

Social & Behaviour Change



Presentation for 1st Multistakeholder Roundtable on SBC, Nepal

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Global Programme Division, Bangkok



Part 1: Key Global Trends & Implications for SBC

 Climate Change	 Emergencies & Disasters	 Multi-polarity & Conflict	 Migration & Urbanisation	 Women & Child Rights
 Misinformation & Disinformation	 Digitalisation & AI	 Youth-led Movements	 ODA Cuts	 Development Impact



The climate crisis and environmental degradation are the challenges of our times: energy use, diets, consumption patterns, transport. Individual vs collective. From people to planet-centred approaches



Persistent natural crises (PHEs, disasters) are increasing stressors on communities and driving varied coping strategies; need adaptation and mitigation efforts and systems preparedness



Conflict and multi-polar world: 'group belonging based on ideology', rising emotionality, fear, tensions, trust asymmetry. Shrinking civic spaces in many regions. Need to be politically aware, hyper-contextual and locally legitimate



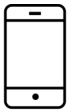
Migration and urbanization: economic precarity, fragmentation and erosion of traditional community structures and networks; building cohesive, resourceful and resilient communities is a challenge for at-scale behaviour and norm change



Pushbacks on women and child rights: rise of multiple forms of violence, required nuanced, contextualized responses. Norm-based approaches grounded in behavioural sciences



The rise of misinformation and the post-truth era: declining trust in institutions and science, authority-based messaging less effective



The future is digital. AI might matter more than we anticipate. Algorithm based digital ecosystems setting norms. Cross-border influence



Youth-led movements: digital mobilization, no clear leadership, focus on autonomy, authenticity, accountability. SBC focus going beyond inclusion to enabling identity, agency, trust



Cuts in ODA – already 20% relative to 2023 (OECD, 2025), projection up to 40% .

The main institutional players in SBC are disappearing (mainly linked to USAID funding decline). UNICEF is one of the main remaining institutional providers of SBC



Development with measurable impact. Expectations on evidence, cost-effectiveness and scalable models which is a challenge for multi-generational behavioural and social change

SBC in a contested, politicized, emotionally charged, resource constrained space

From individual behaviour → systems thinking

From neutral information delivery → empathetic, adaptive dialogue

From global or authoritative → hyper-local, trusted and accountable

From high visibility campaigns → embedded, community-led

From evidence-informed → rigorously tested through implementation research



- Combine **behavioural insights + contextual dynamics**
- Design for **multi-level interventions** (individual + social + structural)
- Focus on **relational identities and norms**, not just individual KAP
- Design for **multiple realities**, not one narrative
- Monitor and respond to **misinformation in real time**
- Prioritize **local trust networks over global authority**
- Work through **networks, not campaigns**
- Combine **community-based + digital strategies**
- Invest in **implementation research and experimental design** from the start

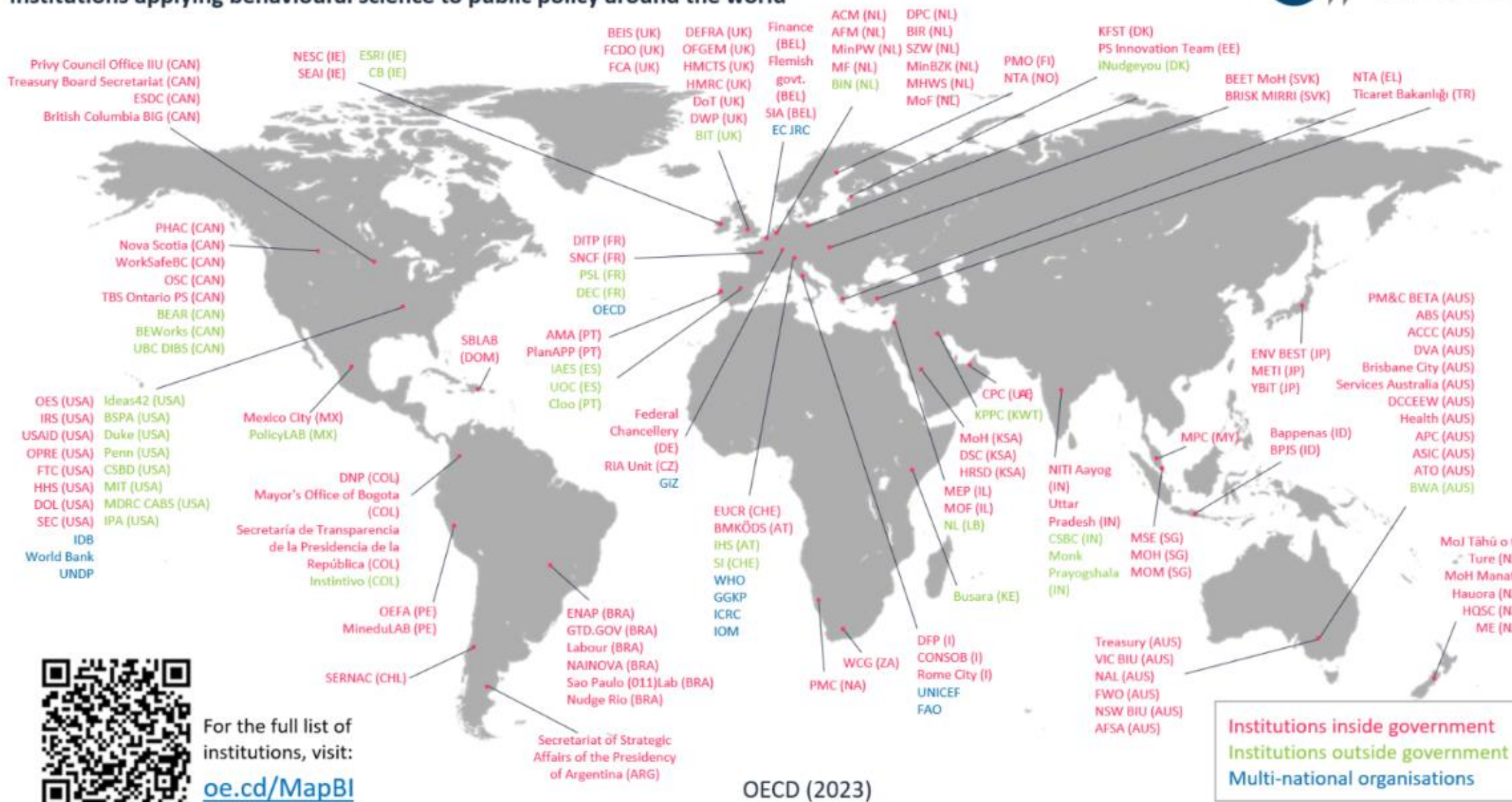
Adapt in real time (test → learn → iterate)

