SOUTH ASIA SBCC CONVERSATION

DECEMBER 9, 2021 - SUMMARY REPORT

Plenary (10.00 – 10.45 am IST)

The South Asia SBCC Conversation Steering Committee members Sohini Bhattacharya, CEO of Breakthrough and Priyanka Dutt, Country Director of BBC Media Action opened the day with a warm welcome to everyone joining in from different parts of the South Asia region. They refreshed the


context for all the new participants in the Conversation, that the third and last day was focused on COVID risk communication and community

engagement – or RCCE. New abstracts about COVID RCCE were invited, reviewed and selected for presentation. This was led by a dedicated COVID RCCE Day Committee that worked closely with the Steering Committee and the NCCDC team. The hosts on behalf of the Steering Committee, thanked the COVID RCCE Committee members - Dorina Andreev, Ehtesham Abbas, Farid Ahmad Rahmani, Gita Rani Das, Monjur Ahmed, Nakul Sedai, Nisar Ahmad, Raheel Waqar, Ram Ashish Chowdhury, Ravinda Panchal, Shyamashree Das, Tasmia Bashar, Varsha Chanda for volunteering their time as a COVID RCCE committee member.

In the first SBCC spotlight for the day the audience was introduced to Paritosh - a young influencer whose motto is: "*I get things done. I make things happen*". Paritosh told his story of how he lives his motto every day – including through the tough times of the pandemic, how he used his social media presence to increase engagement, advocate for the community he was supporting, and bring in more resources to support his community. Paritosh's story is a strong reminder that SBC is not limited to individuals, households and communities alone.
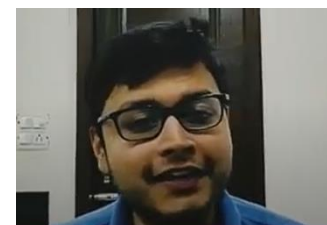
In the second spotlight, the Johns Hopkins team of Marla Shaivitz, Dominick Shattuck from the Center for Communication Programs, shared new insights from the latest dashboard covering COVID- data on knowledge, attitudes and practices from the South Asia region. Caroline Jacoby, also from CCP, also shared the COVID-19 Communication Network platform, or the CCN, where curated SBC tools and materials from around the world can be found.

Once the plenary finished, the technical sessions opened with each of the session having a dedicated Zoom link. The plenary session was livestreamed on Facebook. The video recording of the plenary and sessions can be found here.

Technical Sessions: COVID RISK COMMUNICATION AND COMMUNITY ENGAGEMENT

Session 1: SBCC and Community Engagement (10.50-11.50 am IST)

Moderator: Mandira Kalra Kalaan, SBCC Expert

Presentation1. Using Radio Stations to engage with Local Communities during COVID-19 Crisis: Evidence from Bangladesh by *Monjur Ahmed*

In Bangladesh, Betar (state owned radio) and community radio stations in their UNICEF supported response to the COVID-19 pandemic used a range of diverse formats to equip local communities with information they needed during the pandemic, helped engage children at home in learning activities during lockdown. These mass media platforms have proven how to establish community linkage with stakeholders in pandemic situation and rally around to minimize COVID-19 impact on lives with a mechanism for receiving and responding to community feedback on COVID-19 response

Presentation 2. Activating COVID-19 Vaccine Uptake through Effective SBCC in Asia by *Madhu Kalra, Saleha Zahid*

ACTIVATE is an innovative program being piloted in Asia to develop and test a set of tools, content and strategies to promote COVID-19 vaccine uptake. Informed by behavioral sciences, social listening, and youth engagement, the project pilots a powerful model for effective SBCC premised on multi-stakeholder collaboration and evidence generation. Lessons were shared from the Facebook Public Health Partnership - highlighting pivotal lessons in terms of 'connecting the dots' between both regional and cross sectoral collaboration – facilitating SBCC capacity building, effective use of digital tools, feedback loops and international dialogue and strategic alignment between various stakeholders and organizations.

