



7-9 December 2021

## FINAL REPORT



# CONTENTS

1. BACKGROUND .....	4
- Context	
- Objectives	
- Hosts and partners	
- Dates, Timings and Structure	
- Platform and formats	
- Themes	
- Social media	
2. HOW THE CONVERSATION BEGAN.....	6
- Flowchart of preparations	
3. HOW THE CONVERSATION FLOWED.....	7
- Plenary	
- SBCC Spotlights	
- Technical Sessions	
- Feedback	
- Snapshots	
4. CONCLUSION & WAY FORWARD.....	28
5. ANNEXURES.....	29
- Agenda for 7, 8, 9 December 2021	
- Social Media Plan	
- Banner	
- Flyer	
- Logo	
- FAQ	

## ABBREVIATIONS

AR/VR	Augmented Reality/Virtual Reality
BCC	Behavior Change Communication
CAB	COVID Appropriate Behavior
CST	Community Support Team
CT	Comms Talk
ECCE	Early Childhood Care and Education
GNS	Gender Norms Scale
IDPs	Internally Displaced Camps
IST	Indian Standard Time
IVRS	Interactive Voice Response System
MS	Multimedia Showcase
NCCDC	New Concept Centre for Development Communication
OP	Oral Presentations
RCT	Randomized Controlled Trial
RCCE	Risk Communication and Community Engagement
SBCC	Social and Behavior Change Communication
SWARP	South Asia WASH Results Programme
VIR	Vaccine Indicator and Reminder

## Background

The third International Social and Behavior Change Communication (SBCC) Summit 2020 was scheduled to be held from 30th March to 3rd April 2020 in Marrakech, Morocco. However, the event could not take place as per schedule due to the global coronavirus pandemic and is now proposed to be held in December 2022. Hoping to keep the SBCC conversation alive and moving forward in the region, the International Organizing Committee of the SBCC Summit reached out to the regional representatives for organizing a regional chapter of the Summit for South Asia. Thus, over three days, social and behavior change experts, practitioners, researchers and students from eight South Asian countries came together and used the event platform to discuss, analyse and evaluate innovative, inspiring and collaborative work done with SBCC and Risk Communication and Community Engagement (RCCE) cutting across areas.

### Key Objectives

- ✓ Provide a platform to present/share abstracts accepted for 2020 SBCC Summit
- ✓ Build a strong momentum in the South Asia region (Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka) in preparation for the Global SBCC Summit 2022
- ✓ Explore South Asia specific issues, initiate a regional dialogue to advance SBCC in the region
- ✓ Engage SBCC experts beyond public health - e.g. humanitarian, environment, social development, education, public policy, etc.
- ✓ Share experiences highlighting recent regional SBCC innovation around COVID-19 RCCE

### Hosts and partners

- The Steering Committee for the South Asia SBCC Conversation comprised representatives from the BBC Media Action, Breakthrough, Center for Communication and Change India, Johns Hopkins Center for Communication Programs and UNICEF.
- The COVID RCCE Abstract Selection Subcommittee comprised members from development agencies from various countries in the region.
- New Concept Centre for Development Communication (NCCDC) was the program coordination, support and logistics partner for the event.
- Students from Lady Irwin College, University of Delhi engaged as volunteers to help in the coordination and organization of meetings and sessions.
- Senior SBCC experts from development organizations and academic institutions moderated the panels over the three days.

### Dates, timings and structure

- 7,8,9 December 2021 from 10.00 am to 1.00 pm Indian Standard Time (IST)
- The structure of the event was uniform for all the three days. Each day began with a common plenary hosted by two emcees from the Steering Committee. The plenary from 10.00 to 10.45 am was followed by technical sessions. Day 1 had five, Day 2 had eight

and Day 3 had nine technical sessions. A unique section called SBCC Spotlight was a part of the plenary, which showcased stories of people who stand tall amongst others in the way they have used SBCC to bring change in themselves and the community at large. Technical sessions were held in two time slots – 10.50 to 11.50 am and 11.55 to 12.55 pm. The third day had a concluding plenary from 1.00 to 1.30 pm (IST).

### Platform and formats

The event was hosted on Zoom. The plenary and technical sessions, all had different zoom links which were circulated prior to the event with the moderators, presenters and participants over email and social media.

### Formats used for the presentations

**Oral Presentations (OP)** - Could be research or program-oriented. OP sessions consisted of 3-4 panelists. Each presenter had a maximum of 10 minutes to present with the remaining time reserved for Q&A and audience discussion.

**Comms Talk (CT)** - Structured like a TED Talk, CT sessions provided a platform to showcase well-formed ideas or share key experiences as a narrative rather than in a presentation format. The CT session had two presentations that complemented each other in some way. Each presenter had 10 minutes to deliver their talk with the remaining time reserved for audience reaction.

**Multimedia Showcase (MS)** - The MS session featured listening, viewing or interacting with multimedia products or materials used in SBCC. Each multimedia abstract was assigned by the Program Committee to a specific 60-minute multimedia-focused panel session, based on topic/content areas. Each presenter was given approximately 15 minutes to introduce, screen, and briefly contextualize the product in a short presentation. The presenters were given up to seven minutes to showcase their multimedia product during the session.

### Themes

Overall the South Asia SBCC Conversation had one theme for each day

Day 1: SBCC TOOLS & PLATFORMS IN HEALTH & ALLIED SECTORS

Day 2: SBCC - INCLUSION, INNOVATION & PARTNERSHIPS

Day 3: COVID-19 RCCE

Within each day the technical sessions covered the following three themes

**Theme 1: Catalyzing Transformational Change** - Evidence, innovations in SBCC-RCCE, successes and challenges across disciplines including climate action, gender discrimination and violence, health and well-being, poverty reduction, sustainable consumption, reduced inequality, access to justice and transformations in leadership at all levels in tackling urgent issues at scale.

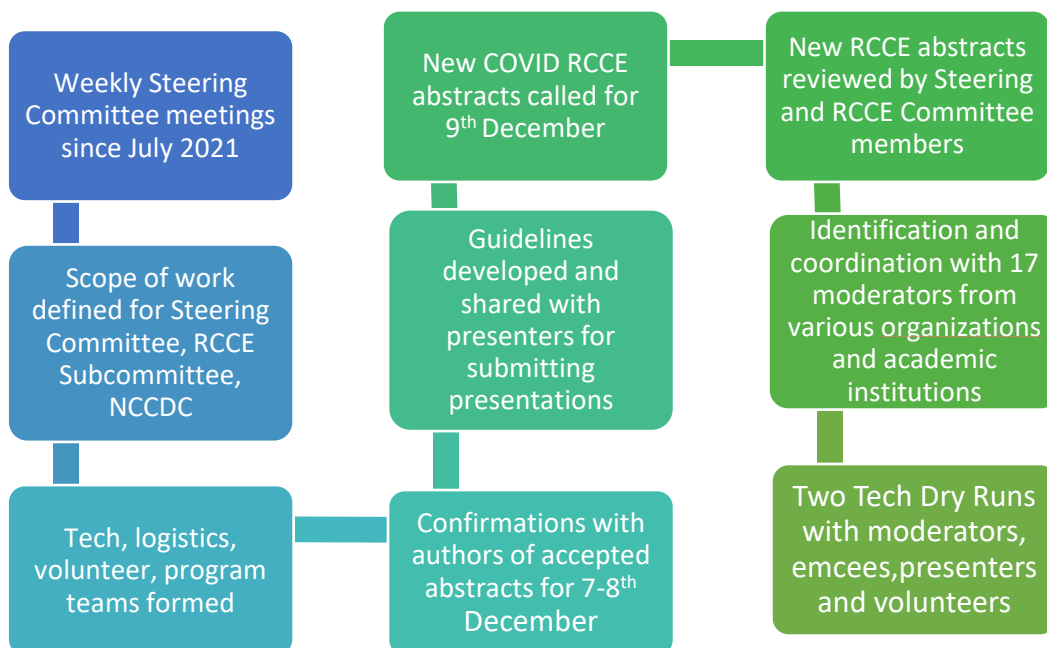
**Theme 2: Future Forward** - Mobile technologies, social media, new partners offering new ways to understand audiences and develop personalized and immersive content across disciplines as mentioned above.

**Theme 3: Connecting the Dots** - Interdisciplinary dialogue and collaboration, skills sharing and capacity strengthening for SBCC, creative collective action across different sectors, geographies, disciplines, stakeholder groups and generations (adults and youth), engaging non-traditional players/sectors.

### Social Media Plan

A detailed social media plan was drawn to create awareness about the event using various social media platforms and handles of the host organizations. The plenary was live-streamed on Facebook on all three days and the recordings of the technical sessions were made available on the microsite (<https://southasia.sbccsummit.org>) developed for the South Asia SBCC Conversation. There were 30+ posts across different social media platforms like Facebook, Twitter and Instagram.

### How the Conversation Began



## How the Conversation Flowed

### Day One – 7 Dec 2021



**Hosts:**

**Alka Mahotra**, C4D Specialist, UNICEF India

**Sanjeeta Agnihotri**, Deputy Director, CCC-I

### Day Two – 8 Dec 2021



**Hosts:**

**Uttara Bharath Kumar**, Senior Technical Advisor, SBC and Capacity Strengthening, JHUCCP

**Urvashi Gandhi**, Director, Global Policy and Advocacy, Breakthrough

### Day Three – 9 Dec 2021



**Hosts:**

**Sohini Bhattacharya**, CEO, Breakthrough

**Priyanka Dutt**, Country Director, BBC Media Action

### Plenary Session:

For each of the three days there were two hosts who began by extending a warm welcome to the participants and attendees. This was followed by giving the context of the Conversation, laying out the schedule for the day, introducing the SBCC Spotlights, the sessions and the moderators.

#### Dedication to Vimala Ramakrishnan



A lead advisor for the South Asia SBCC Conversation leading the planning, guiding and monitoring the preparations, Vimala Ramakrishnan lost her life to lung cancer barely 10 days before the event. Vimala co-founded New Concept Centre for Development Communication and New Concept Information Systems. She passed away on 27

November 2021, after completing an illustrious journey spanning more than four decades in the social development sector. A stalwart who had her own unique style and leadership quality, Vimala, fondly called Malli, inspired and touched many lives through her vision and action. Detected with lung cancer, that too at an advanced stage in October end, Malli never let her spirits sink and brought cheer to everyone in her vicinity even in the hospital till the last moment.



## SBCC Spotlights

### Day 1

1. **Farheen from Radio Mewat** (community radio station in Haryana, India) talked about how from being a person who feared to step out of her house to go to school, to being a person who is a star radio presenter and an opinion change leader working against domestic violence and for COVID-19 prevention and vaccination.



2. **Sesame Street India muppets Elmo and Chamki** brought in their funny and endearing quality to talk about mental health - an issue which is mostly brushed under the carpet..



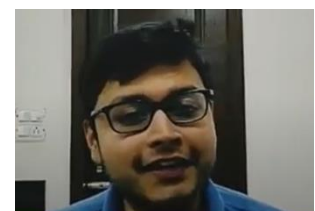
### Day 2

1. **Anuradha**, a Breakthrough Team Change Leader from Uttar Pradesh, India, is a young opinion leader who has been recognized for her work on domestic violence and her initiatives during the COVID-19 pandemic.
2. **Voices of girls (trained by Feminist Approach to Technology, India)** from *Todo Bandishein* campaign against Early and Forced Marriage, brought to the audience the power of storytelling through films and how it can be instrumental in striking conversation and triggering change within communities.



### Day 3

1. **Paritosh**, a young influencer told his story of how through the tough times of the pandemic, 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 with his Feeding from Far Initiative, India.

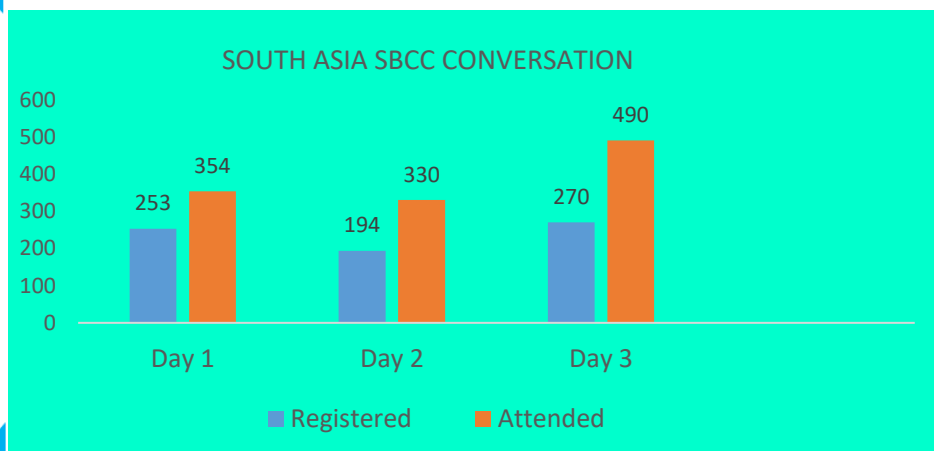




2. The **Johns Hopkins** team of Marla Shaivitz, Dominick Shattuck from the Center for Communication Programs, shared new insights from the **latest dashboard covering COVID-19 data** on knowledge, attitudes and practices from the South Asia region. Caroline Jacoby, also from CCP, shared the COVID-19 Communication Network platform, or the CCN, where curated SBC tools and materials from around the world can be found.



