

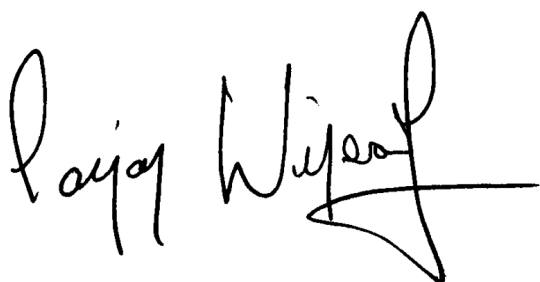


## 2022 is a pivotal moment in this journey.

This year kicks off UNICEF's 2022-2025 Strategic Plan, in which Community Engagement, Social and Behaviour Change is a core Change Strategy. This is also the year we release our SBC Programme Guidance, to translate our vision of science-driven change programmes into concrete and actionable guidelines. The Programme Guidance has been built with external audiences in mind, as an accessible document that people within and outside of UNICEF can rally around. This guidance will continue to evolve as new knowledge emerges, capturing and converting the latest insights into policies and strategies for UNICEF and its partners.

Recognising that people have a fundamental right to drive the decisions that affect their lives, our team has built this resource to embrace a more community-led and people-centred approach. By promoting co-creation, participation and accountability measures as a standard practice, we hope this guidance can help move the sector towards community-driven frameworks that respect the voices of the most vulnerable and marginalised children.

How we address the development and humanitarian challenges ahead is highly dependent on social change, individual and collective behaviours, and quality people-centred approaches. Programming excellence in these areas will be essential to progress towards more equitable, peaceful, inclusive and resilient societies. UNICEF looks forward to working hand in hand with our partners to contribute to a better future.



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