Session 1 Summary Highlights

- Radio stations have effectively recognized people's fundamental right to information, right to quality health services and well-being in a pandemic situation and radio programs can be especially curated to successfully reach the public
- Partnerships and collaborative efforts work in effective social behavior change communication

Session 2: Reaching out to Vulnerable Communities (10.50-11.50 am IST)

Moderator: Archana Kapoor, CEO SMART, India

Presentation 1. Reinforcing RCCE Efforts to Combat COVID-19 in Border Adjacent Communities in Khulna Region, Bangladesh by Umme Halima

UNICEF's existing partnership with Deputy Commissioner (DC) Offices/Local Government Institutions (LGIs) adopted the RCCE strategy to work with multi-stakeholders (border guards, bus drivers and helpers, owners of the local markets and community people). Local Government Institutions mobilized communities for a community led solutions and worked together to prevent and suppress the spread of

the disease. In collaboration with the Health department, localized RCCE materials were developed and disseminated to promote protective behaviours in border adjacent areas. There was a significant decrease in the trend of COVID-19 cases in border areas observed in the following two months in DHS2 report.

Presentation 2. 'Pitching it right': Bringing Communication and Health Expertise Together to Support Rohingya Refugees through the Covid-19 Pandemic by Arif Al Mamun; co-author: Khandokar Hasanul Banna

Since October 2017, the common service for community engagement and accountability, led by BBC Media Action, has been playing a crucial role for the Rohingya community in three ways. 1) Helping humanitarian agencies understand Rohingya communities' perspectives, concerns, rumours, and how best to communicate based on research and cultural understanding developed overtime. 2) Creating and supporting others to create engaging audio and visual content which is easy to understand. 3) Working in partnership with others to adapt communication strategies and ensure information was reaching people despite the restrictions.

Presentation 3. Communication Skilling empowered TB Affected Communities in India by Malaviya, S; co-authors: Mohanty, S, Pandurangan, S, Kerketta, F. and NP, Abhijith

REACH developed an online communication skilling curriculum which followed by the community engagement activity, bolstered the confidence of TB Champions (for TB Champions (TB survivors who have undergone a training)). Gradually, understanding the 'new normal' TB Champions spoke of their lived experiences and resumed their field work. Their work helped ally apprehension and reduce stigma around both the diseases.

Presentation 4. Lessons of an RCCE Initiative in Internally Displaced Camps (IDPs) – Afghanistan by *Farid Ahmad Rahmani & Parwana Hamdam*

In Afghanistan, UNICEF partnered with MMCC (Mini Mobile Circus for Children)to implement an initiative that included Hand Washing promotion and community engagement on COVID-19 prevention in Kabul and Herat provinces for three months. The lessons learnt were that 1) Need assessment should be conducted before the intervention by the community members to ensure about needs 2) Further analysis should be undertaken to evaluate the design/ effectiveness of "tippy taps" being used under the project. 3) Female social mobilizers should be included in the teams for balanced reach in the targeted communities.

Session 2 Summary Highlights

- Behavioural assessment & sharing of findings with relevant stakeholders, social mobilization, community engagement, multi-stakeholder approach, and contextualized messages and materials are important for any SBCC intervention
- It is important to focus on face-to-face communication, target old people, men, make feedback mechanisms accessible to women and those with disabilities, support partners and work with them
- Female volunteers should be involved to increase the reach among women and families, and community must be involved in all stages

Session 3: Fresh Insights (10.50-11.50 am IST)

Moderator: **Nirmala Nair,** Founder Director, Kaboom Social Impact, New Delhi, India

Presentation 1. Agility, Responsiveness and Timing make all the Difference: Learnings from a COVID-19 Prevention Multimedia Campaign in Nepal by *Indra Dhoj Kshetri*; co-authors: *Pooja Pandey Rana, Dipak Raj Sharma*

While almost all of the social and behavior change communication materials during the pandemic were icons, illustrations or animated images, Suaahara II Good Nutrition program in Nepal was able to have real human faces in the audio visual and print materials. This helped the faster diffusion of its materials and enhanced the effectiveness of its messages. They created and sustained a system for social listening which helped in continually updating the RCCE strategy. Three key lessons: 1) it is important to continuously adapt the RCCE strategy to the changing needs of the audience; 2) Timing is crucial; and 3) constant innovations should be sought to transmit potentially lifesaving information.