## Technical Sessions



Day One: SBCC TOOLS & PLATFORMS IN HEALTH & ALLIED SECTORS			
<b>Session 1</b>	10:50 am-11:20 am	<b>Dr. Neeru Johri</b> , Head, Department of Communication Studies, JIMS, New Delhi <a href="https://drive.google.com/file/d/1jCYIL0Je7B8YWWJLJMo-vUkm53xHqpFn/view?usp=sharing">https://drive.google.com/file/d/1jCYIL0Je7B8YWWJLJMo-vUkm53xHqpFn/view?usp=sharing</a>	
<b>Format - Comms Talk</b>			
Presentation	Title	Presenter/s	Presentation
1.	The Making of India's Largest Urban Sanitation Behavior Change Program, India	<i>Sreejita Basu</i> ; co-author: <i>Abhinav Akhilesh</i>	<a href="https://drive.google.com/drive/folders/1YHVo_PMWmVxbIX2jy-BXOUCTE1VzNC4y?usp=sharing">https://drive.google.com/drive/folders/1YHVo_PMWmVxbIX2jy-BXOUCTE1VzNC4y?usp=sharing</a>

2.	Re-Imagining and Co-Creating Social Norms Change through Socially Engaged Arts, India	<i>Sunayana Wadhawan and Priya John</i>	<a href="https://drive.google.com/drive/folders/1JlOrb5JN1SVdaA-HcaLr63-zPRvKRknQ?usp=sharing">https://drive.google.com/drive/folders/1JlOrb5JN1SVdaA-HcaLr63-zPRvKRknQ?usp=sharing</a>
3.	Implementing Digital Toolkit for Normalizing Conversations on Comprehensive Sexuality Education among Young Adults in India	<i>Jahnvi Sharma</i>	<a href="https://drive.google.com/drive/folders/1GQig_Rv7WgmCXRakt9aUxZdlTnGwVULv?usp=sharing">https://drive.google.com/drive/folders/1GQig_Rv7WgmCXRakt9aUxZdlTnGwVULv?usp=sharing</a>
<b>Session 2</b>	10:50 am-11:50 am	<b>Dr. Suparna Khara</b> , Additional Director, National Institute of Public Health Training & Research, Mumbai <a href="https://drive.google.com/file/d/1LCZ7cbuzEstpZUkn0Q8AZm4unwYuESK8/view?usp=sharing">https://drive.google.com/file/d/1LCZ7cbuzEstpZUkn0Q8AZm4unwYuESK8/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Antenatal Care as a Gateway Behavior to Increase Birth at a Health Facility: Opportunity for SBCC Programs, Bangladesh	<i>Yasmin Siddiqua; co-authors: Nandita Kapadia Kundu, Sanjanthi Velu, Zoe Hendrickson, Sabina Shahnaz, Syed Jafar Raza Rizvi</i>	<a href="https://drive.google.com/drive/folders/1QLAnjZYA8wmqlj_lv9ydZpUfKFcXwNAI?usp=sharing">https://drive.google.com/drive/folders/1QLAnjZYA8wmqlj_lv9ydZpUfKFcXwNAI?usp=sharing</a>
2.	The Vicious Cycle of Malnutrition among Under Five Children in Bangladesh: Using Local Food Models as a Gateway to Health and Nutrition, Bangladesh	<i>Sabina Shahnaz; co-authors: Nandita Kapadia Kundu, Syed Jafar Raza Rizvi, Zoe Hendrickson, Yasmin Siddiqua, Patrick Coleman</i>	<a href="https://drive.google.com/drive/folders/1ASTkHKpO3Fxfh1grXlvCS-ET_pE1c5Qr?usp=sharing">https://drive.google.com/drive/folders/1ASTkHKpO3Fxfh1grXlvCS-ET_pE1c5Qr?usp=sharing</a>
3.	Pilot of an Interactive Voice Response Service for Delivering Maternal Health Information to Expectant Fathers in Pakistan	<i>Sacha St-Onge Ahmad; co-authors: Mustafa Naseem, Shan Randhawa, Muhammad Bilal Saleem, Tallal Ahmad, Agha Ali Raza</i>	<a href="https://drive.google.com/drive/folders/1TH7QI3RyfSBvbO9vve5yX3ghyr4hK6rB?usp=sharing">https://drive.google.com/drive/folders/1TH7QI3RyfSBvbO9vve5yX3ghyr4hK6rB?usp=sharing</a>
<b>Session 3</b>	10:50 am-11:50 am	<b>Dr. Sanjeev Kumar</b> , SBCC Expert	

<b>Format - Oral Presentations</b>		<a href="https://drive.google.com/file/d/1bBfKUV6tXWM3mR9EIOCHUmfqFgmU-GGS/view?usp=sharing">https://drive.google.com/file/d/1bBfKUV6tXWM3mR9EIOCHUmfqFgmU-GGS/view?usp=sharing</a>	
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Faith Leaders as Change Agents to Reduce Early Marriage Incidents in Afghanistan	<i>Ketevan (Kate) Kobaidze and Natia Ubilava</i>	<a href="https://drive.google.com/drive/folders/1P6OhpkrmO9eQ-tZQvnFHR61BiaPGQYa5?usp=sharing">https://drive.google.com/drive/folders/1P6OhpkrmO9eQ-tZQvnFHR61BiaPGQYa5?usp=sharing</a>
2.	Sustaining Behavior Change through Local Government Engagement: <i>Suaahara II</i> , a Success Story from Nepal	<i>Bishow Raman Neupane; co-authors: Indra Dhoj Kshetri and Pooja Pandey</i>	<a href="https://drive.google.com/drive/folders/13keqXcOyVwpQZ6rv35Dqt-l4VQdQ0wQD?usp=sharing">https://drive.google.com/drive/folders/13keqXcOyVwpQZ6rv35Dqt-l4VQdQ0wQD?usp=sharing</a>
3.	Fail Early, Fail Fast, Fail Often, But Don't Fail Big: Managing Behavioral Science-Backed Innovative Products and Services in Three Low to Middle Income Countries	<i>Sohrab Hussain; co-authors: Reshma Trasi, Cecelia Angelone, Zakari Congo, Kesete Berhane, Mohamad Brooks</i>	<a href="https://drive.google.com/drive/folders/1sgr_90pPtsoKSdVYoOCrww8KYG68-lrn?usp=sharing">https://drive.google.com/drive/folders/1sgr_90pPtsoKSdVYoOCrww8KYG68-lrn?usp=sharing</a>
<b>Session 4</b>	11:55 am-12:55 pm	<b>Varinder Kaur Gambhir</b> , Director Research, BBC Media Action <a href="https://drive.google.com/file/d/15UHXt58NfV5Tp6WP3tN1EsBCoXR5wLt8/view?usp=sharing">https://drive.google.com/file/d/15UHXt58NfV5Tp6WP3tN1EsBCoXR5wLt8/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Fortifying the Frontline: Developing a Targeted Approach to Outreach and Communication for Tuberculosis Health Workers in South India	<i>Poornima Bathi Siddappa, Mallika Tharakan; co-authors: Mohan H L, Bharatesh Shetty, Amar Shah, Reuben Swamickan</i>	<a href="https://drive.google.com/drive/folders/1oboOGCSPztPdNS1w2-kyBDmY_PzOz0x?usp=sharing">https://drive.google.com/drive/folders/1oboOGCSPztPdNS1w2-kyBDmY_PzOz0x?usp=sharing</a>
2.	Triangulating Strengthened Capacity: Using Multiple Research Methods to Assess Changes in Social and Behavior Change Capacity in Nepal	<i>Lokesh Bhatt; co-authors: Zoe Hendrickson, Pranab Rajbhandari, Shreejana K. C, TrishAnn Davis, Leticia De Los Rios, Sanjanthi Velu</i>	<a href="https://drive.google.com/drive/folders/1jW76R104x2wCGFhYRdnFcX3RZ53PRgil?usp=sharing">https://drive.google.com/drive/folders/1jW76R104x2wCGFhYRdnFcX3RZ53PRgil?usp=sharing</a>

3.	Care Companion Platform: Developing a WhatsApp-based Health Behavior Change Messaging Platform to Encourage Healthy Behaviors	Shirley Yan, Victoria G; co-authors: Sudhanshu Gautam, Arjun Rangarajan, Anindita Bhowmik, Anjali Gupta	<a href="https://drive.google.com/drive/folders/1-8BJ0cV6G1aYQkew3nXgcOyDpgugtsGU?usp=sharing">https://drive.google.com/drive/folders/1-8BJ0cV6G1aYQkew3nXgcOyDpgugtsGU?usp=sharing</a>
<b>Session 5</b>	11:55 am-12:55 pm	<b>Sona Sharma</b> , SBCC Advisor Action Against Hunger <a href="https://drive.google.com/file/d/1fqdzXYKVwtC1Zqb11SqjmGfRnHq7tMQj/view?usp=sharing">https://drive.google.com/file/d/1fqdzXYKVwtC1Zqb11SqjmGfRnHq7tMQj/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Action Reaction - Understanding and Overcoming Backlash against Girls' Exercise of Agency in India	Sucharita Iyer	<a href="https://drive.google.com/drive/folders/1S5fL4HTiu0EcJ2aHpDd3Y_OmYGDNi8fy?usp=sharing">https://drive.google.com/drive/folders/1S5fL4HTiu0EcJ2aHpDd3Y_OmYGDNi8fy?usp=sharing</a>
2.	Navigating an Adolescents Life through an Avatar: A Game of Choice, Not Chance	Ashima Misri; co-authors: Kavita Ayyagari, Namita Mohandas	<a href="https://drive.google.com/file/d/1SFXT3nmng1ra8pvfi2_wEvW_vnge954Jz/view?usp=sharing">https://drive.google.com/file/d/1SFXT3nmng1ra8pvfi2_wEvW_vnge954Jz/view?usp=sharing</a>
3.	Gender-Equitable Approaches to Engage Men in Family Planning Communication and Decisions in India: Using Evidence Review and Human Centered Design	Kuhika Seth; co-authors: Aishwarya Sahay, Kapil Vachhar, Pranita Achyut	<a href="https://drive.google.com/drive/folders/1D9mmG_gGbnJPPcMcJtimAbgR4P98-0Zn?usp=sharing">https://drive.google.com/drive/folders/1D9mmG_gGbnJPPcMcJtimAbgR4P98-0Zn?usp=sharing</a>
4.	Gender Norms among Unmarried Adolescent Girls and Boys (15-19 Years) in Sylhet and Chattogram Divisions of Bangladesh: Implications for SBCC Programs	Yasmin Siddiqua,; co-authors: Syed Jafar Raza Rizvi, Nandita Kapadia Kundu, Zoe Hendrickson, Sabina Shahnaz, Patrick Coleman	<a href="https://drive.google.com/drive/folders/11uS8Ee1CvLij2F-JSxMy2j78mpRB5or1?usp=sharing">https://drive.google.com/drive/folders/11uS8Ee1CvLij2F-JSxMy2j78mpRB5or1?usp=sharing</a>
5.	Power to the Powerless: Marginalised Adolescent Girls Spearhead Social Change	Mallika Tharakan; co-authors: Mohan H L, Sudeshna Dey, Satyanarayana Ramanaik, Raghavendra Thalinja, Prakash Javalkar	<a href="https://drive.google.com/drive/folders/18l80PvytYZR5KB8v1lY45Ols_NW8YGZ1?usp=sharing">https://drive.google.com/drive/folders/18l80PvytYZR5KB8v1lY45Ols_NW8YGZ1?usp=sharing</a>

