# (Organization & Country) Malaria in Pregnancy Social and Behavior Change Communication Strategy

## Situation analysis: (for all thematic areas, or specifically for malaria in pregnancy)

## Problem statements:

Keep in mind the age old saying *“focus demands sacrifice.”* SBCC is most effective when targeted. What issues does your country have the resources to address and measure?

## Social and behavior change communication emphasis:

In two to three paragraphs, summarize only the most important findings of your situation analysis (behaviors that need to be changed or encouraged) and then introduce what theory-based strategy will be used to influence this change. At this level, it is important to lay out general areas of focus, leaving room for local variation and adaptation as regions in each  country will have different needs.

## Behavior objective one:

These behaviors should match those prioritized in your country's Malaria Strategic Plan. Your list should not be an all-inclusive wish list, but a pragmatic selection of behaviors that can be measured over time.

## Communication objectives: (list one or more communication objectives to support each behavior objective, target audiences, key promises, supporting points, messages, channels and activities should also be listed separately underneath each behavior objective)

Communication objectives are the most important aspect of an SBCC strategy. Be careful to base your decisions about how to influence your target audiences on available data.

## Target audiences:

## Key promises:

## Supporting points:

## Messages:

## Channels:

## Activities:

## Behavior objective two:

These behaviors should match those prioritized in your country's Malaria Strategic Plan. Your list should not be an all-inclusive wish list, but a pragmatic selection of behaviors that can be measured over time.

## Communication objectives:

Communication objectives are the most important aspect of an SBCC strategy. Be careful to base your decisions about how to influence your target audiences on available data.

## Target audiences:

## Key promises:

## Supporting points:

## Messages:

## Channels:

## Activities:

## Behavior objective three:

These behaviors should match those prioritized in your country's Malaria Strategic Plan. Your list should not be an all-inclusive wish list, but a pragmatic selection of behaviors that can be measured over time.

## Communication objectives:

Communication objectives are the most important aspect of an SBCC strategy. Be careful to base your decisions about how to influence your target audiences on available data.

## Target audiences:

## Key promises:

## Supporting points:

## Messages:

## Channels:

## Activities: