



Foreword

A new era for Social and Behaviour Change at UNICEF

For over 35 years, UNICEF has been a leader in Social and Behaviour Change (SBC), leveraging the largest dedicated institutional workforce in this field.

Over this time, UNICEF has empowered civil society and community leadership to spearhead SBC initiatives to improve the lives of children everywhere. We have mobilized children and young people, families and caregivers, local organizations, public and private stakeholders, and key decision-makers to re-imagine policies, improve services, transform societies and support the adoption of positive and protective practices for children. Our efforts have brought us closer to realizing the vision and goals set out in the Convention on the Rights of the Child (CRC), the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Convention on the Rights of Persons with Disabilities (CRPD).

In 2020, as UNICEF stepped forward as a leader in the global COVID response, the need for robust Social and Behaviour Change programmes to curb the spread became clear. UNICEF began a strategic shift – repositioning and elevating its large Communication for Development network to support the delivery of higher-quality Social and Behaviour Change programmes at scale. This corporate change relies on the adoption of a new business model that includes improved institutional positioning, governance, partnerships, and operational and programmatic modalities.



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 cocreation, 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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