

The Sultanate of Oman

Meeting Date: Wednesday June 12th

Title: Evaluation of UNICEF investments towards institutional strengthening for social and behaviour change, and management response

Agenda Item: 10 of the Provisional Agenda

On behalf of the Sultanate of Oman, I would like to commend the impressive work and efforts made by UNICEF, in investing towards institutional strengthening for social and behaviour change, and management response. The evaluation report and effort encompassed an analysis of SBC capacity and programming at the various organizational levels: global, regional, and country, and drew conclusions on what the institutional strengthening of SBC was able to achieve over the period of analysis.

Moreover, the evaluation explored the extent to which the investments contributed to improvements in UNICEF programming in four key areas: SBC institutional capacity; SBC programming quality; development and use of global public goods; and the readiness of UNICEF to use SBC as a change strategy to support the achievements envisaged in the Strategic Plan.

This evidence-based process, which is an integral part of programmes and utilizes a mix of communication tools, channels, and approaches to facilitate dialogue, participation and engagement with children, families, communities, networks for positive social and behaviour change in both development and humanitarian contexts.

However, there are some common challenges that hinder the implementation of social and behaviour change programmes, such as:

- Resistance to change.
- Cultural differences.
- Data collection and analysis.

- Programme evaluation, to assess the impact of behaviour change outcomes.
- Availability of resources to sustain implementation.

We would like to emphasize the potential of creating the conditions for senior leadership oversight on a multi-year effort to strengthen SBC programming as an area of the UNICEF comparative advantage – in development and emergency programming. Furthermore, we encourage UNICEF in expanding partnerships with other agencies to support the strategic vision for SBC implementation, conduct more researches and studies to identify gaps/learn more on cultural differences and its impact.

Thank You,

Prepared by :

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The Sultanate of Oman Representative at UNICEF Executive Board NY

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