Presentation 2. Positive COVID-19 Hygiene Behaviour Change through Mass Campaigning in Pakistan by *Rimsha Zain. Authors: Narmeen Adeel* and *Waleed Ikram*

Save the Children implemented a hygiene and behavior change campaign (HBCC) utilizing a strategic risk communication and community engagement approach to encourage improved hygiene practices for the prevention and control of COVID-19 in Pakistan. The mass campaign connected local audiences to the global effort to improve hygiene practices. A KAP study revealed that the practices of mask wearing increased from 55% to 68% and knowledge of transmission routes of the virus increased from 73% to 91% in the survey respondents.

Presentation 3. Addressing Tribal Community's Needs in Remote Areas through Contextualised RCCE Interventions in Chittagong, Bangladesh by *Gita Rani Das*; co-author: *Madhuri Banerjee*

Government with support from UNICEF designed risk communication and community engagement (RCCE) interventions which utilized innovative communication modality to engage local tribal communities living in Chittagong (South-eastern region of Bangladesh) hilly areas to combat COVID-19 The core messages were contextualized and adapted to cater to the needs of tribal community in media dark and remote areas. The campaign utilized youth as trusted potential informants to influence their communities living in hilly areas, encouraging spirit of volunteerism.

Session 3 Summary Highlights

- Constant adaption of RCCE strategy (content and delivery), proper timing of messages and ongoing innovation are critical to transmit lifesaving information during such emergencies
- Information fatigue among people can be tackled by using varied messages, covered different elements of prevention, and used feedback coming from the community to adapt messages.
- Understanding the efficacy of a campaign is easier and better with a localized approach
- Innovation is key to helping people recall messages and to consistently follow them to form practices or habits.

Session 4: Employing New Technologies (10.50-11.50 am IST)

Moderator**: Ehtesham Abbas**, Director Programs and Operations, Center for Communication Programs Pakistan

Presentation 1. Learning Tree Mobile-Application: Adapting to the New Normal in Pakistan by *Ahmed Lodhi*; co-author*: Sobia Kazi*

Save the Children Pakistan tested a Learning Tree mobile-application which is based on human-centered design thinking for engaging students, parents, and teachers, in Literacy, Numeracy, and Social Emotional Learning. The pilot aligns with a concluding Non-Formal Education project, and tests the viability of transforming classroom-based learning at Accelerated Learning Centers for Girls into mobile-based learning. In the emerging new normal, Learning Tree can facilitate social and behavior change regarding education, and generate evidence on efficacy of mobile-based learning formats. It can be replicated in emergency contexts, and for remote population without local schools.

Presentation 2. Mediating Transformation and Social Change with Vulnerable Communities through Immersive Way: Storytelling through AR/VR and Interactive Documentary in India by *Dr. K.S.Kusuma*; co-author: *Pragati Paul*
This research studied the impact of augmented reality on the users' knowledge, attitude and practices focusing on theoretical and practical implications. It sought to investigate the concept of empathy within interactive documentaries and explore how emerging technologies potentially enable a significant shift in the user's experience of a subject leading to social change. The study involves the creation of a space in which users of immersive experiences can gain an increased awareness of issues and solutions which can lead to individual transformation.

Presentation 3. Pivoting to Social Media and Tele-counselling for Transformational Change during the Pandemic in Rajasthan, India by *Syed Saad Ahmed*

RajPusht adopted tele-counselling and digital media to share information about pregnancy care, dietary diversity, breastfeeding, etc. The organic campaign works well in internet hotspots; paid promotions are targeted towards the relatively media-dark tribal belt. The campaign has reached 1.6 million people till November 2021 and received 1 million video views. RajPusht's experience shows that digital technologies and tele-counselling can be effectively replicated in areas with high telephone/smartphone penetration and internet connectivity to continue RCCE.

Presentation 4

Title: Empowering Vulnerable Communities to deal with the Impacts of COVID-19 through Audio-based Phone Communication: A case study by Gram Vaani Community Media in India by *Aditeshwar Seth*

Gram Vaani ('voice of the village'), a social technology organisation has developed a mobile-phone based platform called 'Mobile Vaani', which uses an intelligent IVR (Interactive Voice Response) system that allows people to call a number and leave a message about their community, or listen to messages left by others. The platforms are mobilized by a network of community volunteers. The platforms together support approximately 100,000 monthly unique users over the Mobile Vaani IVR and app.

COVID-19 response has been focused on repurposing the existing services and technology to meet the needs of communities.

