



SOCIAL & BEHAVIOUR CHANGE & GENDER

PROGRESS REPORT
2022



#ForEveryChild

UNICEF/UN0791039/Nazir

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Foreword

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I am pleased to present UNICEF India's Social and Behaviour Change (SBC) Annual Progress Report for 2022. We have been developing progress reports every year since 2018, and 2022 is the final year of UNICEF's country programme cycle which presented incredible achievements, opportunities, as well as challenges. Based on our experiences and the lessons we have learned, we are now finalizing the SBC-Gender Strategy for the new country programme 2023-27.

In this report, we take you through 2022's exciting work across our national SBC programme outputs – Health, Nutrition, Water, Sanitation and Hygiene (WASH), Education, Child Protection and Programme Effectiveness.

For each programme output, we give you an overview of our work and achievements under the strategy pillars of system strengthening, capacity development, building social capital, platforms, and mega-partnerships for at-scale and convergent Social and Behaviour Change Communication (SBCC) programming, targeted SBCC campaigns, evidence generation, and knowledge management (KM). This report reflects our commitment to contribute to the progressive fulfilment of the rights of children in India and develop their full potential in an inclusive and protective society, through equity-focused and gender transformative programming.

In line with the insights gained from the unprecedented challenges posed by COVID-19, we

have renewed our focus on system strengthening, strategic partnerships and civic engagement, empowering communities through enhanced involvement of people in participatory decision-making, and improving access to participatory platforms, particularly for marginalized communities.

We recognize that investing in behavioural science and incorporating a behavioural insights-focused approach to programming is critical for achieving UNICEF's key programmatic priorities and SBC goals. This report highlights our efforts to understand the psychology of decision-making, amplify impact and explore and fulfil the capacity development needs of our staff, consultants, and partners towards adapting a behavioural insights focused approach to programming.

We explore the interlinkage of gender transformative programming and norm-shifting behaviour across our programme outputs, tackling issues related to gender-based violence, menstrual hygiene management, dowry, and other SBC-related norms. Throughout 2022, we tried to adopt an integrated approach to promoting gender equity and social transformation across various sectors, and to engage every day community champions as allies in this important work.

I hope this report serves as a source of inspiration and motivation for all those working towards creating a better future for children in India.



Abbreviations and Acronyms

AIH	Alliance for Immunization and Health
AIIMS	All India Institute of Medical Sciences
AIP	Annual Implementation Plan
ANC	Antenatal Care
ANM	Auxiliary Nurse Midwife
AV	Audio Visual
AWC	Anganwadi Centre
AWW	Anganwadi Workers
BBBP	Beti Bachao Beti Padhao
BCG	Bacille Calmette-Guerin
BRIDGE	Boosting Routine Immunization Demand Generation
CAB	COVID-19 Appropriate Behaviour
CBM	Community Based Mechanism
CBO	Community Based Organization
CCES	Climate Change and Environmental Sustainability
CFM	Community Feedback Mechanism
CoE-CSBC	Centre of Excellence in Communication for Social and Behaviour Change
COP27	Conference of the Parties (United Nations Climate Change Conference)
COVID-19	Coronavirus Disease
CPC	Child Protection Committee
CRA	Community Rapid Assessment
CSBC	Communication for Social and Behaviour Change
CSO	Civil Society Organization
CSR	Corporate Social Responsibility
DIO	District Immunization Officer
DoHFW	Department of Health and Family Welfare
DoPRRD	Department of Panchayati Raj and Rural Development
DPT	Diphtheria-Pertussis-Tetanus
DRR	Disaster Risk Reduction
DWCD	Department of Women and Child Development
ECM	Ending Child Marriage
FBO	Faith Based Organization
FLW	Frontline Worker
FNHW	Food-Nutrition-Health-WASH
GHD	Global Handwashing Day
GPR	Gender Programme Review
GPS	Global Positioning System
HCD	Human Centered Design
HWWS	Hand Washing with Soap
ICDS	Integrated Child Development Services
ICO	India Country Office
IEC	Information, Education, Communication
IFA	Iron and Folic Acid
IGNOU	Indira Gandhi National Open University
INAP	India Newborn Action Plan
IOM	International Organization of Migration
IPC	Interpersonal Communication
IVR	Interactive Voice Response
IYCN	Infant and Young Child Nutrition
JJM	Jal Jeevan Mission
KM	Knowledge Management
MCP	Mother and Child Protection
MHM	Menstrual Hygiene Management

MHPSS	Mental Health and Psycho Social Support
MoE	Ministry of Education
MoHFW	Ministry of Health and Family Welfare
MoHUA	Ministry of Housing and Urban Affairs
MoJS	Ministry of Jal Shakti
MoPR	Ministry of Panchayati Raj
MWCD	Ministry of Women and Child Development
NCC	National Cadet Corps
NFHS	National Family Health Survey
NGO	Non-Governmental Organization
NHM	National Health Mission
NIDM	National Institute of Disaster Management
NIRD&PR	National Institute of Rural Development and Panchayati Raj
NIUA	National Institute of Urban Affairs
NRLM	National Rural Livelihood Mission
NSS	National Service Scheme
NYKS	Nehru Yuva Kendra Sangathan
ODF	Open Defecation Free
PA	Public Address
PIB	Press Information Bureau
POSHAN	Prime Minister's Overarching Scheme for Holistic Nutrition
PRI	Panchayati Raj Institute
PTG	Particularly Vulnerable Tribal Group
RCCE	Risk Communication and Community Engagement
RI	Routine Immunization
RMNCH+A	Reproductive, Maternal, Newborn, Child and Adolescent Health
ROB	Regional Outreach Bureau
SA	Social Accountability
SBC	Social and Behaviour Change
SBCC	Social and Behaviour Change Communication
SBC-GE	Social and Behaviour Change – Gender Equality
SBM	Swachh Bharat Mission
SCERT	State Council of Educational Research and Training
SDG	Sustainable Development Goals
SEWA	Self Employed Women's Association
SHG	Self Help Group
SLWM	Solid Liquid Waste Management
SMC	School Management Committee
SRH	Sexual and Reproductive Health
SRLM	State Rural Livelihood Mission
ST	Scheduled Tribe
UGC	University Grants Commission
UNDP	United National Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFPA	United Nations Population Fund
UNHRC	United Nations Human Rights Commission
UNICEF	United National Children's Education Fund
VAWC	Violence Against Women and Children
VHAI	Voluntary Health Association of India
VHND	Village Health and Nutrition Day
VWSC	Village Water and Sanitation Committee
WASH	Water, Sanitation and Hygiene
WCDC	Women and Child Development Corporation
WHO	World Health Organization
WTD	World Toilet Day
WWD	World Water Day



HEALTH

'Healthy' Children And Communities

While India saw a marked improvement in the COVID-19 situation, UNICEF continued to learn from the pandemic response to strengthen routine health care programming in the country. Key priorities in health included vaccine equity and coverage, delivery of quality preventive and primary health services, health system strengthening, and mental health. Social and behaviour change (SBC) remained a key strategy for achieving gains in these areas.

Under the leadership of the Ministry of Health and Family Welfare (MoHFW) and in close collaboration with the Health section, UNICEF's SBC health strategies and interventions focused on empowering individuals and communities to take care of their health, creating healthier social environments by shifting social norms, and delivering clear, consistent, and evidence-based communication to build trust among communities. These plans and programmes were implemented across 54 districts in 15 states, engaging a variety of stakeholders, and tailored to the specific needs and social contexts of different populations.

In the first quarter of 2022, the COVID-19 variant Omicron emerged, causing a significant shift in the region and a disruption to the country's risk communication and community engagement (RCCE) efforts. Despite the emergence of the variant, India continued to make progress in its RCCE efforts and its vaccination campaign, demonstrating the resilience and adaptability of its health system.

