



USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:

12.4 Develop and implement a social and behavior change communications (SBCC) strategy and plans to support the change management process, build support, and counter resistance

About Your Gender Equality Plan

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at EngenderingIndustries.org.

Description

Identify which members of your communications, marketing, public affairs, or other teams will be dedicated to developing and implementing the SBCC strategy

Conduct stakeholder mapping to identify and prioritize key internal and external stakeholders

For target groups, conduct a KAP analysis (knowledge, attitudes, and practices) to understand barriers to and motivations for change. This can be done through focus groups and key informant interviews

With a clear understanding of the problem, develop goals, objectives and set targets for what should be achieved with an SBCC strategy

Define the strategy or approach and key interventions

Disseminate key messages based upon a holistic understanding of the target audience

Develop communications tools (written or mass/social/multi-media) and pre-test them with small groups

Implement SBCC plans, monitor change over time, and adapt/adjust as needed

Challenges to Implementation

Engrained cultural norms and gender stereotypes that inhibit change might exist in the organization

Maintaining motivation of the communications team throughout the change process might be difficult

Reaching underrepresented groups, such as groups that speak local languages or dialects, might be challenging

Noisy detractors who discredit or undermine the effort might exist

There might be a lack of active support (passive or neutral/silent support), especially from critical stakeholders

What Success Looks Like

SBCC plans are directly aligned with the gender equality goals and targets set by the organization and support their achievement

KAP (knowledge, attitudes, and practices) data are effectively utilized to develop and deliver effective, transformative messages to key stakeholders

Target audiences receive messages, understand, and are influenced by them

Measurable changes in knowledge, attitudes, and practices are discernible over time, and can be attributed to the SBCC strategy

A tipping point is reached, whereby the communications have reached enough people with enough frequency, and barriers to making meaningful change are unlocked

Resources and Tools

Training: [What is Social and Behavior Change Communication?](#) (YouTube)

Training: [C-Change Modules: A Learning Package for Social and Behavior Change Communication](#) (USAID)

Guide: [Getting Practical: Integrating Social Norms into Social and Behavior Change Programs](#) (USAID)