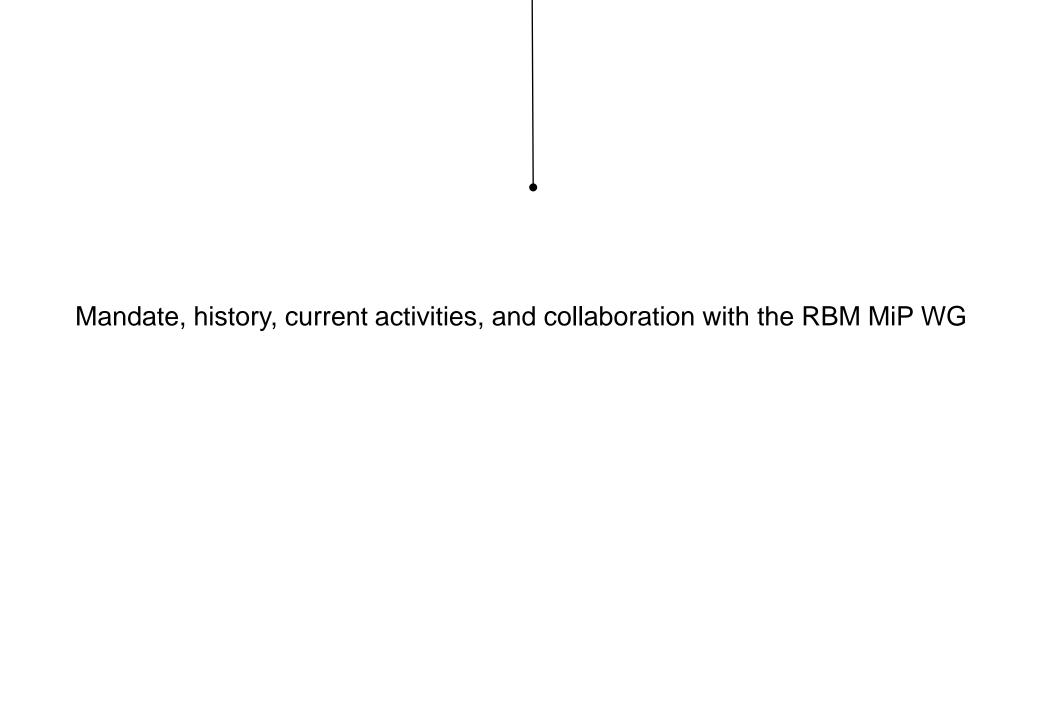


COMMUNICATION WORKING GROUP

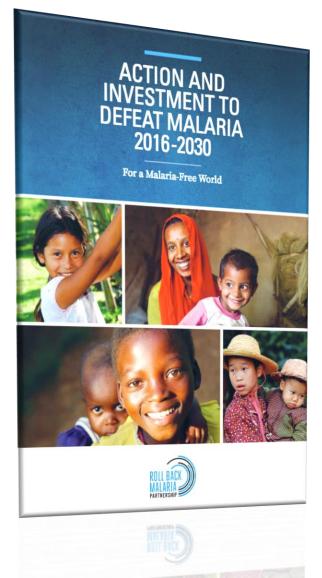


Mandate

The RBM SBCC WG is tasked with the implementation of the Strategic Framework for Malaria Social and Behavior Change Communication 2017-2030.

Mandate

The RBM structure has changed, but its core mandate remains unchanged:



?

RBM's strength lies in its ability to form effective global and international partnerships. Partners work together to scale up the delivery of malaria interventions at country level, coordinating their activities to avoid duplication and fragmentation, and to ensure optimal use of resources







THE STRATEGIC FRAMEWORK

for Malaria Social Behavior Change Communication 2017-2030



STRATEGIC FRAMEWORK

- ADVOCACY
- TECHNICAL GUIDANCE

History

The CWG, CCoP, and SBCC WG

Growing a community of practice

CWG, CCoP, SBCC WG
2004

4 Sept

1st CWG Meeting

There is no single correct formula for strategic communication within the RBM framework. A mix of approaches is needed, linked to evidence and guided by a set of standards.

20 Jan

2nd CWG Meeting

Work on the Strategic Framework for Communication at the Country Level begins.



2012

Strategic Framework Complete

2012-2017



2013



HC3 Secretariat to CCoP

RBM Communication Community of Practice Secretariat changes hands.