Session 4 Summary Highlights

- Applications should use Local language, low text content for better usability
- Social media platforms provide real-time data analytics
- Target the decision-makers, especially while strategizing to nudge behaviours at the household
- Inclusive, bottom-up media platforms, by and for the people, will build empathetic societies
- Building a community network of volunteers helps in collective advocacy

Session 5. Effective Implementation (10.50-11.50 am IST)

Moderator: **Ragini Pasricha,** Director, Content Strategy, BBC Media Action

Presentation 1. RCCE Best Practices Provide Evidence for Better COVID-19 Management in India by *Apurvakumar Pandya, Pragya Lodha*

A rapid evidence review identified six main functions of risk communications: providing factual information, mitigating impact on the people especially marginalized people, encouraging adoption and maintenance of COVID-appropriate behaviours, building resilience, and restoring trust in the health system. The argument is that RCCE should be an integral part of the COVID response strategies at national, regional and local levels as it would help prepare for the better management of the third wave of COVID-19.

Presentation 2. Naya Qadam - A New Dawn in Pakistan by *Maheen Dhanani*

Naya Qadam project uses a human centered design approach to strengthen public and private health systems and create an enabling environment for provision of quality, accessible Post pregnancy Family Planning (PpFP) services. An extensive SBCC campaign provided support to the Population Welfare Department, partnered with Department of Health, Sindh and Punjab and strengthened the District HIS by successfully integrating (PpFP) specific indicators into the DHIS systems. A dedicated, project-specific monitoring, evaluation, and learning (MEL) team closely monitors project performance, cost-effectiveness, efficiency, and equity in the project.

Presentation 3. Pandemic and Lockdown: Enabling Media as a Credible Stakeholder against VAWG in India by Deepali Desai

Gender stories hardly found space in the mainstream media during the pandemic. Breakthrough and like-minded partners collaborated with media on awareness campaigns to encourage bystander intervention to prevent crime against women, disseminate messaging on operational helpline services, yet it can be said that the response received from TV media and print was dismal.
Key learning is that media being the most effective tool of information and awareness, there is a need to sensitise media to use a gender lens and act as a stakeholder against violence against women and girls.

Session 5 Summary Highlights

- Contextualised guidelines and action plan are required for planning and execution of RCCE at multiple levels.
- Media must recognize its role towards women and their issues and follow ethical journalism with better sensitivity and balanced coverage
- Sustained conversation on gender is important for capacity building on the subject.

Session 6. Closer to the Community (11.55 am – 12.55 pm IST)

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

Presentation 1. Mobilising Communities for RCCE using Local Resources, India by *Dr. Syed S. Kaazi,   and Dr.* Misbah Rashid; co-authors: *Arpana Sharma Singhal, Shruti Narula*

Digital Empowerment Foundation (DEF) in partnership with UNICEF established a sound model which demonstrates how local youth/women capacitated as Covid Information Warriors (CIWs) can act as a local stimulus to prepare and mobilize the community to carry out a common fight against Covid pandemic. Practical measures were taken to address and ensure three critical components - gender, equity and sustainability. The use of the locally available resources cut down the outreach and engagement cost. With the project monetary support, the program not only created community awareness but eased the load of economic burden during the pandemic time.

Presentation 2. Community Radios as Agents of Change: Study of a Campaign for inculcating CAB among Communities, India by *Archana Kapoor*; co-authors: *Nitika Kakkar, Aswathy Nair*

A 90-day campaign on COVID Appropriate Behaviours, anchored by SMART was executed by over 150 CR Stations across 28 states in India, leading to an increase in mask-wearing within the communities they serve. This community-centric SBCC intervention, supported by Bill & Melinda Gates Foundation, relayed key messages in local language via a trusted mass medium, engaged community-level influencers , highlighted locals adopting CAB as community celebrities, and maintained on-ground connect with community through outreach activities. An independent third-party evaluation of the program highlighted the significant role played by CRs in making the campaign a success.

