



Technical Rapid Response Team

Resources on Social and Behavior Change for Nutrition in the COVID-19 context

Introduction: While there is a plethora of social and behavior change (SBC) materials available online for adaptation or adoption in the COVID-19 context, this document provides a shortlist of some materials relevant for nutrition programs, especially in humanitarian settings. The resources have been organized by different programmatic aspects with a brief description and analysis of each resource. Additional support in identifying or developing relevant SBC tools can also be provided on request. The document will be updated periodically.

I. Community Engagement

#	Name of resource	Organization	Link	Language
1	Community Engagement from a Distance	BBC Media Action on behalf of Shonjong, Bangladesh	https://www.dropbox.com/s/ao086yqa6un3mcq/Community%20engagement%20from%20a%20distance%20-%20EN.pdf?dl=0	English, Bangla

Description: This short guide aims to assist development and humanitarian agencies on risk communication and community engagement related to Covid-19 without face-to-face interaction with communities. It recommends safe options and considerations for standard community engagement activities such as meetings and group counselling, mobile miking, face to face counselling etc.

Advantages: Provides clear options and safety tips for common project activities in humanitarian settings. Easy to use by field practitioners.

Recommendation: Useful guide to plan communication activities for nutrition, WASH sectors in the COVID-19 context. Can be used as a starting point to build further based on planned activities in the intervention.

#	Name of resource	Organization	Link	Language
2	Organizing Radio Talk Shows	Action Against Hunger - USA	https://www.fsnnetwork.org/organizing-radio-talk-shows-10-step-guide-quick-programming-covid-19-context	English

Description: A 10-step guide for planning and organizing radio talk shows in the context of COVID-19. The guide is based on experiences and learnings from a WASH project based in Kyangwali, Uganda and includes templates for understanding the media landscape, terms of reference, talking points for the show, tips on communicating without stigma and a talk show report.

Advantages: A practical guide with clearly laid out steps for systematic planning of radio talk shows.

Recommendation: A useful guide for program planners, especially in areas with moderate to high penetration of radio, including community radio.

#	Name of resource	Organization	Link	Language
3	Preparedness for and response to coronavirus disease (COVID-19)	UNICEF, the World Health Organization, and the International Federation of Red Cross and Red Crescent Societies	https://www.unicef.org/documents/preparedness-response-coronavirus-2019	English

Description: The tool is designed to support risk communication, community engagement (RCCE) staff working with national health authorities, as well as other partners, to develop, implement and monitor an effective action plan for communicating effectively with the public during the coronavirus disease 2019 (COVID-19) outbreak.

Advantages: The tool includes a description of key steps and templates for each step that make it easy for countries to develop their RCCE plans. It also includes audience assessment questionnaire, a process for identifying objectives and audiences, a method for identifying key information needs about COVID-19, and a list of sources for existing content and messaging.

Recommendation: An essential tool to be adapted and used for planning the RCCE efforts at project or country level.

#	Name of resource	Organization	Link	Language
4	COVID-19: How to include marginalized and vulnerable people in risk communication and community engagement	UN Women and Translators Without Borders on behalf of the Regional Risk Communication and Community Engagement Working Group (RRCCE)	https://interagencystandingcommittee.org/covid-19-how-include-marginalized-and-vulnerable-people-risk-communication-and-community-engagement	English

Description: A guide to help organisations/interventions include a protection, gender, and inclusion lens in risk communication and community engagement in the context of COVID-19. The document provides key recommended actions for populations at disproportionate risk in public health emergencies, with specific action points described for each group as well as tips for addressing stigma and discrimination.

Advantages: Action points have been recommended for each group of populations at risk. Useful to refer for all aspects that need to be considered to ensure inclusion.

Recommendation: Critical to consider while planning and implementing interventions in emergencies

#	Name of resource	Organization	Link	Language
5	Care Group Lessons for COVID-19	Curamerica	https://www.fsnnetwork.org/curamericas-care-group-lessons-covid-19	English

Description: These Care Group lessons and accompanying field guide were developed by Curamericas for use in their project area in Kenya. The documents are provided in Word and PPT format and users are encouraged to adapt them to their own project. This may include inserting in photos/images from the project area, editing the text to match government guidelines etc.

Advantages: Technically verified messages for Care Groups that can be adapted to different contexts.

Recommendation: Easy to adapt lessons for Care Groups that can be incorporated as part of program adaptations for COVID-19

#	Name of resource	Organization	Link	Language
6	COVID-19 Visual Aids for Participatory Activity	Africa Ahead	https://www.africaahead.org/wp-content/uploads/2020/03/AHEAD-Corona-Virus-Toolkit_V2.pdf	English

Description: A set of 31 visual cards for participatory activity that allows people to think for themselves and discuss the best way to deal with the COVID-19 in their community. Instructions on how to use the cards, while ensuring safety of the staff is included on the last page of the document.

Advantages: Ready-to-use visual cards

Recommendation: A resource for a participatory activity that can be used not only for sharing information on behaviors related to transmission of COVID-19 infection, but also for community engagement in developing a prevention plan for their community.