2014

1st RBM CCoP Annual Meeting

May 12-13, Geneva



2015



2nd RBM CCoP Annual Meting

Sept 29-30, Kampala



2016

3rd RBM SBCC WG Annual Meeting

Sept 24-27, Dakar



2017

4th RBM SBCC WG Annual Meting

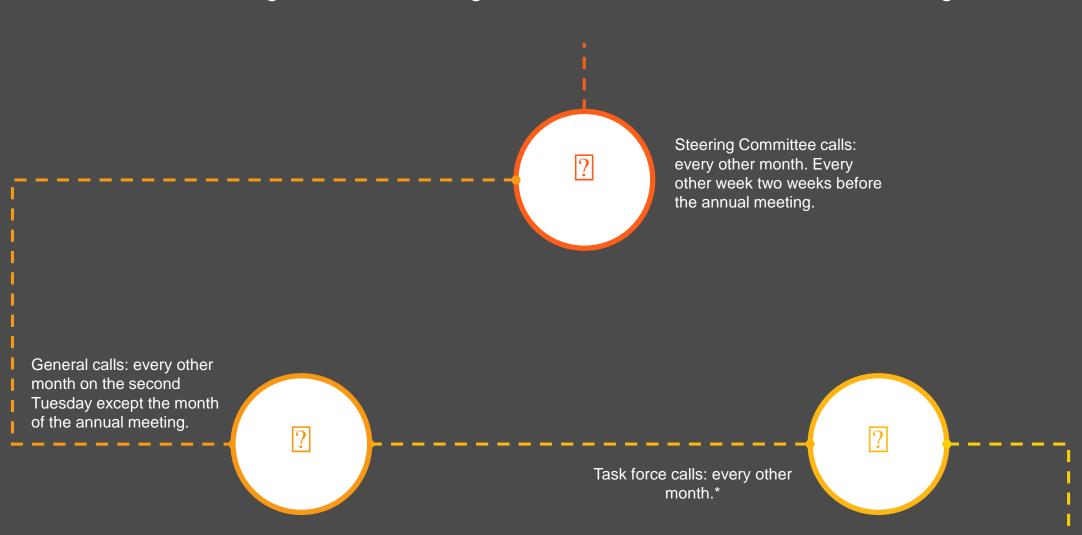
July 11-13, Dar es Salaam





Current Activities

Steering Committee calls, general calls, task force calls, annual meetings.



Outputs

Collection of each year's most innovative, thoroughly evaluated SBC interventions.

Annual meetings: alternating French and English speaking countries.

?

Skills building sessions, thematic panel discussions and peer review.

?

Global guidance: Strategic Framework, Indicator Reference Guide, RBM AIM input

?

Goals

?

Improve communication, not for communication's sake, but to improve health outcomes.

New task force structure mirrors RBM WGs with the goal of better collaborating with broader Partnership.

Collaboration

Finding workplan overlap

SBCC WG Task Forces

2 1 M&E

Malaria in Pregnancy

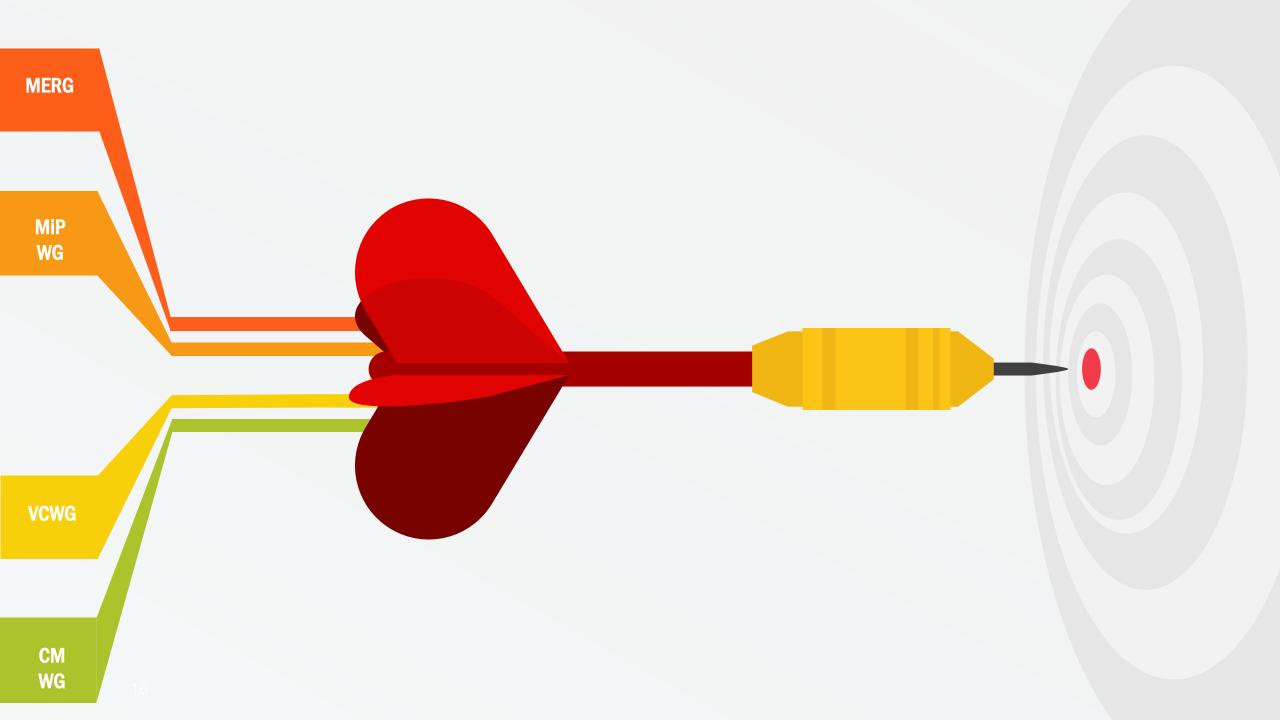
Wani Lahai (NMCP Sierra Leone) Boubacar Bocoum (CCP, Mali) Angela Acosta (VectorWorks) Jessica Butts (PMI CDC) Nabukenya Mariam Wamala (NMCP Uganda)

Vector Control

Ibrahima Sanoh (RTI, Guinea) Sara Berthe (VectorWorks)

Case Management

Kwame Gakpey (NMCP Ghana) Mamadouba Camara (NMCP Guinea)



Ideas

Ways to collaborate with other RBM Working Groups

Attend WG calls & annual meetings

- Give/recieve updates
- Get to know stakeholders

Share SOWs

Find overlapping priorities

Contribute to GF concept notes

Quality SBCC for MiP

Dissemination

- Guidelines
- Resources

