

## COMMUNICATIONS/SBCC GUIDANCE NOTE

# MALE ENGAGEMENT IN MATERNAL, NEWBORN AND CHILD HEALTH/SEXUAL REPRODUCTIVE HEALTH

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## ACRONYMS

ANC	Ante-Natal Care
FP	Family Planning
MNCH	Maternal, Newborn and Child Health
MNCH/SRH	Maternal, Newborn and Child Health and Sexual and Reproductive health
PNC	Post-Natal Care
SBCC	Social and Behaviour Change Communications
SRH	Sexual and Reproductive Health
WRA	Women of Reproductive Age

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## PART 1: RATIONALE AND APPROACH TO COMMUNICATIONS

In the context of MNCH/SRH programs, Plan International Canada defines male engagement (also referred to as men’s engagement or male involvement) as “men taking an active role in protecting and promoting the health and wellbeing of their partners and children.”<sup>i</sup> This definition is premised on a vision of lasting and sustainable behavioural and relational change and more gender-equitable relationships between male and female partners. It views male engagement **as a broader concept rather than a list of actions or decisions in which men should participate** in the MNCH/SRH continuum of care. It encompasses:

- Men’s **subjective experiences, motivations, relationships, and active participation** rather than specific actions as indicative of engagement.
- Focuses on **men’s agency and relationships as distinct from male participation** or involvement, which can be understood to be more passive.

This communications guidance document is intended as a succinct, go-to guide for Plan International country offices (implementing male engagement interventions as part of MNCH/SRHR projects) on conducting social and behaviour change communications (SBCC) (specifically, integrated messaging on men’s engagement in MNCH/SRH). The document defines best practices for incorporating gender equality messaging into Plan International’s MNCH/SRH SBCC materials. It can be accompanied by a Male Engagement Curriculum and training and specific guidance on working with religious leaders, training health providers, and developing an advocacy plan for male engagement in MNCH/SRH.



## PART 2: DEFINING SOCIAL AND BEHAVIOUR CHANGE COMMUNICATIONS (SBCC)

Social and behaviour change communications (SBCC) can be defined as those communications strategies designed to impact not only individuals' beliefs, attitudes, and practices, but also community norms and supportive policies. These communications strategies are generally grounded in research and formed through consultative processes.<sup>1</sup>

SBCC can target a spectrum of goals, for example: influencing social norms to support long-term behaviour change at the population level, improving provider and client relationships, increasing demand for health services, strengthening community responses, influencing decision- and policy-makers, and more.<sup>2</sup> It is most effective when also paired with direct action and engagement to impact and expand services, advance policies, and provide training on practices.

Within MNCH/SRHR projects, male engagement SBCC messages can **primarily** serve to promote men's increased participation in MNCH/SRH **at the individual level**, while also working to shift **broader social and gender norms** and perspectives, creating a supportive environment that promotes men as partners in health outcomes. Furthermore, SBCC can also contribute to changing existing **policies within institutions and governments**: as more and more men become engaged in MNCH/SRH in the context of the project, this change in behaviours and norms will begin to generate momentum and demand for policies which are more inclusive of men in MNCH/SRH.

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<sup>1</sup> See: <http://manoffgroup.com/documents/DefiningSBCC.pdf>

<sup>2</sup> See: <http://sbccimplementationkits.org/courses/designing-a-social-and-behavior-change-communication-strategy/>



## PART 3: STEPS FOR DEVELOPING SBCC MESSAGING

### STEP 1: EXAMINE THE EVIDENCE

Promoting male engagement in MNCH/SRH is one of the gender-transformative strategies to achieve this goal. It is likely that the project has already generated a large amount of quantitative and qualitative data from intervention areas that is relevant to men's engagement in MNCH/SRH.

The project baseline data report and the gender equality assessment and the Gender Equality Strategy can provide robust evidence on which to base your SBCC messaging. This data can be used to inform, support, and back communications directions and to tailor messaging to key audiences in each country. Quantitative data can be helpful to inform *what* men and women are doing, and qualitative stories can help to identify *why* men and women have chosen those behaviours and *how* norms are impacting these behaviours. This data will help to ensure that your SBCC messages are based on evidence.

Use the baseline data (and your country gender assessment), and the Step 1 Checklist to take a deeper look at the available data, in the context of your project's programmatic and advocacy priorities: identify what information is available, for which populations, and what it reveals about men's and women's current attitudes and behaviours around men's engagement in MNCH/SRH. For example, what does the data say about the needs and desires of men and women as parents in the community? What do men want to learn to become better fathers or partners? What challenges do men face as fathers? How do women want, or not want, men to be involved in MNCH/SRH? Data that is available in the target geographic area, that is quantitative and qualitative, and that is comprehensive will provide the best context and deepest understanding of key issues.

**Step 1 Checklist: Examine the evidence**

Use the checklist below to take a closer look at the baseline data and gender assessment relevant to the priority area – men’s engagement in MNCH/SRH – to determine which data can best support and inform SBCC messaging.