Presentation 3. Faith Leaders' Engagement Strategy for RCCE in Rajasthan by *Manjaree Pant*; co-authors: *Nisar Ahmad, Ryaddin Ryad*

In Rajasthan, direct engagement strategy using faith leaders at state, district and sub-district level strengthened the risk communication. Higher level of awareness and preventive behaviours resulted in better testing rates during the initial phase (March – June 2020). The strategy is easily replicable and cost effective. Partnership, ownership, empowerment, and reinforcement as the critical principles of this trust relationship continue to contribute to promotion of other desired COVID appropriate and COVID sensitive behaviours including vaccination

Presentation 4. How Aristotle helped in Reducing COVID-19 Related Stigma & Discrimination in Mumbai, India by *Varsha Chanda*; co-authors: *Harsha Mehta, Dr. K. Baviskar*

An RCCE campaign was run in Maharashtra (Dharavi area in Mumbai) to reduce stigma and discrimination. Communication plan utilised Aristotle's rhetorical triangle with simultaneous use of multiple stakeholders representing various levels of socio-ecological model. The intervention included development of IEC campaign, community mobilisation through CSOs / NGOs. Tracking of results was done through success stories collected from the field.

Session 6 Summary Highlights

- Community Radios run by communities in media-dark areas foster two-way communication, map communities and their needs, deal with local issues while working with local administration and civil society and so enjoy credibility and trust.
- A common platform with common purpose will help find common ground and overcome the risk of polarization. There's a need for sustained engagement to maintain focus on desired social outcomes
- An academic, philosophical construct can be successfully applied to develop guidelines for reducing stigma and discrimination

Session 7. Power of Audio-visuals and Animation(11.55 am – 12.55 pm IST)

Moderator: **Shyamashree Das**, Program Officer, Bill and Melinda Gates Foundation, India

Presentation 1. Experiences of Design and Development of ECCE Resource Book for Frontline Workers-Parwarish ke Champion (Champion of Caregiving) for Pre and Post COVID-19 Outreach Scenarios in India by *Archna Kumar*; co-authors: *Aparna Khanna, Vinita Bhargava, Shraddha Kapoor, Alka Malhotra, Sunisha Ahuja, Aparajita Chaudhary*

"Parwarish ke Champion" is an innovative flipbook developed to serve as a dialogue facilitation tool for frontline workers. Using an innovative approach, the flipbook has been designed in the form of a Varnamala/alphabets of Hindi language where each letter is linked to a key message on positive parenting practices for caregivers of 0 – 6 year old children. Through the presentation, principles of using a Human-Centred Design approach, in the development of the innovative Varnamala approach for the flipbook was shared.

Presentation 2. Corona Super Villain Series: Visually Appealing Content overcomes Language and Socio-Cultural Barriers during a Public Health Emergency in Uttar Pradesh, India by *Geetali Trivedi*; co-author: *Zafrin Chowdhury*

Using an innovative approach, UNICEF in Uttar Pradesh, India produced a series of six 'Corona Super Villain' (CSV) animation films to explain modes of COVID-19 transmission and the key preventive behaviours. The films relied on visual communication without any spoken dialogues and used animation that could be well understood across all age groups, demographics and geographies. The package was viral not only in India but used in over 20 countries. Speed, technically vetted and visually appealing content is critical during a public health emergency. Strong visual communication can overcome language and socio-cultural barriers enabling use across geographies.

Session 7 Summary Highlights

- In the covid scenario, with children at home and schools shut, this book still helps in responsive parenting
- Disseminating and using content in a technology mediated eco-system
- Speed is critical to reach as many as possible in a public health emergency
- Strong visual communication can overcome many barriers-across literacy and across geographies

Session 8. Making Behaviours Stick (11.55 am – 12.55 pm IST)

Moderator**: Dr. Neeru Johri**, Head, Department of Communication Studies, Jagannath International Management School (JIMS), Delhi, India

Presentation 1. Covid-19 and Hygiene Habits: Factors Influencing Adherence and Sustainability of Newly Acquired Behaviours. A Qualitative Study from Delhi, India by *Vibha Gupta*; co-author: *Dr. Sarita Anand*

The study using longitudinal qualitative inquiry and Protection Motivation Theory (PMT) made an attempt to understand the factors impacting long-term adoption and sustainability of Covid-19 crisis induced new behaviors. People's risk perception and protection motivation are dynamic evolving parameters. The findings from the study can help in designing more effective behavior change communication strategy in future.