Part 2: Leveraging Behavioural Sciences for Social Norms Change in Nepal



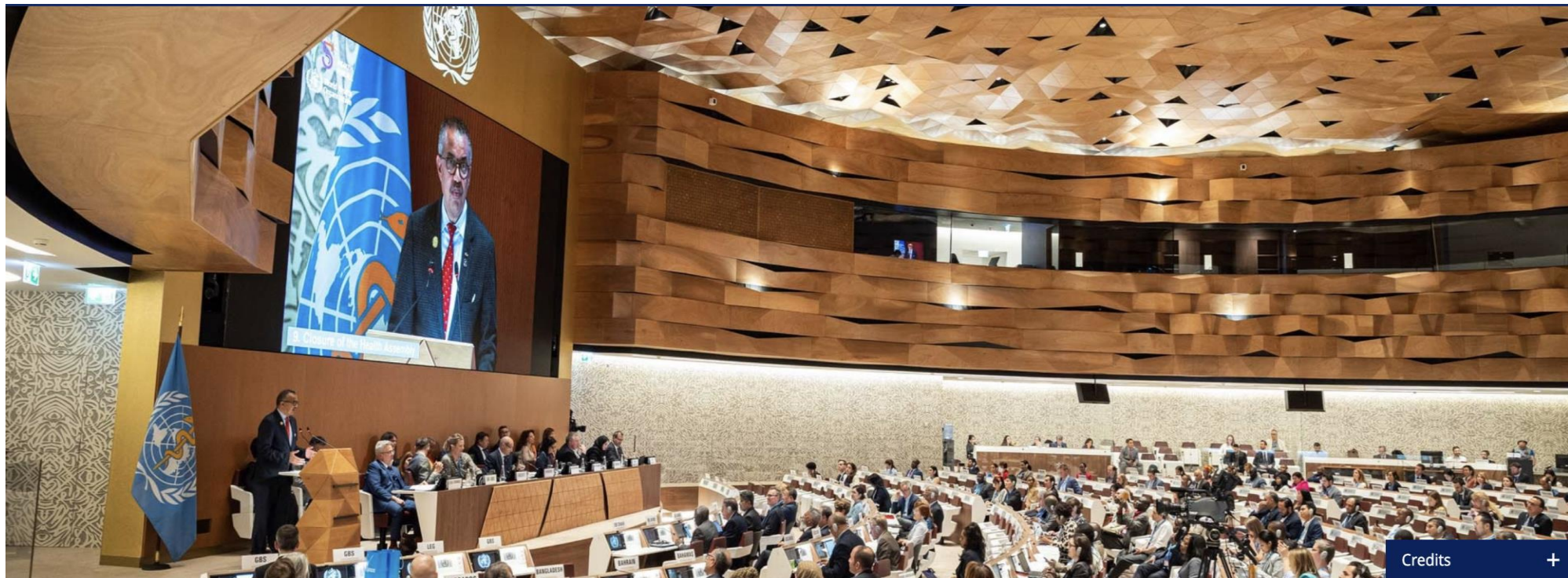
Behavioural Insights and Public Policy:

