**2020-2021 WORK PLAN**

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| **Working Group:** | **SBC** |
| **WG Co-Chairs:** | Erin Pfeiffer - Independent Consultant, Erin Pfeiffer Consulting  Paul Shetler Fast - Mennonite Central Committee, Elizabeth Long - DTA Innovation |
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| **Focus Areas:** | 1. Gender and Social Norms |
|  | 1. SBC in “the era of covid-19” – applying best practices |
|  | 1. M&E and measuring complexity of the social and behavior change process |
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The work plan is organized around four strategic goals. Please organize your activities under these goals; every goal may not be relevant to every Working Group in a given year. The most important thing to consider in developing activities is selecting something that is important to the members and worthy of committing your time and energy to move forward. 

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| **Title:** | **SBC Capacity Strengthening and Professional Development** |
| **Description:** | * SBC Webinar Series * Journal club (similar to book reviews from past years) * Quarterly CORE Group SBC working group meeting sessions to address tough issues/learn from each other and to share knowledge and tools from both a theoretical and practical perspective |
| **Point Person:** | Erin Pfeiffer, Paul Shetler Fast, Mary DeCoster |
| **Next Steps:** | Ongoing |
| **CORE Group Support:** | Avani Duggaraju for additional technical support. |
| **Link to other WG’s:** | Open to all CORE Group members, potential collaboration with other WGs as appropriate |

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| **Title:** | **Gender and Social Norms Capacity building/strengthening** |
| **Description:** | * Promote increased capacity in norm change, especially related to gender and social norms within SBC. * Work with SBC members to compile and share out existing tools and resources to share out on this area, and to re-circulate some of the work that has already been done . * Working group webinar, presentation, or virtual discussion on emerging work in the area * Collaboration with USAID Advancing Nutrition and Passages Project – Webinar or virtual session on social norms (see above also) |
| **Point Person:** | Elizabeth Long, Sarah Sahlaney, Susan Igras, Armelle Sacher, Lisa Sherburne |
| **Next Steps:** | Set format and date for webinar/learning session. |
| **CORE Group Support:** |  |
| **Link to other WG’s:** | Open to all CORE Group members, potential collaboration with other WGs |

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| **Title:** | **SBC Best Practices in response to COVID-19** |
| **Description:** | * Set of resources, either via webinar/discussion/training or shared via written guidance, on using SBC best practices in virtual delivery methods * Work with SBC members to develop, identify, or share out a set of best practices and resources |
| **Point Person:** | Elizabeth Long,Sarah Sahlaney |
| **Next Steps:** | Will draft email to go to members for follow-up actions |
| **CORE Group Support:** | Avani Duggaraju for additional technical support |
| **Link to other WG’s:** | Open to all CORE Group members, potential collaboration with other WGs as appropriate |



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| **Title** | **Building SBC evidence base through partnership with universities and other organizations** |
| **Description:** | This is a cross-cutting activity, given the collaborative nature of many of the activities above.   * Hold Journal Clubs/Webinars on published literature authored by Working Group members to showcase research * Work with SBC members to compile and share out existing tools and resources to share out on this area, and to re-circulate some of the work that has already been done (also listed above). * Collaborate with USAID Advancing Nutrition and Passages Project – Webinar or virtual session on social norms (see above also) |
| **Point Person:** | TBD, based on cross-cutting activities |
| **Next Steps:** | TBD, based on cross-cutting activities |
| **CORE Group Support:** | N/A |
| **Link to other WG’s:** | Open to all CORE Group members |

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| **Title:** | **Ongoing collaboration with CORE Group working groups, CORE Group members, and others** |
| **Description:** | * Collaboration with SBC focal group within MCSP * Collaboration with working groups and task forces (like the Humanitarian Development Task Force) * Collaboration with Breakthrough Action * NCD Working Group - overlap and opportunity for collaboration (could go under the first webinar/capacity building activity) * M&E Working Group - overlap and opportunity for collaboration with covid - 19 work and complexity * Facilitate collaboration among SBC WG members to submit abstracts for the SBCC 2020 Summit |
| **Point Person:** | SBC Co-Chairs |
| **Next Steps:** | Ongoing throughout year as events occur. |
| **CORE Group Support:** | See above |
| **Link to other WG’s:** | See above |



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| **Title:** | **Ongoing collaboration to identify funding opportunities** |
| **Description:** | Serve as a platform for members to collaborate on or pursue small funding opportunities, such as opportunities to be funded for panel discussions, et cetera, on an as-needed basis. |
| **Point Person:** | SBC Co-Chairs |
| **Next Steps:** | Circulate available funding opportunities, or relevant applications and/or events, as they become available |
| **CORE Group Support:** | Help identify funding opportunities |
| **Link to other WG’s:** | N/A |



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| **Title:** | **SBC Monitoring and evaluation** |
| **Description:** | * Provide tools related to complexity-in-SBC and M&E in public-health community * Promotion for complexity-aware approaches in SBC and M&E in public-health |
| **Point Person:** | Paul Shetler Fast, Joseph Petraglia, Lenette Golding |
| **Next Steps:** | Work products are under development, including creation of an advocacy brief on the importance of complexity-aware approaches in SBC and recommended specific indicators for building complexity awareness into project design and M&E. When products are semi-finalized by the individual teams they will be first shared with a subgroup of active SBC members for detailed input before sharing more widely in the CORE system. With the postponement of the SBCC Summit, the plan is to launch these products through CORE and the SBC working group. More information on exact next steps to come in the next month or so. |
| **CORE Group Support:** |  |
| **Link to other WG’s:** | Open to all CORE Group members, potential collaboration with other WGs, in particular child health, nutrition, and reproductive, maternal, newborn, and adolescent health |