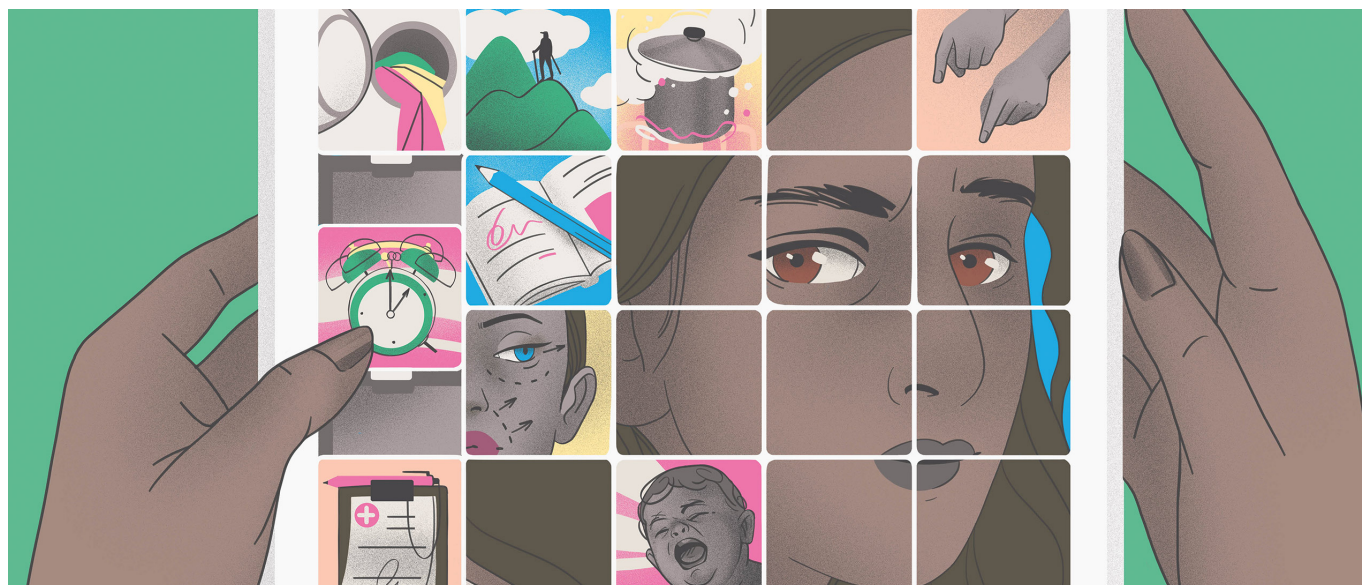
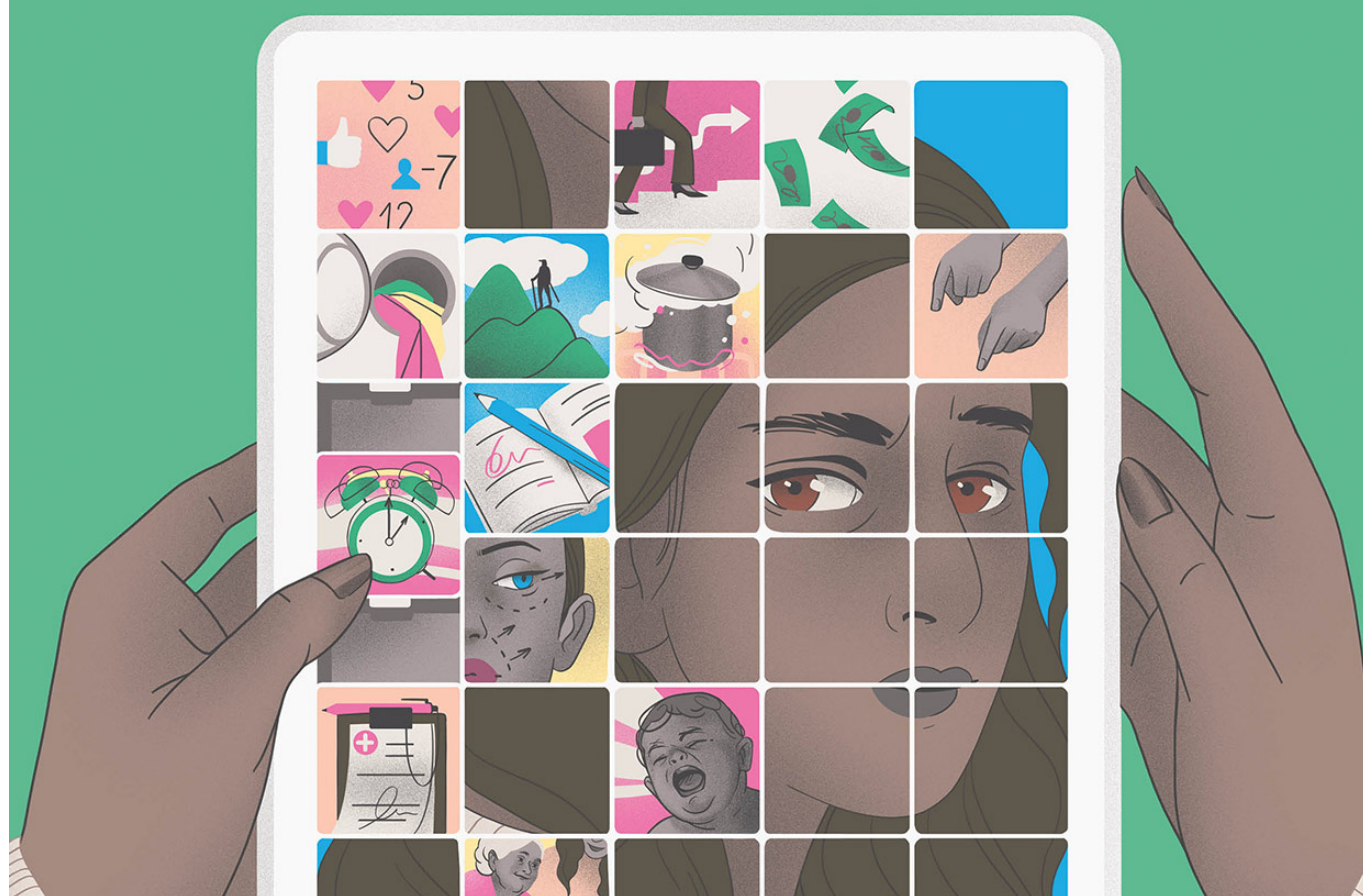