Institutions applying behavioural science to public policy around the world

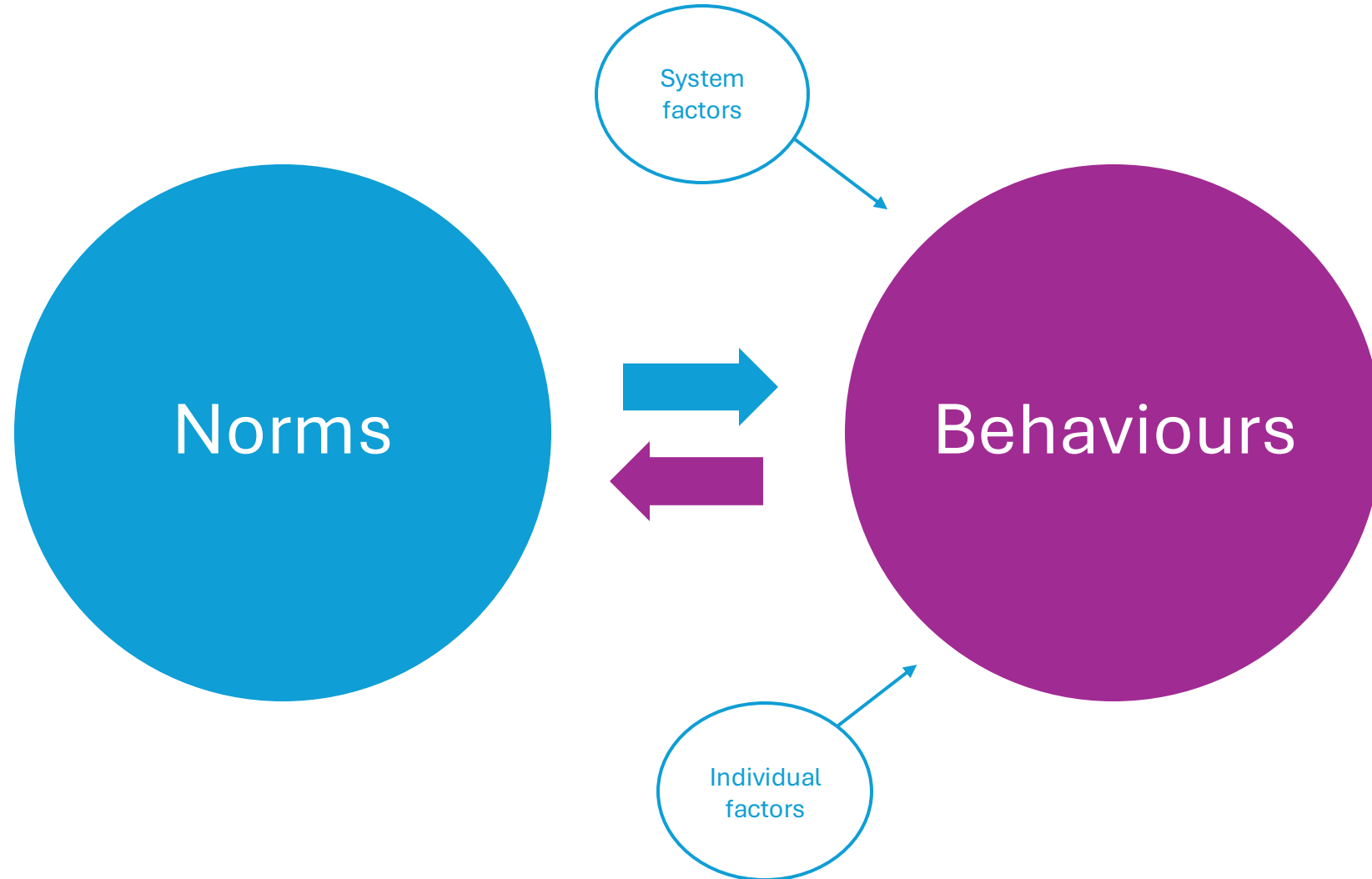


For the full list of institutions, visit:
oe.cd/MapBI

The World Health Assembly adopted a landmark resolution (WHA76.7) on May 29, 2023, officially calling for the establishment of **behavioural science units, teams, and functions** within national health authorities.



Norms and Behaviours



Norms change focus on **WHAT** and provide the aims /subject (collective beliefs and expectations) which is often about shifting cultures (e.g., gender norms, environmental behaviors)

Norms change centres on shifting shared expectations—what people think others do (*descriptive norms*) and what people think others approve of (*injunctive norms*).

Norms-change programs then design interventions at scale to correct these misperceptions.

Norms change efforts often struggle with measurement

Applied behaviour sciences focus on **HOW** and provide the methods, tools, and experimental rigor (e.g. messaging strategies, Social proof cues)

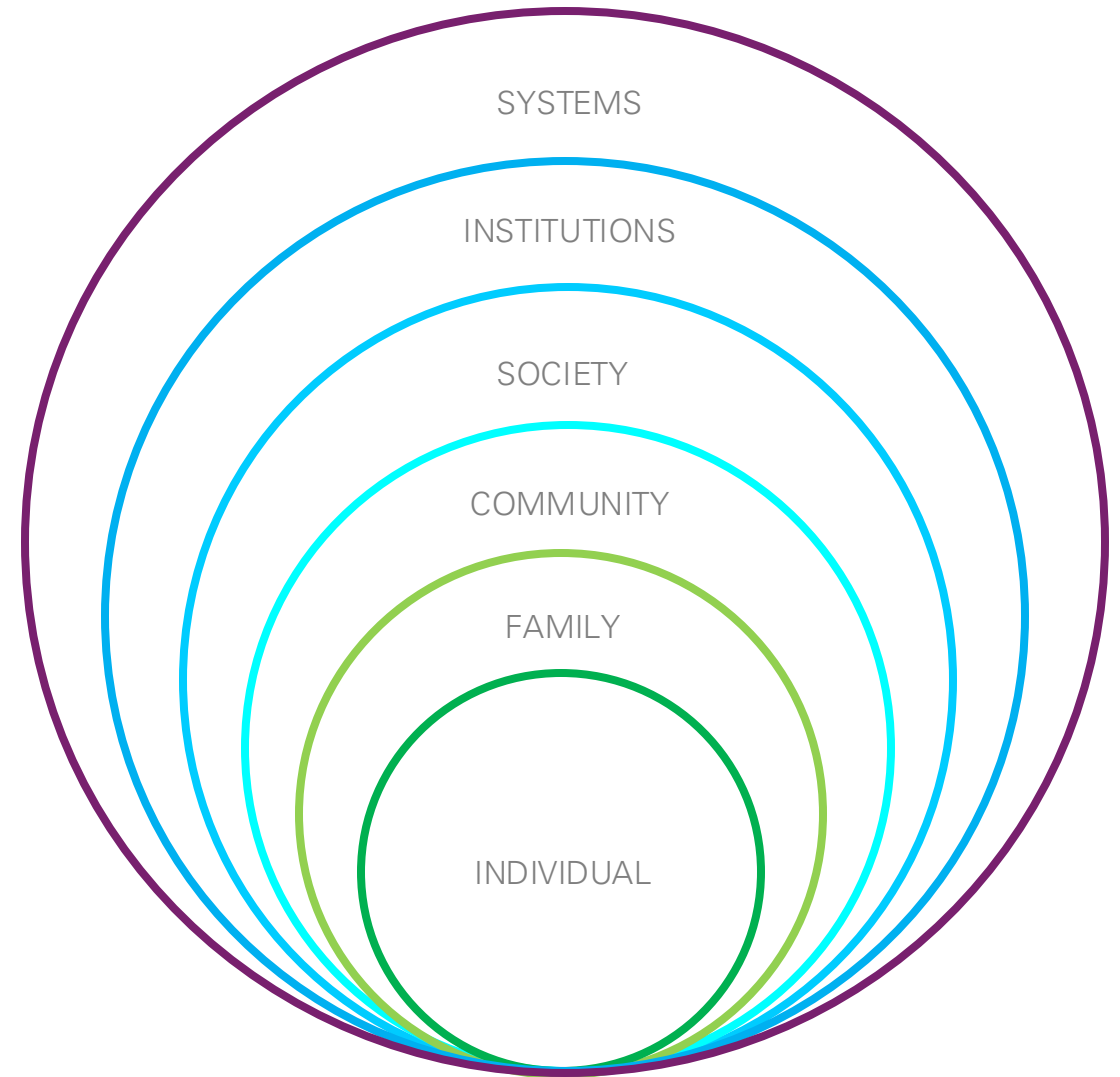
Applied behaviour sciences seek to understand *how people actually behave* (not how they say they behave), and help scale shifts through approaches like choice architecture and institutional nudges