Overall, UNICEF's efforts and support to the MoHFW resulted in improved health behaviours among communities, contributing to positive health outcomes for women and children, particularly the most marginalized. The National Family Health Survey (NFHS) reveals the following findings, with contributions from SBC:

Ante-natal care (ANC)

Rate of pregnant women availing at least four ANC check-ups increased



51% in NFHS-4
(2014-15)
62% in NFHS-5
(2019-20)

Iron and Folic Acid (IFA) tablet consumption:

Rate of pregnant women with at least 100 IFA tablets throughout pregnancy improved



17% in NFHS-4
23% in NFHS-5

Institutional births

Percentage of institutional births increased



79% in NFHS-4
84% in NFHS-5

Immunization

Immunizations among children aged 12-23 months increased



62% in NFHS-4
67% in NFHS-5

Mother and Child Protection (MCP) card:

Pregnant women with MCP card (a joint intervention of the MoHFW and UNICEF) increased



47% in NFHS-4
53% in NFHS-5

Under the leadership of the MoHFW and in close collaboration with the Health Section, here is a look at how the SBC section's health interventions served to strengthen its strategic pillars in 2022:

System Strengthening

UNICEF has continued to make progress in improving maternal and child health in India through its evidence-based and culturally appropriate communication campaigns. During the reporting period, UNICEF rolled out Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+A) communications strategies and action plans across 16 states. These plans have been developed and implemented with the aim of generating demand for health services, particularly routine Immunization (RI), and bringing about positive changes in health behaviours among parents and caregivers. During this endeavour, UNICEF has been closely collaborating with state health and family welfare departments to ensure that its communication campaigns are grounded in the realities of the communities they are intended to serve. This has involved the sharing of the latest evidence on maternal and child health, community beliefs

of health interventions, and other relevant information to help inform the development of effective strategies. UNICEF has also been advocating for sustained funding for maternal and child health programmes to ensure that the delivery of demand generation and behaviour change activities for health can continue. A significant challenge that UNICEF has partnered with MoHFW towards addressing is the impact of the COVID-19 pandemic on RI services.

UNICEF's Intensified Mission Indradhanush (IMI) programme

01

Conducted in **16** UNICEF supported states

02

Vaccination and Recovery **1.6** million children

03

Reached **700,000** people in Madhya Pradesh through IMI 'Raths' (carts)

IMI has been designed with a focus on community engagement and has been rolled out leveraging locally relevant evidence-based communication strategies. Additionally, temporary social mobilizers and district coordinators have been deployed in 22 high risk districts to support the IMI campaigns.

Another key area of UNICEF's work during the reporting period has been its effort to support frontline workers (FLWs) through SBCC and interpersonal communication (IPC) training programmes. The Boosting Routine Immunization Demand Generation (BRIDGE) programme has been particularly instrumental in enhancing the ability of FLWs to engage with communities effectively and promote RI services. The programme has provided a structured approach to planning, implementing and

evaluating communication activities, including the use of various evidence-based communication tools, channels, and materials such as social mobilization, mass media, and IPC.

A recent evaluation of the BRIDGE programme found that approximately 72 per cent of the 200,000 FLWs trained were capable of developing communication plans for their respective villages and 89 per cent of the FLWs used their enhanced IPC skills to educate community members about the importance of vaccines. Additionally, 87 per cent of the FLWs reported a positive impact on their interactions with caregivers after taking part in the capacity-building activities.

To further strengthen the quality of the BRIDGE programme, UNICEF has worked with the MoHFW to develop and roll out an Urban BRIDGE training module, supply refresher courses on BRIDGE, and introduce e-BRIDGE. Additionally, UNICEF continues to advocate and work with the MoHFW for increased human, fiscal, and training resources to improve the quality of the BRIDGE training, and for a greater focus on gender and social inclusion in the training module content.

In 2022, effective partnerships led to a significant accomplishment in RI. The civil society organizations (CSOs) Alliance for Immunization and Health (AIH), Voluntary Health Association of India (VHAI), and Self-Employed Women's Association (SEWA) delivered interventions with support from UNICEF, resulting in the immunization and recovery of an average of 840 children per month in the intervention areas.

UNICEF's successful advocacy with the MoHFW initiated the integration of SBC strategies into the India Newborn Action Plan (INAP) to be implemented in 2023. This accomplishment is critical as SBC strategies create demand for health services, promote positive health behaviours and address social barriers, all of which are essential to improving new-born care and reducing child and maternal mortality rates.

Despite the progress made during the reporting period, UNICEF also faced some bottlenecks, including limited engagement of senior managers and supervisors in FLW training, hesitancy towards COVID-19 vaccination, and budget constraints influenced by states' perception and consequent ownership of SBC as a change strategy for health promotion. Despite these issues, UNICEF's successful use of government resources resulted in securing an estimated \$16 million for health promotion during the reporting period. This achievement demonstrates UNICEF's continued commitment to improving health outcomes for children and mothers in India, even in the face of challenges.

Evidence Generation

In the latter half of 2022, UNICEF started a research project focused on understanding the behavioural and social barriers to childhood vaccination in three select districts of Uttar Pradesh and Meghalaya. The project, which continues into 2023, aims to draw insights from the social psychology of caregivers and service providers to improve RI among unvaccinated and partially vaccinated children in these districts. The research is aligned with Global Alliance for Vaccine and Immunization (GAVI), the Vaccine Alliance and UNICEF's efforts to reach the last mile and target zero-dose communities. The project builds on the review of existing vaccine-related research, which found that factors such as socio-economic determinants and communication and service gaps play a significant role in influencing vaccine hesitancy. In line with the findings from the research, interventions based on human-centred design (HCD) and following principles of behavioural science will be field tested in both the states in 2023.

Civic Engagement (Community Engagement And Social Capital)

In 2022, UNICEF India's SBC interventions successfully engaged around 30 million community members and caregivers in promoting mother and child health in 16 states. These activities involved a range of initiatives, such as house-to-house visits, community meetings, engagement with faith leaders and the use of traditional and social media to promote awareness. Additionally, there were targeted campaigns that used various forms of messaging, including edutainment, print, audio and visual messages. The FLWs, local authorities such as the Panchayat Raj Institute (PRI) members and other key community influencers also played a key role in this community engagement process.

In mid-late 2022, partnerships with CSOs, AIH, VHAI, and SEWA to promote RI concluded. An independent assessment of these partnerships showed that the interventions were effective in reaching hard-to-reach areas and addressing vaccine hesitancy among families. These CSOs were shown to play an essential role in promoting RI and reaching out to marginalized communities that are often hard to reach. This is particularly true when it comes to addressing vaccine hesitancy within closed communities, where tailored approaches are necessary. The study highlighted the importance of engaging CSOs in promoting health interventions to ensure that marginalized groups have access to the care they need. In many cases, these communities are disproportionately affected by health

issues due to a lack of access to information, resources, or services. Therefore, the study reinforced the importance of involving CSOs to bridge this gap and ensure equal access to quality health care services for all.

Strategic Communications (Targeted Campaigns)

In 2022, UNICEF undertook several targeted SBC campaigns to address critical health issues. In response to the emergence of the Omicron variant, the country scaled up its vaccination campaign through a door-to-door outreach programme called Har Ghar Dastak, supported by rigorous national and local communication interventions. The campaign included special vaccine communication strategies targeting adolescents (12-17 years old) and younger children (5-12 years old). Furthermore, UNICEF conducted school-based deworming awareness campaigns in states like Telangana, Maharashtra and Odisha. These campaigns were carried out through the School Health Ambassadors programme, which aims to promote SBC through targeted campaigns tailored to the specific needs of each state. The programme used school-based interventions to raise awareness about worm infections and encourage positive health behaviours and deworming among students, teachers, and the wider community to prevent such infections.