Day Two: SBCC - INCLUSION, INNOVATION & PARTNERSHIPS			
<b>Session 1</b>	10:50 am-11:50 am	<b>Ajai Kumar S</b> , Team Lead, Strategic Communications, John Snow India <a href="https://drive.google.com/file/d/1pCpXSvycSF9Y-kqBIRwt4-lbP9NX6_sH/view?usp=sharing">https://drive.google.com/file/d/1pCpXSvycSF9Y-kqBIRwt4-lbP9NX6_sH/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
Presentation	Title	Presenter/s	Presentation
1.	Lost in Translation: Language Needs Assessments in Humanitarian Crises	<i>Peter Squires</i>	<a href="https://drive.google.com/file/d/1S6CcdfIBripmXnSmnBcGCvp9i8VI_XcJ/view?usp=sharinghttps://drive.google.com/file/d/1S6CcdfIBripmXnSmnBcGCvp9i8VI_XcJ/view?usp=sharing">https://drive.google.com/file/d/1S6CcdfIBripmXnSmnBcGCvp9i8VI_XcJ/view?usp=sharinghttps://drive.google.com/file/d/1S6CcdfIBripmXnSmnBcGCvp9i8VI_XcJ/view?usp=sharing</a>
2.	Communication Failed: Health Communication Targeted for Tribal Women and Way Forward in India	<i>Nirmalya Mukherjee; co-authors: Shipra Joshi, Arpita Mitra</i>	<a href="https://drive.google.com/file/d/1lbMmta8b-ULObKqSz2Vllc4dC6EGDhFz/view?usp=sharing">https://drive.google.com/file/d/1lbMmta8b-ULObKqSz2Vllc4dC6EGDhFz/view?usp=sharing</a>
3.	Increasing Listenership to a Radio Drama by identifying Audience Needs and Acting Upon Them: Experiences of Adapting Bhanchhin Aama (Mother Says) in Nepal	<i>Indra Dhoj Kshetri; co-authors: Ramesh Dhakal, Kenda Cunningham, Pooja Pandey</i>	<a href="https://docs.google.com/presentation/d/1cGSjTX-b1nCoQRhIXFtQf5QSEETiQtF/edit?usp=sharing&amp;oid=106616740142967038010&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1cGSjTX-b1nCoQRhIXFtQf5QSEETiQtF/edit?usp=sharing&amp;oid=106616740142967038010&amp;rtpof=true&amp;sd=true</a>
<b>Session 2</b>	10:50 am-11:50 pm	<b>Radharani Mitra</b> , Global Creative Advisor, BBC Media Action <a href="https://drive.google.com/file/d/1fmAwElc0JpmKuWuN66KRZGYjBqqOFuqn/view?usp=sharing">https://drive.google.com/file/d/1fmAwElc0JpmKuWuN66KRZGYjBqqOFuqn/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
Presentation	Title	Presenter/s	Presentation
1.	Using the Approach of Co-Creation to Design Culturally Appropriate SBCC Materials for Uttar Pradesh's (India) First Breastfeeding Cubicle	<i>Sarah Tanishka Nethan; co-authors: Shatarupa Bandopadhyay, Abdul Qadir, Raj Shekhar, Aarti Kumar, Vishwajeet Kumar</i>	<a href="https://drive.google.com/file/d/1rCP37fbqnVcRFMSFEoDzG_wiZ_s4OKJ/view?usp=sharing">https://drive.google.com/file/d/1rCP37fbqnVcRFMSFEoDzG_wiZ_s4OKJ/view?usp=sharing</a>
2.	Better Diets for Smallholder Farmers and Workers in the Tea Sector: Leveraging Business Channels to Reach Vulnerable	<i>Mirjam Kneepkens, Genevia Stone ; co-authors: Biju</i>	<a href="https://drive.google.com/file/d/1Brmn74U-XhS9G6xhkKJ8FRRFI0RouLX/view?usp=sharing">https://drive.google.com/file/d/1Brmn74U-XhS9G6xhkKJ8FRRFI0RouLX/view?usp=sharing</a>

	Populations through a Multi-Component Behavior Change Communications (BCC) Approach	<i>Mushahary, Catherine Macharia-Mutie, Barbel Weilgmann, Christina Nyhus-Dhillon</i>	
<b>Session 3</b>	10:50 am-11:50 am	<b>Barsha Chakraborty</b> , Lead - Digital Engagement, Partnerships and Advocacy, Breakthrough India <a href="https://drive.google.com/file/d/1fmAwElc0JpmKuWuN66KRZGYjBqqOFuqn/view?usp=sharing">https://drive.google.com/file/d/1fmAwElc0JpmKuWuN66KRZGYjBqqOFuqn/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Creating a Scalable Model for Healthcare Delivery and Patient-centered Care in Rural India using Telemedicine: A Positive Deviance Inquiry and Intervention	<i>Pallavi Jain</i> ; co-authors: <i>Anu Sachdev, Arvind Singhal, Jagdeep Gambhir</i>	<a href="https://docs.google.com/presentation/d/1Ztr0GmHe-nvgY6bT5XIDXAT0k_t0jh-s/edit?usp=sharing&amp;ouid=105415798003384028562&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1Ztr0GmHe-nvgY6bT5XIDXAT0k_t0jh-s/edit?usp=sharing&amp;ouid=105415798003384028562&amp;rtpof=true&amp;sd=true</a>
2.	Using Machine Learning to Improve Quality Assurance of Behavior Change Communication Program in Madhya Pradesh, India	<i>Neha Shah</i> and <i>Dr. Osama Ummer</i> ; co-authors: <i>Diwakar Mohan, Kerry Scott, Amnesty Lefevre</i>	<a href="https://drive.google.com/file/d/1y0amkmlW93CRO4HlkWp1HO8n4bJA5kkW/view?usp=sharing">https://drive.google.com/file/d/1y0amkmlW93CRO4HlkWp1HO8n4bJA5kkW/view?usp=sharing</a>
3.	Helping Local Leaders Solve Local Problems: Incorporating Evidence-based SBC into Nepal's Newly Federalized System	<i>Pranab Rajbhandari</i> ; co-authors: <i>Shreejana K. C., Caroline Jacoby, Sanjanthi Velu, Zoe Hendrickson, Trishann Davis, Thaneswor Koirala</i>	<a href="https://docs.google.com/presentation/d/1hOUAug092L5okpfYb95psHptNVkDvR/edit?usp=sharing&amp;ouid=106616740142967038010&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1hOUAug092L5okpfYb95psHptNVkDvR/edit?usp=sharing&amp;ouid=106616740142967038010&amp;rtpof=true&amp;sd=true</a>
4.	Safal Shuruaat – Successful Parenting: Public-Private Sector Partnership Saving Lives in North India	<i>Pallavi Dhall</i> ; co-authors: <i>Surya AV, Susan Mackay, Pradakshana Kaul, Smita Singh, Abhishek Singh</i>	<a href="https://drive.google.com/file/d/11DU_reA2OVwnLoaxVhNspsnrPrECn09Y/view?usp=sharing">https://drive.google.com/file/d/11DU_reA2OVwnLoaxVhNspsnrPrECn09Y/view?usp=sharing</a>

<b>Session 4</b>	10:50 am-11:50 am	<b>Dr. Archana Kumar</b> , Associate Professor, Department of Development Communication & Extension, Lady Irwin College, University of Delhi <a href="https://drive.google.com/file/d/1ncKzqqeN-o4l1BxJRloZ3lh7syxyG7Tm/view?usp=sharing">https://drive.google.com/file/d/1ncKzqqeN-o4l1BxJRloZ3lh7syxyG7Tm/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	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	<i>Bhargav Sri Prakash</i>	<a href="https://drive.google.com/file/d/1NGev9m51twyYXqwOKAZTuIWKUPLT-tBl/view?usp=sharing">https://drive.google.com/file/d/1NGev9m51twyYXqwOKAZTuIWKUPLT-tBl/view?usp=sharing</a>
2.	Boosting Routine Immunization Demand Generation - The Indian Experience	<i>Dr. Bhawani Shankar Tripathy;</i> <i>co-authors:</i> <i>Varsha Chanda,</i> <i>Nisar Ahmad,</i> <i>Rania Eleessawi</i>	<a href="https://drive.google.com/file/d/1jxiJ5-IGTMCgGt96eCOKUKxBTPNTFxTD/view?usp=sharing">https://drive.google.com/file/d/1jxiJ5-IGTMCgGt96eCOKUKxBTPNTFxTD/view?usp=sharing</a>
3.	Vaccine Indicator and Reminder (VIR) Band Community Intervention: Formative Evaluation Study, Karachi, Pakistan	<i>Noor Sabah Rakhshani</i>	<a href="https://drive.google.com/file/d/1jMNn9DoHviBAiyQVp0BbAJ8X6OL5p3al/view?usp=sharing">https://drive.google.com/file/d/1jMNn9DoHviBAiyQVp0BbAJ8X6OL5p3al/view?usp=sharing</a>
<b>Session 5</b>	10:50 am-11:50 am	<b>Shivani Kapoor</b> , SBC Expert <a href="https://drive.google.com/file/d/1qHN8H0UPDcGRLWUDqjeKvLKl7i4b_X0H/view?usp=sharing">https://drive.google.com/file/d/1qHN8H0UPDcGRLWUDqjeKvLKl7i4b_X0H/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Changing Hygiene Behaviors and Gender Norms: Practical Experiences from South Asia WASH Results Programme (SWARP) in Bangladesh	<i>Mitali Das; co-authors: Mosa Effat Nur, Mimi Coultas</i>	<a href="https://drive.google.com/file/d/1JCNYE3mkLtchxEej6au8pPQgkLIG59ZC/view?usp=sharing">https://drive.google.com/file/d/1JCNYE3mkLtchxEej6au8pPQgkLIG59ZC/view?usp=sharing</a>
2.	Promotion of Biofortified Orange-Fleshed Sweet Potato with Social Marketing Strategies in North India Increases Demand for a More Diverse Diet	<i>Kathryn Merckel</i>	<a href="https://drive.google.com/file/d/10aL3-U6NjuHD94IPtLvZi4LgvNyiugTG/view?usp=sharing">https://drive.google.com/file/d/10aL3-U6NjuHD94IPtLvZi4LgvNyiugTG/view?usp=sharing</a>



3.	Less is More: Prioritising Behaviors for Effective Multi-Sectoral Nutrition SBC	<i>Kelsey Torres; co-authors: Lisa Sherburne, Michael Manske, Laura Itzkowitz, Fartun Yussuf</i>	<a href="https://drive.google.com/file/d/1LiTochnJw7o--fR3XafwF3RxPJOf2Q8/view?usp=sharing">https://drive.google.com/file/d/1LiTochnJw7o--fR3XafwF3RxPJOf2Q8/view?usp=sharing</a>
<b>Session 6</b>	11:55 am-12:55 am	<b>Anupama Srinivasan</b> , Asst. Director REACH, India <a href="https://drive.google.com/file/d/1-Knb6Z2ma8lONInPNMPk5bAYcKKsppI6/view?usp=sharing">https://drive.google.com/file/d/1-Knb6Z2ma8lONInPNMPk5bAYcKKsppI6/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	<i>The G-NORM: Development and Validation of a Theory-based Gender Norms Scale (the GNS),</i>	<i>Erica Sedlander; co-authors: Jeffrey Bingenheimer, Michael Long, Minati Swain, Nadia Diamond-Smith, Rajiv Rimal</i>	<a href="https://drive.google.com/file/d/14qvHUQ9D1dJwG_nYl19zPw7n066kpLWf/view?usp=sharing">https://drive.google.com/file/d/14qvHUQ9D1dJwG_nYl19zPw7n066kpLWf/view?usp=sharing</a>
2.	A Knowledge Platform on Sexual and Reproductive Health and Rights	<i>Arnob Chakraborty and Nujhat Khan</i>	<a href="https://drive.google.com/file/d/1JdFlylM2Dglg5-qjEbA4P8DkgLM06JeD/view?usp=sharing">https://drive.google.com/file/d/1JdFlylM2Dglg5-qjEbA4P8DkgLM06JeD/view?usp=sharing</a>
<b>Session 7</b>	11:55 am-12:55 am	<b>Sanjeev Kumar</b> , SBCC Expert <a href="https://drive.google.com/file/d/1bBfKUV6tXWM3mR9EIOCHUmfgFgmU-GGS/view?usp=sharing">https://drive.google.com/file/d/1bBfKUV6tXWM3mR9EIOCHUmfgFgmU-GGS/view?usp=sharing</a>	
<b>Format - Comms Talk</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Why We Are Not the Experts	<i>Mehak Ali; co-author: Kausar S. Khan</i>	<a href="https://drive.google.com/file/d/1D257klMJ4JSs34Gbu-MZh7mRujUWd8o-/view?usp=sharing">https://drive.google.com/file/d/1D257klMJ4JSs34Gbu-MZh7mRujUWd8o-/view?usp=sharing</a>
2.	The Future of Online Campaigns for Social Change: Learnings from #Isthislove Campaign to Address Intimate Partner Violence in India	<i>Vithika Yadav; co-author: Surabhi Srivastava</i>	<a href="https://drive.google.com/file/d/1ghmp3_4E7fMobOuAu5oINvAvhPYM-Fmw/view?usp=sharing">https://drive.google.com/file/d/1ghmp3_4E7fMobOuAu5oINvAvhPYM-Fmw/view?usp=sharing</a>
<b>Session 8</b>	11:55 am-12:55 am	<b>Archana Kapoor</b> , CEO SMART, India	

<b>Format - Multimedia Showcase</b>		<a href="https://drive.google.com/file/d/1ufspUavJd85f5qBO09zkckpq5mpZzcDa/view?usp=sharing">https://drive.google.com/file/d/1ufspUavJd85f5qBO09zkckpq5mpZzcDa/view?usp=sharing</a>	
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	<i>Paani Lekar Aana: Talking about Menstruation and Menstrual Management</i>	<i>Pauline Gomes,</i>	<a href="https://drive.google.com/file/d/18FVDYY_mJ8MkvbmQORtxYU6UfD3rHZtn/view?usp=sharing">https://drive.google.com/file/d/18FVDYY_mJ8MkvbmQORtxYU6UfD3rHZtn/view?usp=sharing</a>
2.	From Reel to Real: Breaking Barriers and Building Aspirations using Virtual Reality	<i>Priyanka Kher</i>	<a href="https://drive.google.com/file/d/1q-5TAEnSwvOXElFwQ0fbzdjsLC_CLmbe/view?usp=sharing">https://drive.google.com/file/d/1q-5TAEnSwvOXElFwQ0fbzdjsLC_CLmbe/view?usp=sharing</a>