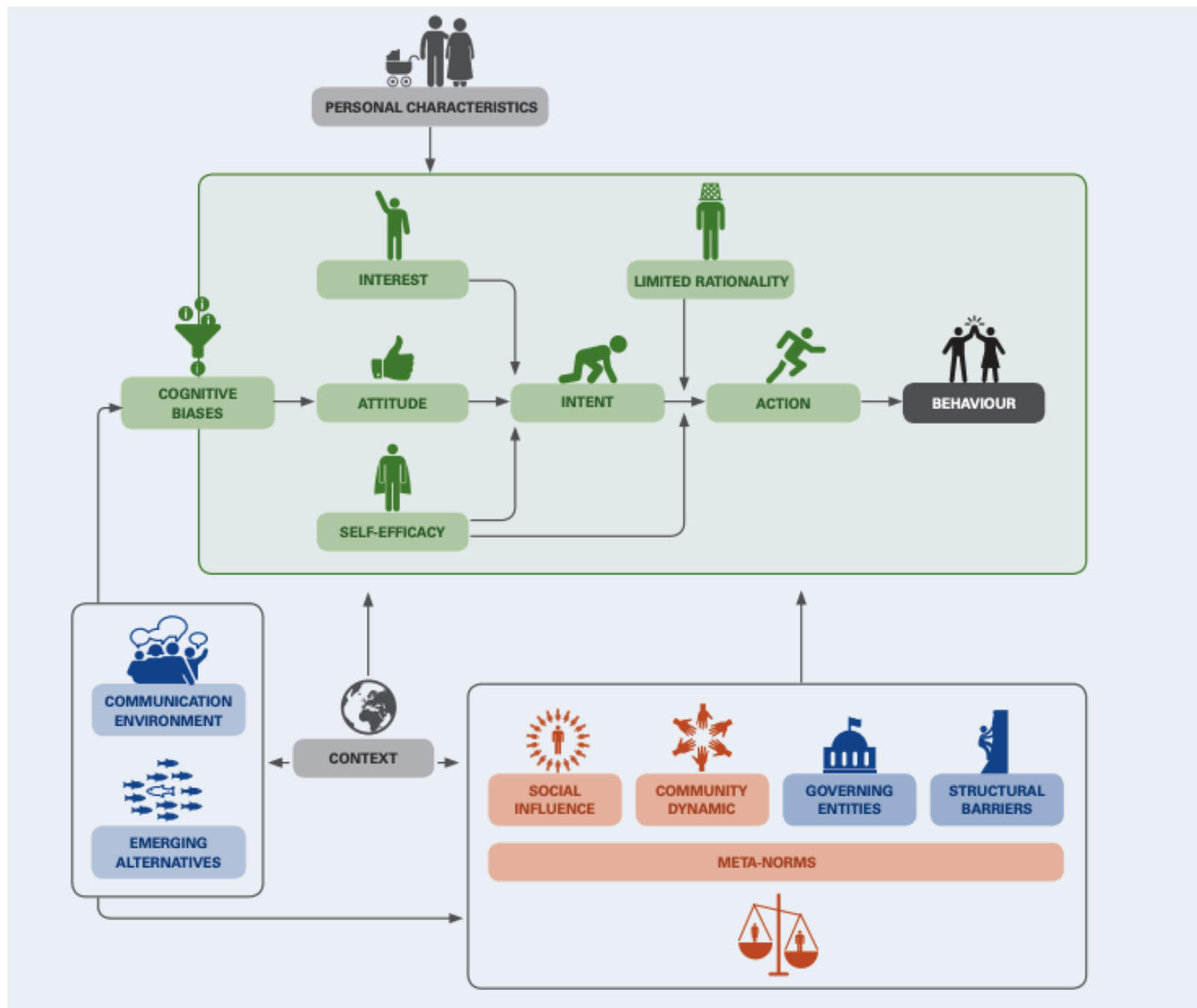
Applied behaviour sciences identify biases like pluralistic ignorance, false consensus effect , Availability bias

Applied behavioural sciences contribute rigor through randomized controlled trials (RCTs), A/B testing of norm-based messages, and behavioral metrics (not just attitudes)

Norm Change Programmes informed by Applied Behavioural Sciences can shift not only individual decisions but also entire social patterns....

Decision making is influenced by multiple and intersecting social, political, and economic factors in the ecosystem.



