

## Determine the Role of SBCC

Using social and behavior change communication (SBCC) can be a powerful way to change provider behavior. However, SBCC cannot address all the challenges providers face, and should be used alongside health systems strengthening approaches. Use this checklist to determine if SBCC is appropriate for addressing the barriers your providers face.

### Is SBCC Appropriate?

- Is there a need to positively influence social and gender norms, especially those related to stigma toward specific health services or populations, norms that influence the way health providers interact with clients, status and expectations of providers?
- Is there a need to foster more support for providers?
- Is there a need to strengthen provider peer networks?
- Is there a need to influence national, regional or organizational policy change and/or resource allocation for providers?
- Is there a need to encourage an increased capacity for local planning and implementation of health improvement efforts?
- Is there a need to improve client-provider interaction?
- Is there a need to strengthen supervisors and management staff relationships with providers?
- Is there a need to influence providers' attitudes, values, and beliefs?

If you checked any of the boxes, SBCC has a role to play in addressing the barriers your providers face. Proceed to the [Design](#) section of the I-Kit to design an SBCC intervention for changing provider behavior.