#	Name of resource	Organization	Link	Language
7	COVID-19 Updates	iACT	https://www.iact.ngo/co-vid19_updates/	English, French, Farsi, Arabic, Swahili, Kirundi, Sorani, Kurmanji, Burmese.

Description: Materials on COVID-19 meant for people/organisations working with refugee communities. A series of one pagers and leaflets - for parents/caregivers, for community leaders, religious leaders, and on myths vs facts.

Advantages: The materials are tailored for the refugee communities and an interesting material for engaging with community leaders.

Recommendation: The materials have a lot of text so they can be directly used among literates in the communities, who in turn, can then share the information with others in the community.

#	Name of resource	Organization	Link	Language
8	Training videos on Infant and Young Child Feeding	Global Health Media	https://globalhealthmedia.org/videos/	Different sets of videos available in around 47 languages

Description: A wide range of videos for training care givers and health workers on childbirth, newborn care, breastfeeding, complementary feeding for different age groups, skin-to-skin care, home visits, danger signs etc.

Advantages: A set of technically accurate, well-made videos that can be used for remote training sessions. Available in multiple languages.

Recommendation: In situations where there are movement restrictions owing to COVID-19, these videos can be used on social media or online communication platforms to organize trainings of care givers or frontline health workers. A good resource to use in trainings conducted face to face also.

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#	Name of resource	Organization/initiative	Link	Language
10	Community Engagement and Communicating from a Distance	Hygiene Hub	https://resources.hygienehub.info/en/articles/4028686-what-are-some-practical-ways-for-our-organisations-to-do-community-engagement-at-a-safe-distance	English

Description: This is a collection of resources and examples of innovative ways that organisations have been doing community engagement during the COVID-19 pandemic or during other recent outbreaks.

Advantages: The article includes links of tools and resources developed by different organisations.

Recommendation: A useful page to visit for ideas as well as resources on communicating from a distance.

#	Name of resource	Organization/initiative	Link	Language
11	Tips for Engaging Communities during COVID-19 in Low-Resource Settings, Remotely and In-Person	GOARN Risk Communication and Community Engagement (RCCE) Coordination Working Group co-led by UNICEF, the International Federation of the Red Cross (IFRC), and the World Health Organization (WHO)	https://www.thecompassforbc.org/sites/default/files/strengthening_tools/WHO_CETipsCovid19_0.pdf	English

Description: As described in the document, this brief provides key considerations for engaging communities on COVID-19 and tips for how to engage where there are movement restrictions and physical distancing measures in place, particularly in low-resource settings. It is designed for non-governmental organizations (NGOs), UN agencies, government agencies, and other humanitarian and implementing actors working on health promotion, risk communication, and community engagement for COVID-19.

Advantages: A well structured guidance with examples and tools that can be adapted to different contexts

Recommendation: A useful resource to refer to while planning adaptations in community engagement for low resource settings.

II. Addressing Stigma and Preventing Rumors

#	Name of resource	Organization	Link	Language
12	Video on Social/Physical Distancing	European Centre for Disease Prevention and Control	https://www.ecdc.europa.eu/en/publications-data/video-covid-19-physical-distancing	English

Description: Short video highlighting the need for physical distancing but keeping in touch socially. It also shows how physical distancing can curb the spread of COVID-19.

Advantages: It is an animated video that can be relevant for different socio-cultural contexts

Recommendation: Can be used effectively by sharing on social media, especially whatsapp. The text within the video is currently in English, translations could be explored in coordination with the organization.

#	Name of resource	Organization	Link	Language
13	COVID-19 Combatting Misinformation	BBC Media Action	https://drive.google.com/file/d/1MlMwYGMcCuKKHeJiZC7N-Y9eXtXNAkFN/view	English, Bahasa, Bangla, Hausa, Hindi and Nepali.

Description: A video aimed at encouraging people to verify information before sharing, this is a fun animation aimed at encouraging people to always verify information before sharing. The one-minute clip is available for use on social media and other platforms.

Advantages: It is available in multiple languages mentioned above and other languages will be made available by the organization soon.

Recommendation: Would be a very useful tool to prevent sharing of false information. An added benefit would be if the local contact or helpline numbers can be included in the end to verify information or seek support. Permissions to edit the clip could be sought from BBC Media Action.

#	Name of resource	Organization	Link	Language
14	Guide to Preventing and Addressing Social Stigma Associated with COVID-19	UNICEF	https://www.unicef.org/media/65931/file/Social%20stigma%20associated%20with%20the%20coronavirus%20disease%202019%20(COVID-19).pdf	English, Bangla

Description: A guide for Governments, media and organisations working on COVID-19. The document includes communication tips on how to address and avoid compounding stigma.

Advantages: Essential communication tips, clearly communicated.

Recommendation: While the processes have been detailed in the document, stigma is very closely linked to socio-cultural contexts. This guide would be very useful as a reference for adaptation to specific contexts.

