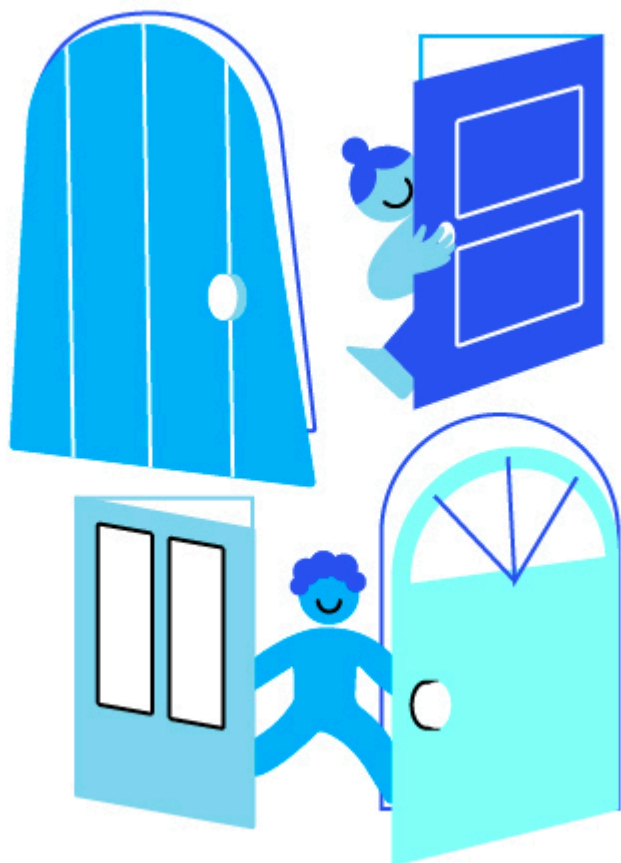
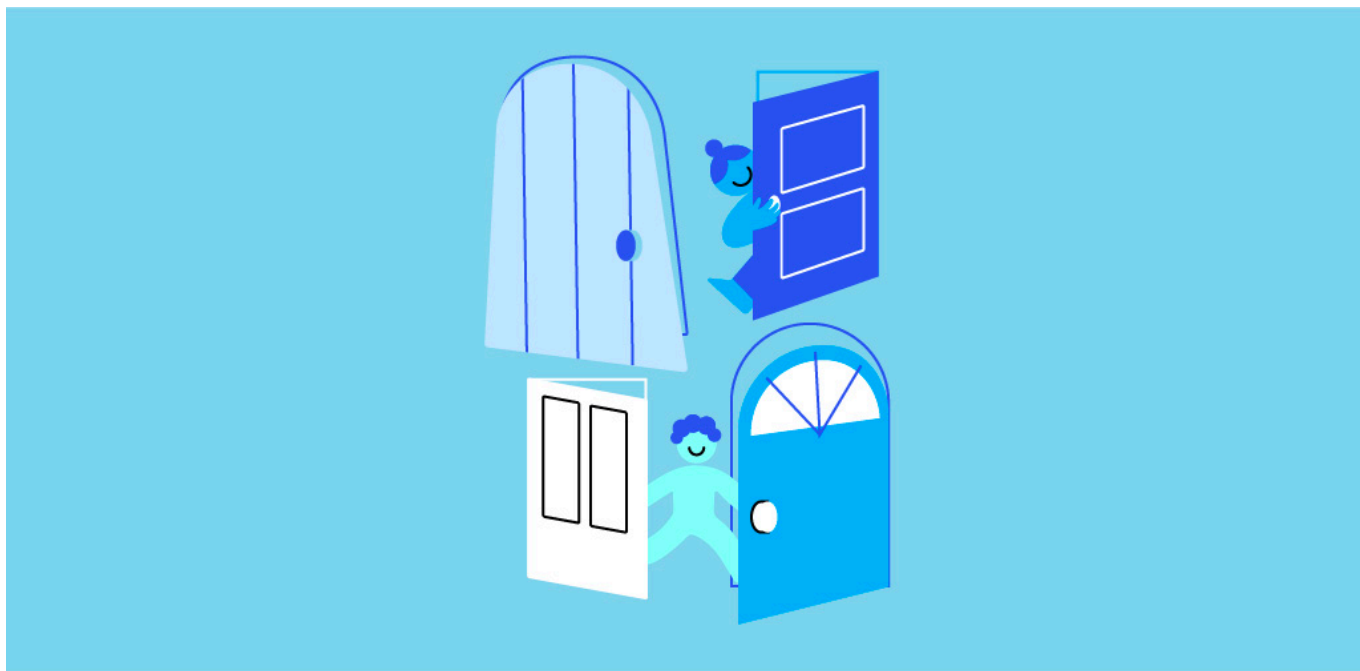




Overview

How to use this Programme Guidance

This Programme Guidance is designed as an interconnected web of resources, including framing documents, guidance notes, tools and how-to's. These resources have been organized into four sections: Vision, Understand, Create and Do. These sections represent different actions in the delivery of Social and Behaviour Change programmes by UNICEF and its partners. Each resource is connected to complementary and supporting resources in other sections of the Guidance.

For example, if you start your journey in the Create section you will find that some resources link to relevant resources in the Understand and Do. This allows you to easily navigate to related tools so that you can access the information you need and the information you didn't know you needed. If you ever feel lost, you can always return to the main menu and use the handy search feature too.

This Guidance is designed to be a living resource. The continued use of these tools and the experiences of SBC practitioners around the world will influence the content over time. So please, as you make the most of the tools and resources that are here already, we urge you to share your ideas and suggestions in the >WIKI (placeholder name). Your thoughts will be collected and used to make sure that this Programme Guidance continues to be useful, relevant and supportive.

UNICEF staff members also have access to this Operational Guidance (link), where they will find internal tools related to our corporate planning, office operational models, staffing, resourcing and reporting mechanisms.

Tips and tricks

You will have access to all tools and resources on this platform. Everything you see is available to download and editable, so that you can adapt them to your specific needs, except where consistency is important, such as in Approaches or Vision.

Each page will have links to supporting tools within the Programme Guidance and external resources. We hope that you find everything you're looking for, and that you share these tools with your collaborators and partners.

Finding your way around

VISION

Dig into UNICEF's conception of SBC, key results, ethical considerations, tools for advocacy, fundraising and budgeting, and your role within it

VISION

Get to know SBC & where this programme change is taking us

[KNOW MORE](#)

UNDERSTAND

Read up on SBC fundamentals, including how SBC can create a positive impact for children and communities, UNICEF's core principles for SBC, and the key SBC approaches to achieving your results

UNDERSTAND

Learn the fundamental SBC principles and approaches

[KNOW MORE](#)

CREATE

Find guides on how to create your SBC plans and strategies to maximize impact

CREATE

Strategise, design,
diagnose and define
your SBC activities

[KNOW MORE](#)



DO

Explore a toolkit for putting SBC into action and internal guides for UNICEF operations

DO

Practical guidance on
implementation

[KNOW MORE](#)

