

APPENDIX N: RESOURCES

Addressing Providers As A Behavior Change Audience

(<http://sbccimplementationkits.org/service-communication/lessons/addressing-providers-as-a-behavior-change-audience/>)

- Community Health Worker Provider Behavior Change I-Kit (<http://sbccimplementationkits.org/provider-behavior-change/courses/for-community-health-workers/>)
- Facility-Based Provider Behavior Change I-Kit (<http://sbccimplementationkits.org/provider-behavior-change/courses/for-facility-based-providers/>)
- Provider Behavior Change Communication Approach (http://www.respond-project.org/pages/files/4_result_areas/Result_1_Global_Learning/LA_PM_CoP/Provider-Motivation-Mary-Warsh.pdf)
- Strategies for Changing Private Provider Behavior (<http://www.shopsproject.org/resource-center/strategies-for-changing-the-behavior-of-private-providers>)

Counseling and Job Aids

- REDI Framework (https://www.engenderhealth.org/files/pubs/acquire-digital-archive/10.0_training_curricula_and_materials/10.2_resources/fp_curric_ph_main_text.pdf)
- The Balanced Counseling Strategy Plus (<http://www.popcouncil.org/research/the-balanced-counseling-strategy-plus-a-toolkit-for-family-planning-service>)
- Mobile FP Job Aid (<http://www.ghspjournal.org/content/4/2/300.full.pdf+html>)
- Maternal and Newborn Quality of Care Framework (<http://www.mcsprogram.org/wp-content/uploads/2016/06/Maternal-and-Newborn-QoC-Framework-.pdf>)
- NURHI Counseling videos: **unsupportive** (<https://www.youtube.com/watch?v=5LwQHkBJlwQ>), **supportive** (<https://www.youtube.com/watch?v=gS3EKZZcijs>)

Aligning Communication Channels with Messages

(<http://sbccimplementationkits.org/service-communication/aligning-communication-channels-with-messages/>)

- How To Guide - Developing A Channel Mix Plan (<http://www.thehealthcompass.org/how-to-guides/how-develop-channel-mix-plan>)

Audience Analysis (<http://sbccimplementationkits.org/service-communication/lessons/step-1-audience-analysis/>)

- How To Do An Audience Analysis (<http://www.thehealthcompass.org/how-to-guides/how-do-audience-analysis>)
- How To Do Audience Segmentation (<http://www.thehealthcompass.org/how-to-guides/how-do-audience-segmentation>)
- The DELTA Companion (<http://www.thehealthcompass.org/sbcc-tools/delta-companion-marketing-made-easy>)
- MSI's Marketing Tool (http://sbccimplementationkits.org/service-communication/wp-content/uploads/sites/13/2016/09/MSI_Toolkit_Full_PageNumbers2.pdf)

Develop Audience Profile (<http://sbccimplementationkits.org/service-communication/4-develop-audience-profile/>)

- Developing an Audience Profile (<http://sbccimplementationkits.org/fbo-breastfeeding/lessons/step-3-choose-intended-audiences-2/>)
- How to Do an Audience Analysis (<http://www.thehealthcompass.org/how-to-guides/how-do-audience-analysis>)

Introduction to Service Communication

(<http://sbccimplementationkits.org/service-communication/introduction-to-service-communication/>)

- VIDEO: What is SBCC? (<https://www.youtube.com/watch?v=RN0F7jAFkgw>)

- Designing An SBCC Strategy I-Kit (<http://sbccimplementationkits.org/courses/designing-a-social-and-behavior-change-communication-strategy/>)
- C-Modules (<https://www.c-changeprogram.org/focus-areas/capacity-strengthening/sbcc-modules>)
- SEED Programming Model Brief (<https://www.engenderhealth.org/files/pubs/family-planning/seed-model/SEED-8pg-English.pdf>)
- HIP Briefs (<https://www.fphighimpactpractices.org/resources>)

Key Principles of Designing SBCC for Health Services

(<http://sbccimplementationkits.org/service-communication/courses/key-principles-of-designing-sbcc-for-health-services/>)

- P Process (<http://www.thehealthcompass.org/sbcc-tools/p-process>)
- C-Planning Model (<https://www.c-changeprogram.org/focus-areas/capacity-strengthening/sbcc-modules>)
- UNICEF's Strategic Communication Model (http://www.unicef.org/cbsc/files/Strategic_Communication_for_Behaviour_and_Social_Change.pdf)
- DELTA Companion (http://www.thehealthcompass.org/sites/default/files/strengthening_tools/DELTA-Companion-Social-Marketing.pdf)