<b>Day 3: COVID RISK COMMUNICATION AND COMMUNITY ENGAGEMENT</b>			
<b>Session 1</b>	10:50 am-11:50 am	<b>Mandira Kalra Kalaan, SBCC Expert</b> <a href="https://drive.google.com/file/d/1zoJb7gosF3yxl4VTy35oMzJuTzWmY6kM/view?usp=sharing">https://drive.google.com/file/d/1zoJb7gosF3yxl4VTy35oMzJuTzWmY6kM/view?usp=sharing</a>	
<b>Format - Comms Talk</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Using Radio Stations to Engage with Local Communities during COVID-19 Crisis: Evidence from Bangladesh	<i>Monjur Ahmed</i>	<a href="https://drive.google.com/file/d/17ncn_UX_x7e3uZgmKkUaRPnR5qTfVWhk/view?usp=sharing">https://drive.google.com/file/d/17ncn_UX_x7e3uZgmKkUaRPnR5qTfVWhk/view?usp=sharing</a>
2.	Activating COVID-19 Vaccine Uptake through Effective SBCC in Asia	<i>Madhu Kalra, Saleha Zahid</i>	<a href="https://drive.google.com/file/d/1izcOPV5VbBOeiMzXMf-oLwNfdOoV_wxO/view?usp=sharing">https://drive.google.com/file/d/1izcOPV5VbBOeiMzXMf-oLwNfdOoV_wxO/view?usp=sharing</a>
<b>Session 2</b>	10:50 am-11: 50 am	<b>Archana Kapoor, CEO SMART, India</b> <a href="https://drive.google.com/file/d/1ufspUavJd85f5qBO09zkckpq5mpZzcDa/view?usp=sharing">https://drive.google.com/file/d/1ufspUavJd85f5qBO09zkckpq5mpZzcDa/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Reinforcing RCCE Efforts to Combat COVID-19 in Border Adjacent Communities in Khulna Region, Bangladesh	<i>Umme Halima</i>	<a href="https://drive.google.com/file/d/1ZhBYMYN4ptWnjiY8Xi0rR_FiogqMbOkV/view?usp=sharing">https://drive.google.com/file/d/1ZhBYMYN4ptWnjiY8Xi0rR_FiogqMbOkV/view?usp=sharing</a>
2.	'Pitching it Right': Bringing Communication and Health Expertise Together to Support Rohingya Refugees through the COVID-19 Pandemic	<i>Arif Al Mamun; co-author: Khandokar Hasanul Banna</i>	<a href="https://docs.google.com/presentation/d/1X1JvTmltlDKRY3sR6VW7enbUj_5b2kG/edit?usp=sharing&amp;oid=105415798003384028562&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1X1JvTmltlDKRY3sR6VW7enbUj_5b2kG/edit?usp=sharing&amp;oid=105415798003384028562&amp;rtpof=true&amp;sd=true</a>

3.	Communication Skilling Empowered TB Affected Communities in India	<i>Malaviya, S;</i> co-authors: <i>Mohanty, S, Pandurangan, S, Kerketta, F. and NP, Abhijith</i>	<a href="https://drive.google.com/file/d/1oZnQvJuDfcCecg5YLnE3_KnoW2xiCuQo/view?usp=sharing">https://drive.google.com/file/d/1oZnQvJuDfcCecg5YLnE3_KnoW2xiCuQo/view?usp=sharing</a>
4.	Lessons of an RCCE Initiative in Internally Displaced Camps (IDPs), Afghanistan	<i>Farid Ahmad Rahmani &amp; Parwana Hamdam</i>	<a href="https://docs.google.com/presentation/d/14q3eVHsy8ljz2oCOKwF51okjsUOEJn-a/edit?usp=sharing&amp;ouid=106616740142967038010&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/14q3eVHsy8ljz2oCOKwF51okjsUOEJn-a/edit?usp=sharing&amp;ouid=106616740142967038010&amp;rtpof=true&amp;sd=true</a>
<b>Session 3</b>	10:50 am-11: 50 am	<b>Nirmala Nair</b> , Founder Director, Kaboom Social Impact, New Delhi, India <a href="https://drive.google.com/file/d/1a5iilC4Rrrgl9i6YFR5UFrrrFqBtY9o/view?usp=sharing">https://drive.google.com/file/d/1a5iilC4Rrrgl9i6YFR5UFrrrFqBtY9o/view?usp=sharing</a>	
<b>Format - Multimedia Showcase</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Agility, Responsiveness and Timing make all the Difference: Learnings from a COVID-19 Prevention Multimedia Campaign in Nepal	<i>Indra Dhoj Kshetri;</i> co-authors: <i>Pooja Pandey Rana, Dipak Raj Sharma</i>	<a href="https://drive.google.com/file/d/1X87LHrgTkDyPziD-jaY7Z8Nzne4A9js/view?usp=sharing">https://drive.google.com/file/d/1X87LHrgTkDyPziD-jaY7Z8Nzne4A9js/view?usp=sharing</a>
2.	Positive COVID-19 Hygiene Behavior Change through Mass Campaigning in Pakistan	<i>Rimsha Zain.</i> Authors: <i>Narmeen Adeel and Waleed Ikram</i>	<a href="https://drive.google.com/file/d/1w1Tqb1YmUicLfh0jD0RqKVYkGWUevvxD/view?usp=sharing">https://drive.google.com/file/d/1w1Tqb1YmUicLfh0jD0RqKVYkGWUevvxD/view?usp=sharing</a>
3.	Addressing Tribal Community's Needs in Remote Areas through Contextualized RCCE Interventions in Chittagong, Bangladesh	<i>Gita Rani Das;</i> co-author: <i>Madhuri Banerjee</i>	<a href="https://drive.google.com/file/d/1qp0ysA5Wny6I5bLWpo-9FZyOycD1ktb9/view?usp=sharing">https://drive.google.com/file/d/1qp0ysA5Wny6I5bLWpo-9FZyOycD1ktb9/view?usp=sharing</a>
<b>Session 4</b>	10:50 am-11: 50 am	<b>Ehtesham Abbas</b> , Director Programs and Operations, Center for Communication Programs Pakistan <a href="https://drive.google.com/file/d/1X3XgotGZZie3tbcqgzh1pxB1ytEHZ3N4/view?usp=sharing">https://drive.google.com/file/d/1X3XgotGZZie3tbcqgzh1pxB1ytEHZ3N4/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>

1.	Learning Tree Mobile-Application: Adapting to the New Normal in Pakistan	Ahmed Lodhi; co-author: Sobia Kazi	<a href="https://drive.google.com/file/d/14p8NztTv1ZW20LBFTpDaAqfFRkYvaHme/view?usp=sharing">https://drive.google.com/file/d/14p8NztTv1ZW20LBFTpDaAqfFRkYvaHme/view?usp=sharing</a>
2.	Mediating Transformation and Social Change with Vulnerable Communities through Immersive Way: Storytelling through AR/VR and Interactive Documentary in India	Dr. K. S. Kusuma; co-author: Pragati Paul	<a href="https://drive.google.com/file/d/1rbpl6nntESnH9-jQxiGC2OS8lBoRVq0e/view?usp=sharing">https://drive.google.com/file/d/1rbpl6nntESnH9-jQxiGC2OS8lBoRVq0e/view?usp=sharing</a>
3.	Pivoting to Social Media and Tele-Counselling for Transformational Change during the Pandemic in Rajasthan, India	Syed Saad Ahmed	<a href="https://drive.google.com/file/d/13XIKOCBIQjPQccL91_vyLdEdIH3lz14X/view?usp=sharing">https://drive.google.com/file/d/13XIKOCBIQjPQccL91_vyLdEdIH3lz14X/view?usp=sharing</a>
4.	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	Aditeshwar Seth	<a href="https://docs.google.com/presentation/d/1fn6_n3RhTQ2LeSPAQErXqeocnRclsMh5/edit?usp=sharing&amp;oid=105415798003384028562&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1fn6_n3RhTQ2LeSPAQErXqeocnRclsMh5/edit?usp=sharing&amp;oid=105415798003384028562&amp;rtpof=true&amp;sd=true</a>
<b>Session 5</b>	10:50 am-11: 50 am	<b>Ragini Pasricha</b> , Director, Content Strategy, BBC Media Action  <a href="https://drive.google.com/file/d/1PI9rdRT3HOpf8ogLCaCctH1-ayX1Q2xo/view?usp=sharing">https://drive.google.com/file/d/1PI9rdRT3HOpf8ogLCaCctH1-ayX1Q2xo/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	RCCE Best Practices Provide Evidence for Better COVID-19 Management in India	Apurvakumar Pandya, Pragya Lodha	<a href="https://drive.google.com/file/d/1aOJ8QwTp_sjwNyLxqQ8EuOSNPmFZS1jl/view?usp=sharing">https://drive.google.com/file/d/1aOJ8QwTp_sjwNyLxqQ8EuOSNPmFZS1jl/view?usp=sharing</a>
2.	Naya Qadam - A New Dawn in Pakistan	Maheen Dhanani	<a href="https://drive.google.com/file/d/18PSnLujz21jhGzSfdlygm6lnr78Uqt4D/view?usp=sharing">https://drive.google.com/file/d/18PSnLujz21jhGzSfdlygm6lnr78Uqt4D/view?usp=sharing</a>  <a href="https://docs.google.com/presentation/d/1vY0ZJT9Ft_pJD6vvx5Xvk02bSnxeH4qe/edit?usp=sharing&amp;oid=105415798003384028562&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1vY0ZJT9Ft_pJD6vvx5Xvk02bSnxeH4qe/edit?usp=sharing&amp;oid=105415798003384028562&amp;rtpof=true&amp;sd=true</a>
3.	Pandemic and Lockdown: Enabling Media as a Credible	Deepali Desai	<a href="https://docs.google.com/presentation/d/1n_O-hQ0zrljV4EVFAJDx44NGGXq1TY">https://docs.google.com/presentation/d/1n_O-hQ0zrljV4EVFAJDx44NGGXq1TY</a>

	Stakeholder against VAWG in India		<a href="https://drive.google.com/file/d/15798003384028562&amp;rtpof=true&amp;sd=true">qc/edit?usp=sharing&amp;ouid=105415798003384028562&amp;rtpof=true&amp;sd=true</a>
<b>Session 6</b>	11:55 am-12: 55 pm	<b>Radharani Mitra</b> , Global Creative Advisor, BBC Media Action	
<b>Format - Oral Presentations</b>		<a href="https://drive.google.com/file/d/1fmAwElc0JpmKuWuN66KRZGYjBqqOFuqn/view?usp=sharing">https://drive.google.com/file/d/1fmAwElc0JpmKuWuN66KRZGYjBqqOFuqn/view?usp=sharing</a>	
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	Mobilizing Communities for RCCE using Local Resources, India	<i>Dr. Syed S. Kaazi, and Dr. Misbah Rashid; co-authors: Arpana Sharma Singhal, Shruti Narula</i>	<a href="https://drive.google.com/file/d/1biDQHuenWQZeYjILgmdm_w9uqd0JOHAJ/view?usp=sharing">https://drive.google.com/file/d/1biDQHuenWQZeYjILgmdm_w9uqd0JOHAJ/view?usp=sharing</a>
2.	Community Radios as Agents of Change: Study of a Campaign for inculcating CAB among Communities, India	<i>Nitika Kakkar, Aswathy Nair</i>	<a href="https://drive.google.com/file/d/1tItpqZEMF-Ta_uWiwX8tqx-iiAtss0cyU/view?usp=sharing">https://drive.google.com/file/d/1tItpqZEMF-Ta_uWiwX8tqx-iiAtss0cyU/view?usp=sharing</a>
3.	Faith Leaders' Engagement Strategy for RCCE in Rajasthan	<i>Manjaree Pant; co-authors: Nisar Ahmad, Ryaddin Ryad</i>	<a href="https://drive.google.com/file/d/1tzD7qiEPoBHWm6AVsDfABjMewrlzW3UO/view?usp=sharing">https://drive.google.com/file/d/1tzD7qiEPoBHWm6AVsDfABjMewrlzW3UO/view?usp=sharing</a>
4.	How Aristotle helped in Reducing COVID-19 Related Stigma & Discrimination in Mumbai, India	<i>Varsha Chanda; co-authors: Harsha Mehta, Dr. K. Baviskar</i>	<a href="https://drive.google.com/file/d/1lsZBZhkvAk2qILBobUeOca82EylBPdop/view?usp=sharing">https://drive.google.com/file/d/1lsZBZhkvAk2qILBobUeOca82EylBPdop/view?usp=sharing</a>
<b>Session 7</b>	11:55 am- 12: 55 pm	<b>Shyamashree Das</b> , Program Officer, Bill and Melinda Gates Foundation, India	
<b>Format - Oral Presentations</b>		<a href="https://drive.google.com/file/d/1mRh8f6s-j11B6LhUIMrIWzGOqGKQ7p2G/view?usp=sharing">https://drive.google.com/file/d/1mRh8f6s-j11B6LhUIMrIWzGOqGKQ7p2G/view?usp=sharing</a>	
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
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	<i>Archna Kumar; co-authors: Aparna Khanna, Vinita Bhargava, Shraddha Kapoor, Alka Malhotra, Sunisha Ahuja,</i>	<a href="https://drive.google.com/file/d/1B-qE2DxSZzya2j76Jq6z-1B4EuCIEB_L/view?usp=sharing">https://drive.google.com/file/d/1B-qE2DxSZzya2j76Jq6z-1B4EuCIEB_L/view?usp=sharing</a>

