

SOUTH ASIA SBCC CONVERSATION

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8 DECEMBER 2021

AGENDA

Plenary

10.00 – 10.15 am **Stoking the Conversation**

10.15 – 10.45 am SBCC Spotlight

- Anuradha , Breakthrough Team Change Leader, Uttar Pradesh, India
- Voices of Girls against Early and Child Marriage-Feminist Approach to Technology, India

10.50 am – 12.55 noon
Sessions on SBCC - INCLUSION, INNOVATION & PARTNERSHIPS

Session Catalogue attached separately

10.50 – 11.50 am

Session 1 - Listening to Learn
Link to Join: https://zoom.us/j/97815142853?pwd=ZkNmT2FlWk5WL0E4eFZFbXEzdmFDdz09
Meeting ID: 978 1514 2853
Passcode: 697397

Session 2 - Expanding Communication Possibilities
Link to Join: https://zoom.us/j/98748781255?pwd=YWdMTG1QLzlXKzd6R0Jpdk1YOFFvQT09
Meeting ID: 987 4878 1255
Passcode: 656807

Session 3 - Amplifying Innovation
Link to Join: https://zoom.us/j/94864941094?pwd=aTdQTFMzV0dUTXVqRjRsaEQ4QVVuUT09
Meeting ID: 948 6494 1094
Passcode: 315546

Session 4 – Overcoming Demand Barriers
Link to Join: https://zoom.us/j/95081593400?pwd=b0JyNFF4WHlnTTJzSzluVTZTbjZDUT09
Meeting ID: 950 8159 3400
Passcode: 420649

11.55 am - 12.55 pm Session 5 - Innovating and Collaborating- Making Strides for Behaviour Change
Link to Join: https://zoom.us/j/97213846877?pwd=eHp1blpwMWZBRCs0VmlKWDFNV1FQQT09
Meeting ID: 972 1384 6877
Passcode: 810575

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11.55 am - 12.55 pm Session 6 - New insight for Inclusion in Sexuality and Gender
Link to Join: https://zoom.us/j/99429441151?pwd=STVqOUhJOFZWN2RsNnYzbzVIYW13UT09
Meeting ID: 994 2944 1151
Passcode: 593628

Session 7 - Breaking New Ground to encourage atypical approaches
Link to Join: https://zoom.us/j/95620477080?pwd=NzJNOEpTSTZ6OEJXdVc0cUUxd0MxZz09
Meeting ID: 956 2047 7080
Passcode: 533675

Session 8 - Exploring New Horizons
Link to Join: https://zoom.us/j/98553296855?pwd=RjZBZ1BuamZ6TmZUL1INZ3NMWTUrQT09
Meeting ID: 985 5329 6855
Passcode: 951035

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Session Catalogue

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Session 1: Listening to Learn

Link to join: https://zoom.us/j/97815142853?pwd=ZkNmT2FlWk5WL0E4eFZFbXEzdmFDdz09

Time: **10.50 – 11.50 am**

Format: **Oral Presentations**

Moderator: **Ajai Kumar S,** Team Lead, Strategic Communications, John Snow India

1. Lost in Translation: Language Needs Assessments in Humanitarian Crises
   (Peter Squires)
2. Communication Failed: Health Communication Targeted for Tribal Women and Way Forward in India
   (Nirmalya Mukherjee, Shipra Joshi, Arpita Mitra)
3. Increasing Listenership to a Radio Drama by identifying Audience Needs and acting upon them: Experiences of adapting Bhanchhin Aama (Mother Says) in Nepal
   (Indra Dhoj Kshetri, Ramesh Dhakal, Kenda Cunningham, Pooja Pandey)

Session 2: Expanding Communication Possibilities

Link to join: https://zoom.us/j/98748781255?pwd=YWdMTG1QLzlXKzd6R0Jpdk1YOFFvQT09

Time: **10.50 - 11.50 am**

Format: **Oral Presentations**

Moderator: **Radharani Mitra,** Global Creative Advisor, BBC Media Action

1. Using the Approach of Co-creation to Design Culturally Appropriate SBCC Materials for Uttar Pradesh's (India) First Breastfeeding Cubicle
   (Sarah Tanishka Nethan, Shatarupa Bandopadhyay, Abdul Qadir, Raj Shekhar, Aarti Kumar, Vishwajeet Kumar)
2. Better Diets for Smallholder Farmers and Workers in the Tea Sector: Leveraging Business Channels to Reach Vulnerable Populations through a Multi-Component Behaviour Change Communications (BCC) Approach
   (Mirjam Kneepkens, Genevia Stone, Biju Mushahary, Catherine Macharia-Mutie, Barbel Weiligmann, Christina Nyhus-Dhillon)

Session 3. Amplifying Innovation

Link to Join: https://zoom.us/j/94864941094?pwd=aTdQTFMzV0dUTXVqRjRsaEQ4QVVuUT09

Time: **10.50 – 11.50 am**

Format: **Oral Presentations**

Moderator: **Barsha Chakroborty**, Lead - Digital Engagement, Partnerships and Advocacy, Breakthrough India