**Directions:** For each issue area defined by the project’s baseline research, refer to the baseline report, gender assessment and Gender Equality Strategy, and ask the questions below to gain a clearer understanding of potential target “problem” behaviours or attitudes. Assign 3 points to a “Yes,” 2 points to a “Not sure,” and 1 point to a “No.” Select topic areas with the top three scores for consideration in Step 3.

<b>Proposed issue:</b>  <b>[ADD THE PROPOSED ISSUE HERE]</b>	<b>Yes</b>	<b>Not sure</b>	<b>No</b>	<b>Notes:</b> <i>This could include men’s involvement in ante-natal care; ability to recognize and know responses to danger signs during pregnancy; knowledge of and support for family planning; support for delivery by skilled birth attendant; support for post-natal care; support for community- and household-level decision-making, etc.</i>
1. Are project baseline/gender assessment data available in the geographic area (country and community) that the SBCC messaging will target?				<b>Notes:</b> <i>It is important that the data are applicable to the target geographic areas for the SBCC messaging.</i>
2. Are both quantitative and qualitative data available?				<b>Notes:</b> <i>Quantitative data can be helpful to inform what men and women are doing, and qualitative data can help to identify why men and women have chosen those behaviours.</i>
3. Are there clear patterns or stories being told or behaviours/attitudes being defined in the data relevant to men’s engagement in MNCH/SRH?				<b>Notes:</b> <i>Data collected about attitudes are crucial to support data on behaviours and action.</i>
4. Are the data available at multiple levels (individual, community, or structural)?				<b>Notes:</b> <i>It is important that the data is applicable to the individual level (men and women), but additional information on attitudes of service providers or stakeholders can provide further context and perspectives.</i>
5. Are there data available from other reliable sources that could supplement these baseline/gender assessment data?				<b>Notes:</b> <i>If an issue of interest is identified, but the project data do not provide a complete picture, other research may be helpful to supplement these findings.</i>



## STEP 2: PICK A PRIORITY

Communications campaigns and messaging should always be backed by evidence and augment, elevate, and expand on the organization's work and priority areas – with individuals, communities, institutions, service providers, policy-makers, etc. Determining the behaviour change that the communications messaging will target involves an examination of current behaviours and practices evident in the data (defined by Step 1), alongside the project's strategic priorities and the external climate.

For the issues identified in Step 1, where there are robust data and a clear story, use the checklist below to determine which behaviour or attitude, if targeted, would ultimately best support the project's goal of contributing to the reduction of maternal and child mortality in targeted regions by engaging men in taking an active role in protecting and promoting the health and wellbeing of their partners and children. Ideal target issues for SBCC messaging are those which can also be tied to and impacted by programmatic and policy work, can be supported by partners, and for which there is already some goodwill or momentum.

### Step 2 Checklist: Pick a priority

Use the checklist below to help identify the key behaviour or attitude to target for change in your SBCC messaging. This checklist aims to help you to prioritize which strategic, evidence-based entry points for men’s engagement in MNCH/SRH will be positioned to best contribute to project’s goals via SBCC messaging.

**Directions:** For each of the top three issues identified in Step 1, ask the questions below to gain a clearer understanding of potential impact of addressing each “problem” behaviour or attitude. Assign 3 points to a “Yes,” 2 points to a “Not sure,” and 1 point to a “No.” The issue with the highest total score should be considered as the priority target for SBCC messaging.

<b>Proposed issue:</b>  <b>[ADD THE PROPOSED ISSUE HERE]</b>	<b>Yes</b>	<b>Not sure</b>	<b>No</b>	<b>Notes:</b> <i>Based on the results from the Step 1 Checklist, this could include men’s involvement in ante-natal care; ability to recognize and know responses to danger signs during pregnancy; knowledge of and support for family planning; support for delivery by skilled birth attendant; support for post-natal care; support for community- and household-level decision-making, support in household work etc.</i>
1. Is this a clearly defined, specific, and concrete “problem” behaviour or attitude related to men’s engagement in MNCH/SRH?				<b>Notes:</b> <i>It is easier to create clear, concise SBCC messages when the “problem” is well-defined.</i>
2. Are there clearly identified personal, community, and/or structural beliefs and norms that have led to or reinforced this “problem” behaviour?				<b>Notes:</b> <i>In order to create SBCC messages that will contribute effectively to changing a “problem” behaviour or attitude, it is necessary to understand the underlying beliefs and norms that influence them.</i>
3. Is there a clearly defined, specific, and concrete “model” or desired behaviour or attitude that could be encouraged as an alternative to the “problem” behaviour?				<b>Notes:</b> <i>It is important to create SBCC messages that support positive change. Therefore, it is important not only to identify a “problem,” but also to identify and encourage the desired or “model” behaviour.</i>
4. Will achieving this “model” behaviour or attitude ultimately support project’s goal of contributing to the reduction of maternal and child mortality in targeted regions?				<b>Notes:</b> <i>SBCC messaging should always augment, elevate, and expand on the organization’s work and priority areas.</i>
5. Will achieving this “model” behaviour or				<b>Notes:</b> <i>SBCC messaging should always augment, elevate, and expand</i>