		<i>Aparajita Chaudhary</i>	
2.	Corona Super Villain Series: Visually Appealing Content overcomes Language and Socio-Cultural Barriers during a Public Health Emergency in Uttar Pradesh, India	<i>Geetali Trivedi;</i> co-author: <i>Zafrin Chowdhury</i>	<a href="https://drive.google.com/drive/folders/1qUIAlof4Gcqkm9MBM4qjLPtLNpRQtwM?usp=sharing">https://drive.google.com/drive/folders/1qUIAlof4Gcqkm9MBM4qjLPtLNpRQtwM?usp=sharing</a>  <a href="https://drive.google.com/file/d/1moCfOGxWfSd9cqep4HuNCmn72ATvD7Aq/view?usp=sharing">https://drive.google.com/file/d/1moCfOGxWfSd9cqep4HuNCmn72ATvD7Aq/view?usp=sharing</a>
<b>Session 8</b>	11:55 am-12: 55 pm	<b>Dr. Neeru Johri</b> , Head, Department of Communication Studies, Jagannath International Management School (JIMS), Delhi, India  <a href="https://drive.google.com/file/d/1jCYl0Je7B8YWWJLJMo-vUkm53xHqpFn/view?usp=sharing">https://drive.google.com/file/d/1jCYl0Je7B8YWWJLJMo-vUkm53xHqpFn/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			
<b>Presentation</b>	<b>Title</b>	<b>Presenter/s</b>	<b>Presentation</b>
1.	COVID-19 and Hygiene Habits: Factors Influencing Adherence and Sustainability of Newly Acquired Behaviors. A Qualitative Study from Delhi, India	<i>Vibha Gupta;</i> co-author: <i>Dr. Sarita Anand</i>	<a href="https://drive.google.com/file/d/12FBtWsOvnXJVPVX1MM0zbGCU2gMZDb_7/view?usp=sharing">https://drive.google.com/file/d/12FBtWsOvnXJVPVX1MM0zbGCU2gMZDb_7/view?usp=sharing</a>
2.	Behavior is Another Vaccine - Reaching Young Girls on Vaccine Hesitancy Post Lockdown, Chennai, India	<i>Sampath Muthuvelan;</i> co-authors: <i>Jeevanandham Rajendran, Oyyavandhan Palaniyappan, Sugitra Jeevanandham</i>	<a href="https://drive.google.com/file/d/1--jau2ELuCDYd-q08-amHg31eZaGACbu/view?usp=sharing">https://drive.google.com/file/d/1--jau2ELuCDYd-q08-amHg31eZaGACbu/view?usp=sharing</a>
3.	From Risk to Repeal, Communication in Pakistan	<i>Muhammad Ihatsham Akram</i>	<a href="https://docs.google.com/presentation/d/1HgQYvDDNw-vj-N-Au6dWa4cq8ra9u_2c/edit?usp=sharing&amp;ouid=105415798003384028562&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1HgQYvDDNw-vj-N-Au6dWa4cq8ra9u_2c/edit?usp=sharing&amp;ouid=105415798003384028562&amp;rtpof=true&amp;sd=true</a>
<b>Session 9</b>	11:55 am-12: 55 pm	<b>Alka Malhotra</b> , Communication for Development Specialist, UNICEF, India Country Office  <a href="https://drive.google.com/file/d/1v2YaXZxTfOw1WGMKoxtrEOtTy5dy-TVD/view?usp=sharing">https://drive.google.com/file/d/1v2YaXZxTfOw1WGMKoxtrEOtTy5dy-TVD/view?usp=sharing</a>	
<b>Format - Oral Presentations</b>			

Presentation	Title	Presenter/s	Presentation
1.	Breaching the Digital Divide: Reaching Adolescents Where it Matters in India	<i>Saswati Chatterjee</i> ; co-author: <i>Priyanka Kher</i>	<a href="https://docs.google.com/presentation/d/18JyyJldwbM7H6_aTGiFLxo4gDn86M1gS/edit?usp=sharing&amp;ouid=105415798003384028562&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/18JyyJldwbM7H6_aTGiFLxo4gDn86M1gS/edit?usp=sharing&amp;ouid=105415798003384028562&amp;rtpof=true&amp;sd=true</a>
2.	Combating Misinformation through Internet Literacy for Young People in India	<i>Yashi Jain</i>	<a href="https://drive.google.com/file/d/1ilcada7qx2ANjNWEIXPIfVBG87Ef82fL/view?usp=sharing">https://drive.google.com/file/d/1ilcada7qx2ANjNWEIXPIfVBG87Ef82fL/view?usp=sharing</a>  <a href="https://drive.google.com/file/d/1YMsO_UC1iuDCRbTEm7iWVEp44pPqWlb/view?usp=sharing">https://drive.google.com/file/d/1YMsO_UC1iuDCRbTEm7iWVEp44pPqWlb/view?usp=sharing</a>
3.	Community Support Team (CST) Strategy proves Effective in Combating COVID-19 in Bangladesh	<i>Sukumar Sarker</i> ; co-authors: <i>Zubair Shams, Joseph Johnson, Umme Salma Jahan Meena</i>	<a href="https://drive.google.com/file/d/1G7N3-jXLo27hD7hIrXbAt_JBWqpv8tFM/view?usp=sharing">https://drive.google.com/file/d/1G7N3-jXLo27hD7hIrXbAt_JBWqpv8tFM/view?usp=sharing</a>
4.	NISHTHA Swasthya Vaani: An IVRS-based Social Listening Platform for RCCE Enhances Equity and Self-Reliance in India	<i>Krithika Murali and Priyanka Shah</i> ; co-authors: <i>Dr. Jyoti Benawri, Nagappa V.H, Anand Bairagi</i>	<a href="https://drive.google.com/file/d/1AFXB7sqG2ol3Mc0Y-ZpZWGBmqrFfy3AQ/view?usp=sharing">https://drive.google.com/file/d/1AFXB7sqG2ol3Mc0Y-ZpZWGBmqrFfy3AQ/view?usp=sharing</a>

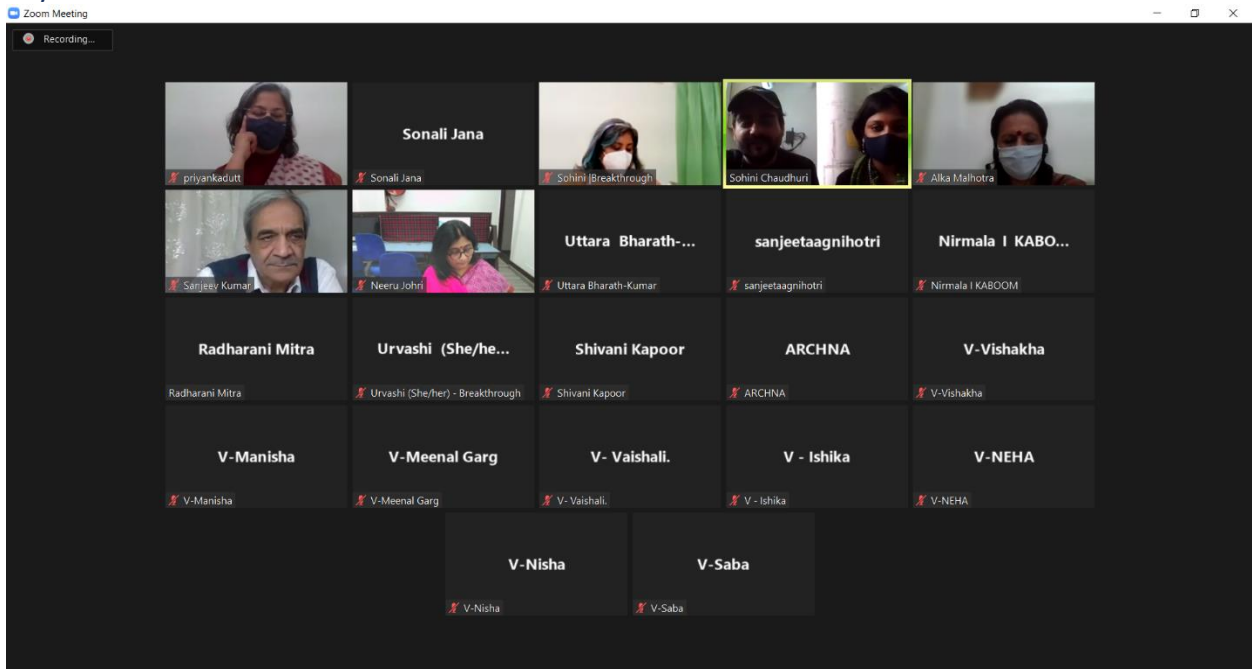


## Snapshots

### Social Media Posts



### Dry Run 1









## Dry Run 2

Zoom Meeting

Recording

View

 Ajai Kumar S	Sonali	 Indra Dhoj Kshetri, Suashara/Hele...	 Surkraj Vimal Kaur	 Nilmani Singh
 V - Ishika Bansal	Peter	Suman Basnet, AMARC Asia-Pacific	Vidya	Pradeep's A50
Sanjay Bhonge	ANGSHUMAN K...	 Umesh Sharma	Mosa Effat Nur	Anandita
Anita Bhambal	Sanjeev Kumar	Nirmalya Mukh...	SSharma3	Sampath Muthu...
Dell	Adil Khan	Diti Priya	tenzin, WED	Krishna Kanabar






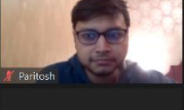
Unmute Start Video Participants Chat Share Screen Record Reactions Leave

## Plenary

Zoom Webinar

Recording LIVE on Facebook

View

 Sohini	 Priyanka Dutt	Sonali	 Sanjeeta Agnihotri	 Urvashi gandhi
 Uttara Bharath Kumar	 Paritosh	Alka Malhotra	SBCC Hub	sohini chaudhuri
SBCC Tech Supp...	V-Anuradha	V-Bhawna Gosw...	V-Kanika Batra	V - VAISHALI
V- Vishakha	V-Palak Khanna	V-Varsha	Sampath Muthu...	Dr. Neeru Johri
Saleha Zahid	Maheen Dhanani	Dr.K.Baviskar	Malaviya, S	Archna Kumar,

Unmute Start Video Participants Q&A Chat Share Screen Raise Hand Record Leave

Participants (60)

Panelists (25) Attendees (35)

Find a participant

- Sonali (Me)
- SBCC Tech Support (Host)
- SBCC Hub (Co-host)
- Sohini (Co-host)
- sohini chaudhuri (Co-host)

Invite Unmute Me

Chat

choice click here - <https://southasia.sbcccsmmit.org/wp-content/uploads/sites/3/2021/12/SA-SBCC-Conversation-9Dec-Day-3-Agenda.pdf>

Farid Alam to Everyone

FA Good morning!Hello from Dhaka

Who can see your messages? Recording On

To: Everyone

Type message here...

## Technical Sessions

- 65% did not understand the messages used in the camps
- 61% could not read any of the three main languages
- 83% can read either no English, or only numbers and letter
- Symbols and icons are not universal!

### Co-Design and Design thinking

Led to the development of an SBCC at the local level

- Skills-based job aid to use local planning, implementing, monitoring health programs.
- MOHFW/HEICCC using the pack trainers in all provinces, in coordination with UNICEF.
- Endorsed by Ministry of Federal General Administration (MOFAG) Association of Urban and Rural of Nepal.

### Communication Failed: Health Communication Targeted for Tribal Women and Way Forward in India

Nirmalya Mukherjee, PhD, MPH, MSW  
Director and Head-Community Media  
MANT, Kolkata and  
Dr Arpita Mitra, Assistant Director-MANT

### USE OF BEHAVIOURALLY INFORMED TOOLS

- Tablet Enhancing Technology Led Intervention
- Personalized Calendar
- Gamified Learning
- Challenge Tools
- Glow-Germ Demo
- Environmental Nudges
- Mobile OBD
- Rewards & Celebrations

### METHODOLOGY

#### SENSEMAKING PHASE

- Exploratory interviews
- Broadcasting Support for Indian Women
- Storyboarding
- Storyboarding
- Storyboarding

#### ITERATIVE DESIGN PHASE

- Concept development
- Design and development of wall panels
- Implementation at Kailashgiri Bus Station, Lucknow

### Learning from girls, continually.

### Results

- This package helped FLWs implement personalized community engagement in the field.