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COMMUNITY SPOTLIGHT:

Fighting The Routine Immunization Backslide Head On

Intensified Mission Indradhanush (IMI) 4.0 campaign showed that cross-sectoral participation can lead to remarkable increase in the vaccination rate amongst children. It covered 10 districts of Madhya Pradesh, with a total reach of 14,65,441 persons.

Located on the center of India's map, Madhya Pradesh literally means the 'central province'. It is the second largest state in the country in terms of area, with a population of over 72 million. World renowned for its cultural heritage as well as the natural environment, the state boasts of stunning tourist destinations and picturesque locations. More than 21 per cent of the state's population is made of Scheduled Tribes, 46 of which are recognized and three of them have been identified as Particularly Vulnerable Tribal Groups (PTGs).

Madhya Pradesh has also been identified as the centre of alarming health concerns for children like malnourishment, stunted growth, infant mortality rate and infectious diseases. Keeping such challenges in mind, the IMI 4.0 was launched by the Government of India in February 2022 with the aim to identify and reach the unvaccinated and partially vaccinated children and pregnant women in 11 Indian states including Madhya Pradesh.



Reaching the unreached

Launched on the 7th of March 2022, IMI 4.0 has helped pace up the immunization of pregnant women and children in Madhya Pradesh. In a new initiative, the National Health Mission (NHM) officials have used mobile vans to reach out to the people living in the interiors of the state with a mission slogan - 'Hum Pahuchein Un Tak, Jo Na Pahuchein Hum Tak' (we reach the ones who cannot reach us).

IMI 4.0 covered 10 underperforming districts – Sagar, Mandla, Jabalpur, Satna, Seoni, Chhindwara, Morena, Damoh, Gwalior and Datia where vaccination percentage ranges from 76 to 83. Under IMI 4.0, vaccines are administered to protect children against 12 major diseases and the objective is to cover all those children who are either unvaccinated or are partially vaccinated against vaccine-preventable diseases. The 10 IMI districts include some of the most remote and difficult to reach areas of the state.

Community reach through mobile vans

To reach the communities with immunization messages, engage with them and motivate them to come forward for immunization, 10 multi-media vehicles or IMI 'Raths' (IMI carts) were run with route charts (one vehicle each) in each IMI targeted district. The vehicles were equipped with Audio-Visual (AV) and Public Address (PA) facilities, branded with the campaign's theme and logo and accompanied by facilitators to help people seeking advice. Two state-specific mascots, Chacha Samajhdar (uncle wise) and Chachi Samjhadar (aunt wise) already popular during the COVID-19 times, were also used to promote

the key messages with a selfie point for the selfie contest to generate public interest. AV messages were displayed on the TV screen present in each of the multimedia vans and distribution of leaflets and games amongst the parents and children was organized. "The van brings in the crowds in the village. It helps attract people with the medium of games like snakes and ladders and various quizzes that children enjoy. It also helps us give immunization messages to them and their parents," said Meera Yadav, frontline worker, Seohra block, Datia district.

A positive outcome

IMI 4.0 campaign showed that cross-sectoral participation can lead to remarkable increase in the vaccination rate amongst children. It covered 5879 strategic locations as per the route charts, with a total reach of 14,65,441 persons. This includes 4,59,134 women and 5,45,187 children from 10 districts of Madhya Pradesh.



NUTRITION

'Nourished' Children And Communities

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UNICEF India's SBC interventions in 2022 have contributed to the strengthening of nutrition systems and the promotion of positive nutrition practices across 14 states. By leveraging partnerships, implementing community-based programmes and engaging citizens through targeted campaigns, UNICEF India has successfully increased the reach and uptake of nutrition services for vulnerable women and children. These efforts have not only optimized convergence among different stakeholder departments, but also fostered a culture of civic engagement and collaboration, laying the groundwork for systemic capacity building for SBC planning, implementation, monitoring, and evaluation. UNICEF India's comprehensive approach to nutrition system strengthening serves as a testament to the transformative power of targeted interventions and strategic partnerships in achieving positive outcomes for vulnerable populations.

Under the leadership of the Ministry of Women and Child Development (MWCD) and in close collaboration with the Nutrition Section, here is a look at how the SBC section's nutrition interventions served to strengthen its strategic pillars in 2022:

System Strengthening

UNICEF India's SBC interventions in 2022 played a critical role in strengthening nutrition systems across 14 states. Through consistent advocacy with government partners, UNICEF India efficiently implemented a range of SBC approaches that were integrated into state and district work plans to enhance the uptake of nutrition services. These efforts resulted in the systematic conduct of community-based events that further stimulated demand

for quality nutrition services and promoted positive nutrition practices, even during the COVID-19 crisis.

One of the key achievements of UNICEF India's SBC interventions was the support to MWCD in implementing large-scale community-based programmes, such as the early identification and management of children with severe wasting, which helped to support the systematic implementation of national schemes such as Prime Minister's Overarching Scheme for Holistic Nutrition (POSHAN) 2.0 and Anaemia Mukh Bharat. In 639,178 out of 718,984 community early child development centres (Anganwadi centres) across the states, community-based events were conducted to provide group counselling on infant feeding. These events were part of major national-scale SBC initiatives supported by UNICEF during POSHAN Maah (National Nutrition Month), POSHAN Pakhwada (National Nutrition Fortnight) and Annaprashana celebrations (a ritual ceremony that commemorates the start of a baby's solid food intake) organized by Anganwadi Workers (AWWs). These events placed a renewed emphasis on complementary feeding, highlighting the importance of proper nutrition for infants.

UNICEF India played a lead role as an SBC partner for the MWCD and the MOHFW at national and state levels to implement POSHAN Abhiyan Jan Andolan (community mobilization to promote the POSHAN Abhiyan) across the states. UNICEF supplied technical support in preparing state SBCC strategies, POSHAN Abhiyan Jan Andolan plans and guidelines, and deployed consultants to support their effective implementation.

UNICEF India supported the design of SBC materials for POSHAN Maah, POSHAN Pakhwada, breastfeeding, anaemia control and complementary feeding. Capacities were built for all government and CSO partners, including Community Radio Association partners, for the effective implementation of SBC activities during POSHAN Maah and POSHAN Pakhwada. UNICEF's continued support to the government partners resulted in efficient implementation of a range of SBC approaches across 14 states to enhance uptake of and demand for quality nutrition services and adoption of positive nutrition practices, especially amongst vulnerable and marginalized groups.

Partnerships

In 2022, UNICEF India's SBC section worked to improve overall nutrition outcomes for women and children by facilitating partnerships at national and state level with government and non-government organizations (NGOs) and supporting capacity building initiatives for various stakeholders, promoting nutrition-related behaviours, and leveraging partnerships with key stakeholders.

At the national level, UNICEF SBC collaborated with the MWCD, MoHFW, National Rural Livelihoods Mission (NRLM) and a range of national CSOs and development partners. This partnership resulted in large-scale promotion of nutrition messages and community engagement sessions on nutrition issues.

The partnership with NRLM at the national level supported the implementation of Food-Nutrition-Health-WASH (FNHW) programmes in six states, promoting high-impact behaviours focusing on the first 1,000 days. In addition, UNICEF SBC facilitated comprehensive and convergent capacity building on SBC for various stakeholders. This resulted in increased recognition of SBC as a critical component of programming and greater scope for systems strengthening and inclusion of SBC for nutrition activities in annual work plans.

SBC was a key strategy employed to promote nutrition, utilizing the support of RCCE partners both at the national and state levels to ensure uninterrupted messaging and community events on nutrition.