attitude ultimately result in the projects’s goal that men take an active role in protecting and promoting the health and wellbeing of their partners and children?				<i>on the organization’s work and priority areas.</i>
6. If there are potential negative consequences (for women, for men, and/or for children) in encouraging the “model” behaviour or attitude, could they be avoided or mitigated?				<b>Notes:</b> <i>It is important to consider potential unintended consequences. For example, could encouraging men to join ante-natal visits lead women to feel their autonomy is being challenged? If so, is this a side effect that could be avoided with thoughtful messaging? Or could encouraging men to participate in household work lead to community stigma and shaming? If so how can it be mitigated with thoughtful messaging?</i>
7. Is there already public or political support or movement around these issues, which could be leveraged to help spread the message?				<b>Notes:</b> <i>In the case where awareness of the “problem” or of the “model” behaviour or attitude has been raised, it may be easier to gain visibility, traction, and/or additional allies.</i>
8. Are there partners (media partners, other non-governmental organizations, etc.) that could be brought on to collaborate to encourage the “model” behaviour?				<b>Notes:</b> <i>It is always easier to disseminate SBCC messages when partners are involved. It is helpful to identify which partners may be eager to work together when defining a target.</i>
9. Are there any existing “champions,” such as government officials, celebrities, politicians, local leaders etc., who have shown public support for the “model” behaviour?				<b>Notes:</b> <i>Recruiting champions or change-makers can be a powerful way to disseminate SBCC messages. If a community role model has already lived the “model” behaviour or shown support for it, this could be a strategic target to pursue.</i>



### STEP 3: SET A GOAL

Once the “model” behaviour and target audiences are identified, set a goal or shared vision for change. Clearly identify the desired change, who will be targeted, and by what means. While the goal should identify the targeted, top-level change, objectives should be clear, achievable, and measurable, and they should contribute to achieving the goal. For each goal, use indicators to help to track progress and remain focused.

The project has already outlined several key indicators for change that can be used to measure progress. Behaviour change is often the most difficult change to create, and it generally requires a combination of SBCC messaging, programmatic work, and policy work over time. Therefore, if the ultimate goal is to change behaviour, measuring changes in attitudes and knowledge along the way can be helpful to assess change.

#### *Sample indicators:*

- *Average level of support provided by male family members for the utilization of MNCH/SRH services by female family members (disaggregated by sex and by age for women) (immediate-level indicator).*
- *Percentage of women of child-bearing age (WCBA) (disaggregated by age) and their male family members who know at least two key gender-equality messages related to MNCH/SRHR (intermediate-level indicator).*

### Step 3 Checklist: Set a goal

Use the checklist below to help set a goal for your SBCC messaging. This checklist aims to help you to create a goal that is targeted and measurable, along with indicators.

**Directions:** Answer the questions below to begin to construct your top-level goal and indicators. Use these to inform the development of your SBCC messages (Step 4).

<p><b>The change:</b> What is the “model” behaviour or attitude you want to achieve?</p>	<p><b>Notes:</b> <i>E.g. Goal Step 1: Men show greater support for women’s access to and use of modern family planning (FP) methods.</i></p>
<p><b>Timeline:</b> By when do you expect to see this change?</p>	<p><b>Notes:</b> <i>E.g. Goal Step 2: Men show greater support for women’s access to and use of modern FP methods by [date, year].</i></p>
<p><b>Beneficiaries:</b> Who will make this change (sex, age, community)?</p>	<p><b>Notes:</b> <i>E.g. Goal Step 3: Men aged 20-49 in [intervention communities] in [country] will show greater support for women’s access to and use of modern FP methods by [date, year].</i></p> <p><i>For some projects, targeting individual men may be a top priority to encourage male engagement in MNCH/SRH. However, you may want to consider other actors like women, service providers, religious leaders, etc., whose beliefs and attitudes could be impacted to achieve the desired behaviour.</i></p>

<p><b>Indicators:</b> How can you track progress towards the “model” attitude or behavior?</p>	<p><b>Note:</b> Use indicators provided by your project’s monitoring and evaluation framework. Additional indicators can be created as appropriate to measure progress towards the SBCC goal. These indicators can measure gains in knowledge and changes in attitudes and behaviours.</p> <p><i>E.g.:</i></p> <p><i>Behavioral indicators:</i></p> <ul style="list-style-type: none"><li>• % of women who report their male partner is helpful during FP</li><li>• % of women and men (disaggregated) who report having been accompanied by their partner or having accompanied their partner, respectively, to visit a health facility for FP needs</li><li>• % of women and men (disaggregated) who report discussing modern FP methods with their partner</li><li>• % of women and men (disaggregated) who report discussing benefits of delaying or spacing pregnancies with their partner</li></ul> <p><i>Attitudinal indicators:</i></p> <ul style="list-style-type: none"><li>• % of men who agree that it is important to support women’s decision-making on MNCH/SRH matters</li><li>• % of men who agree that it is important to have access to modern FP methods</li></ul> <p><i>Knowledge indicators:</i></p> <ul style="list-style-type: none"><li>• % of men who know two or more benefits of delaying or spacing pregnancies</li><li>• % of men who know two or more modern FP methods</li></ul>
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## STEP 4: DEFINE THE MESSAGING

It is time now to craft the campaign's key messaging and approach, which will serve to advance the identified goal. Men and women are always changing, families are changing; it is important for messaging to reflect the reality of men and fatherhood, based on the context. Use the Step 4 Checklist (which presents best practices, along with guiding questions) with focus groups or via one-on-one interviews to involve members of the target group in the development of SBCC messages and outreach plan. In some countries, these messages may need to be submitted to national health committees or government officials for their feedback and approval as well.