Increase in testing post-referral services from 58.1% to 85.3%

Increase in successful treatment completion rate from 84.27% to 92.96%

December 2016 to December 2018

### Goals

- Facilitating couples to achieve efficacious spacing
- Reducing FP failure and its health consequences on couples
- Improved reproductive autonomy among couples

### CEFM in Afghanistan

28% of Afghan women aged 15-49 years were married before the age of 18

### POWER OF STORYTELLING & FOLKLORE: Telling stories to change Behaviours

- Significance of oral traditions and storytelling art forms across India
- Bihar's rich tradition of folk storytelling performance genres
- Forms range from Ekai gayan (solo performance) to Naach (folk dance)
- Folk tales include Alha-Uda, Jai-Jatin, Ramayana and Garbi Daria Dayal
- In these changing times – some have maintained a pool of audience while others have lost out to more modern forms and content
- In the pilot initiative – engagement of artists of gotha gayan (storytelling through song & music) to influence toilet use behaviour
- Interactive approach specifically for men in the community – inclined to attending gotha gayan performances

### Effective IEC Spends Separate the Leader

Poor Performing States

- Bihar Rank 24
- Meghalaya Rank 26
- Kerala Rank 27

### DIGITAL CARE COMPANION SERVICE

### Effecting behaviour change through 'Education, Persuasion & Action'

### rend in national level ANC by women (%)

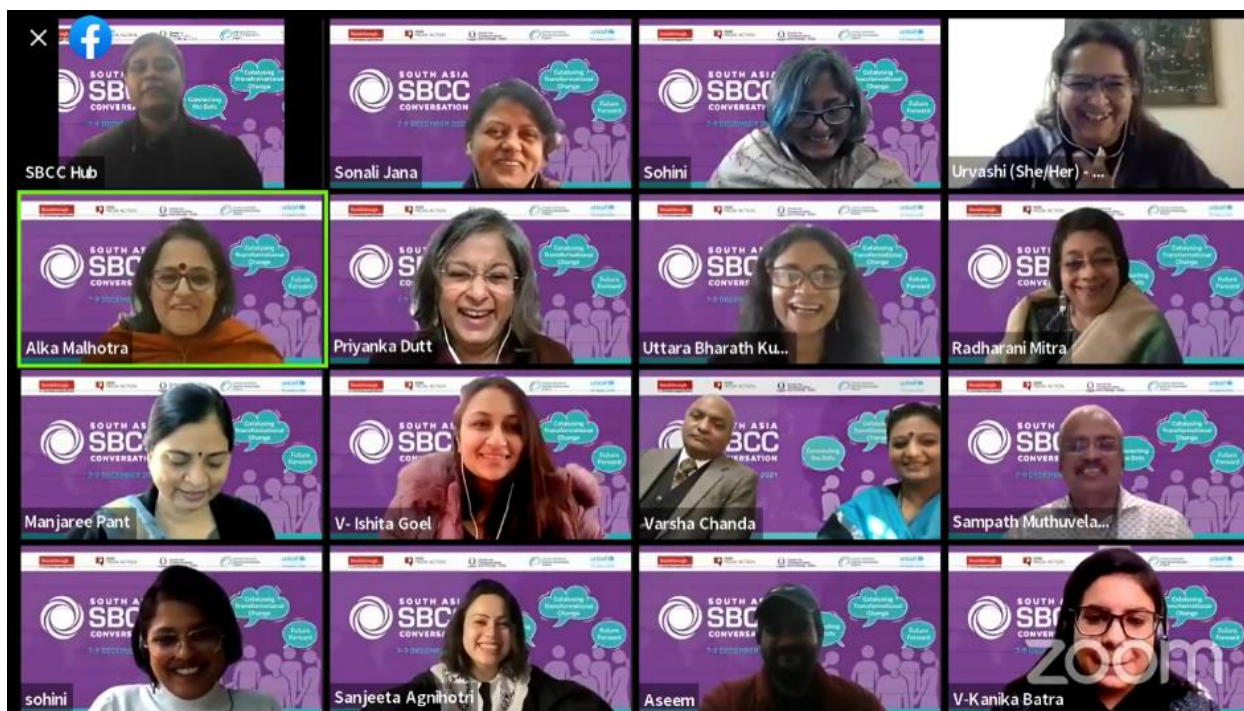
In Bangladesh, there is a sharp increase in the proportion of married women receiving ANC – not reflective of time, number and next course of action

### think that the girl is their property, and she does not have the right to say no. According to them, she just cannot say no!





## Closing Plenary



## Feedback

An online survey was circulated to the participants, volunteers and presenters in the South Asia SBCC Conversation. The responses are highlighted here:

Question	Responses		
	Participants	Volunteers	Presenters
How would you rate the event?	Between Good and Excellent - 91.7%	Between Very Good and Excellent - 100%	Between Good and Excellent - 85.6 %
Did the event meet your expectations?	Yes - 87.5%	Yes - 100%	Yes - 78.6%
Was the event structured well?	Yes - 95.8%	NA*	Yes - 78.6%
Would you be interested in partnering with our organization again for a future event?	NA	Yes - 100%	NA
From where did you come to know about the event?	Social Media - 37.5% SBCC Networks - 37.5% Friends - 16.7% Website - 8.3%	NA	NA
Were you oriented well enough to be able to perform your key roles in the event?	Yes - 100%	NA	NA
Did you receive all the information you needed before the event? & Did you have all the support you needed to effectively present?	NA	NA	Yes - 71.4%
Suggestions	<ul style="list-style-type: none"> <li>Due to multiple sessions being held at the same time, people had to choose between sessions and potentially missed out</li> </ul>		<ul style="list-style-type: none"> <li>More help for the presenters would be appreciated with the recording</li> </ul>

	<p>on attending sessions they were interested in</p> <ul style="list-style-type: none"> <li>• It would be good to have an offline event rather than online</li> </ul>		<ul style="list-style-type: none"> <li>• A discussion board can be created for discussion and dialogue among the practitioners for future collaborations, for example Edmodo</li> <li>• Certificate of participation and presentation should be given besides collaborative opportunities</li> </ul>
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\*NA – Not Applicable

## Conclusion and Way Forward

The virtual regional format has created a sort of equity as it provided an opportunity for people to participate from across the region. The community engaging in this Conversation can be nurtured if a practice is established for holding this event annually at the South Asia level. Once this practice is set in motion, representatives from the South Asia Conversations can also be included in the SBCC Global Summit 2022, expanding the South Asian presence there, perhaps a South Asia Pavilion can be set up in the offline event. The event successfully created a charged energy amongst all the participants along with creating hope of remaining a united community in the days to come.

## Agenda Day 1



## SOUTH ASIA SBCC CONVERSATION

7

  
**DECEMBER**  
**2021**

# AGENDA

**Plenary**

**10.00 – 10.15 am**    **Stalking the Conversation**

**10.15 – 10.45 am**    **SBCC Spotlight:**

- **1st** From Radio Measat, India
- **2nd** Meest Seasmee Street India Muppets Elmo and Chamki

**10.50 am – 12.55 noon**  
**Sessions on SBCC TOOLS & PLATFORMS IN HEALTH & ALLIED SECTORS**

**Session Catalogue attached separately**

**10.50 – 11.20 am**    **Session 1 - Re-imagining Behaviour Change**  
**Link to Join:** <https://zoom.us/j/9531347356?pwd=ZjZlZWpkaDk0dGVCWC9lbnR0aGVhVjU0Mg==>  
**Meeting ID:** 952 5021 2201  
**Passcode:** 352077

**10.50 – 11.50 am**    **Session 2 - Gateways to Behaviour Change**  
**Link to Join:** <https://zoom.us/j/9112255325?pwd=ZWZlZWpkaDk0dGVCWC9lbnR0aGVhVjU0Mg==>  
**Meeting ID:** 963 3421 9607  
**Passcode:** 364991

**Session 3 - Joining Hands for Innovation**  
**Link to Join:** <https://zoom.us/j/9112255325?pwd=ZWZlZWpkaDk0dGVCWC9lbnR0aGVhVjU0Mg==>  
**Meeting ID:** 911 2255 3251  
**Passcode:** 176898

**11.55 am – 12.55 pm**    **Session 4 - Analysis for Catalysts & Innovative Media and SBCC**  
**Link to Join:** <https://zoom.us/j/9693301000?pwd=cmZlZWpkaDk0dGVCWC9lbnR0aGVhVjU0Mg==>  
**Meeting ID:** 919 7374 5259  
**Passcode:** 905687

**Session 5 - Actualising Inclusion & Shifting Norms**  
**Link to Join:** <https://zoom.us/j/9693301000?pwd=cmZlZWpkaDk0dGVCWC9lbnR0aGVhVjU0Mg==>  
**Meeting ID:** 969 3301 0020  
**Passcode:** 502929











**Session Catalogue**

**Session 1: Re-imagining Behaviour Change**

Link to join: <https://zoom.us/j/9525021220?pwd=Uk0o4S3lBkdDpkOUkYxWDVlVFY0Y0aHFcYUQ9>  
 Time: 10.50 – 11.20 am  
 Format: *Comms Talk*

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

1. The Making of India's Largest Urban Sanitation Behaviour Change Program, India (Abhinav Akhlish, Sreejita Basu)
2. Re-imagining and Co-Creating Social Norms Change through Socially Engaged Arts, India (Sunayana Wadhawan and Priya John)
3. Implementing Digital Toolkit for Normalizing Conversations on Comprehensive Sexuality Education among Young Adults in India. (Jahnvi Sharma)

**Session 2: Gateways to Behaviour Change**

Link to join: <https://zoom.us/j/9633421960?pwd=Zy8zeUNvajiR3NnBRbmdEWGUvcWpsZz09>  
 Time: 10.50 – 11.50 am  
 Format: *Oral Presentations*

Moderator: **Dr. Suparna Khara**, Additional Director, National Institute of Public Health Training and Research, Mumbai, India

1. Antenatal Care as a Gateway Behaviour to Increase Birth at a Health Facility: Opportunity for SBCC Programs, Bangladesh (Yasmin Siddique, Nandita Kapadia Kundu, Sabina Shahnaz, Syed Jofar Raza Rizvi)
2. The Vicious Cycle of Malnutrition among Under Five Children in Bangladesh: Using Local Food Models as a Gateway to Health and Nutrition, Bangladesh (Sabina Shahnaz, Nandita Kapadia Kundu, Syed Jofar Raza Rizvi, Zoe Hendrickson, Yasmin Siddique, Patrick Coleman)
3. Pilot of an Interactive Voice Response Service for Delivering Maternal Health Information to Expectant Fathers in Pakistan (Sacha St-Onge Ahmad, Mustafa Naseem, Shan Randhawa, Muhammad Bilal Saleem, Talal Ahmad, Agha Ali Raza)

### Session 3. Joining Hands for Innovation

Link to join: <https://zoom.us/j/9172255252?pwd=VYUuZ0h0bmh0bWVleUoVOWk2hWUZHZz09>  
Time: 10.50 – 11.50 am  
Format: Oral Presentations

Moderator: **Mandira Kala Kalan**, SBCC Expert

1. Faith Leaders as Change Agents to Reduce Early Marriage Incidents in Afghanistan (Nafis Ullah, Kate Kobozide)
2. Sustaining Behaviour Change with Local Government Engagement: Suahara II, A Success Story for Nepal (Indira Dhoi Kishor, Bishow Ramon Neupane, Pooja Pandey)
3. Fall Early, Fall Fast, Fall Often, but Don't Fall Big: Managing Behavioural Science-Backed Innovative Products and Services in Three Low Income Countries (Reshma Trasi, Cecelia Angelone, Sohrab Hussain, Zakari Congo, Kesete Berhane, Mohamad Brooks)

### Session 4. Analysis for Catalysis & Innovative Media and SBC

Link to join: <https://zoom.us/j/9197374259?pwd=UmV3b3ZVM0V0QmJiOG9MeUhlbnEzZz09>  
Time: 11.55 am – 12.55 pm  
Format: Oral Presentations

Moderator: **Varinder Kaur Gambhir**, Director Research, BBC Media Action

1. Fortifying the Frontline: Developing a Targeted Approach to Outreach and Communication for Tuberculosis Health Workers in South India (Poornima Bathi Siddappa, Mallika Tharakan, Mohan H L, Bharatesh Shetty, Amar Shah, Reuben Swaminikan)
2. Triangulating Strengthened Capacity: Using Multiple Research Methods to Assess Changes in Social and Behaviour Change Capacity in Nepal (Lokesh Bhatt, Zoe Hendrickson, Pranab Rajbhandari, Shreejana K. C., Trish Anni Davis, Leticia De Los Rios, Sanjanthi Veku)
3. Care Companion Platform: Developing a WhatsApp-Based Health Behaviour Change Messaging Platform to Encourage Health Behaviours (Shirley Yau, Suchanshu Gautam, Arjun Rangaraj, Anindita Bhownick, Victoria G. Gupta)

## Session 5. Actualising Inclusion & Shifting Norms

Link to Join: <https://zoom.us/j/9692302020?pwd=cmZkdU9hOEk1ZzhkMlcrbktmUHFhV09>  
Time: 11.55 am - 12.55 pm  
Format: Oral Presentations

Moderator: **Sona Sharma**, SBCC Advisor, Action Against Hunger

1. Power to the Powerless: Marginalised Adolescent Girls spearhead Social Change (Malika Tharakan, Mohan H L, Sudeshna Dey, Satyanarayan Ramanak, Raghavendra Thalinja, Prakash Javalkar)
2. Action Reaction - Understanding and Overcoming Backlash Against Girls' Exercise of Agency in India (Sucharita Iyer)
3. Gender Norms among Unmarried Adolescent Girls and Boys (15-19 Years) in Sylhet and Chattogram Divisions of Bangladesh: Implications for SBCC Programs (Hasmin Siddiqua, Syed Jofar Raza Rizvi, Nandita Kapadia Kundu, Zoe Hendrickson, Sobina Shahzad, Patrick Coleman)
4. Navigating an Adolescent's Life through an Avatar: A Game of Choice, Not Chance (Kavita Ayyagari, Namita Mahandas, Ashima Misri)
5. Gender Equitable Approaches to Engage Men in Family Planning Communication and Decisions in India: Using Evidence Review and Humans Centered Design (Kuhika Seth, Aishwarya Salhey, Kapil Vachhar, Pranoti Achyut)



## Agenda Day 2

The graphic features a purple background with a large green arrow pointing right, containing the title "SOUTH ASIA SBCC CONVERSATION". To the left of the arrow is a circular diagram showing four interconnected themes: Gender, Adolescent, New Digital Tech, and Inclusion. Below this are icons representing various South Asian countries. On the right side, there is a date stamp "5 DECEMBER 2021" and a large vertical word "AGENDA" written in green.