Community Radio Association played a key role

4 million regular listeners were reached through broadcasts and narrowcasts

6,000 messages and **23,000 call-backs** were recorded

World Vision, through its presence in 24 states, also contributed to the cause by engaging with community stakeholders, such as community influencers, healthcare workers and faith leaders, to promote infant, young child, and maternal nutrition. The organization supported government priorities such as World Breastfeeding Week and POSHAN Maah, while also orienting PRIs and self-help groups (SHGs) on key infant and young child nutrition (IYCN) and maternal nutrition issues. Additionally, seven float campaigns and eight signature campaigns were organized to reach the most vulnerable. National-level partner Vitamin Angels, through a consortium of 135 partners, conducted 157 community activation sessions on POSHAN Maah, focusing on community interactions and home visits.

At the state level, UNICEF SBC officers collaborated with several government departments, including Department of Women and Child Development (DWCD), Department of Health and Family Welfare (DoHFW), Department of Panchayati Raj and Rural Development (DoPRRD), and Information, Education and Communication (IEC) bureaus to implement national flagship programmes such as POSHAN Abhiyaan, World Breastfeeding Week, Anaemia Mukht Bharat, and Dastak. These partnerships enabled the SBC officers to work closely with key departments and establish relationships with State Rural Livelihood Missions (SRLM) and bilateral agencies that focus on nutrition, ultimately leading to improved nutritional outcomes.

UNICEF also provided support for reporting and documentation of POSHAN Pakhwada and POSHAN Maah activities across the state, ensuring prompt submission of reports to the MoHFW. UNICEF SBC also collaborated with academic institutions, such as the Centre of Excellence for Anaemia Reduction at the All-India Institute of Medical Sciences (AIIMS) and different medical institutions to ensure integration of SBC activities into the programming framework. Integrating SBCC and providing technical support through an academic partner was an important contribution and the first step towards strengthening systemic capacity for SBCC planning, implementation, monitoring, and evaluation.

The IMPAct4Nutrition platform was committed to mobilizing the private sector to support the government's efforts for nutrition, engaging with businesses to promote good nutrition across their value chains through employee engagement programmes, nutrition literacy for employees and communities and corporate social responsibility (CSR) programmes with enhanced CSR spends.

Evidence Generation

UNICEF collaborated with the MWCD to prioritize the monitoring of communication activities during National Nutrition Months and Fortnights through the Jan Andolan dashboard. By gathering gender disaggregated data on community participation in nutrition promotion activities, valuable insights into community realities were gained, allowing to tailor programmes to better meet the needs of communities.

Civic Engagement (Community Engagement And Social Capital)

During the reporting period, UNICEF worked towards empowering communities to take control of their own nutrition outcomes by engaging them effectively and building social capital. In partnership with 1800 CSO partners during POSHAN Maah, UNICEF India intensified SBC activities across 26 states through Vitamin Angels, integrating SBCC activities with regular programming during POSHAN Maah, which resulted in a stronger focus on SBC. In Rajasthan, 300,000 SHG members were trained to focus on

nutritional outcomes for 1000 days, enabling them to make informed decisions related to nutrition. UNICEF also trained 1,742 FLWs from multiple departments in SBC, equipping them with evidence-based SBC practices to better understand and implement effective nutrition programmes. National NGO partnerships mobilized over 10,000 community-level stakeholders to support IYCN and maternal nutrition, as well as government prioritized programmes such as POSHAN Maah and World Breastfeeding Week.

Strategic Communication (Targeted Campaigns)

UNICEF India SBC section implemented a two-pronged approach to improve nutrition outcomes for women and children in 2022. First, strategic communication activities were undertaken to leverage funds and RCCE platforms to promote nutrition literacy focused on key messages for 1000 days. Over 4 million vulnerable families in 29 states were reached through partner platforms, enabling them to make informed decisions related to nutrition. A national-level partnership with Community Radio Association resulted in reaching 30 million people, including tribal and hard-to-reach communities, in local dialects for improved adoption of positive nutrition practices. In addition, context-specific SBC programmes were implemented in specific communities with low access to services, such as tea gardens in Assam, tribal populations in Chhattisgarh, Jharkhand, Maharashtra and Odisha, and urban slums in Andhra Pradesh and Telangana.

Second, targeted campaigns were delivered to increase nutrition awareness and change nutrition-related behaviours. 169 Community Radio stations aired 25500 hours of programmes, resulting in 4,090,351 regular listeners hearing the broadcast. Further engagement was demonstrated through 23,000 calls and 6,660 messages received seeking further information on nutrition.

Innovative programmes like Baapi na Uwaat and Bijadutir were scaled in seven tribal districts in Chhattisgarh, while the Hello Didi model, a digital innovation, offered many lessons by reaching standard and vetted information across all communities with minimal information loss. This intervention leveraged mobile phone technology to improve home-based care practices and uptake of preventive health services for mothers and children.



COMMUNITY SPOTLIGHT:

Poshan Maah –The Month Of Nutritional Transformation

Post COVID-19, India faces challenges to improve its nutrition profile and meet global nutrition targets. Celebrated during September each year, POSHAN Maah (month of nutrition) is helping fill the nutrition gap amongst all ages in a holistic manner, with the help of the right communication interventions and social and behaviour change (SBC).

POSHAN Maah, how it works

Every September is marked as 'POSHAN Maah' around India. During this time, we see several communications and sensitization efforts on maternal health, nutrition, eliminating severe acute malnutrition and much more. POSHAN Abhiyaan is primarily based on four pillars that are also followed by POSHAN Maah: ensuring access to quality services, ensuring convergence of multiple programmes and schemes with its sub-components; leveraging technology to empower the frontline worker; and Jan Andolan (people's movement) that induces large scale behaviour change.

The Ministry of Women and Child Development (MWCD) has outlined several programmes for the celebration of Rashtriya POSHAN Maah 2022. These events are organized at the grassroots level through Gram Panchayats (village councils).



A frontline worker educates various beneficiaries about nutrition, growth monitoring and early childhood care development during POSHAN Maah in Kanker, Chhattisgarh.

POSHAN Panchayat Committees work with frontline health workers to enhance the service delivery of basic Integrated Child Development Services (ICDS) through Anganwadi Centres (AWCs), Village Health and Nutrition Day (VHNDs). Awareness Centres organize awareness drives about good health practices along with the organization of a Swasth Balak Spardha (healthy child competition). Health camps for anaemia check-ups will be set up at AWCs for adolescent girls. Further, Nutri-Gardens or POSHAN Vatikas will also be created near Anganwadi Centres.

The state-level activities are centered around traditional foods and how they can be linked to improving nutrition. A drive called Amma ki Rasoi (mother's kitchen) helps link traditional food items and dishes with POSHAN Maah celebrations. Also, a national-level toy creation workshop will be organized to promote the use of indigenous and local toys for learning in the AWCs.

Working towards targets through SBC

POSHAN Abhiyaan has fixed goals to reduce low birth weight, stunting and undernutrition in children (up to six years of age) by 6 per cent in three years, at the rate of 2 per cent a year; and anaemia among children, adolescent girls, and women (up to 49 years of age) by 9 per cent, at the rate of 3 per cent a year. UNICEF provides technical support to the government to promote breastfeeding, improve nutrition value of the diet consumed by communities and combat issues like anaemia and malnutrition amongst women and children.

Bringing change within people

With nationwide interventions like POSHAN Maah, India's POSHAN Abhiyaan has been successful in generating people's participation towards filling the nutritional gaps in the society. This has also been possible with the help of initiatives like POSHAN Ki Potli (bag of nutrition), a unique card game that has helped rural women of Bihar understand the dynamics of dietary changes and the effect of food quality on daily life. The game is being shared and will be played in 10 districts in the states of Kerala, Uttar Pradesh, Odisha, Gujarat, Haryana, Rajasthan and Madhya Pradesh as part of the POSHAN Ghar initiative supported by UNICEF.