Why don't you Just behave!

*Telling people what to do doesn't work.
So how do we create the right conditions for change?*



Change Magazine: Why don't you just behave?

Telling people what to do doesn't work. So how do we create the right conditions for change?

Will Social & Behaviour Change, change the world? What is it anyway? Is it all just name changes and serenading? Find out, *click below to download the PDF magazine*:

The magazine *all about SBC*



WHAT'S INSIDE:

What if we did things differently?

The Road to 2030 pg.8

Coming of age in community

Talking in Circles pg.24

Change without pulling teeth

Pulling Threads pg.29

Decolonization wisdom

from the Amazon

Reimagining Progress pg.60

Preparing for the apocolypse?

Consider Stockpiling Trust pg.83

+ MUCH MORE!

Magazine Bonus Content:

Caption contest entries: runners up and honourable mentions

We enlisted the creative genius of UNICEF's SBC Network to submit captions for what this poster is saying to its therapist.

Where are They Now? *SBC's* *missing 'C'*

Caption contest runners-up
and honourable mentions. To
view the winner, see page 19
of the magazine!



*"Are you sure that I'm experiencing
im-poster syndrome, doc?"*

SUBMITTED BY **ANAND GURUNG**,
UNICEF



*"I don't know why I still feel so flat, I
have a QR code and everything"*

Submitted by **Jim O'Neill**,
Common Thread



*"Doc, just like your prescription, no one
understands what I am trying to say"*

Submitted by **Rudrajit Das**,
UNICEF



*"Doc I just don't know - am I defining the
brand, or is the brand defining me?!"*

Submitted by **Tania Dhakhwa**,
UNICEF



*Are these 'system strengthening approaches'
in the room with us now*

Submitted by **Ukasha Ramli**,
UNICEF

Think You Know SBC Backwards and Forwards? Play the SBC crossword online

[Click here to play](#)

When Kids Worry about the Future, They Can't Think about Their Futures

A **huge thank you** to all students and teachers who submitted this amazing collection to be part of UNICEF SBC's Change Magazine!

[Click below to see all the drawings on our Kudo Board!](#)