Presentation 2. Behaviour is Another Vaccine - Reaching Young Girls on Vaccine Hesitancy Post Lockdown, Chennai, India by *Sampath Muthuvelan*; co-authors: *Jeevanandham Rajendran, Oyyavandhan Palaniyappan, Sugitra Jeevanandham*

When the COVID infection rates started to come down and the educational institutions started to reopen from October 2021, Nalamdana, a Chennai (TN) based Not for Profit Organization created 10 interactive sessions of 90 min each on COVID awareness and vaccination for schools and colleges. The sessions included role play and demonstration and yielded positive results.

Presentation 3. From Risk to Repeal, Communication in Pakistan by *Muhammad Ihatsham Akram*

A study was conducted in Pakistan using Health Belief Model along with WHO Building Blocks for Health System and Levesque et al model of access to health care to understand the supply and demand side gaps of MNCH services in COVID. The media while disproportionately promoting the preventive behaviours for COVID, appeared to have cultivated barriers in seeking maternal and child health care. The upcoming SBCC strategies will therefore have to not only contribute to the management of the diseases caused by COVID especially anxiety, depressions, mental stress etc but also to rewire the neurological connections and circuits for new ways of individuals thinking, doing and being.

Session 8 Summary Highlights

- Risk perception and protection motivation are evolving parameters; relevant messaging is required to being about behavior change; and increasing sample size would help in behavioral modelling.

- It is important to empower girls with correct information, so they also become advocates of behavior change in their families and communities.
- The communication challenge needs to be addressed by shifting from one-way communication to community engagement, and need to look into SBCC theories and models.

Session 9: Young & Local Stimuli (11.55am – 12.55 pm IST)

Moderator: Alka Malhotra, Communication for Development Specialist, UNICEF, India Country Office

Presentation 1. Breaching the Digital Divide: Reaching Adolescents Where it Matters in India by *Saswati Chatterjee*; co-author: *Priyanka Kher*

Through the Taaron Ki Toli program (TKT) Breakthrough distributes a gender-sensitive curriculum in schools and works closely with students, teachers, family and community members on issues related to gender, intergenerational dialogue etc. During the pandemic the Taaron Ki Toli curriculum was divided into sessions, organised over WhatsApp calls. Videos and comics on topics like human rights, health & hygiene etc., were sent to students as lessons and facilitators were made available to speak to them. The aim is to ensure that adolescents everywhere have access to safe and correct space and information.

Presentation 2. Combatting Misinformation through Internet Literacy for Young People in India by *Yashi Jain*

The 10 to19 Dasra Adolescents Collaborative trained a cohort of 70 young people (14-24) from across the country in digital advocacy skills, and these 70 young champions use this training model to train 700. Taking it a step further, 60 young people from Bihar and Kharkhand were trained in mobile journalism skills and they have reported 300+ video stories from their communities. This intervention was adopted by the Ministry of Health and Family Welfare, Government of India and scaled through a toolkit rolled out across the country as a valuable RCCE effort.

Presentation 3. Community Support Team (CST) Strategy proves Effective in Combating COVID-19 in Bangladesh by *Sukumar Sarker*; co-authors: *Zubair Shams, Joseph Johnson, Umme Salma Jahan Meena*

Save the Children Bangladesh (SCiBD) and partners, with USAID funding, adapted national-level community-led strategy called Community Support Team (CST) to increase awareness, reporting and detection of suspected cases, prompt and appropriate referral for testing and case management, support home care for mild and moderate patients, and post-discharge follow-up for hospitalized patients. The CST is an effective strategy for facilitating COVID-19 response in Bangladesh, reaching the community with COVID-19 awareness information and necessary support. The government is working with stakeholders to implement this strategy nationwide.

Presentation 4. NISHTHA Swasthya Vaani: An IVRS-based Social Listening Platform for RCCE Enhances Equity and Self-reliance in India by *Krithika Murali and Priyanka Shah*; co-authors:*Dr. Jyoti Benawri, Nagappa V.H, Anand Bairagi*

NISHTHA Swasthya Vaani implemented in 1 district of Jharkhand and 4 districts of Madhya Pradesh is an alternate communication platform using Integrated Voice Response System (IVRS) technology which allows both smartphone and feature phone users to call and record their grievances and listen to pre-recorded messages on various social issues. Such IVRS platforms can be effectively used as a social listening tool for ensuring access to right information at the right time, thereby, enhancing equity of risk communication efforts and promoting self-reliance of targeted communities.

