



Your Contribution

How to strengthen this Programme Guidance

We have designed and developed this guidance to meet the needs of readers with different experiences, positions, and areas of expertise.

Whether you work inside or outside UNICEF, whether you advocate for funding, think about programme design or evaluate results — if you contribute to development and humanitarian aid, Social and Behaviour Change is central to your work. To ensure that this Programme Guidance continues to be relevant and useful to you, we have made it a living document. This allows you to contribute new case studies, evidence, ideas and concepts to any of the tools, whenever you want.

Your role

- 1. Use it.** Explore it. Treat it as a regular touchpoint in your daily routine.
- 2. Share it.** Send these tools to your collaborators and your broader network. Adapt it for your context.
- 3. Strengthen it** and share your experience. Email us your feedback on any of the tools within the Programme Guidance to sbc@unicef.org. By submitting your ideas and insights as well as case studies and new evidence, we can ensure that this guidance stays relevant and useful to you. If the field and practice of SBC is evolving, we believe the guidance should too.

Our role

We will review your suggestions, incorporate them or tell you why we decided not to. As the guidance evolves, we will share feedback and insights on its usage.