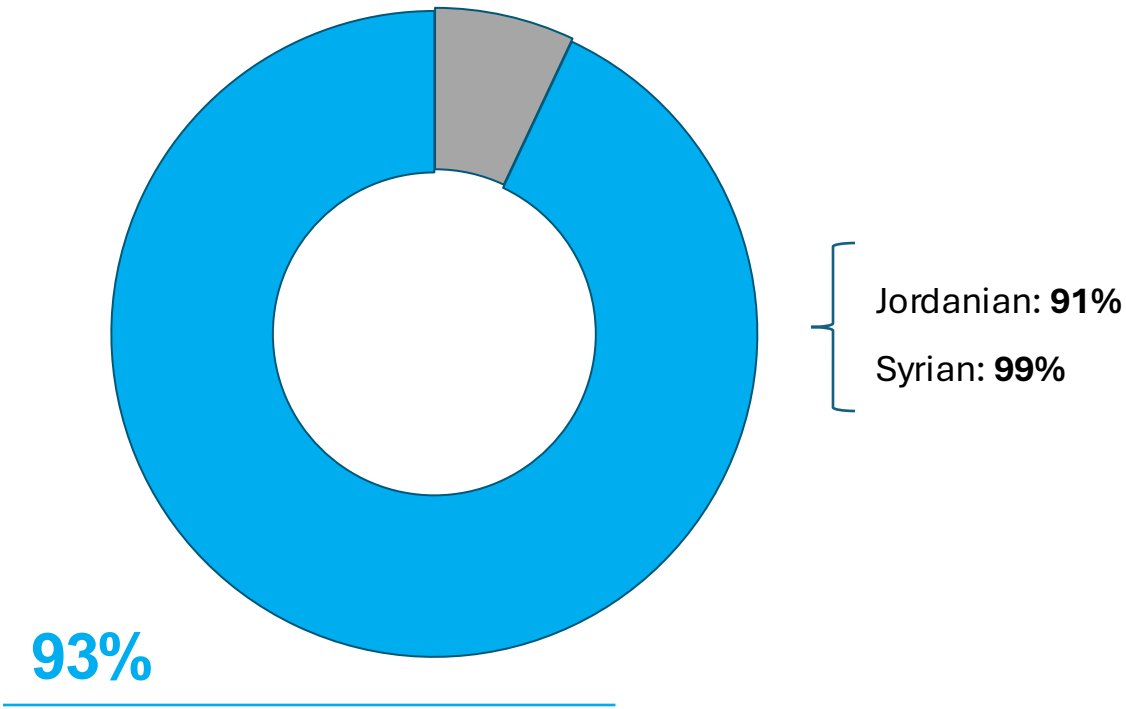
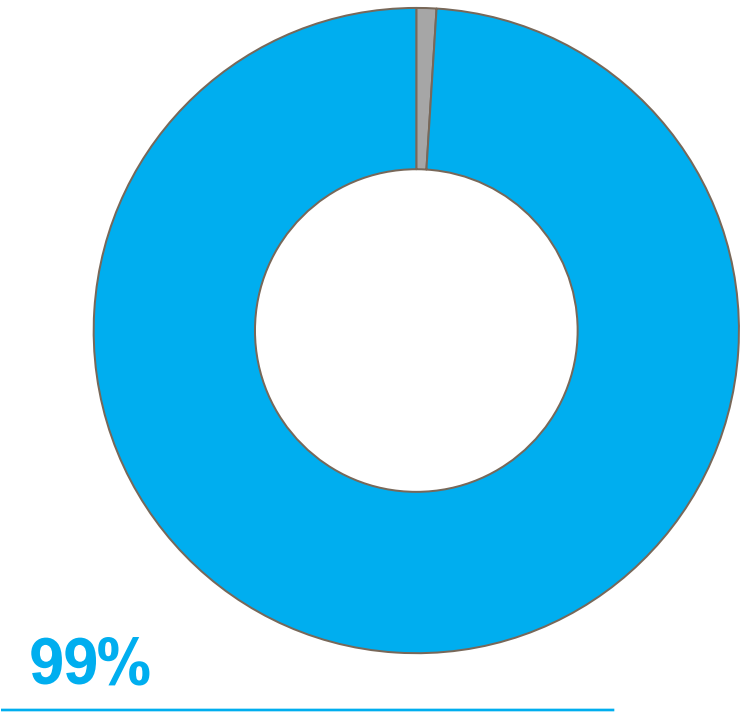