For projects that strives to promote the following gender-equality messages related to MNCH/SRH: the importance of men accompanying their female partners to health facilities over the MNCH/SRH continuum of care; participating in birth preparedness planning, providing opportunities for resting during the MNCH continuum of care; helping with household work; supporting breastfeeding; taking care of children; making arrangements for transportation to the clinic; and supporting woman's decision-making on MNCH/SRH matters. Some or all of these messages may be created/adapted in service of the SBCC goal, depending on the priorities established in Steps 1-3. The MenCare Campaign aims to promote gender-equality messages within its male engagement intervention(s), including on MNCH/SRH. See examples below of how to craft a message that encourages men's long-term engagement in MNCH/SRH.

**Step 4 Checklist: Define the messaging**

Use the checklist below to help define SBCC messaging. This checklist aims to help you to create effective, transformative SBCC messages for engaging men in MNCH/SRH.

[MenCare: A Global Fatherhood Campaign](#) is active in over 40 countries around the world. Its mission is to promote men’s involvement as equitable, nonviolent fathers and caregivers in order to achieve family well being, gender equality, and better health for mothers, fathers, and children. While each country is free to adapt MenCare Global messaging and imagery (see Resources in the web site provided), a few best practices have emerged in how to encourage men to be active, involved caregivers in the lives of their children.

**Directions:** Take a look at the Dos and Don’ts in SBCC messaging for engaging men in MNCH/SRH as identified by MenCare. In focus groups or one-on-one interviews, ask the guiding questions to begin to form tailored messages to help reach the goal. \*Note: the guiding questions below are targeted at men.

**Dos and Don’ts for developing messaging around men’s engagement in MNCH/SRH**

**1. DO: Tell personal stories:** Personal stories and experiences are what transform the campaign, make it relatable, and give it impact. You want your target group to see themselves in the faces and voices you feature. One way that MenCare has done this is to use the voice of a child, repeating the phrase, “You are my father,” on campaign materials; another strategy is to use the words of men and women themselves. It is important to personalize the need for behaviour change, to make it feel urgent and salient (i.e. why should he or she care, and why is this issue important)?

**Guiding questions:**

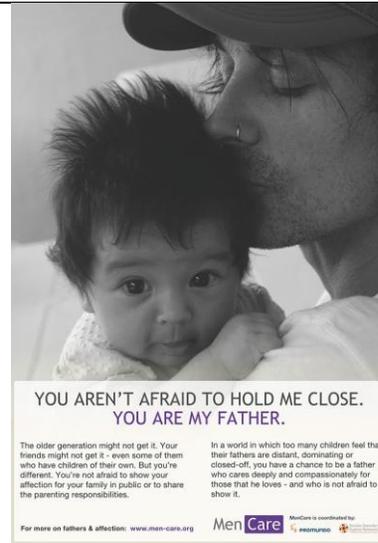
- *What are obstacles or fears to being more involved in MNCH/SRH (as related to the priority SBCC theme)?*
- *Have you had an experience in your own life that has lead you to be more involved in MNCH/SRH (as related to the priority SBCC theme)? Explain.*

**Examples from MenCare: A Global Fatherhood Campaign**

MenCare’s global posters use the voice of a child speaking directly to his or her father, encouraging fathers to see themselves in the same way their children see them – to see the potential, the importance, and the responsibilities of fatherhood.

The following MenCare poster about affection sends a powerful message about the importance of men’s love, compassion, and caregiving for their children with the phrase: *“You aren’t afraid to hold me close. You are my father.”*

- *What is an experience of fatherhood which has led you to become more involved in MNCH/SRH (as related to the priority SBCC theme)?*



See the poster: <http://men-care.org/resources/affection-global-poster/>

**2. DO: Stay positive:** Individuals can be turned off by negativity and feel that they are being blamed rather than encouraged. Research finds that when boys see their fathers taking on domestic work and childcare, for example, they are more likely to do so themselves. Engaging men as fathers from a positive perspective, using aspirational messages, helps to recreate “the cycle of care”; it also keeps men engaged and sets a hopeful tone.