1. Creating a Scalable Model for Healthcare Delivery and Patient Centered Care in Rural India using Telemedicine: A Positive Deviance Inquiry and Intervention
   (Pallavi Jain, Anu Sachdev, Arvind Singhal, Jagdeep Gambhir)
2. Using Machine Learning to improve Quality Assurance of Behaviour Change Communication Program in Madhya Pradesh, India
   (Neha Shah, Diwakar Mohan, Kerry Scott, Amnesty Lefevre)
3. Helping Local Leaders Solve Local Problems: Incorporating Evidence-Based SBC into Nepal's Newly Federalised System Including Government, Academia and Partners
   (Pranab Rajbhandari, Shreejana K. C., Caroline Jacoby, Sanjanthi Velu, Zoe Hendrickson, TrishAnn Davis, Thaneswor Koirala)
4. Successful Parenting - a Public-Private Sector Partnership Saving Lives in Northern India
   (Pallavi Dhall, Surya AV, Susan Mackay, Pradakshana Kaul, Smita Singh, Abhishek Singh)

Session 4. Overcoming Demand Barriers

Link to Join: https://zoom.us/j/95081593400?pwd=b0JyNFF4WHlnTTJzSzluVTZTbjZDUT09

Time: **10.50 – 11.50 am**

Format: **Oral Presentations**

Moderator: **Dr. Archna Kumar**, Associate Professor, Department of Development Communication & Extension, Lady Irwin College, University of Delhi.

1. Boosting Routine Immunisation Demand Generation - The Indian Experience
   (Varsha Chanda, Nisar Ahmad, Bhawani Shankar Tripathy, Rania Elessawi)
2. Digital Vaccine Platform to Reduce Risk of Lifestyle and Nutrition Related Diabetes and improve Self-Care among Pediatric Diabetic Patients: Ongoing RCT of Longitudinal Outcomes
   (Bhargav Sri Prakash)
3. Vaccine Indicator and Reminder (VIR) Band Community Intervention: Formative Evaluation Study, Karachi, Pakistan
   (Noor Sabah Rakhshani)

Session 5. Innovating and Collaborating - Making Strides for Behaviour Change

Link to Join: https://zoom.us/j/97213846877?pwd=eHp1blpwMWZBRCs0VmlKWDFNV1FQQT09

Time: **11.55 am – 12.55 pm**

Format: **Oral Presentations**

Moderator: **Shivani Kapoor,** SBC Expert

1. Changing Hygiene Behaviours and Gender Norms: Practical Experiences from South Asia WASH Results Programme in Bangladesh
   (Mitali Das, Mosa Effat Nur)
2. Promotion of Biofortified Orange Sweet Potato with Social Marketing Strategies in North India Increases Demand for a more Diverse Diet
   (Kathryn Merckel)
3. Less is More: Prioritising Behaviors for Effective Multi-Sectoral Nutrition SBC
   (Lisa Sherburne, Michael Manske, Laura Itzkowitz, Kelsey Torres, Fartun Yussuf)

Session 6. New Insight for Inclusion in Sexuality and Gender

Link to Join: https://zoom.us/j/99429441151?pwd=STVqOUhJOFZWN2RsNnYzbzVIYW13UT09

Time: **11.55 am - 12.55 pm**

Format: **Oral Presentations**

Moderator: **Anupama Srinivasan**, Asst. Director REACH, India

1. Development and Validation of a Theory Based Gender Norms Scale (The GNS)
   (Erica Sedlander, Jeffrey Bingenheimer, Michael Long, Minati Swain, Nadia Diamond-Smith, Rajiv Rimal)
2. A Knowledge Platform on Sexual and Reproductive Health and Rights
   (Nujhat Khan, Arnob Chakrabarty)

Session 7. Breaking New Ground to Encourage Atypical Approaches

Link to Join: https://zoom.us/j/95620477080?pwd=NzJNOEpTSTZ6OEJXdVc0cUUxd0MxZz09

Time: **11.55 am - 12.55 pm**

Format: **Comms Talk**

Moderator: **Sanjeev Kumar**, SBCC Expert

1. Why We Are Not the Experts
   (Mehek Ali, Kausar S. Khan)
2. The Future of Online Campaigns for Social Change: Learnings from #Isthislove Campaign to Address Intimate Partner Violence in India
   (Surabhi Srivastava, Vithika Yadav)

Session 8. Exploring New Horizons

Link to Join: https://zoom.us/j/98553296855?pwd=RjZBZ1BuamZ6TmZUL1lNZ3NMWTUrQT09

Time: **11.55 am – 12.55 am**

Format: **Multimedia Showcase**

Moderator: **Archana Kapoor,** CEO SMART, India

1. Paani Lekar Aana : Talking about Menstruation and Menstrual Management *(Pauline Gomes)*
2. From Reel to Real: Breaking Barriers and Building Aspirations using Virtual Reality *(Priyanka Kher)*