Local and community radios have reported conducting talk-shows, phone-ins and other participatory programmes where information on exclusive breastfeeding and nutrition is shared by experts and counsellors.



CHILD PROTECTION

'Safe' Children And Communities

In 2022, UNICEF India SBC continued to enhance efforts in promoting child protection and adolescent empowerment. This involved an increased focus on gender transformative approaches through partnerships with feminist organizations and those working with men and boys. Adolescent engagement was sustained through various platforms, providing a voice and agency to them and enabling participation in decision-making platforms, particularly in local governance. Collaborations with key line departments facilitated the provision of professionalized curricula, certification, and handholding support for scaling up child protection response and preventive work. UNICEF India recognized the importance of mental health and psychosocial support (MHPSS) and ending violence against women and children (VAWC) in community - based engagement initiatives, including addressing child marriage and adolescent interventions. The prioritization of equity and outreach to marginalized communities enabled UNICEF India to extend their efforts towards the last mile.

Under the leadership of the MWCD and in close collaboration with the Child Protection Section, here is a look at how the SBC section's child protection interventions served to strengthen its strategicpillars in 2022.

System Strengthening

UNICEF India's SBC section has been working closely with the Child Protection Section on issues of ending child marriage (ECM) and violence, with 'parenting' and 'adolescent empowerment' as underlying strategies. Through various initiatives implemented in several states, the team has made significant strides towards achieving their objectives.

UNICEF has provided support to implement district action plans for ending child marriage (ECM) through multi-sectoral coordination in 181 districts across 10 states, which is an increase from the previous year's 175. In the state of West Bengal, UNICEF has aided in the creation and implementation of Guidelines for District Action Plans for ECM throughout the state. These efforts, coupled with additional technical support, have resulted in 12,000 villages in Odisha being designated as 'child marriage free.'

Gender transformative approaches have been adopted across UNICEF-supported initiatives in a few states. UNICEF has set up a knowledge platform for cross-learning and created gender transformative resources for adolescents and communities. In Bihar, UNICEF submitted a Gender Transformative Policy Framework to the Women and Child Development Corporation (WCDC) to update the state Women Empowerment Policy. In Karnataka, UNICEF provided support in the development of the Youth Policy, ensuring that equity and gender issues are integrated into regional and district-level policies.



UNICEF/UN0706607/Nanda

Technical support was provided to flagship schemes like Beti Bachao Beti Padhao (BBBP) and Advika. In Odisha, UNICEF leveraged INR 50 million for financial year 2022-23 towards the primary budget of Advika, a state scheme supporting vulnerable and marginalized adolescents to continue their education, pursue skilling, and access social protection services.

UNICEF provided technical support to district administrations and CSOs with capacity building and handholding in adopting gender transformative approaches and SBCC strategies in child protection interventions. Through partnerships with line departments, SHGs and child protection committees (CPCs), SBC packages, and tools were developed and implemented in 71 districts across 6 states.

Partnerships

In 2022, UNICEF established and sustained partnerships for child protection and adolescent empowerment through collaboration with various government departments and agencies, including the departments of women and child development, education and social welfare at state and district levels. This enabled effective convergence and linkages between line departments and UNICEF. UNICEF also partnered with CSO networks, including feminist organizations and those working with men and boys, to reach adolescents and community members in marginalized communities with awareness and sensitization on child protection issues, including child marriage and violence against children.

SBC also collaborated and coordinated with multiple sector colleagues and national and state level staff to conceptualize and finalize the “Parenting Adolescents – Human Capital Development Following Multi Sectoral Approach and Life Course” programming guide. SBC, in collaboration with the Child Protection Section, has rolled out operational research to generate behavioural insights using the HCD approach to understand the perceptions, assumptions and insights of multiple stakeholders, including adolescents and parents, and identify barriers to the implementation and acceptance of related practice at family level.

Partnerships with youth organizations and platforms like Nehru Yuva Kendra Sangathan (NYKS), National Cadet Corps (NCC) and National Service Scheme (NSS) supported the development of strategies for youth engagement, strengthening UNICEF’s mandate of adolescent and youth empowerment.

UNICEF worked with educational institutions like the Shreemati Nathibai Damodar Thackersey Women's University in Maharashtra and Assam Don Bosco University, and Tezpur University in Assam to design effective adolescent engagement and parenting programmes with specialized sector expertise and a gender transformative lens. This led to the formation and strengthening of CPCs and ensured adolescent participation at all levels.

Evidence Generation

In 2022, UNICEF generated evidence by analysing data from the NFHS-5, which was used to inform ECM programmes in various states. Also, ongoing impact feasibility assessments and a maturity model were developed to review ECM interventions' effectiveness. UNICEF’s collaboration with CSOs helped develop specialized knowledge products documenting the success of interventions in Jammu and Kashmir and Assam. Furthermore, the SBC Section supported the Child Protection Section in developing a ‘Compendium of Best Practices’ across 14 states on ECM programming from a gender and equity lens.

Civic Engagement (Community Engagement And Social Capital)

In 2022, UNICEF engaged in extensive civic and community engagement efforts to promote child protection and adolescent empowerment across India.

Parenting interventions were undertaken in states such as Jammu and Kashmir, Jharkhand, Maharashtra and Rajasthan. In Jharkhand, an adolescent parenting programme was rolled out in 8 districts, reaching 8,400 parents from tribal communities. Through the Safe City initiative in Madhya Pradesh, 173,587 community members were engaged in violence prevention efforts.

Impact of **CIVIC AND COMMUNITY** engagement



Across **17 states**, **12.9 million** adolescents reached through programmes on life skills, gender and child protection



Of these, **3 million** adolescents (**57% girls**) involved in civic issues



10 million community members (**50% women**) engaged in SBC interventions

Strategic Communication (Targeted Campaigns)

In 2022, UNICEF implemented strategic communications and targeted campaigns to promote child protection and adolescent empowerment, recognizing the importance of MHPSS and VAWC in these efforts. UNICEF built linkages and partnerships to integrate these components within community-based engagement programmes, including ECM and adolescent empowerment related initiatives.

UNICEF has recently completed the 'SBC Implementation Guidelines for Ending Violence Against Women and Children' and has incorporated

feedback from multiple stakeholders through 5 regional consultation meetings to ensure state-specific context and recommendations. The guidelines prioritize key messages under the framework of 'Aware, Alert and Act.' Additionally, UNICEF has collaborated with various partners to develop a result framework for 'positive masculinity programming' and identified three key manifestations of masculinity, namely gender-based violence, gender discrimination in both home and public spaces, and limited career opportunities.

COMMUNITY SPOTLIGHT:

‘Noni Johar’ – Salute The Girls

Women and girls represent half of the world’s population and, therefore, also half of its potential. October 11, 2022, was celebrated as the 10th anniversary of the International Day of the Girl. During this decade, some big steps have been identified that are required to work towards creating a better world order for girls.

While these years have helped throw light on issues related to girls via raising and hearing voices about their issues, investment in girls' rights remain limited and girls need global effort to fulfil their potential. A state level programme was organized by UNICEF and the Government of Chhattisgarh in 2022, along with We the People, Darshan Foundation, and Alliance for Behaviour Change to help create a better path for girl empowerment in Chhattisgarh.



Humanitarian workers and volunteers in Chhattisgarh come together to advocate for girls' rights and aspirations in an event that helps design future pathways.