Session 9 Summary Highlights

- Digitization of curriculum content supported in reaching out to large number of adolescents than possible previously with only physical content.
- Creating champions from survivors is a useful strategy to sensitize the community on S&D due to COVID-19 and make a difference to society.
- Community health system model is sustainable and can be replicated to respond to future emergency needs due to diseases or epidemics
- Technology-based risk communication interventions must have concerted local community mobilization to give the program a face. A participatory approach encourages ownership and builds community trust.
- IVRS platforms can be effective social listening tools, improving equity of risk communication efforts and promoting self-reliance of targeted communities
- Despite people not being connected physically, accountability, trust and resilience were established and maintained.
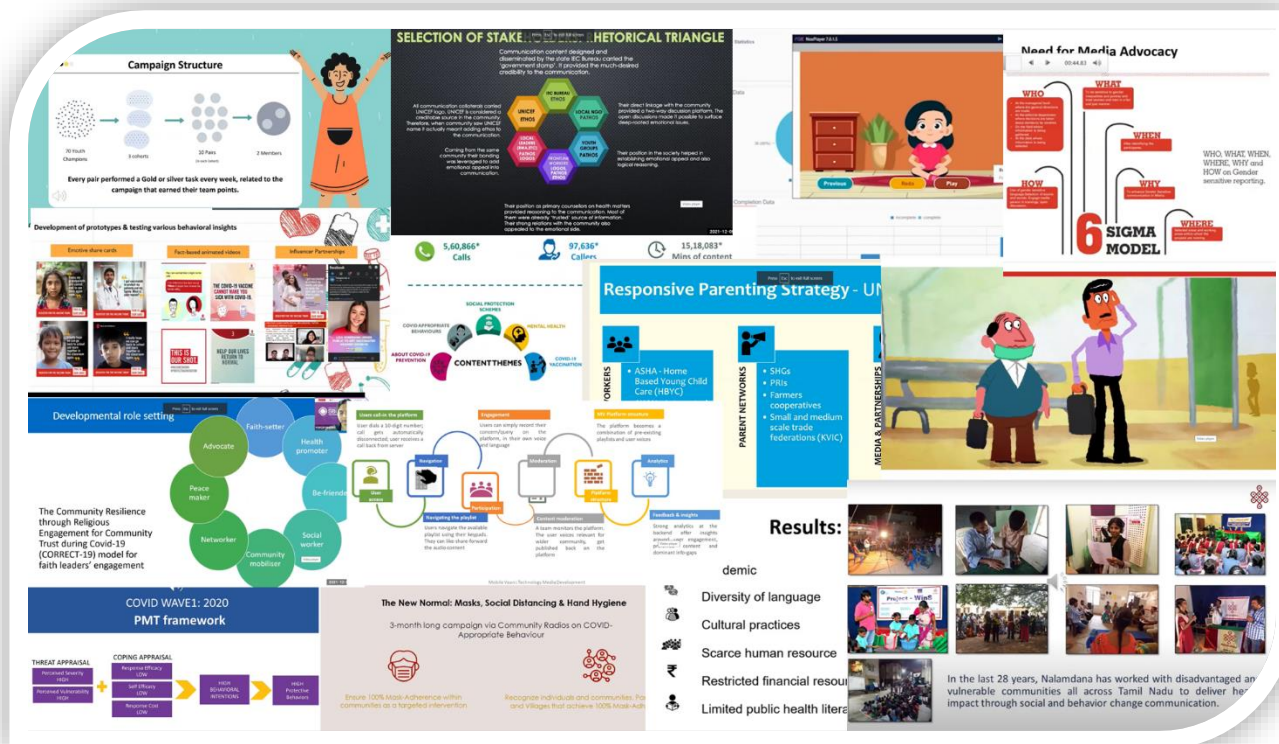
Closing Plenary (1.00 – 1.30 pm IST)

Post the technical sessions, participants gathered for the closing plenary. Appreciating the caliber of discussion, quality of presentations and the connections made during the South Asia SBCC Conversation, the Steering Committee members made a note that the virtual regional format has created a sort of equity as people can participate from across the region. It was proposed as a way forward to continue having this regional SBCC Conversation every year or alternate year. The three day event ended with a vote of thanks to the host organisers, review committee, partners, authors, moderators, volunteers, participants and the SBCC Champions.