**Guiding questions:**

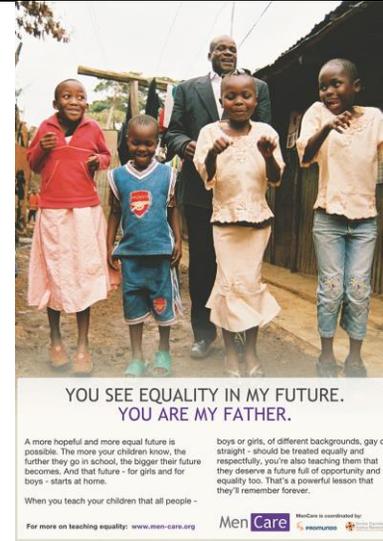
- *What is your greatest hope for your partner or child with regard to their health and well-being (as related to the priority SBCC theme)?*
- *What future to you envision for your partner or child with regard to their health and well-being (as related to the priority*

MenCare embraces the power of positive messaging to inspire and encourage men, their families, and their communities to support men’s caregiving. The following MenCare poster about equality does this by emphasizing hope for the future and the ability of individual fathers to create a better, more equal world for their children.

The poster reads: *“A more hopeful and more equal future is possible. ... When you teach your children that all people – boys or girls, of different backgrounds, gay or straight – should be treated equally and respectfully, you’re also teaching them that they deserve a future full of opportunity and equality too.”*

SBCC theme)?

- What do you think is the greatest positive impact a father can have with regard to the health and well-being of his partner or child (as related to the priority SBCC theme)?



See the poster: <http://men-care.org/resources/equality-global-poster/>

**3. DON'T: Shy away from highlighting the “benefits”:** Men’s engagement in MNCH/SRH can have great benefits for the mental and physical health and well-being of women, men, and children. Speaking to these benefits, in the short- and long-term, can help encourage and motivate behaviour change.

**Guiding questions:**

- How do you think being more involved in MNCH/SRH (as related to the priority SBCC theme) could benefit your partner?
- How do you think being more involved in MNCH/SRH (as related to the priority SBCC theme) could benefit your child?
- How do you think being more involved in MNCH/SRH (as related to the priority SBCC theme) could benefit you?

MenCare’s positive messaging includes an emphasis on the benefits of involved fatherhood for all.

Speaking directly to fathers, the following poster from South Africa’s MenCare campaign, coordinated by Sonke Gender Justice, explains that when you support the mother during every step of pregnancy, “not only will you discover things you never knew about yourself, you will help significantly increase the chances of a safe and comfortable birth of your child and for her mother.”

	 <p>See the poster: <a href="http://men-care.org/resources/south-africa-english-poster-7/">http://men-care.org/resources/south-africa-english-poster-7/</a></p>
<p><b>4. DON'T: Reinforce harmful stereotypes:</b> We always want to keep in mind our end goal, which is advancing gender equality and achieving gender transformation. It can be fun to show the “superhero dad,” and sometimes that makes sense. Portraying involved fathers as saviours, heroes, protectors, or “the solution,” however, <i>can</i> have the potential to reinforce power inequalities.</p> <p><b>Guiding Questions:</b></p> <ul style="list-style-type: none"> <li>• What does it mean to be a man in your community (e.g., being strong, being tough, earning a living, or something else)?</li> <li>• What do you think needs to change about the stereotype of an ideal man, for men to be engaged in MNCH/SRH (as related to the priority SBCC theme)?</li> </ul>	<p>In <i>MenCare Sri Lanka Film: Steven’s Story</i>, Steven explores his role as the primary caregiver to his boys, while his wife works abroad to support their family. The film presents a realistic picture of both the joys and difficulties of being a primary caregiver, as Steven works to challenge harmful stereotypes about gender roles in his family and within his community.</p> <p>Steven says: “Some men would make fun of me. I had grown my hair long, so they said I was playing the role of a woman well. I would pay no attention to them. When I was washing clothes, women would watch me. They would look at me with sympathy. They said the good I was doing would come back to me. Those words hit me in the heart. I found great peace of mind and strength in their encouragement. There is definitely a happiness in just being there. When I carry them and they give me a</p>

- *Is it important for the long-term well-being of the family for men to be engaged in MNCH/SRH (as related to the priority SBCC theme)? Why and how?*

*kiss, or even when I carry them and they pull my hair, I get goose bumps. It makes me feel really happy. The need to be masculine suddenly disappears.”*



Watch the film: <http://men-care.org/resources/mencare-sri-lanka-film-2/>

**5. DON'T: Take an instrumental approach.** It is important to make sure that the messages do not only ask men to act in ways that prevent harm to or improve MNCH/SRH, but also question underlying gender inequalities. Messages should actively question what it means to be a man and a woman in society and challenge inequitable gender norms and power imbalances. The messages should speak to men's long-term goals for their families and for their relationships. For example, messages such as the ones below *do* encourage men's engagement in MNCH/SRH, but do *not* necessarily challenge underlying assumptions, or long-term engagement, over time. See suggestions below on how to re-write these messages:

India's MenCare campaign, coordinated by the Centre for Health and Social Justice, documents the stories of men in Maharashtra who became more involved in caregiving after engaging in group education about fatherhood and gender equality. These men's stories emphasize the transformation of their relationships at home, rather than simply encouraging participation in specific activities.