Psychological

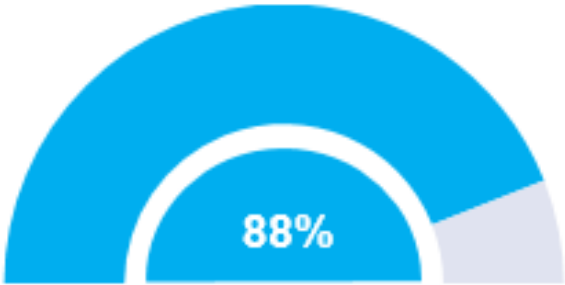
Sociological

Structural

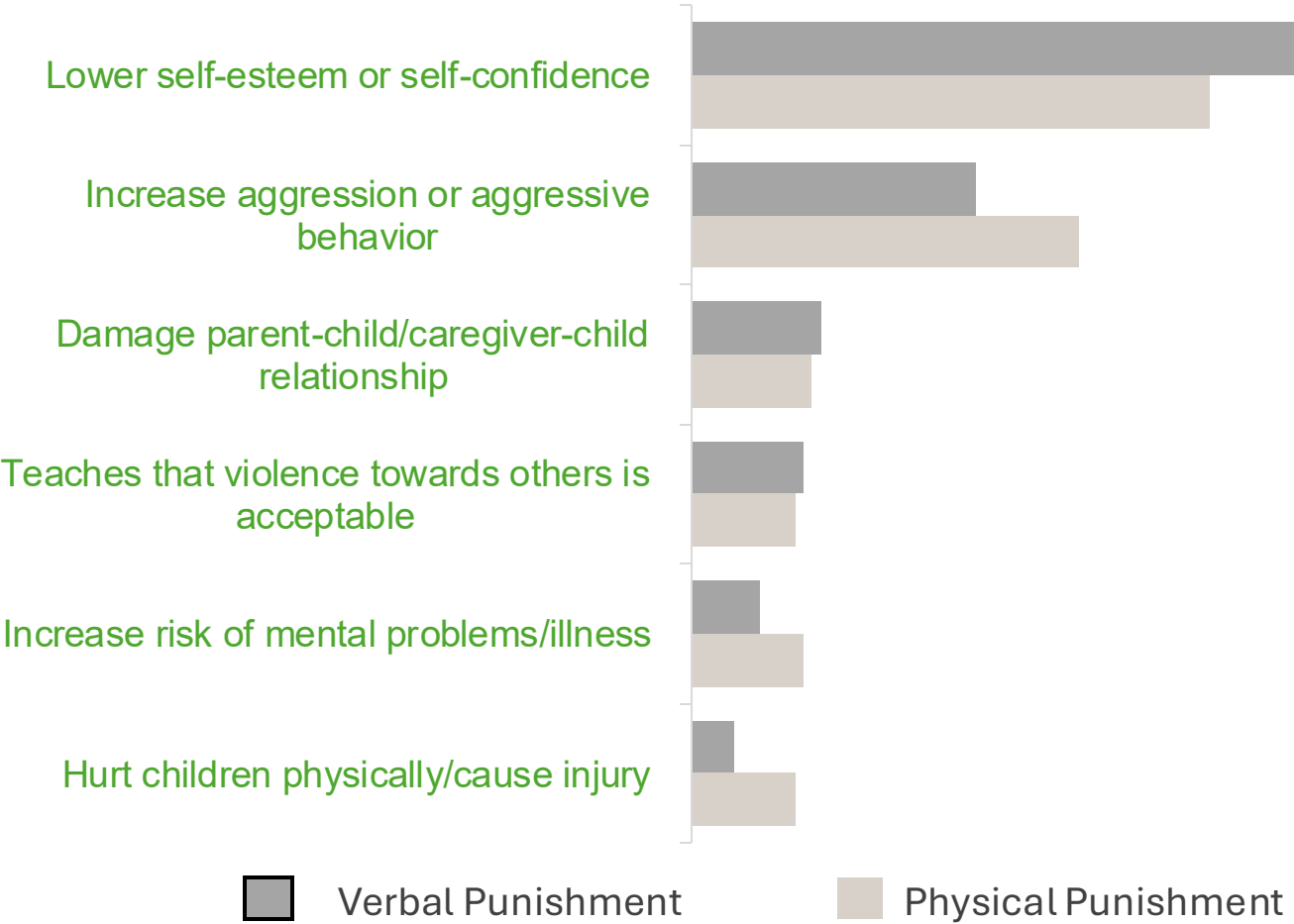
INTENTIONS FOR FUTURE DISCIPLINE TECHNIQUES



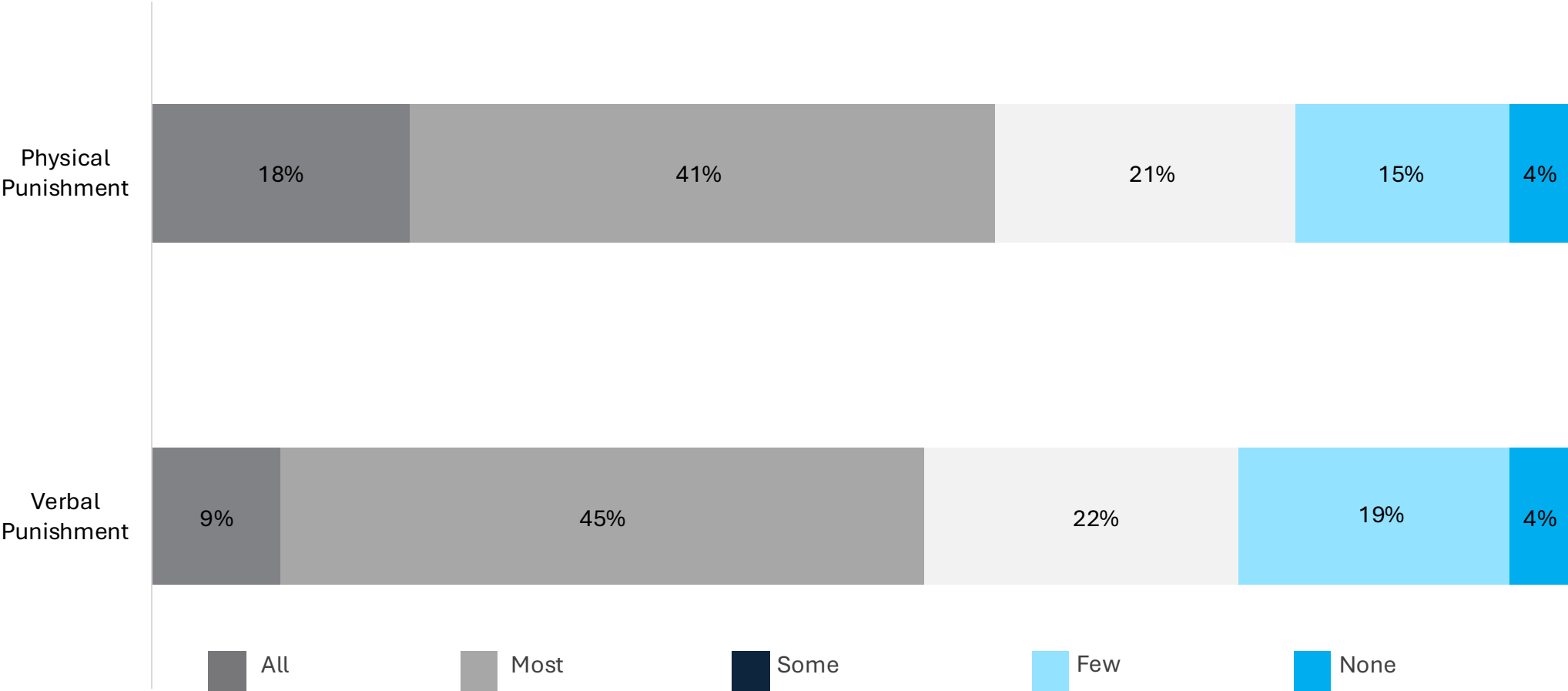
BELIEFS OF NEGATIVE CONSEQUENCES OF VIOLENT DISCIPLINE



Believe that physical punishment can have a negative impact on children



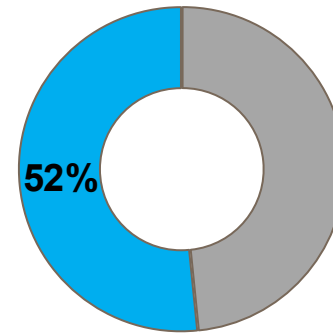
PEOPLE IN MY COMMUNITY USE VIOLENT DISCIPLINE



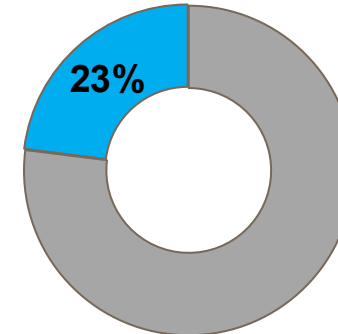
EXPECTATIONS OF DISPLINARY CHOICES



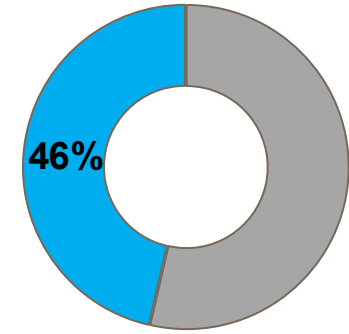
Expectations of how other parents in the community discipline their children



