

## ANNEXE N : RESSOURCES

### Aborder les prestataires comme un public du changement de comportement

- 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](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>)

### *Outils de Travail et Instruments*

- 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](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>)

### Alignement des canaux de communication et des messages

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

## Identification des segments du public

- 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](http://sbccimplementationkits.org/service-communication/wp-content/uploads/sites/13/2016/09/MSI_Toolkit_Full_PageNumbers2.pdf))

## Hiérarchisation des segments du public

- 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>)

## Qu'est-ce que la communication sur les services ?

- 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>)

## Principes clés de la conception de la CCSC pour les services de santé

- 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](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](http://www.thehealthcompass.org/sites/default/files/strengthening_tools/DELTA-Companion-Social-Marketing.pdf))

## Considérations opérationnelles relatives à la coordination de la CCSC et des programmes de prestation de services

- C-Change C-Module 4 Implementation and Monitoring ([https://www.c-changeprogram.org/sites/default/files/sbcc\\_module4.pdf](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_Referral_Manual.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](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](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](http://www.thehealthcompass.org/sites/default/files/project_examples/Pamphlet_%5BEnglish_Language%5D_1.pdf))

## Importance de renforcer la valeur

- 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/>)

### **Qualités des messages relatifs aux services efficaces**

- Communication for Better Health: Population Report ([http://pdf.usaid.gov/pdf\\_docs/Pnadl383.pdf](http://pdf.usaid.gov/pdf_docs/Pnadl383.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](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](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>)

### **Encadrement coopératif visant à gérer le changement de comportement des prestataires**

- 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>)

### **Personnalisation des messages et alignement sur les canaux de communication**

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

### **Comprendre les besoins des prestataires**

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

### **Quelles sont les normes sociales et de genre pertinentes ?**

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

## ANNEXE O : RECHERCHE

- Impact of Health Communication on the HIV Continuum of Care (<http://healthcommcapacity.org/wp-content/uploads/2015/04/SBCC-HIV-Evidence-Continuum-of-Care-Feb20151.pdf>)
- Making the Case for SBCC for Reproductive Health Among Youth (<http://www.healthcommcapacity.org/wp-content/uploads/2015/02/BCC-Infographic-mb.pdf>)
- HC3 HIV Evidence Database (<http://healthcommcapacity.org/hiv-evidence-database/>)
- Compendium of Evidence-Based Interventions and Best Practices for HIV Prevention (<http://www.cdc.gov/hiv/research/interventionresearch/compendium/index.html>)
- Health Communication: Enabling Voluntary and Informed Decision-Making (<https://www.fphighimpactpractices.org/resources/health-communication-enabling-voluntary-and-informed-decision-making>)
- Interventions Delivered by Mobile Phone to Support Client Use of Family Planning/Contraception ([http://www.cochrane.org/CD011159/FERTILREG\\_interventions-delivered-by-mobile-phone-to-support-client-use-of-family-planningcontraception](http://www.cochrane.org/CD011159/FERTILREG_interventions-delivered-by-mobile-phone-to-support-client-use-of-family-planningcontraception))
- Behavioral interventions for improving contraceptive use among women living with HIV (<http://onlinelibrary.wiley.com/doi/10.1002/14651858.CD010243.pub3/full>)
- Cluster Randomized Controlled Trial Evaluation of a Gender Equity and Family Planning Intervention for Married Men and Couples in Rural India (<http://www.ncbi.nlm.nih.gov/pubmed/27167981>)
- The Impact of BCC on the Use of Insecticide Treated Nets: A Secondary Analysis of Ten Post-Campaign Surveys from Nigeria (<http://malariajournal.biomedcentral.com/articles/10.1186/s12936-016-1463-7>)
- Role of Social Support in Improving Infant Feeding Practices in Western Kenya: A Quasi-Experimental Study (<http://dx.doi.org/10.9745/GHSP-D-15-00197>)
- Behavior Change Interventions and Child Nutritional Status ([http://www.iycn.org/files/IYCN\\_comp\\_feeding\\_lit\\_review\\_062711.pdf](http://www.iycn.org/files/IYCN_comp_feeding_lit_review_062711.pdf))
- SBCC Evidence in Child Survival Programs - Journal of Health Communication (<http://www.tandfonline.com/toc/uhcm20/19/sup1>)

- Demand Generation for 13 Life Saving Commodities - A synthesis of the evidence (<http://healthcommcapacity.org/wp-content/uploads/2015/04/Demand-Generation-A-Synthesis-of-the-Evidence-FINAL.pdf>)
- Engaging Communities With a Simple Tool to Help Increase Immunization Coverage (<http://www.ghspjournal.org/content/3/1/117.full.pdf+html>)
- Evidence of Effective Approaches to Social and Behavior Change Communication for Preventing and Reducing Stunting and Anemia ([https://www.spring-nutrition.org/sites/default/files/publications/series/spring\\_sbcc\\_lit\\_review.pdf](https://www.spring-nutrition.org/sites/default/files/publications/series/spring_sbcc_lit_review.pdf))
- Lactation counseling increases exclusive breast-feeding rates in Ghana (<http://www.ncbi.nlm.nih.gov/pubmed/15987851>)
- Effect of counseling on nutritional status during pregnancy (<http://www.ncbi.nlm.nih.gov/pubmed/16936363>)
- Behavior Change After 20 Months of a Radio Campaign Addressing Key Lifesaving Family Behaviors for Child Survival: Midline Results From a Cluster Randomized Trial in Rural Burkina Faso (<http://www.ghspjournal.org/content/3/4/557.full.pdf+html>)
- Matching Supply with Demand: Scaling Up Voluntary Medical Male Circumcision in Tanzania and Zimbabwe ([http://www.mchip.net/sites/default/files/AIDSTAR case study on VMMC.pdf](http://www.mchip.net/sites/default/files/AIDSTAR_case_study_on_VMMC.pdf))
- Impact of a behaviour change communication programme on net durability in eastern Uganda (<http://www.malariajournal.com/content/14/1/366/abstract>)