A participant in one of the films says, *“I feel that these traditional roles suffocate our lives.”* After working to change his relationship with his partner and child, he continues, *“I feel that our entire life should be spent like this, sweetly in happiness.”*

X “Wear a condom.” *Suggested change:* “We took the time to learn about our options. We’re planning our family together, and looking forward to our future. ”

X “Encourage and support your wife during pregnancy, labour, and delivery.” *Suggested change:* “Encouraging and supporting my wife during pregnancy, labour, and delivery helped to set the stage for a lifetime of connection.”

X “It’s important to go with your wife to ante-natal visits.” *Suggested change:* “Attending ante-natal visits with my wife helped us both make sure our family’s health and well-being was taken care of, right from the beginning.”

X “Take your wife to the hospital if there are danger signs in the pregnancy.” *Suggested change:* “When I knew how to tell my wife’s pregnancy was in danger, I took her to the hospital. Together we’re making sure that our child has a safe, healthy start. ”

X “Be an active caregiver and nurturer for your child.” *Suggested change:* “Every day, from this day forward, I get to choose to play a meaningful role my children’s lives. When I spend time with my kids, we all win. ”

**Guiding questions:**

- *Who has the responsibility to make decisions in the home and about MNCH/SRH (as related to the priority SBCC theme)?*
- *How do ideas about “what it means to be a man” or “what it means to be a woman” reinforce this dynamic?*
- *What is the result of one partner having more power than the*



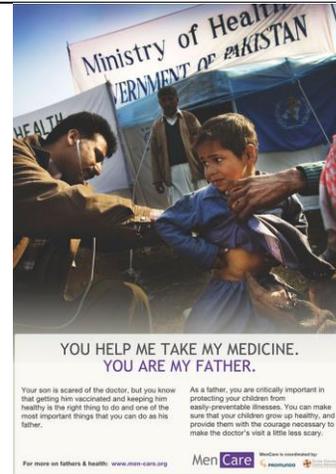
See the full series here: <http://men-care.org/resources/?type=videos&country=india#more-videos>

MenCare embraces men’s role in their children’s health as part of the MNCH/SRH continuum. The following MenCare poster does this by emphasizing the role a father can play in helping his children lead healthy lives.

The poster reads: “*Your son is scared of the doctor, but you know that getting him vaccinated and keeping him healthy is the right thing to do and one of the most important things you can do as his father. [...] You can make sure that your children grow up healthy, and provide them with the courage necessary to make the doctor’s visit a little less scary.*”

other or more responsibility than the other, and how does that affect women's ability to access MNCH/SRH SRH (as related to the priority SBCC theme)?

- What do you think men in your community can do to be better long-term partners with women in MNCH/SRH (as related to the priority SBCC theme)?



See the poster: <http://men-care.org/resources/health-global-poster/>

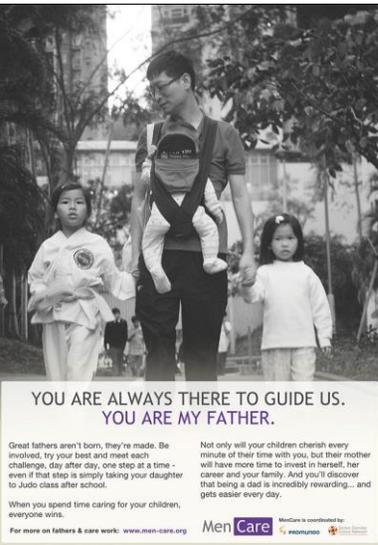
**6. DO: Normalize caregiving:** Often, individuals are motivated to change if they believe that their peers and neighbours have embraced certain behaviours. It is important to show that being affectionate, loving, and involved is “normal,” and that it is easy to make small changes (like holding your baby close, taking him or her to a health visit, playing with him or her, doing household work).

**Guiding questions:**

- What's something you do (or could do) every day to improve MNCH/SRH (as related to the priority SBCC theme)?
- What's something your partner has asked you to do, or might appreciate your help with when it comes to improving her or your child's MNCH/SRH (as related to the priority SBCC theme)?
- What's something you see men in your community often doing to improve MNCH/SRH SRH (as related to the priority SBCC theme)?

MenCare's posters and films work to normalize caregiving by showing that anyone can take small steps toward becoming a positively involved caregiver.

This poster on caregiving reads: *“Great fathers aren't born, they're made. Be involved, try your best and meet each challenge, day after day, one step at a time – even if that step is simply taking your daughter to Judo class after school.”*

	 <p>See the poster: <a href="http://men-care.org/resources/carework-global-poster/">http://men-care.org/resources/carework-global-poster/</a></p>
<p><b>7. DON'T: Only feature or focus on men.</b> While men's behaviour change might be a target for the SBCC messaging, their behaviours come in the context of relationships, and a broader community. Show images of couples and families and highlight images that promote men and women's communication and collaboration in MNCH/SRH and caregiving, household tasks, etc.</p> <p><b>Brainstorming questions:</b></p>	<p>The MenCare campaign in Nicaragua, coordinated by the Red de Masculinidad por la Igualdad de Género and Fundación Puntos de Encuentro, uses images and phrases that highlight the importance of healthy couple relationships based in respect, shared decision-making, and nonviolence.</p> <p>This Nicaraguan poster's catchphrase is: <i>"I like that you respect my mother. You are my father."</i></p>

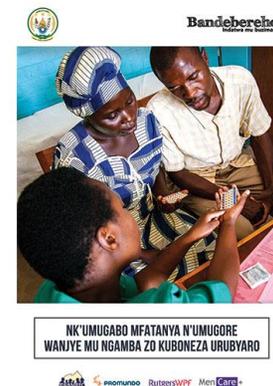
- What are some MNCH/SRH actions (as related to the priority SBCC theme) you have done, or can imagine taking on with your partner?
- What are some MNCH/SRH actions (as related to the priority SBCC theme) you have done, or can imagine taking on with your child?
- What are some MNCH/SRH actions (as related to the priority SBCC theme) you have done, or can imagine taking on with another family member? Who is that?



View the poster: <http://men-care.org/resources/nicaragua-poster-4/>

The MenCare campaign in Rwanda, coordinated by the Rwanda Men's Resource Center (RWAMREC), uses images and language focused on men and women working together to share key decision-making in MNCH/SRH, including family planning.

This Rwandan poster's catchphrase is: "My wife and I plan our family together."



	<p>View the poster: <a href="http://men-care.org/resources/rwanda-poster-9/">http://men-care.org/resources/rwanda-poster-9/</a></p>
<p><b>8. DO: Invest in high-quality photos and film:</b> While resources are often limited, using engaging photos visual stories can help to capture the attention of your audience, and help them to absorb the intended message. Think about using posters, films, performances, or stories as options to get across your messages.</p> <p><b>Guiding questions:</b></p> <ul style="list-style-type: none"> <li>• Do you watch TV? How often, and what channels/programs?</li> <li>• Do you listen to the radio? How often, and what channels/programs?</li> <li>• What other sources of media or entertainment do you use?</li> </ul>	<p>Many MenCare campaigns around the world have used professional or talented photographers and filmmakers to produce high-quality communications materials. <i>MenCare Brazil Film: Marcio's Story</i> is one example of a film from Brazil with a moving message about involved fatherhood and caregiving.</p> <p><i>"This doesn't just benefit children. Not just the fathers, but women as well. This has the power to transform the community."</i> says Marcio of work to engage men in fatherhood and caregiving.</p>  <p>Watch the film: <a href="http://men-care.org/resources/mencare-brazil-film-marcios-story/">http://men-care.org/resources/mencare-brazil-film-marcios-story/</a></p>
<p><b>9. DO: Engage with high-profile dads/parents:</b> Celebrity endorsements can be tricky but effective if the individual's values are aligned with the campaign's. Using the voices of those who are respected in the community (whether it be a celebrity, authority figure, religious leader, or otherwise) can help to amplify the message and its impact.</p> <p><b>Guiding questions:</b></p> <ul style="list-style-type: none"> <li>• Who (celebrities, authority figures, peers) do you admire?</li> </ul>	<p>The MenCare campaign in Indonesia, coordinated by Rutgers WPF Indonesia, recruited national celebrities to speak about the importance of men's positive involvement in the lives of their children and partners. Indonesia actor Lukman Sardi and television host Ersya Mayori are two of the campaign's spokespeople, bringing widespread attention to the campaign on TV.</p> <p><i>"I support MenCare and millions of other fathers who are willing to be involved in caring for their children,"</i> says Lukman.</p>

- Who (celebrities, authority figures, peers) do you feel has set a positive example in men's engagement in MNCH/SRH?
- Who (celebrities, authority figures, peers) has the power to influence others in your community?

"My husband and I are committed to support MenCare and millions of fathers who are trying to make positive changes for families," says Ersá.



Watch Lukman's clip: <http://men-care.org/resources/mencare-tvc-lukman-sardi/>

Watch Ersá's clip: <http://men-care.org/resources/mencare-tvc-ersa-mayori/>

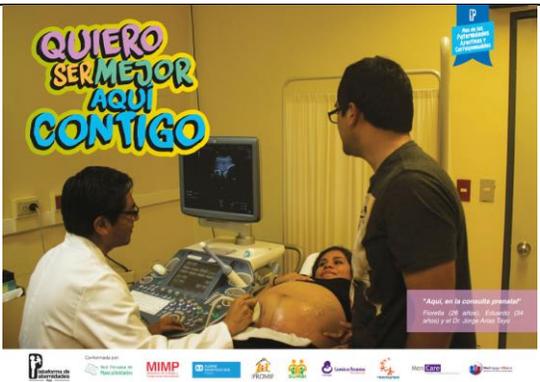
**10. DO: Make it relatable.** While high-profile dads can help the message to reach and impact a broad audience, also including visuals of men who seem relatable (using men/role models from the local communities), in community spaces where the target groups gather, can help the target group feel that the messaging is relevant to them. To do this, it is important to understand who the target group is and where they get their information.

**Guiding questions:**

- Where do you live? In a rural or urban community?
- What level of education do you have?
- Where do you gather with your friends (cafes/tea-stalls, bus stops, shopping malls/market places, in community centres)?
- Where do you get messages about MNCH/SRH (media, health centre, community meetings, etc.)?