Operational Considerations (<http://sbccimplementationkits.org/service-communication/service-communication-implementation-kit/operational-considerations/>)

- C-Change C-Module 4 Implementation and Monitoring (https://www.c-changeprogram.org/sites/default/files/sbcc_module4.pdf)
- NURHI Referral Guidelines ([http://www.nurhitoolkit.org/sites/default/files/tracked_files/NURHI Referral Manual.pdf](http://www.nurhitoolkit.org/sites/default/files/tracked_files/NURHI%20Referral%20Manual.pdf))

- Guatemala Message Consistency Analysis
(<http://healthcommcapacity.org/wp-content/uploads/2016/02/WHIP-SBCC-Materials-Consistency-FINAL-10-1-15.pdf>)
- Pandemic Influenza Message Guide
(http://avianflu.fhi360.org/docs/Ethiopian_Message_Guide_June09.pdf)
- Essential Nutrition Actions Guide
(http://www.coregroup.org/storage/Nutrition/ENA/Booklet_of_Key_ENA_Messages_complete_for_web.pdf)
- Family Planning Message Guide
(http://www.thehealthcompass.org/sites/default/files/project_examples/Pamphlet_%5BEnglish_Language%5D_1.pdf)

Importance of Reinforcing Value (<http://sbccimplementationkits.org/service-communication/the-importance-of-reinforcing-value/>)

- Key Promise section of the PBC I-Kit
(<http://sbccimplementationkits.org/provider-behavior-change/lessons/step-5-determine-the-key-promise-and-support-points-2/>)
- Community Health Worker Behavior Change I-Kit
(<http://sbccimplementationkits.org/provider-behavior-change/courses/for-community-health-workers/>)

The Qualities of Effective Service-Related Messages

(<http://sbccimplementationkits.org/service-communication/the-qualities-of-effective-service-related-messages/>)

- Communication for Better Health: Population Report
(http://pdf.usaid.gov/pdf_docs/Pnndl383.pdf)
- Making Health Communication Programs Work
(<http://www.cancer.gov/publications/health-communication/pink-book.pdf>)
- Plain Language Guidance (<https://www.nih.gov/institutes-nih/nih-office-director/office-communications-public-liaison/clear-communication/plain-language/plain-language-getting-started-or-brushing>)

- How to Conduct Effective Pretests (https://www.k4health.org/sites/default/files/AIDSCAP - Conducting Effective Pretest_0.pdf)
- How to Create Good SBCC Messages: C-Module (https://www.changeprogram.org/sites/default/files/sbcc_module3.pdf)
- Why Bad Ads Happen To Good Causes (<http://www.rwjf.org/content/dam/files/rwjf-web-files/GranteeResources/BadAds.pdf>)
- How to Design SBCC Messages (<http://www.thehealthcompass.org/how-to-guides/how-design-sbcc-messages>)
- How to Conduct a Pretest (<http://www.thehealthcompass.org/how-to-guides/how-conduct-pretest>)

Supportive Supervision (<http://sbccimplementationkits.org/service-communication/supportive-supervision-to-help-maintain-provider-behavior-change/>)

- Stages of Change (Transtheoretical Model) (<http://www.orau.gov/hsc/theorypicker/ttm.html>)
- Supervision and Feedback chapter of the IPC Toolkit (<http://sbccimplementationkits.org/provider-behavior-change/wp-content/uploads/sites/10/2015/11/IPC-toolkit-English.pdf>)

Tailoring Messages and Aligning with Communication Channels (<http://sbccimplementationkits.org/service-communication/lessons/tailoring-messages-and-aligning-with-communication-channels/>)

- How to Design SBCC Messages (<http://www.thehealthcompass.org/how-to-guides/how-design-sbcc-messages>)

Understanding Provider Needs (<http://sbccimplementationkits.org/service-communication/understanding-provider-needs/>)

- How To Conduct An Audience Analysis
(<http://www.thehealthcompass.org/how-to-guides/how-do-audience-analysis>)

What Are the Relevant Social and Gender Norms?

(<http://sbccimplementationkits.org/service-communication/what-are-the-relevant-social-and-gender-norms/>)

- Integrating Gender into Social and Behavior Change Communication I-Kit
(<http://sbccimplementationkits.org/gender/courses/gender-and-social-and-behavior-change-communication/>)