Panelists</b> <ul style="list-style-type: none"> <li>• Angela Chitsime (Save the Children - Malawi)</li> <li>• Silue Nonfara Aliatou (ESATIC, Ivory Coast)</li> </ul>	<b>Theme:</b> From campus to career: Navigating the SBC job landscape.
5:50 – 6:00 Pm	Harnessing ICT for SBC with focus on young people.	Derrick Gakuu (Kenya)	<b>Objective:</b> To discuss the role of technology in shaping the SBC field and how it can be harnessed by young people to shape the future of SBC. <b>Theme:</b> Transforming Change Pathways with Technology
		<b>Facilitator:</b> Muthoni Wachira Kantai (Kenya) - JSI	
6:00 - 7:00 Pm	Panel discussion hosted by JSI	<b>Panelists:</b> <ul style="list-style-type: none"> <li>• Nancy Njoki (Kenya) - Program Lead, Girl Effect</li> </ul>	<ol style="list-style-type: none"> <li>I. Discuss the outcomes and key learnings from projects adopting technology for SBC, including AI, social media, chatbots and mobile tech.</li> </ol>

TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
		<ul style="list-style-type: none"> <li>• Dr. Tariku Nigatu (Ethiopia) - Deputy Chief of Party, USAID Digital Health Activity</li> <li>• Mokshada Jain - Director of Health, Surgo Health</li> </ul>	<ol style="list-style-type: none"> <li>2. Explore future opportunities for technology to predict and influence change pathways, including innovative ideas on the drawing board.</li> </ol>
<b>7:00 – 7:10 Pm</b>	Sum up the day's discussions and summarize the key takeaways.	<b>Facilitator:</b> Cecelia Ukwin Afo (Nigeria)	





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4:00 – 4:05 PM	Promotional video about the Summit.	AS SBC Secretariat	This will be played as we wait for quorum.
4:05 – 4:10 PM	Welcome remarks from the AS SBC board chairperson.	Robby Muhumuza (Uganda)	
4:10 – 4:15 PM	Welcome remarks from Summit co-chair	Adebayo Fayoyin (Nigeria)	
4:15 – 4:30 PM	Speech from the first keynote speaker	Debora Lopez (CCP - USA)	<b>Theme:</b> Global perspectives on how community insights and innovations on SBC can be harnessed.
4:30 – 4:45 PM	Culture showcase	AS SBC Secretariat with support from the different country chapters.	<b>Objectives:</b> <ul style="list-style-type: none"> <li>• Get participants “hooked” to the Summit.</li> <li>• Gain a sense of belonging to all participants.</li> <li>• Different country chapters will present something that makes them unique.</li> </ul>

TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
4:45 – 5:45 PM	Break-away sessions. These will run concurrently with the virtual gallery for the poster presentations.	AS SBC Secretariat with assigned facilitators and notetakers.	Please refer to the detailed breakdown of the breakaway rooms provided by the secretariat.
5:45 – 5:50 Pm	Entertainment Session	Joel Sebungo (Uganda)	
5:50 – 6:50 PM	Launch of the SBC Blueprint	<p><b>Facilitators:</b> Emily Bockh, FHI 360</p> <ul style="list-style-type: none"> <li>• Kara Tureski, FHI 360</li> <li>• Delilah Takawira, FHI 360</li> <li>• Nicola Christofides, University of Witwatersrand</li> <li>• Emelia Benyiwaa Ainooson, FHI 360</li> <li>• Dr. Richard Kabanda – Uganda MoH</li> <li>• Ladidi K. Bako-Aiyegbusi - Nigeria Federal Ministry of Health, and Social Welfare</li> </ul>	<p><b>Theme:</b> Getting to Sustainability: Launching the Blueprint for More Sustainable Social and Behavior Change Systems.</p>

TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
6:50 – 7:05 PM	Speech from the second & third keynote speakers	Massimiliano Sani & Dina Heikal - UNICEF	<b>Theme:</b> UNICEF's pathway towards the institutionalization of SBC, successes, challenges, and lessons learnt (To be confirmed).
7:05 – 7:15 PM	Wrap up of day one activities by the Summit co-chair.	Elizabeth Kemigisha (Uganda)	The Co-chair will wrap up the day's activities and give a brief snapshot about what participants should expect for day two.





TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
4:00 – 4:10 PM	What we've been up to	AS SBC Secretariat with support from the participating organizations.	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>This session is aimed at celebrating the excellent SBC work that has been done across Africa.</li> </ul> <p>It will also be used as a publicity avenue for the sponsors.</p>
4:10 – 4:20 PM	Speech from the fourth keynote speaker	Kojo Lokko (Ghana)	<p><b>Theme:</b> Ensuring we are in charge of the SBC narrative as professionals.</p>
4:20 – 5:20 PM	Panel discussion on AI application for SBC	<p><b>Facilitator:</b> Antje Benton Becker</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Pacifique Liyana Ishimwe – (Viamo Zambia)</li> <li>Gayatri Jayal - Dimagi</li> <li>Oluwaseun Nifemi – (Data Science - Nigeria)</li> <li>Sarah Osman - Osman Advisory Services</li> </ul>	<p><b>Theme:</b> AI, your new best friend for SBC?</p>

TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
		<ul style="list-style-type: none"> <li>Chris Mahony – (Peloria – USA)</li> <li>Mehdi Snene – (UN Secretary Generals’ Envoy on Technology – Switzerland)</li> </ul>	
<b>5:20 – 6:20 PM</b>	<p>Break-away sessions</p> <p>These will run concurrently with the virtual gallery for the poster presentations.</p>	AS SBC Secretariat with assigned facilitators and notetakers.	Please refer to the detailed breakdown of the breakaway rooms provided by the secretariat.
<b>6:20 – 6:25 PM</b>	Create breakout rooms for the next sessions.	Secretariat	
<b>6:25 – 7:25 PM</b>	Subject matter expert buzz session	<p><b>Facilitator</b> – Brian Mdawida – (Kenya)</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Ismael Nouhou Ousmane – (CORUS International – Nigeria)</li> <li>Michael Odong – (Sight Savers – Uganda)</li> </ul>	<b>Theme:</b> What’s the next big thing for SBC?

TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
		<ul style="list-style-type: none"> <li>Deo Agaba – (PATH – Uganda)</li> <li>James Lomotey – (JSI – Ghana)</li> </ul>	
6:25 – 7:25 PM	Private Sector Panel Session by FHI 360	<p><b>Facilitator</b> – Emelia Ainooson (FHI 360 – Ghana)</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Mr. Fekadu Demelash (Fana Broadcasting Corporation – Ethiopia)</li> <li>Ms. Saba Amdework (Zeleman Communications, Advertising and Production – Ethiopia)</li> <li>Ms Delilah Takawira (FHI 360 – Zimbabwe)</li> <li>Mr. Lesly Marange (Glytime Foods – Zimbabwe).</li> <li>Ebenezer Kye-Mensah (FHI 360 – Ghana)</li> </ul>	<ul style="list-style-type: none"> <li>Theme: Catalyzing the Private Sector and Centering Communities to Drive Social and Behavior Change: Innovating, Learning, and Improving in Three Countries</li> </ul>

TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
		<ul style="list-style-type: none"> <li>• Mrs. Norkor Akua Duah (Mullen Lowe Accra – Ghana)</li> <li>• Mrs. Mabel Asafo (Ghana Health Service)</li> </ul>	
		<p><b>Facilitator</b> – Francis Mutekanga – Strategic Director WEKOnnect Group</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Lapsansky Charlotte - Global Alliance for SBC Co-chair</li> <li>• Shittu Abdu-Aguye – Global Alliance for SBC Co-chair</li> <li>• Stephanie Tholand - Global Alliance for SBC Treasurer</li> <li>• Daudi Ochieng – AS SBC Board Member</li> <li>• Thomas Ofem – AS SBC &amp; Global Alliance for SBC Member</li> </ul>	<p><b>Theme:</b> The role of global and regional alliances in strengthening SBC practice: <i>Perspectives from the Global Alliance for SBC and the African Society for SBC.</i></p> <p><b>Objectives of the session:</b></p> <ul style="list-style-type: none"> <li>• To ensure attendees understand the 5Ws and H of the Global Alliance and the African</li> <li>• Society for SBC.</li> <li>• To inspire SBC excellence: professionalism and standardization.</li> <li>• To inspire collaboration: creating regional SBC alliances and bodies.</li> </ul>
<b>6:25 – 7:25 PM</b>	Panel Session by the Global Alliance for SBC		

TIME (EAT)	ACTIVITY	FACILITATOR	NOTES
7:24 – 7:35 PM	Speech from the Summit Convener	Emmanuel Kayongo (CCP – Uganda)	The Summit Convener will give a closing speech to discuss the key takeaways from the Summit.
7:35 – 7:40 PM	Quick feedback session – Key take outs from each country chapter.	Secretariat	This will be done in the form of a quick pop-up survey.
7:40 – 7:45 PM	Online photo session from all participants	AS SBC Secretariat	The technology sub-committee will support this session.
7:45 – 7:50 PM	Close out entertainment session	Habib Koité (Mali)	