

Social and behavior change communication

SN	Priority Strategic Areas	Key interventions	Tools	Timeframe	Responsible Agency/People	Resources Needed & Source	Risk Assumptions	Success Indicators	Monitoring Mechanism
1	Interpersonal communication (knowledge, attitude and skills)								
1.1	Individual - Interpersonal communication at HH level (partner, family, friends, clients, providers)	<p>FP Champion mobilization</p> <p>Female community Health volunteers mobilization</p> <p>Intergeneration dialogue</p> <p>Peers interactions</p> <p>Male engagement</p>	<p>Digital apps</p> <p>IEC materials (Brochure, Booklets, Flip charts)</p>	Regular	NHEICC/All	<p>Guidelines</p> <p>Policies</p> <p>Plans</p> <p>GoN (SBC Palika package)</p> <p>Partners</p>	No emergencies and major deviations	<p># of FP Champions mobilized</p> <p># of Female community Health volunteers mobilized</p> <p># of Intergeneration dialogues conducted</p> <p># of Peers interactions conducted</p> <p># of Male engagement sessions conducted</p>	<p>Data monitoring</p> <p>Review meetings</p> <p>Planning and budget meetings</p>

	Service provider client communication (clients, providers)	SBC training for provider behavior change (e.g. respectful care) Quality counseling Group interactions Continuous Client follow up Coaching and mentoring of service providers Female/male engagement	Digital apps IEC materials (Brochure, Booklets, Flip charts)	Regular	NHEICC/All	Guidelines Policies Plans GoN Partners	No emergencies and major deviations		
	Community engagement (norms and relationships)	Satisfied client and non-users interactions Teacher student interactions Newly Wed couples interactions (picnic)		Regular	NHEICC/All	Guidelines Policies Plans GoN Partners	No emergencies and major deviations		
	Mass communication	Radio airing T	TV, Radio Mike	Regular	NHEICC/All	Guidelines Policies Plans GoN Partners	No emergencies and major deviations		