

Concept Note

National Level Social and Behaviour Change (SBC) Training of Trainers (ToT)

1. Background and Rationale

Social and Behaviour Change (SBC) is central to achieving sustainable development outcomes across health, nutrition, WASH, education, and social protection sectors in Nepal. Despite increasing recognition of SBC, recent Training Needs Assessments (2026) highlight persistent gaps in translating behavioural theory into practice, weak integration of SBC into sectoral planning and budgeting, and limited institutional capacity for monitoring and evaluation (MEL).

Several studies, including Behavioural Challenges analysis, ABC of SBC training 2025 learnings, Training Needs Assessment Survey 2026, suggest that current SBC efforts remain fragmented, with inconsistent tools, limited coordination across sectors, and insufficient institutionalization within government systems. Addressing these challenges requires strengthening a critical mass of skilled SBC professionals who can lead, train, and cascade knowledge across all levels of governance.

In response, UNICEF Nepal, in collaboration with federal and provincial-level partners, proposes a National-Level SBC Training of Trainers (ToT) as a foundational step toward institutionalizing SBC capacity. This ToT will serve as the backbone of a cascade model, enabling trained professionals to deliver standardized SBC capacity-building interventions at provincial and local levels.

2. Goal and Objectives

Goal:

- To institutionalize SBC capacity within government and partner systems through a sustainable cascade training model led by nationally certified SBC trainers.

Specific Objectives:

- Build a pool of competent national SBC trainers equipped with practical skills in SBC design, implementation, and MEL.
- Strengthening leadership capacity to integrate SBC into sectoral policies, plans, and budgets.
- Standardize SBC tools, approaches, and training methodologies across sectors and provinces.
- Enable trained participants to cascade SBC knowledge to provincial and local stakeholders.

3. Training Overview

- Training Title: **National SBC Training of Trainers (ToT)**
- Duration: 3 days (non-residential)
- Location: Kathmandu
- Participants: 30 participants
- Facilitators: SBC Roster Trainers in collaboration with UNICEF CO & SBC Section

4. Target Participants

The ToT will bring together a diverse group of a total of 30 stakeholders involved in SBC programming, including:

- Government officials (federal level ministries and departments), including NHEICC representatives and National Planning Commission (NPC), and provincial training academies, including Provincial Research and Training Academy (PRTA), Provincial Health Training Center (PHTC), Provincial Planning Commission (PPC)
- UNICEF sectoral staff from the Field Offices (Health, Nutrition, WASH, Education, SBC, DRR)

- SBC experts from UNICEF SBC Roster

Participants will be selected based on their technical roles, experience in programme implementation, and potential to serve as trainers at provincial and local levels.

5. Training Content and Approach

The ToT is designed as a highly interactive, competency-based training focusing on practical application. Key thematic areas include:

a. Foundations of SBC

- Behavioural theories and frameworks
- Understanding behavioural determinants
- Linking SBC to sectoral outcomes

b. SBC Programme Design and Implementation

- Formative research and audience segmentation
- Designing behaviourally informed interventions
- Community engagement and social mobilization

c. Monitoring, Evaluation, and Learning (MEL)

- Developing SBC indicators and measurement frameworks
- Data use for adaptive programming
- Documentation and reporting

d. SBC in Humanitarian and Social Contexts

- Risk communication and community engagement (RCCE)
- Addressing harmful social norms
- SBC in emergency and resilience contexts

e. Facilitation and Training Skills

- Adult learning principles
- Participatory training methodologies
- Practical facilitation exercises and peer feedback

6. Methodology

The ToT will adopt participatory and experiential learning methods to ensure practical skill development:

- Group work and case studies
- Role plays and simulations
- Real-life scenario analysis
- Practice training sessions with peer feedback
- Use of standardized SBC tools and templates

Participants will be required to demonstrate their facilitation skills through micro-teaching sessions, ensuring readiness for cascading trainings.

7. Expected Outputs and Outcomes

Immediate Outputs:

- 30 national-level SBC trainers trained and certified
- Standardized SBC training materials and tools disseminated

- Strengthened collaboration between the government and partners to conduct SBC trainings at the national, provincial, and local levels

Intermediate Outcomes:

- Improved quality and consistency of SBC interventions across sectors
- Enhanced capacity to design evidence-based, data-driven SBC programmes
- Strengthened integration of SBC into policies, plans, and budgets

Long-term Impact:

- Institutionalized SBC capacity within national and subnational systems
- Improved service uptake and positive behaviour change outcomes
- Sustainable provincial and local SBC training ecosystems

8. Linkages with Broader SBC Capacity Development Plan

The ToT is the entry point of a broader national SBC capacity development initiative that includes:

- Provincial training on harmful social norms
- Palika-level SBC planning orientations
- Engagement with media and faith-based leaders
- SBC integration in emergency preparedness and response

Trained ToT participants will play a key role in delivering subsequent training sessions, ensuring scalability and sustainability.

9. Implementation Arrangements

- **Lead Agency:** UNICEF Nepal (SBC Section)
- **Key Government Partners:** National Planning Commission (NPC) at the national level
- **Supporting Partners:** Relevant ministries, INGOs/NGOs, Provincial Training Academies

UNICEF will provide technical leadership, coordination, and quality assurance, while NHEICC will support institutionalization and alignment with government systems.

10. Sustainability and Scale-Up

Sustainability will be ensured through:

- Institutional anchoring within NPC and provincial training centers
- Development of a national SBC trainer pool
- Integration of SBC into existing government training systems
- Establishment of SBC Communities of Practice at national and provincial levels

12. Conclusion

The National SBC ToT represents a critical investment in building a skilled workforce capable of addressing Nepal's complex behavioural challenges. By strengthening leadership, technical capacity, and institutional systems, this initiative will enable more effective, evidence-based programming and contribute to improved development outcomes across sectors.