Hybrid Communities for Social and Behavior Change Communication

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Fredrik Winsnes, NetHope
ICT4D Conference, Nairobi
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Workshop Agenda

• Your “Community work” related to Social and Behavior Change Communication
• State of communication barriers
• Communities of practice
  – Moving form F2F to virtual to blended
• Examples
Your “Community work”

WHO?
• Public Health Professionals
• Media & Communications Experts
• Community leaders
• Government officials
• Other subject matter experts
• Technologists & Social Media Experts
• Target Population

HOW?
• Face-to-face meetings
• Conferences
• Teleconferences
• Webinars
• On-line forum discussions
• Media: Radio/TV, News,…
• Community theater
• Billboards
• Social Media
• SMS
The Silos of Communication Barriers

• Technical-Program
• Technical-Technical or Program-Program
Communication Barriers

• Why?
  – Geography
  – Status quo
  – Discomfort
  – Language (technical and linguistic)
  – Tools/resources to do so
Communities Communications

Barriers

What barriers are you experiencing in your SBCC work?
Communities

- Traditional
  - Family
  - Social community
  - Religion
  - Political

- … of Practice
  - Professional
  - Academic
  - Shared interests
  - By Sector
  - Across Sectors

All embracing virtual modes of communications….
Virtual Communities of Practice

Phone, Email, Chat, Forums, Media sharing, Social networks
Blended Communities of Practice

- Combine Face-to-Face and virtual
- Digital / Face-to-Face feedback loop
Blended Communities of Practice Examples

- Global Digital Health Network (formerly mHealth Working Group)
- NetHope Working Groups (M&E and Tech, Health)
- Springboard for Health Communication
What is Springboard?

Springboard is an **interactive community** for health communication professionals

[https://healthcomspringboard.org/](https://healthcomspringboard.org/)
The Online Community

On Springboard, you can: **share** resources, **network** with other health communication practitioners, and **learn** best practices.

https://healthcomspringboard.org/
Global Activity Feed

Start posting updates and asking questions right away!

Sitewide Activity

What's new, Soma?

Start typing...

Lynn Van Lith replied to the discussion Health Communication's Role in HIV Prevention and Care in the group Health Communication's Role in HIV Prevention and Treatment Outcomes 18 hours, 16 minutes ago

Dear Ana Carolina,

There are a lot of useful tools and resources on the Health COMpass as well and through a simple search, I just identified several resources. You'll find ideas here: http://www.thehealthcompass.org/. There are also several other websites to check depending on what segment of the youth population you are working with whether...

[Read more]

Join this discussion  Delete  Like 1

Khandoker Abu Jafar Md. Saleh liked this.

Share

https://healthcomspringboard.org/
Discussion Themes

Connect with the Moderators

Michelle Kaufman, Ph.D.  Carol Underwood, Ph.D.
Beth Mallalieu  Lynn Van Lith
Events Calendar

Upcoming Events

Swazis for Zero HIV New Infections

On October 9, 2014 from 10:27 am to November 1, 2014, 11:27 am

HC3 Innovation Webinar 7: Social Media Analysis

Takes place on December 9, 2014 from 11:00 am to 12:00 pm

Add an Event to the Calendar

Promote a conference, webinar and/or meeting to a health communication-focused audience.

Contribute an event to Springboard!

https://healthcomspringboard.org/
Fill Out Your Profile

https://healthcomspringboard.org/
Network With Others

Marti van Liere - "GAIN, SPRING and USAID will engage in a Springboard discussion on SBCC for Nutrition at scale next week, 15-19th December. This is a follow-up from the conference we jointly organized in Washington, one month [...]" View
active 3 days, 5 hours ago

Shana McGough
active 3 days, 2 hours ago

Beatrice Spadacini
not yet active

https://healthcomspringboard.org/
Join Groups and Explore

Join a group on a specific topic for even more discussion

- **Malaria SBCC**
  - Active 6 hours, 35 minutes ago
  - A group for Malaria social behavior change communication discussions and information sharing.

- **Health Communication’s Role in HIV Prevention and Treatment Outcomes**
  - Active 6 hours, 35 minutes ago
  - This group is for those interested in using health communication to make a greater impact with their HIV interventions.

- **Monitoring and Evaluation of Health Communication Programs**
  - Active 8 hours, 49 minutes ago
  - This is a group for discussion about monitoring & evaluating health communication programs.

- **SBCC for Family Planning**
  - Active 6 hours, 49 minutes ago
  - FP specific resources and activities discussions

- **Leadership in Strategic Health Communication Workshop Alumni**
  - Active 6 hours, 50 minutes ago
  - A platform for our alumni to stay connected with other alumni of the workshop, share ideas and insights into project occurring in their respective countries, and continue to improve the skills that were learned […]

- **Ebola Communication**
  - Active 13 hours, 46 minutes ago

https://healthcomspringboard.org/
What will be your Springboard story?

Advertise your event

Network with others

Find new research

Explore different topics

Jobs

https://healthcomspringboard.org/
Next Steps

• Join/Sign up on SpringBoard
• Engage with the Global/virtual community
• Get your local (face-to-face) community involved

https://healthcomspringboard.org/
Thank you!

Q&A