III. Pregnancy, Breastfeeding and Child Feeding practices

#	Name of resource	Organization	Link	Language
15	Pregnancy, Childbirth, breastfeeding and COVID-19	World Health Organization	https://www.who.int/reproductivehealth/publications/emergencies/COVID-19-pregnancy-ipc-breastfeeding-infographics/en/	English

Description: A series of six downloadable infographs on protecting pregnant women against COVID-19 infection before, during and after child birth; the right to high quality care and tips on safe breastfeeding for COVID-19 positive mothers.

Advantages: These are simple infographics that can be used in different contexts for basic information sharing.

Recommendation: Can be widely circulated on social media. Can also be used to develop other types of materials such as posters or leaflets, using the technical content but adding contextual information.

#	Name of resource	Organization	Link	Language
16	Women with COVID-19 can breastfeed (video)	World Health Organization	https://www.facebook.com/154163327962392/posts/3189616161083745/	English

Description: A short, animated video on WHO recommendations for breastfeeding if infected with COVID-19, including the benefits and precautions to be taken.

Advantages: A clear recommendation on breastfeeding from a credible source.

Recommendation: Can be effectively used with communities that understand the language, as well as an advocacy tool with policy makers.

#	Name of resource	Organization	Link	Language
17	Infant and Young Child Feeding Recommendations When COVID-19 is Suspected or Confirmed	UNICEF & USAID	https://www.advancingnutrition.org/news-events/2020/04/24/infant-and-young-child-feeding-recommendations-when-covid-19-suspected-or?mc_cid=301925a3e0&mc_eid=8bc4f8841f	English, Bangla

Description: The resource includes *10 Counselling Cards* and a *Recommended Practices Booklet*. The package provides recommended practices for counsellors and user-friendly graphics that can be used with low-literacy communities in different contexts.

Advantages: The package can easily be adapted to local contexts as the files and editable design files for the graphics and illustrations are available free to download.

Recommendation: Useful, pictorial materials that can be effectively used for counselling low literate audiences.

#	Name of resource	Organization	Link	Language
18	COVID-19 Care Group Materials	Food for the Hungry and World Relief in collaboration with CORE Group	https://caregroupinfo.org/documents/covid-19-materials/	English, French, Spanish, Amharic

Description: This site includes checklists and materials on COVID-19 for Care Groups that can be adapted to different contexts.

Advantages: These ready to use resources including modules for care groups can be freely adapted, only attribution is requested by the organisations.

Recommendation: Useful resource for adaptation of Care Group interventions in the COVID-19 context.

IV. Resources for School Children

#	Name of resource	Organization	Link	Language
19	My Hero is You	Inter-Agency Standing Committee	https://interagencystandingcommittee.org/iasc-reference-group-mental-health-and-psychosocial-support-emergency-settings/my-hero-you	English, French, and translated to around 84 different languages

Description: An illustrated storybook meant to be read by a parent, caregiver or teacher alongside a child or a small group of children.

Advantages: Written as an interesting story that will be attractive for children and caregivers (to provide the information through a story) and covers all key messages essential for a community.

Recommendation: Would be a good resource for schools and where there are sufficient literate influencers in the community. Could also be used as a reference to develop audio stories that could be circulated locally or broadcast on the local radio.

V. Webinar recordings:

The webinar recordings included below are those that are considered relevant from an SBC perspective for nutrition programs in the COVID-19 context:

#	Topic	Organized by	Link	Language
1	COVID-19 Webinars for SBCC Practitioners	International SBCC Summit 2020	https://sbccsummit.dryfta.com/news-and-updates/110-covid-19-webinars-for-sbcc-practitioners	English
2	Protecting, promoting and supporting IYCF during the COVID-19 pandemic: reflections & recommendations	Tech RRT GTAM	https://www.youtube.com/watch?time_continue=6&v=q8nvlGaOCXE&feature=emb_logo	English
3	Protéger, promouvoir et soutenir l'ANJE durant la pandémie du COVID-19: réflexions & recommandations	Tech RRT, GTAM	https://www.youtube.com/watch?v=emhRNK-orA&feature=emb_logo	French
4	Proteccion, promocion y apoyo de Alimentacion del Lactante y del Nino/a Pequeno/a (ALNP) durante la pandemia de COVID-19: reflexiones y recomendaciones	Tech RRT, GTAM	https://www.youtube.com/watch?v=xIIVE1At6Go&feature=emb_logo	Spanish
5	Social & Behaviour Change for Nutrition and Health Outcomes	Tech RRT, GTAM	https://www.youtube.com/watch?time_continue=1963&v=jY07RCMk654&feature=emb_logo	English
6	Le changement social et de comportements pour les acteurs de la nutrition et de la santé	Tech RRT, GTAM	https://www.youtube.com/watch?time_continue=1173&v=CbfMjNyv5CQ&feature=emb_logo	French
7	COVID-19 Resources (includes webinar recordings, slides, video blogs etc.)	WASHem	https://washem.info/blog/8405/covid-19-resources	English, French, Spanish, Arabic