Use physical punishment



Use verbal punishment



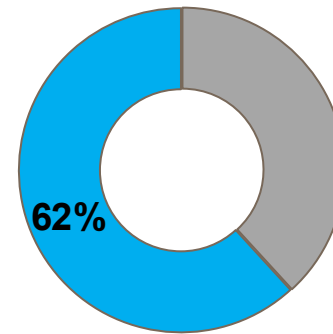
Use alternative discipline



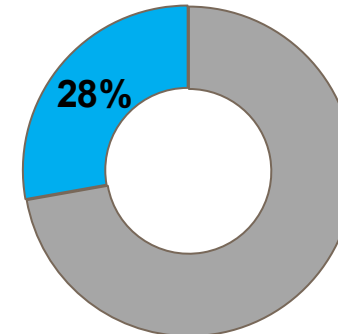
Vignette Question



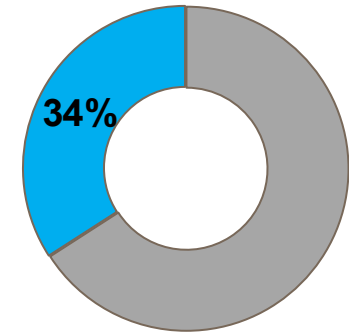
Expectations of what their peers in the community expect them to do



Use physical punishment

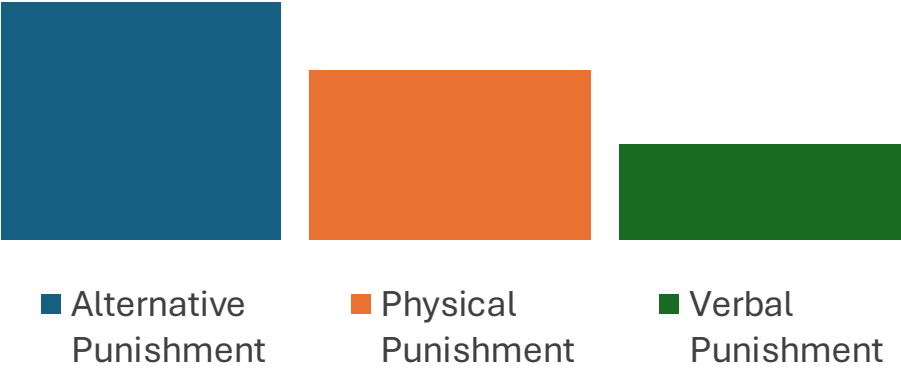


Use verbal punishment



Use alternative discipline

EXTENT TO WHICH RESPONDENTS ANTICIPATE JUDGEMENT FOR **NOT** USING SPECIFIC DISCIPLINE METHODS



Discipline Type	Jordanian	Syrian
Alternative	47%	39%
Physical	34%	27%
Verbal	20%	14%

Nepal successes in...

- Hygiene and sanitation (Open defecation free communities)
- Maternal and child health (immunisation, newborn care, family planning)
- Protection (child protection, trafficking, natural resources)
- Education (gender parity in primary education)
- Community systems and frontline workforce (mother's groups, female health workers)
- Youth engagement and participation

To be leveraged for...

- Persistent behavioural gaps in health and hygiene practices
- Entrenched gender norms and related complex social practices (child marriage, boy preference)
 - Menstrual hygiene management
 - Violence against children (corporal punishment, bullying)

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graph LR; A(( )) --> B(( )); B --> C(( ))
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Behaviour changes
fastest when
people believe
***“others like me
are already doing
this—and expect
me to do it too.”***

Position behavior
into a **shared
moral and social
expectation**, not
just an individual
choice.

Invest in
**coordinated
programmes and
capacity** around
this to foster
impact and
sustainable change

**Some UNICEF
Resources that
might help you
along the way**



**SOCIAL +
BEHAVIOUR
CHANGE**

Start searching here

SEARCH

ENGLISH

VISION

UNDERSTAND

CREATE

DO

EXPLORE

IMPACT

VISION

Get to know SBC &
where this programme
change is taking us

KNOW MORE



**SOCIAL +
BEHAVIOUR
CHANGE**

Social and Behaviour Change (SBC) promotes positive changes in support of children's rights. Through collaboration with communities and authorities, SBC aims to understand and help address the cognitive, social, and structural drivers of development and humanitarian challenges. We generate evidence on the way people interact and make decisions, we engage and empower communities and support sectoral actions towards a greater uptake of responsive parenting, healthy feeding, sanitation practices and health services, but also for social transformations to enable greater equity, cohesion and resilience. UNICEF's SBC Programme Guidance offers an interconnected web of resources accessible through the four sections below.

[Home](#) | [UNICEF SBC GUIDANCE](#)



Implementing strategies

Compendiums of SBC Best Practices

Evidence by goal areas and
regions



Introduction

In these compendiums, you can find good and promising SBC practices and examples from the field. Each case study encompasses key social and behaviour change (SBC) strategies, achievements, and lessons learned since 2015 and onwards. This work has been made possible by the amazing support of all SBC staff across regions in field office, country office, regional office and in HQ.

SBC Best Practices Compendiums by Goal Areas:

- [Goal Area 1 Compendium of SBC Best Practices](#)
- [Goal Area 2 Compendium of SBC Best Practices](#)
- [Goal Area 3 Compendium of SBC Best Practices](#)
- [Goal Area 4 Compendium of SBC Best Practices](#)
- [Goal Area 5 Compendium of SBC Best Practices](#)



[Compendiums of SBC Best Practices](#) | [UNICEF SBC GUIDANCE](#)

The indicators in this dashboard are a compilation of existing indicators and results that UNICEF uses across multiple programming areas and approaches. This list has been vetted and compiled by UNICEF's Social and Behaviour Change team in collaboration with the sectors and cross-sectorial teams in the organization.

This dashboard is designed to serve as a public resource, providing global access to this rich compilation for all actors involved in Social and Behaviour Change programming, as well as Planning, Monitoring, and Evaluation professionals.

It includes pre-existing and currently used results measurement and metrics used in field research, assessments, local strategies, data collection surveys, evaluations, and more.

Each indicator includes a source reference and detailed information for its use and implementation. They can also be adapted by integrating relevant questions into broader data collection efforts beyond the referenced source. The indicators and dashboard are based on UNICEF's [Behavioural Drivers Model](#) (BDM) and [Socio-Ecological Model](#) (SEM).