The International Day of the Girl Child focuses attention on the need to address the challenges girls face and to promote girls' empowerment and the fulfilment of their human rights. Keeping this in mind, UNICEF and partners joined hands under the slogan 'Noni Johar' (salute the girls) where distinguished volunteers and social workers brainstormed towards a better way forward for girl empowerment. Volunteers from remote areas of the districts shared their experiences and talked about the challenges faced by girls from the most vulnerable communities in the state. Gender equality, nutrition and inclusive health, along with girls' participation in education, sports, life skills, and technical education were the topics discussed between the panellists.

Messaging through relatable issues

The Noni Johar programme includes a wide range of entertaining media that promotes questioning and raising voices within its audience and participants. It also includes activities that help adolescents and youth question themselves about their dreams and aspirations. Ideas and suggestions were sought from them regarding the challenges and solutions faced in achieving them. Promoted as #ChampionsofCG via social media, the direct reach of the programme has been more than 1,75,000 in number (175k). The programme was supported by various media houses - My FM 94.3, IBC 2D, Doordarshan, Patrika, Dainik Bhaskar, etc. These platforms shared stories of champions that developed a deep connection within the target audience and proved to be immensely popular amongst the local youth.

Empowering through Influencers

TV actor Neha Mehta conducted a motivational session in the programme and encouraged the girls by sharing her life experiences. "It is important for the girl child to move ahead using her potential and the family and community should help her at every level. Creating a society that is free from gender inequality and discrimination, a safe and healthy environment should be created in which girls feel safe and empowered," she said. Mountaineer Naina Dhakad, in her session motivated the girls to become self-reliant, while facing the problems and challenges of life.

UNICEF WASH expert Ms. Shweta (OIC (officer in charge), Chief of Field, Chhattisgarh Office) said that the purpose of celebrating this day is to create an environment for development, easy access to services for girls and women and to develop leadership capacity among volunteers.

The #NoniJohar intervention has received a remarkable appreciation over social media platforms with a total of 2,976 related tweets and an economic value of Rs 572,208 with a sentiment score of 94.57 per cent as per TweetBinder.



राजकीय प्रारम्भिक विद्यालय बालमुनी नगर दिल्ली
बालमुनी नगर ई. 40 ई. बिल्डिंग फ्लैट 1, 2, 3, 4



EDUCATION

'Educated' Children, Supportive
Parents And Communities

In 2022, UNICEF continued to prioritize addressing the disparities in educational access and learning, with a focus on ensuring that all children and adolescents, especially the most vulnerable, have equal access to high-quality learning and skill-building opportunities. To achieve this goal, UNICEF's SBC interventions promoted positive behaviours of regular schooling and transition aimed at shifting social norms such as gender inequality, discrimination, and stigma that hindered access to education.

UNICEF leveraged its influence at the local, state and national levels to bring together diverse stakeholders, form multi-partner alliances, and work collaboratively with communities, particularly those most vulnerable, to address the challenges they faced, due to the pandemic's impact on education. UNICEF's SBC interventions played a critical role in engaging parents and caregivers to create a supportive and secure learning environment at home and in the community. In addition, these interventions promoted positive parenting practices that encouraged children's academic progress and emotional well-being, enhancing their resilience in the face of educational disruptions.

Under the leadership of the Ministry of Education (MoE) and in close collaboration with the Education Section, here is a look at how the SBC section's education interventions served to strengthen its strategic pillars in 2022:

System Strengthening

In 2022, UNICEF India's SBC interventions were instrumental in supporting state governments to implement context specific SBCC strategies for "back to school" efforts, contributing to the strengthening of the education system. Community leaders, teachers, SHGs, faith-based leaders and community radio stations were engaged to reach over 5 million parents, children, and adolescents across 14 states.

To build responsive parenting programmes, UNICEF supported the capacity building of state departments and Anganwadi workers in Assam, Chhattisgarh, and Rajasthan. Additionally, over 80,000 members of School Management Committees (SMCs) were sensitized and engaged in community discussions on positive parenting and creating safe and inclusive learning environments at home and school. UNICEF utilized innovative approaches to reach marginalized groups, such as school connect programmes, community radio stations and adolescent-friendly centres.

UNICEF's efforts were centered on promoting positive behaviour change towards education and addressing the root causes of educational disparities to advance quality education opportunities for all children and adolescents. UNICEF provided technical assistance to the government to develop strategies and implement outreach activities with parents, such as the Parvarish ke Champion resources on responsive parenting.

Furthermore, to scale up SBC capacities across the country, UNICEF successfully advocated with the University Grants Commission (UGC) and Indira Gandhi National Open University (IGNOU) to add SBC as a value-added vocational course across academic institutions in accordance with the new educational policy.

Overall, UNICEF's SBC interventions played a vital role in strengthening the education outcomes by supporting state governments in implementing context specific SBCC strategies for "back to school" efforts, engaging various stakeholders, building responsive parenting programmes and utilizing innovative approaches to reach marginalized groups. By promoting positive behaviour change towards education and addressing the root causes of educational disparities, UNICEF worked towards advancing quality education opportunities for all children and adolescents.

Partnerships

UNICEF India's SBC section prioritized building strong partnerships with a wide range of stakeholders to promote education across the country. This involved collaborating closely with government partners

at the state and national levels, including departments of education, health, women and child development, skills, and empowerment, Panchayati Raj, state institutes of rural development, State Councils for Education Research and Training (SCERT). UNICEF also formed alliances of partners working on SBCC communication in Uttar Pradesh and Rajasthan.

UNICEF partnered with organizations such as Room to Read and Pratham for specific interventions in life skills. Additionally, partnerships were established with academic organizations like Andhra University, Maharashtra Association of Anthropological Sciences, National Institute of Mental Health and Neurosciences, Centre for Budget and Policy Studies, and youth groups such as NYKS and NSS to support capacity development and career guidance.

UNICEF's partnerships extended to the private sector and faith-based leaders to mobilize communities and ensure continued focus on education. UNICEF provided technical expertise and dedicated staff time to support its partners' efforts. For example, UNICEF worked with the Gender Cell in Rajasthan to strengthen the role of boys and men in developing a conducive environment for girls' education. UNICEF demonstrated convergence by jointly developing a menstrual hygiene management (MHM) action plan that was implemented and regularly reviewed by the SBC-WASH-Education group.

Evidence Generation

SBC section used innovative methods to build evidence on the kind of stress children were facing regarding education through offline social listening studies. This evidence was then used to inform the storylines for the entertainment education programme, 'Duur Se Namaste' (Greetings from a distance) – a fictional Hindi series developed in an entertainment-education format, highlighting the challenges of a post-pandemic world and promoting the adoption of healthy behaviours and practices.

Civic Engagement (Community Engagement And Social Capital)

SBC section has undertaken several effective community engagement activities to build social

capital and promote SBC for better education outcomes. Through community - based networks of SHGs, community volunteers and adolescent collectives, over 5 million parents in more than 400 districts have been engaged, resulting in greater capacity in responsive parenting. In Assam, Chhattisgarh and Rajasthan, UNICEF supported the implementation of responsive parenting programmes using Parvarish Ke Champion package, building the capacity of state departments and Anganwadi workers.

The Interactive Voice Response (IVR) based intervention Dulaar enhanced knowledge and skills among more than 90,000 caregivers on social emotional wellbeing, early learning, and behaviour management of children in aspirational districts of Uttar Pradesh and Jharkhand. UNICEF is currently assessing the intervention for scale-up and trans-creating it into various regional languages for roll-out in other states. Additionally, UNICEF trained over 80,000 SMCs in three states, with the leveraging of government budgets helping in ownership and ensuring sustainability of the capacity development.

In several states, UNICEF engaged volunteers and CSOs to reach out to the most marginalized children, adolescents, parents and community members for awareness, and demand generation through partnerships with tribal federations, SHGs, adolescent groups, and NGOs for community radio, announcements, and other such outreach activities. UNICEF also developed creative content for SMC training and provided digital content to promote return to school and parental support.