The MenCare campaign in Peru, coordinated by the Plataforma de Paternidades Perú, produced a series of posters showing individual fathers from local communities who are participants in the initiative. In this poster, MenCare participant Eduardo (age 34) is shown with his partner Fiorella (age 26) and with Dr. Jorge Arias Tayo attending a prenatal visit.

The poster's tagline is "I want to be better, here with you."



**QUIERO SER MEJOR AQUI CONTIGO**

¡Aquí, en la consulta prenatal!

Favorece (24 años), Educamos (24 años) y el C.C. Amos-Arce (24 años)

Compartido por:

- Ministerio de Salud Pública
- Ministerio de Salud y Bienestar
- MIMP
- Ministerio de Justicia
- PROFAP
- Ministerio de Salud y Bienestar
- Ministerio de Salud y Bienestar
- Ministerio de Salud y Bienestar

View the poster: <http://men-care.org/resources/peru-2/>

## Elements of an Effective Message

A strong message is credible, concise, relevant, compelling, and communicative of values

1. **Credible.** It is factually accurate, provides information to back up assertions, and is delivered by people that are trusted on the subject.
2. **Concise.** A good message is clear and simple. Crisp messages that people can understand and remember are much more effective than messages that are long or wade into policy minutiae.
3. **Relevant.** It starts with what a person's interests – what they already know and think – and moves them to where you want them to be.
4. **Compelling.** It touches people so they are inspired to act.
5. **Communicative of values.** Messages that are framed in a way that resonates with people's core values (e.g. fairness, equality, freedom, honesty) are the most powerful.

*This box comes from "Creating and Communicating an Effective Message": a publication by the Center for Health and Gender Equality.*

## STEP 5. DEPLOY THE CAMPAIGN

SBCC messages can be implemented at the local, national, regional, or international level, and they can address individual, community, and structural norms. Now that you have defined key, salient messages and visuals (in Step 4) that you feel confident will help you achieve your goal, and have learned more about who the target audience is and where they receive information, it is time to get the messages out and put the plan into action. Use the information gathered in the Step 4 Checklist to reach the target audience where they are with messages that resonate. Whether it be posters in health clinics or other areas, stories on community radio, social media activism, local drama/theatre, or a presence at local festivals, determine where and how you want to disseminate your messages.

This implementation plan can be impacted by:

- *Access:* where stakeholders can be reached most directly and in the greatest numbers;
- *Efficacy:* where most individuals indicated that they gather and/or receive messages about MNCH/SRH;
- *Feasibility:* how extensive the implementation plan can be based on the budget, human resources, and partnerships;
- *Impact:* how effectively the implementation and outreach can be linked to programmatic and advocacy activities to contribute to long-term goals.

**Step 5 Checklist: Deploy the campaign**

Use the checklist below to help identify the actions that will be taken, who will take them, and when they will be carried out.

**Directions:** Enter a person responsible, time for implementation, and method or monitoring and evaluation in each of the boxes below (using the notes as a guide) for each proposed activity to create an implementation plan. Add additional lines for activities as needed.

<b>[ADD THE OVERALL GOAL HERE]</b>	<b>Who is responsible?</b>	<b>When will this activity happen?</b>	<b>What will the activity measure (what impact will it aim to have)?</b>	<b>How will it be tracked and measured?</b>
<i>Notes: Each activity should be in service of the broader goal.</i>	<i>Notes: Think about who is responsible for creating the material, connecting with relevant partners, making arrangements for this activity, managing the budget, etc.</i>	<i>Notes: Certain activities may occur over an extended timeframe.</i>	<i>Notes: Use indicators here, as identified in Step 3.</i>	<i>Notes: Define if, for example, each activity can be measured by:</i> <ul style="list-style-type: none"> <li>• An attendance monitoring sheet</li> <li>• A survey that is given to participants</li> <li>• An SMS/text message survey</li> <li>• A focus group during or following an event</li> <li>• One-on-one interviews</li> </ul>
<b>Activity 1:</b>				
<b>Activity 2:</b>				
<b>Activity 3:</b>				
<b>Activity 4:</b>				
<b>Activity 5:</b>				



## STEP 6: ASSESS, ADAPT, AND FOLLOW UP

SBCC communication campaigns are not a one-time only event. Behaviour change takes time, requires education, and needs follow-up. Follow the implementation and evaluation plan. After assessing the initial impact and the impact of each activity, as defined in the Step 5 Checklist, continue to dialogue with key constituencies and targets, invest in on-going measurement, and build partnerships. Identify key roadblocks or successes during the first phase that can be addressed or amplified during the next, continue to link these communications strategies to a broader programmatic and advocacy agenda. The goal is not just about executing one activity, or about learning a message, but rather long-term gender transformation.

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<sup>i</sup> See: Comrie-Thomson L, Mavhu W, Makungu C, Nahar Q, Khan R, Davis J, Luchters S, Hamdani S, and Stillo E. (2015) Men Matter: Engaging Men in MNCH Outcomes. Toronto, Canada: Plan Canada. Page 10.