The menu does not aim to capture all possible SBC indicators for a given sector but focuses on those most relevant to priority areas for SBC contributions to outcomes.

How to navigate this Dashboard

On the left panel, use the  Menu to navigate Goal Areas and the  search bar to find indicators across all Goal Areas.

To view specific indicator details;

1. Hover over or click the desired indicator .
2. Wait a few seconds until the Drill through tooltip appears.
3. Click Drill through (See indicator details) to open the detailed indicator page
4. On the selected indicator details page, click the back arrow (top-left corner) to return to the previous page

Note: Please reset page filters (by selecting "All") and search buttons to have a complete list of indicators in the table.



Updated on 17 April 2025. For more information, please contact Andres Esteban Ochoa Toasa, SBC Monitoring and Evaluation Specialist - aocchoa@unicef.org



AI-Powered Social and
Community Listening &
Monitoring platform.



<https://www.sbcguidance.org/do/social-and-community-listening>



Accessible, tailored and at
scale open-access digital
platform to engage with young
people, caregivers and
frontline workers.

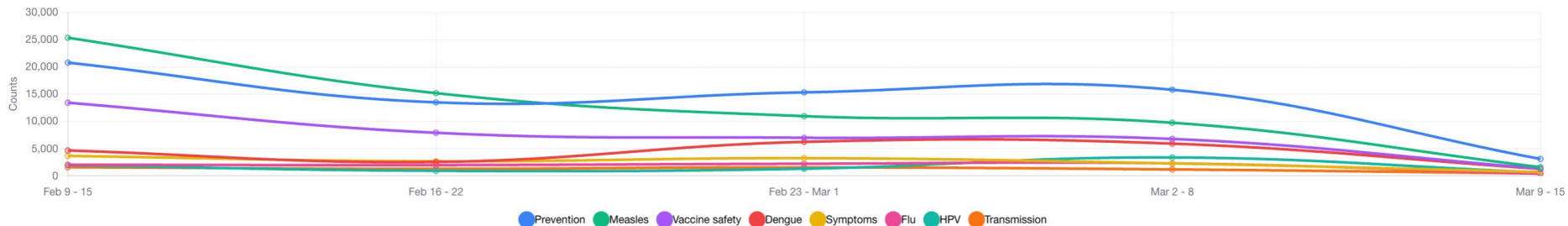


[Internet of Good Things \(IoGT\) | UNICEF
Office of Innovation](#)

Sub-topics driving online discourses over time

Analyze with AI

This graph shows social media and online news data over time, by sub-topics.



INTERNET OF
GOOD THINGS English

Search the site...

Log in / Create account

Youth

Parents & Caregivers

Frontline Workers & Educators

Emergencies

RABIES PREVENTION

HOW TO PREVENT
AND TREAT CHOLERA

LEARN ABOUT
MPOX
Protect yourself and others

Stay connected, activate notifications!

Take a quick survey!

Terms and conditions

About Internet of Good Things

Discover IoGT around the world



Guidance on Effective Pro-vaccine Communication

Welcome to the Vaccine Messaging Guide!

This guidance is intended for public health professionals, communicators, advocates, and anyone else who wishes to create pro-vaccine content to encourage people to vaccinate themselves and their loved ones.

It aims to provide social and behavioural insights and guidance on how to develop more effective pro-vaccine communications.

While recommendation for the design and testing of vaccine messaging here is grounded in research, we encourage everyone to always test all content first with their intended audiences!

Join us in exploring our guidance below:

Vaccine Confidence and Uptake

Pro-vaccine Communications

Develop Effective Campaign Messaging

Start a Communication Campaign

[How We Work](#)[Where We Work](#)[Applied Behavioural Science](#)[Resources](#)

The BIRD Lab

Behavioural Insights Research and Design Laboratory

UNICEF's Behavioural Insights Research and Design Lab is a multidisciplinary network dedicated to harnessing the power of the behavioural sciences to secure rights and achieve results for children.



Learning channel



Soanafiny Filie de Jesus Clerta (second from the left), 14, studies in the secondary school of Berano (Anosy region of Madagascar). Thanks to the catch-up class (Let Us Learn), a UNICEF supported program, she is now studying in third grade after stopping school for a year.

This learning channel aims to guide UNICEF staff to available online learning resources that will help them build their skills in SBC.

What is SBC?

Social and Behaviour Change, or SBC, is defined as a set of processes, approaches, tools, and tactics that promote positive and measurable changes in people's environments, societies, and behaviours. Working with communities, individuals, and partners, SBC uses social and behavioural evidence and inclusive, participatory approaches to co-design solutions to development and humanitarian challenges. It prioritizes the fulfilment of human rights through systematically analysing the cognitive, social, and structural drivers of change and working with communities to address them.

<https://agora.unicef.org/c/SBC+Learning+Channel>

Navigation

Welcome to the SBC Learning Channel!

Learning Pathway: SBC Intro

Learning Pathway: SBC Basics

Learning Pathway: SBC Advanced

Learning Pathway: SBC Research

Learning Pathway: SBC Social and
Community Listening

Learning Pathway: Human Centred
Design/Behavioural Science

Learning Pathway: Social Norms

Learning Pathway: Systems Strengthening

Learning Pathway: SBC and Humanitarian
Events

Learning Pathway: Gender

Learning Pathway: SBC Immunization Basics

Learning Pathway: Violence against girls,
boys and women

SBC Learning Warehouse

The ABCs of SBC podcast



Through interviews with experts from across the globe, this podcast explores what Social and Behaviour Change (SBC) is and whether it can move the needle forward in the battle for gender equality, climate action, and other complex challenges.

Tune in to hear Social and Behaviour Change practitioners across a variety of disciplines share their knowledge, learnings, and experience on whether SBC can help us achieve better outcomes for children across the globe.



**SOCIAL +
BEHAVIOUR
CHANGE**

**Listen to SBC's
greatest hits,
misses, and more**



**UNICEF's podcast on
Social and Behaviour
Change**

Hear SBC practitioners across the globe break down the limits and possibilities of three letters that are oft-misunderstood, hotly contested and greatly underestimated.



#whatwefdo
@unicef.org

Questions?