Moreover, adolescent-friendly centres were set up in 151 tea gardens, engaging over 25,000 adolescents using educational games on continuing education, posters and infographics on career counselling and skill education.

In Madhya Pradesh, volunteers from various organizations engaged over 150,000 parents to support learning at home. In Chhattisgarh, the Seekh programme engaged 50,000 community members and 28,000 SMC and PRI members to promote age-appropriate learning at home. A state-level coalition of 210 community-based organizations (CBOs) in Gujarat facilitated awareness on improving learning levels, importance of early childhood development, positive parenting, mental health, adolescent confidence and awareness on gender stereotyping at district and block levels.

Finally, community classes run by volunteers can be an opportunity to reach out to children for learning and life skills programming, making learning a community agenda rather than a school-driven agenda. Initiatives like Dulaar proved effective in directly engaging parents with less 'transmission' loss. The use of feature mobile phones and IVR service is a low-tech solution that can be tapped to support learning. UNICEF developed the training content and modules, provided trainers, and undertook the capacity enhancement of teachers, ICDS functionaries, and government officials on responsive parenting and parental support for learning.

Strategic Communication (Targeted Campaign)

Through targeted campaigns, UNICEF India SBC reached more than five million parents, children and adolescents across 14 states with a 'back to school'

communication drive during the reporting period. The initiative aimed to encourage children to return to school routines after increased online activities and limited socialization during school closures.

In addition, UNICEF India engaged approximately four million people to support children's learning through TV entertainment-education series. *Dur Se Namaste* (Greetings from a distance) reached around 130,000 unique viewers. These campaigns aimed to provide much-needed emotional support and motivation to children as they return to school.

To strengthen their reach to the most marginalized groups, UNICEF India implemented innovative programmes like School Connect (School on Wheels). The initiative reached 60,000 tribal children and their parents in the most vulnerable tribal districts in Odisha. In Assam, the Brahmaputra community radio station engaged the vulnerable population of 30 mainland and riverine villages and 72 tea gardens in parenting and early learning.

UNICEF India also trans-created and translated the Dulaar IVR audio scripts into Kannada for use in the state. These efforts were aimed at ensuring that no child was left behind and that every child had access to the tools and resources they needed to succeed.



UNICEF/UN0620363/Muthuramalingam

COMMUNITY SPOTLIGHT:

Taking Excellence To The Grassroots

A look at UNICEF Gujarat's all-round interventions towards strengthening systemic capacity for Social and Behaviour Change Communication (SBCC) in the state through Centre of Excellence, with support from USAID.

Behaviour change is not only about changing people, but it is also about changing the environment in which they are. UNICEF Gujarat has adopted an institution driven approach, collaborating with people and partners at individual, community and institutional level through community influencers, platforms and networks, academic institutions, faith-based organizations, industry associations, government agencies and private sector to amplify SBCC interventions in the state. This has resulted in setting up one-of-a-kind and the first, within the oldest and largest public university of India, Gujarat University's Centre for Development Communication under Department of Communication, Journalism and Public Relations - Centre of Excellence in Communication for Social and Behaviour Change (CoE-CSBC).

Through its journey from 2020 till now, the activities conducted by the Centre have resulted in setup of key state level platforms for driving social and behaviour change (SBC) - State level civil society coalition (Gujarat Samajik Sangathan), Community Media Association (including Community Radio and Traditional/folk media), Tribal Youth Fellowship and CoE-CSBC is now becoming an independent institution as Institute for Social and Behaviour Change (ISBCA).



UNICEF/UN0379949/Panjwani

Gujarat's youth rose to the occasion, with 300 young ambassadors leading the charge on COVID-19 safety, vaccination and psychosocial support.

Youth as change agents for SBC

Leveraging the immense potential of youth as agents of social and behaviour change, several initiatives were undertaken offline in 2020, and subsequently in a hybrid mode to promote COVID-19 Appropriate Behaviours (CAB), COVID-19 Vaccination, reduce vaccine hesitancy, promoting mental health and extending psychosocial support to the communities at large. This resulted in creating several platforms and mass campaigns which were led by the youth and young influencers of Gujarat. Nearly 300 youths from Ahmedabad schools and colleges were inducted and empowered through the Young Ambassadors Programme. Approximately 79 sessions were conducted with young people on COVID-19. They reached out to 1,690 adolescents and overall, 129 young ambassadors were registered to curb the adverse effects of COVID-19.

COVID-19 'Vijay Rath' (victory carts)

Five outdoor publicity vehicles travelled across all 33 districts of Gujarat for 44 days with more than 400 song and drama division artists of Press Information Bureau/Regional Outreach Bureau (PIB/ROB) reaching out to public with key behavioural messages in folk art forms.



7.9 lakh
audiences
reached



8000 kms,
21+ Districts
covered



720
villages/
towns travelled



600
folk arts
performed

Intensifying voices through community radio

Community radio channels were mobilized to spread COVID-19 messages through various creative campaigns. Over 21 lakh people including children, women, migrant workers, fisher folk community, slum dwellers, saltpan workers and members from the minority communities, spread across 900 villages of 10 blocks in Kutch district of Gujarat were reached out through innovative programmes like Patipen (slate and pencil), Tu Jiyo Ai (to be alive), VijayRath (victory cart) and Bhag Corona Bhag (run corona run).

Gujarat's traditional and folk media artforms

230 traditional and folk media artists groups were trained to build community awareness and engagement on health, nutrition, and education issues along with COVID-19 communication. 40 traditional and folk media artists intensively engaged and went to four districts to advocate adoption of CAB and COVID-19 vaccine through 60 performances, reaching out to 41 villages of Gujarat. The cohort of 230 organizations would work closely with communities in generating insights for designing behaviour change interventions in key health and wellness and nutrition programmes.



WASH

Community Engagement And
Behaviour Change For 'WASH'

In 2022, UNICEF continued to focus on improving water, sanitation and hygiene (WASH) outcomes for vulnerable communities using robust SBC interventions. Through effective system strengthening efforts, partnerships and targeted campaigns, UNICEF integrated evidence-based communication strategies and WASH practices into state policies and guidelines, while empowering stakeholders at all levels to take charge of their WASH practices and behaviours. With a focus on gender and equity, UNICEF skilfully engaged women in safe and sustainable WASH practices and leveraged the power of community radios and digital platforms to reach marginalized populations. The result was far-reaching: improved WASH outcomes, strengthened government systems and empowered communities.

Under the leadership of the Ministry of Jal Shakti (MoJS) and in close collaboration with the WASH Section, here is a look at how the SBC section's WASH interventions served to strengthen its strategic pillars in 2022:

System Strengthening

UNICEF India has been playing a vital role in strengthening systems for effective SBCC in the WASH sector in India. UNICEF's technical support to ministries at national level and relevant departments at state level has been catalytic in accelerating the implementation of Swachh Bharat Mission (SBM – rural and urban) and Jal Jeevan Mission (JJM) initiatives.

During the reporting period, UNICEF contributed to SBCC components in state policy guidelines, evidence-based communication strategies, Annual Implementation Plans (AIPs) with costed SBCC plans for

state and district level, operationalization of SBC through building capacity, strategic partnerships, targeted campaigns, leveraging IEC funds and regular review. Initial foray in urban sanitation resulted in developing and rolling out national communication strategy on 'Garbage Free Cities' for the Ministry of Housing and Urban Affairs (MoHUA). UNICEF India has also been supporting states in piloting urban faecal sludge and septage management (FSSM) strategies and developing context-specific WASH-SBCC training content. The organization has developed national-level training modules for SBM and JJM, which have been contextualized and used in 11 states. UNICEF India has also enhanced the WASH capacities of over 172,000 key stakeholders, including government officials, frontline workers and community members, through integrated training, and workshops.