## SOUTH ASIA SBCC CONVERSATION

**5 DECEMBER 2021**

# AGENDA

**11:55 am - 12:55 pm Session 6 : New insight for Inclusion in Sexuality and Gender**

Link to Join: <https://zoom.us/j/2942941151?pwd=STVoLTlXOTY0ZDc0ZWVlaUJlcnR1LjIw>

Meeting ID: 294 2944 1151

Resecode: 593628

**Session 7 : Breaking New Ground to encourage atypical approaches**

Link to Join: <https://zoom.us/j/94901477081?pwd=NmRlOEtScTQ0eWt0d0NlMkZkdz09>

Meeting ID: 946 2047 7080

Resecode: 513675

**Session 8 : Exploring New Horizons**

Link to Join: <https://zoom.us/j/8956320655?pwd=ISZlZ1E1RnBvMTA1TGZRMmVlLAQ1ODg>

Meeting ID: 946 2029 6655

Resecode: 953035

**Partners:**

- REDA ACTION
- Centre for Communications Programs
- UNICEF
- Buddhanugraha
- unicef.org/southasia



**SOUTH ASIA SBCC CONVERSATION**

**DECEMBER 2021**

# AGENDA

<b>Plenary</b>	<i>Stoking the Conversation</i>
10.00 - 10.15 am	SBCC Spotlight
10.15 - 10.45 am	<ul style="list-style-type: none"> <li>• Aunrunda , Breakthrough Team Change Leader, Uttar Pradesh, India</li> <li>• Voices of Girls against Early and Child Marriage– Feminist Approach to Technology, India</li> </ul>
10.50 am – 12.35 noon	
Sessions on SBCC - INCLUSION, INNOVATION & PARTNERSHIPS	
Session Catalogue attached separately	
10.50 am – 11.50 am	<b>Session 1 - Listening to Learn</b> Link to Join: <a href="https://zoom.us/j/978514285?pwd=ZkRlZWJwbnBkdz09">https://zoom.us/j/978514285?pwd=ZkRlZWJwbnBkdz09</a> <a href="https://www.zoomcloud.com/join/978514285">https://www.zoomcloud.com/join/978514285</a> Meeting ID: 978 1514 2853 Password: 697397
	<b>Session 2 - Expanding Communication Possibilities</b> Link to Joins: <a href="https://zoom.us/j/1967668125?pwd=WkM3TGpScUo0dWpMcEYyZWp0eDZkdz09">https://zoom.us/j/1967668125?pwd=WkM3TGpScUo0dWpMcEYyZWp0eDZkdz09</a> <a href="https://www.zoomcloud.com/join/1967668125">https://www.zoomcloud.com/join/1967668125</a> Meeting ID: 987 4878 1255 Password: 656607
	<b>Session 3 - Amplifying Innovation</b> Link to Join: <a href="https://zoom.us/j/1546549411?pwd=ZWp0ZWJwbnBkdz09">https://zoom.us/j/1546549411?pwd=ZWp0ZWJwbnBkdz09</a> <a href="https://www.zoomcloud.com/join/1546549411">https://www.zoomcloud.com/join/1546549411</a> Meeting ID: 948 6194 1094 Password: 315546
	<b>Session 4 - Overcoming Demand Barriers</b> Link to Join: <a href="https://zoom.us/j/666035344?pwd=SGYwNEp0aGpScUo0dWpMcEYyZWp0eDZkdz09">https://zoom.us/j/666035344?pwd=SGYwNEp0aGpScUo0dWpMcEYyZWp0eDZkdz09</a> <a href="https://www.zoomcloud.com/join/666035344">https://www.zoomcloud.com/join/666035344</a> Meeting ID: 960 6159 3400 Password: 420649
11.55 am – 12.55 pm	<b>Session 5 - Innovating and Collaborating – Making Strides for Behaviour Change</b> Link to Joins: <a href="https://zoom.us/j/157238468?pwd=ZWp0ZWJwbnBkdz09">https://zoom.us/j/157238468?pwd=ZWp0ZWJwbnBkdz09</a> <a href="https://www.zoomcloud.com/join/157238468">https://www.zoomcloud.com/join/157238468</a> Meeting ID: 977 1384 6877 Password: 810575









# Session Catalogue

**8**  
**DECEMBER**  
**2021**

## Session 1: Listening to Learn

Link to join: <https://zoom.us/j/9783514285?pwd=ZkNmT2FWWk5WL0E4eFZFbXkxZmZFdjQ9>  
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 Crisis (Peter Squires)
2. Communication Failed: Health Communication Targeted for Tribal Women and Way Forward in India (Nirmala Mukherjee, Shipra Joshi, Arpita Mitra)
3. Increasing Listenership to a Radio Drama by Identifying Audience Needs and acting upon them: Experiences of adapting Bhanchini Aama (Mother Sayal) in Nepal (Indira Dhai Kshetri, Ramesh Dhakal, Kenda Cunningham, Pooja Pandey)

## Session 2: Expanding Communication Possibilities

Link to join: <https://zoom.us/j/98748781255?pwd=YWdMTGtQLXlKXzZlOGJpdjIyOEFyQTQ9>  
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 (Saroj 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, Genevieve Stone, Biju Muthaiah, Catherine Mocharia-Mutie, Barbel Weiglmann, Christina Nyhus-Dhillon)

### Session 3. Amplifying Innovation

Link to Join: <https://zoom.us/j/94864941094?pwd=TWk0OTM1V0RlUTk5bGRSaEo0Q0YVUuZ099>  
Time: 10.50 – 11.50 am  
Format: Oral Presentations

Moderator: **Barsha Chakraborty**, 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, Jodeep Gombhar)
2. Using Machine Learning to Improve Quality Assurance of Behaviour Change Communication Program in Madhya Pradesh, India (Neha Shah, Divakar Mohan, Kerry Scott, Animesh Lefevre)
3. Helping Local Leaders Solve Local Problems: Incorporating Evidence-Based SRC into Nepal's Newly Federated System of Governance: Academia and Partners (Pranab Rajbhandari, Shrejana K. C., Caroline Jacoby, Sanjanthi Vellu, Zue Hendrickson, TrishAnn Davis, Thanosvor Koirala)
4. Successful Parenting – a Public-Private Sector Partnership Saving Lives in Northern India (Pallavi Dhall, Surya Ali, Susan Mackay, Pradokshana Kaul, Smrita Singh, Abhishek Singh)

### Session 4. Overcoming Demand Barriers

Link to Join: <https://zoom.us/j/950615093400?pwd=bG9yNTF4WklhbnRlTjZSczluVTZlZDZlT099>  
Time: 10.50 – 11.50 am  
Format: Oral Presentations

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

1. Boosting Routine Immunisation Demand Generation - The Indian Experience (Varsha Chandra, Nisar Ahmad, Bhowini Shankar Tripathy, Anilo Eliasaw)
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 (Bhargavi Sri Prakash)
3. Vaccine Indicator and Reminder (VIR) Band Community Intervention: Formative Evaluation Study, Karachi, Pakistan (Noor Sabah Raskhiana)

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

Link to Join: <https://zoom.us/j/9721384687?pwd=enh0l0lnZWZBRCs0YmRlWGFnVlFQQT09>

Time: 11.55 am - 12.55 pm

Format: Oral Presentations

Moderator: **Sikviri Kapoor**, SBC Expert

1. Changing Hygiene Behaviours and Gender Norms: Practical Experiences from South Asia WASH Results Programme in Bangladesh (Mitul 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 Merckal)
3. Less More: Prioritising Behaviors for Effective Multi-Sectoral Nutrition SBC (Lissa Sherburne, Michael Mankie, Laura Itzkowitz, Kelley Torres, Fortun Yussuf)

## Session 6. New Insight for Inclusion in Sexuality and Gender

Link to Join: <https://zoom.us/j/99429441151?pwd=STVhOUh0ZWVhbnN5ZnRlVlY1V3U090>

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 Seidlander, Jeffrey Bingenheimer, Michael Long, Minori Swain, Nadia Diamond-Snell, Rayn Birrell)
2. A Knowledge Platform on Sexual and Reproductive Health and Rights (Najhat Khan, Anrob Chakraborty)

## Session 7. Breaking New Ground to Encourage Atypical Approaches

Link to Join: <https://zoom.us/j/95620477080?pwd=ZnRlbnN5ZnRlVlY1V3U090>

Time: 11.55 am - 12.55 pm

Format: Comm Talk

Moderator: **Sanjeev Kumar**, SBCC Expert

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

**Session 8. Exploring New Horizons**






Link to Join: <https://zoom.us/j/98553296855?pwd=ajZlZzI1bzUwMzYmZULlNkZWlnNWVtUHQTO0>

Time: 11.55 am – 12.55 am

Format: Multimedia Showcase

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

1. Psani 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)

## Agenda Day 3




The graphic features a large purple background with the word "AGENDA" written vertically in white capital letters on the right side. At the top left, there is a circular logo for South Asia SBCC Conversation, which includes icons for Health, Agriculture, Education, and Environment, surrounded by silhouettes of people from various ethnicities. Below this logo, the title "SOUTH ASIA SBCC CONVERSATION" is displayed in bold white text. To the right of the title, there is a small box containing the number "9" and the text "DECEMBER 2021". The main body of the agenda lists five sessions, each with a time slot, a topic, a link to join, and a passcode.

Time Slot	Topic	Link to Join	Passcode
Plenary 10:00 - 10:15 am	Opening the Conversation		
10:15 - 10:45 am	SBCC Spotlight • Partnership, leading from Far Initiative, India • JRU COVID Dashboard		
10:30 - 11:30 am	Sessions on COVID-19 RISK COMMUNICATION & COMMUNITY ENGAGEMENT		
Session Catalogue attached separately			
10:50 - 11:30 am	Session 1 – SBCC and Community Engagement Link to Join: <a href="https://zoom.us/j/9390581423?pwd=MDRCnQkA3dGZlMzNmVWVGZjZWNUU099">https://zoom.us/j/9390581423?pwd=MDRCnQkA3dGZlMzNmVWVGZjZWNUU099</a> Meeting ID: 939 0605 9850 Passcode: 536996		
10:50-11:50 am	Session 2 – Reaching out to Vulnerable communities Link to Join: <a href="https://zoom.us/j/9390581423?pwd=SVZlbnRlcDZlMzNmVWVGZjZWNUU099">https://zoom.us/j/9390581423?pwd=SVZlbnRlcDZlMzNmVWVGZjZWNUU099</a> Meeting ID: 942 891 5127 Passcode: 562818		
	Session 3 – Fresh insights Link to Join: <a href="https://zoom.us/j/9390581423?pwd=SUJlbnRlcDZlMzNmVWVGZjZWNUU099">https://zoom.us/j/9390581423?pwd=SUJlbnRlcDZlMzNmVWVGZjZWNUU099</a> Meeting ID: 924 3657 0274 Passcode: 604875		
	Session 4 – Employing New Technologies Link to Join: <a href="https://zoom.us/j/9390581423?pwd=bnRlcDZlMzNmVWVGZjZWNUU099">https://zoom.us/j/9390581423?pwd=bnRlcDZlMzNmVWVGZjZWNUU099</a> Meeting ID: 932 6910 4983 Passcode: 630368		
	Session 5 – Effective implementation Link to Join: <a href="https://zoom.us/j/9390581423?pwd=M2ZlbnRlcDZlMzNmVWVGZjZWNUU099">https://zoom.us/j/9390581423?pwd=M2ZlbnRlcDZlMzNmVWVGZjZWNUU099</a> Meeting ID: 998 0581 4233 Passcode: 879087		

At the bottom of the graphic, there are logos for PRISA ACTION, Centre for Women's Empowerment Communications, UNICEF, and a logo for a partner organization.

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# Session Catalogue



8  
DECEMBER  
2021

## Session 1: SBCC and Community Engagement

**Link to join:** <https://zoom.us/j/9306059860?pwd=MDhKQmE4MjRlSGhScmRlcUo5LzRlZWVWU09=>

**Time:** 10.50 – 11.20 am

**Format:** *Contents Talk*

**Moderator:** **Mandira Kalra Kalaan**, SBCC Expert

1. Using Radio Stations to engage with Local Communities during COVID-19 Crisis: Evidence from Bangladesh (Monjur Ahmed)
2. Activating COVID-19 Vaccine Uptake through Effective SBCC in Asia (Madhu Kalra, Saleha Zahid)
3. Using Digital Technologies for Systematic Community engagement: Learnings for Future RCCE Interventions (Remy Smida, Cary McCormick)

## Session 2: Reaching out to Vulnerable Communities

**Link to join:** <https://zoom.us/j/94287936127?pwd=cVJHWCt1T2cxO3pMMHhlcUJ1aUZZyQTO9=>

**Time:** 10.50 – 11.50 am

**Format:** *Oral Presentations*

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

1. Reinforcing RCCE Efforts to Combat COVID-19 in Border Adjacent Communities in Khushia Region, Bangladesh (Umme Halima)
2. Pitching it right: Bringing Communication and Health Expertise Together to Support Rohingya Refugees through the Covid-19 Pandemic (Anif Ali Mamun, Khondaker Nasrul Banoo)
3. Communication Skillling empowered TB Affected Communities in India (Malaviya, S. Mohanty, S. Pandurangan, S. Kerketta, F And NP, Abhijith)
4. Lessons of an RCCE Initiative in Internally Displaced Camps (IDPs) - Afghanistan (Farid Ahmad Rahmani & Parwana Homdam)

### Session 3. Fresh Insights

Link to Join: <https://zoom.us/j/93243657027?pwd=VFZlUXA3RDoxYkN3SW91SnJOUk9kUT09>  
Time: 10.50 - 11.50 am  
Format: Multimedia Showcase

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

1. Agility, Responsiveness and Timing make all the Difference: Learnings from a COVID-19 Prevention Multimedia Campaign in Nepal  
(Indro Djoj Kihari, Rojia Pandey Rana, Deepak Raj Sharma)
2. Positive COVID-19 Hygiene Behaviour Change through Mass Campaigning in Pakistan  
(Narmeen Adeel, Woheed Ikram)
3. Addressing Tribal Community's Needs in Remote Areas through Contextualised RCCE Interventions in Chittagong, Bangladesh  
(Gita Rani Das, Madhuri Banerjee)

### Session 4. Employing New Technologies

Link to Join: <https://zoom.us/j/93269104983?pwd=bnNmNDRzZDc0ZGcvVFY1ZGZlQ1NhWk4zQUT09>  
Time: 10.50 - 11.50 am  
Format: Oral Presentations

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

1. Learning Tree Mobile-Application: Adapting to the New Normal in Pakistan  
(Ahmed Lodhi, Sabira Khan)
2. Mediating Transformation and Social Change with Vulnerable Communities through Immersive Way: Storytelling through AR/VR and Interactive Documentarity in India  
(Dr. K.S.Aksumo, Pragati Paul)
3. Pivoting to Social Media and Tele-counselling for Transformational Change during the Pandemic in Rajasthan, India  
(Syed Saad Ahmed)
4. Empowering Vulnerable Communities to deal with the Impacts of COVID-19 through Audio-based Phone Communication: A case study by Gram Vanni Community Media in India  
(Aditeshwar Sethi)

## Session 5. Effective Implementation

Link to chat: <https://zoom.us/j/99805814233?pwd=M2ZyZkR3bGhlcVkrdUJFcUhzRGU0UT09>  
Time: 10:50 – 11:50 am  
Format: **Oral Presentations**

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

1. **RCCE Best Practices Provide Evidence for Better COVID-19 Management in India**  
(Apurvakumar Pandya, Pragya Lochal)
2. **Naya Qadam – A New Dawn in Pakistan**  
(Maheen Dhanoni)
3. **Pandemic and Lockdown: Enabling Media as a Credible Stakeholder against**  
**COVID-19**  
(Vijay Kumar)

## Session 6. Closer to the Community

Link to chat: <https://zoom.us/j/98160876302?pwd=TGpSc0lnMnQeZmZkdTl2RHVhY0U9>  
Time: 11:55 am – 12:55 pm  
Format: **Oral Presentations**

Moderator: **Radhvani Mitra**, Global Creative Advisory, BBC Media Action

1. **Mobilising Communities for RCCE using Local Resources, India**  
(Madhub Rathi, Arpana Sharma Singhal and Shruti Narula)
2. **Community Radios as Agents of Change: Study of a Campaign for inculcating**  
**CAB among Communities, India**  
(Archana Kapoor, Nikita Kakkar, Aswathy Nair)
3. **Faith Leaders' Engagement Strategy for RCCE in Rajasthan**  
(Nisar Ahmad, Ms. Maryane Pant, Ayodhin Rydal)
4. **How Aristotel helped in Reducing COVID-19 Related Stigma & Discrimination in**  
**Mumbai, India**  
(Vansha Chandra, Harsha Mehta, Dr.K.Baviskar)

## Session 7. Power of Audio-visuals and Animation

Link to chat: <https://zoom.us/j/97385177263?pwd=a3dVdURlTMZm9tTGtMYk5kZmZkZ0U0OT09>  
Time: 11:55 am – 12:55 pm  
Format: **Oral Presentations**

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

1. **Experiences of Design and Development of RCCE Resource Book for Frontline**  
**Workers- Parwarish ke Champion (Champion of Caregiving) for Prie and Post**  
**COVID-19 Outreach Scenarios in India**  
(Ankita Kumar, Aparna Khanna, Vinita Bhargava, Shradha Kapoor, Alka Mahapatra, Sunishu Ahuja, Apoorva Choudhary)
2. **Corona Super Villain Series: Visually Appropriate Content overcomes Language**  
**and Socio-Cultural Barriers during a Public Health Emergency in Uttar Pradesh**  
(Zafin Chowdhury, Geetali Trivedi)

## Session 8: Making Behaviours Stick

Link to Join: <https://zoom.us/j/912137571717?pwd=SDQ0cHJkXVVsZDcyRmY4eWwzNjU0ZG9M>

Time: 11:55 am - 12:55 pm

Format: Oral Presentations

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

1. Covid-19 and Hygiene Habits: Factors Influencing Adherence and Sustainability of Newly Acquired Behaviors: A Qualitative Study from Delhi, India  
*(Vibha Gupta, Dr. Sarita Anand)*
2. Behaviour is Another Vaccine – Reaching Young Girls on Vaccine Hesitancy Post Lockdown, Chennai, India  
*(Sampath Muthuveelan, Jeevanandham Rajendran, Oyyavandhan Palaniyappan, Sargate, Jeevanandham)*
3. From Risk to Repeal, Communication in Pakistan  
*(Muhammad Iqbalshom Akram)*

## Session 9: Young & Local Stimuli


Link to Join: <https://zoom.us/j/91794325399?pwd=dTV2OUZlME4VYS0anhhKVZWt6JSZkZG9M>


Time: 11:55 am - 12:55pm


Format: Oral presentation


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


1. Breaching the Digital Divide: Reaching Adolescents Where it Matters in India  
*(Priyanka Kher, Sowati Chatterjee)*
2. Combating Misinformation through Internet Literacy for Young People in India  
*(Yashi Jain)*
3. Community Support Team (CST) Strategy proves Effective in Combating COVID-19 in Bangladesh  
*(Sit Kumar Sarkar, Zubair Shams, Joseph Johnson, Umme Salma Johan Meena, Save the Children International, Save the Children US)*
4. NISHTHA Swasthya Vaani: An IVRS-based Social Listening Platform for RCCE Enhances Equity and Self-efficacy in India  
*(Priyanka Shah, Krithika Murali, Dr. Jyoti Benwari, Nagappa V.H, Anand Barigai)*











## Annexure 2. Social Media Plan

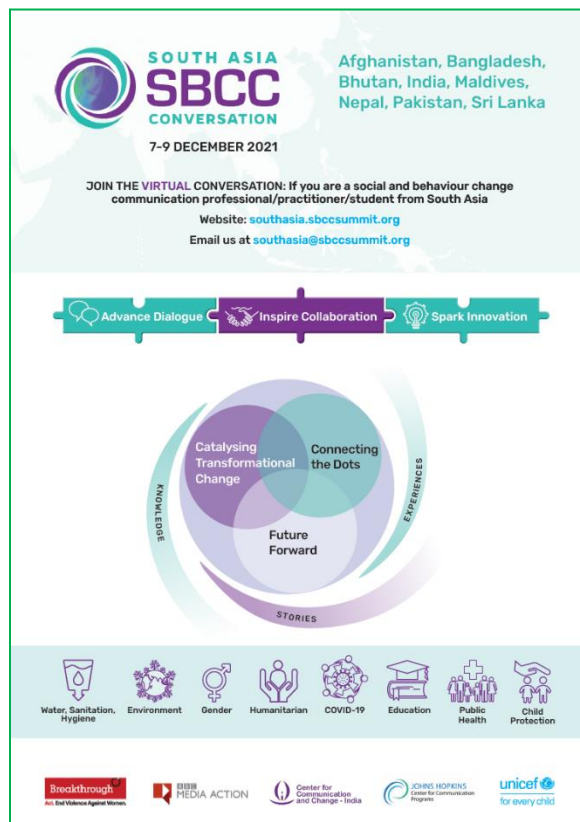
	Day	Day	Day	Day	Day	Day	Day
Week 1	8 Nov	9 Nov	10 Nov	11 Nov	12 Nov Creative with logo directing people to visit the website and register	13 Nov	14 Nov Connecting the dots – explanatory brief post with creative
Week 2	15 Nov Catalyzing Transformational Change – explanatory brief post with creative	16 Nov Future forward – explanatory brief post with creative	17 Nov	18 Nov Highlighting the countries, languages and participants	19 Nov	20 Nov Creative giving the number of people who have registered so far and encouraging more people to register	21 Nov
Week 3	22 Nov Creative on keynote speakers/SBCC voices with one liner bio/story of their work	23 Nov Creative with logo directing people to visit the website and register	24 Nov COVID & RCCE – explanatory brief post with creative	25 Nov Creative on keynote speakers/SBCC voices with one liner bio/story of their work	26 Nov	27 Nov Creative giving the number of people who will be participating and urging those who have not registered yet to do so (announcing date of closure of registration)	28 Nov
Week 4	29 Nov Creative on keynote speakers/SBCC voices with one liner bio/story of their work	30 Nov Creative with logo directing people to visit the website and register	1 Dec	2 Dec Countdown post announcing 5 days to go for the event	3 Dec Creative on keynote speakers/SBCC voices with one liner bio/story of their work	4 Dec Countdown post announcing 3 days to go for the event	5 Dec
Week 5	6 Dec Announcing live streaming in case someone missed chance to register and that it starts the next day	7 Dec Live tweets and posts	8 Dec Live tweets and posts	9 Dec Live tweets and posts	10 Dec Creative announcing the successful completion of the event and the turnout etc. with screenshots/photos of event	11 Dec Post on the International SBCC Summit 2022	



### Annexure 3. Banner



### Annexure 4. Flyer



## Annexure 5. Logo



## Annexure 6. FAQs

### **FAQs on South Asia Regional SBCC Conversation**

#### **Registration & related matters**

***Qn: How does one register for the Virtual Summit?***

**Response:** Click on the **Register** button on the website, log in and use password to get registered.

***Qn: Is there a registration fee?***

**Response:** There is no registration fee for abstract entries or to participate in the Virtual Summit.

#### **Submission of abstracts**

***Qn: Where should the abstract be submitted?***

**Response:** Your abstract must be submitted **only to:** [southasia@sbccsummit.org](mailto:southasia@sbccsummit.org) with subject as: Abstract for RCCE-COVID-19 session on 09.12.21. You will receive confirmation upon receipt.

***Qn: May I submit more than one abstract?***

**Response:** Yes, you may. The Selection Committee will decide which of the abstracts submitted can be accommodated within the program.

**Qn: I want to submit an abstract with work that has already been published elsewhere. Is this acceptable?**

**Response:** Yes, you may, as long as there is no conflict of interest.

#### **On abstract format and related matters**

**Qn: How should the abstract be formatted?**

**Response:** Please go through the guidelines that were provided along with the Call letter.

**Qn: Can I use abbreviations in my abstract?**

**Response:** Avoid acronyms in the abstract unless the acronym is commonly understood and used multiple times in the abstract. If an acronym is used in the abstract, **it must be spelled out (defined)** in the abstract.

**Qn: If I chose one presentation format as the 1<sup>st</sup> option, could I choose a second option as well?**

**Response:** Yes, you may. However, it will be left to the discretion of the Selection Committee to decide in which format the abstract is more suitable.

**Qn: Where can I get more details on the formats for presentations?**

**Response:** Please go through the guidelines that were provided along with the Call letter.

**Qn: Must I limit my presentation to 10 minutes in the Comms Talk sessions?**

**Response:** Yes, you must limit it to 10 minutes

**Qn: What will be the language used in the Virtual Summit? And will translations be possible?**

**Response:** English will be the language. Unfortunately, it will not be possible to organize for translations into other languages of the South Asia region.

**Qn: Will technical assistance be provided in terms of internet connections?**

**Response:** All participants, moderators and presenters are requested to ensure that their internet connections are stable. Use of headphones is advised to minimize echo and voice breaking. The selected presenters and moderators will be invited to a dry run on selected dates between 1-4 December, 2021.