In Bihar, UNICEF India has rolled out a Gender State Road Map to improve hygiene practices. This initiative is a clear demonstration of UNICEF India's commitment to building gender-responsive systems that support equitable access to WASH services.

Moreover, UNICEF India's advocacy efforts have resulted in the integration of SBCC in all SBM-2 and Open Defecation Free (ODF) Plus trainings, leading to the systematic capacity building of key stakeholders at national, state, district, and Gram Panchayat levels. By integrating SBCC components into state policy guidelines, UNICEF India has ensured that evidence-based communication strategies are developed and costed SBCC plans are created for state and district levels.

Partnerships

At the national level, UNICEF worked in close partnership with key government ministries, such as the MoJS, the MoHUA and the Ministry of Panchayati Raj (MoPR), to lead communication efforts and develop capacity building strategies for flagship initiatives such as SBM-2 Rural, SBM-2 Urban, and JJM.

Additionally, UNICEF India has established partnerships with a range of aligned line departments, including the SBM Directorate, Rural Development and Panchayati Raj Department, Water and Sanitation Support Organization, Public Health Engineering Department, Urban local bodies Communication Resource Unit, National Institute of Rural Development and Panchayati Raj (NIRD&PR), and State Departments of Disaster Management. Through these partnerships, UNICEF has been able to facilitate inter-sectoral coordination and amplify WASH demand generation and COVID-19 sensitive service delivery.

UNICEF India has partnered with a variety of civil society organizations, academic institutions, youth platforms and media outlets to support SBCC efforts and promote WASH messaging. In Bihar, for example, UNICEF has partnered with Nav Astitva and Vatsalya to support MHM programming, while in Gujarat, UNICEF facilitated the setting up of a Social Action and Policy Lab in the Indian Institute of Technology, Gandhinagar to support training and development of state/district SBC plans. In West Bengal, UNICEF partnered with Ramkrishna Mission Lokasiksha Parishad and Sigma Foundation to develop and implement a fluoride mitigation programme in 16 Gram Panchayats, and with Amanat Foundation to

reach out to urban slum communities in Kolkata.

At the national level, UNICEF forged partnerships with community radio stations, universities and faith-based organizations (FBOs) such as the Global Interfaith WASH Alliance to promote environmental sustainability practices and mobilize youth and communities to adopt positive WASH behaviours. UNICEF has partnered with organizations like Primove and Envisions Institute of Development to support states in planning and executing capacity-building initiatives for SBM and JJM.

Evidence Generation

In 2022, UNICEF's SBC section in India undertook several activities to generate evidence and improve WASH programming and outreach in the country. One of the key findings from UNICEF's Community Rapid Assessments (CRAs) on COVID-19 Appropriate Behaviours (CAB) was that Hand Washing with soap (HWWs) had the highest recall (70%) among the general population, indicating the effectiveness of UNICEF's SBC interventions in promoting this behaviour.

UNICEF supported the MoJS in strengthening their monitoring systems by developing a dashboard that tracked the real-time status of capacity building initiatives and provided gender-segregated data on training of trainers and cascades to PRIs and FLWs. This approach helped to ensure that gender considerations were taken into account in WASH programming and that the needs of marginalized groups were addressed.

To strengthen their programming, UNICEF conducted a comprehensive literature review on water management, HWWs and ODF-plus verticals to support related strategies at the national level. This helped to ensure that their programming was evidence-based and aligned with global best practices.

Civic Engagement (Community Engagement And Social Capital)

In 2022, community leaders emerged as champions for WASH in a significant way. A major initiative in SBC WASH programming was focused on enhancing the knowledge, ability and willingness of these community leaders. UNICEF played a vital role in promoting gender and equity in SBM-2 & JJM programming, resulting in skilling and engagement of women for Solid and Liquid Waste Management (SLWM), water quality, and the development and implementation of MHM plans.

In Rajasthan, UNICEF skilled and engaged 5000 women for water quality testing, while similar efforts were made in Madhya Pradesh, West Bengal, Odisha, and Uttar Pradesh in SLWM. In ODF plus, women's engagement witnessed some success in running SLWM and water management initiatives. UNICEF documented the incredible efforts of women champions within JJM and displayed them at the 2022 United Nations Climate Change Conference or Conference of the Parties (COP27).

A nationally recognized training module was developed for JJM on community engagement and mobilization, which was rolled out to skill Implementing Support Agencies and PRIs across India. Elected Gram Panchayat members were engaged, trained and sensitized to plan, and execute SBM-2(G) and JJM programmes at the ground level during the reporting period.

Strategic Communication (Targeted Campaigns)

SBC section's strategic communication efforts and targeted campaigns have focused on reaching vulnerable populations in media dark areas, including tribals, tea gardens, flood affected populations, urban slums, migrants, and people with disabilities.

Towards this end, UNICEF India has employed multiple channels to reach the targeted communities. The organization has used community radios, digital platforms, CSO networks and local and religious influencers to disseminate correct and consistent WASH messages. National SBCC manuals, toolkits, films and social media content has been developed on key issues such as Grey Water, Plastic Waste, Faecal-Sludge, Bio-Waste, Gobardhan, MHM, water safety, security, and empowerment of women. The materials have been contextualized and used by states, districts, and Gram Panchayats across India.

Reinvigorating the spirit of Jan Andolan (peoples' movement) for ODF plus UNICEF supported the MoJS's 360-degree communication campaigns. The organization has supported the design and content development of Swachhata Hi Seva, Swachhata Diwas, and Retrofitting campaigns of MoJS, which mobilized more than 463 million rural communities from 709 districts across India.

UNICEF India has also mobilized government line departments, CSOs, FBOs, SHGs, youth alliances, radio channels, digital and social media to promote hygiene behaviours on commemorative days such as World Water Day (WWD), MHM day, Global Handwashing Day (GHD), and World Toilet Day (WTD). The GHD witnessed a participation of 15 million people.

COMMUNITY SPOTLIGHT:

Safeguarding Through Hand Washing

A sneak-peak into the unique methods adopted by UNICEF and partners to promote hand washing in different Indian states as well as online platforms on the largest annual event for hand hygiene in 2022.

Global Handwashing Day is the largest annual event for hand hygiene celebrated on 15th October every year around the world. It is endorsed by governments, international institutions, civil society organizations, non-governmental organizations, private companies and individuals, and commemorated around the globe to make hand hygiene a habitual practice. Hand washing is the single most important measure to reduce the risk of disease spreading, especially in times like the COVID-19 pandemic. In view of the year 2022's theme "Unite for Universal Hand Hygiene", hand washing was widely promoted by UNICEF and partners using smart and appealing methods of communication amongst women, children, and youth.



Learning to do it right

The Indian state of Madhya Pradesh holds a Guinness World Record to its name for most people washing their hands in multiple locations. As per the Guinness declaration, 1,276,425 children washed their hands at over 13,196 locations across the 51 districts of Madhya Pradesh on Global Handwashing Day in 2014. The event was conceptualized as part of the Swachh Bharat Mission (SBM) where more than 20 lakh children were expected to simultaneously wash their hands from 20,000 schools across Madhya Pradesh.

Continuing to keep that spirit alive from the massive achievement 8 years ago, UNICEF Bhopal collaborated with the Gram Bharti Mahila Mandal, a women's collective, on 15 October 2022 where secondary school students were trained in different methods of hand washing. This training was conducted in eight Ghoradongri blocks. Women and children learnt the correct steps of hand washing as well as the advantages of doing it right.

A creative path to generate hand hygiene awareness in Madhya Pradesh

Celebrations of Global Hand Washing Day and Week



Reached nearly
10% of
120 million
state populations



65,000+
Schools



50,000
Early
childhood
centres

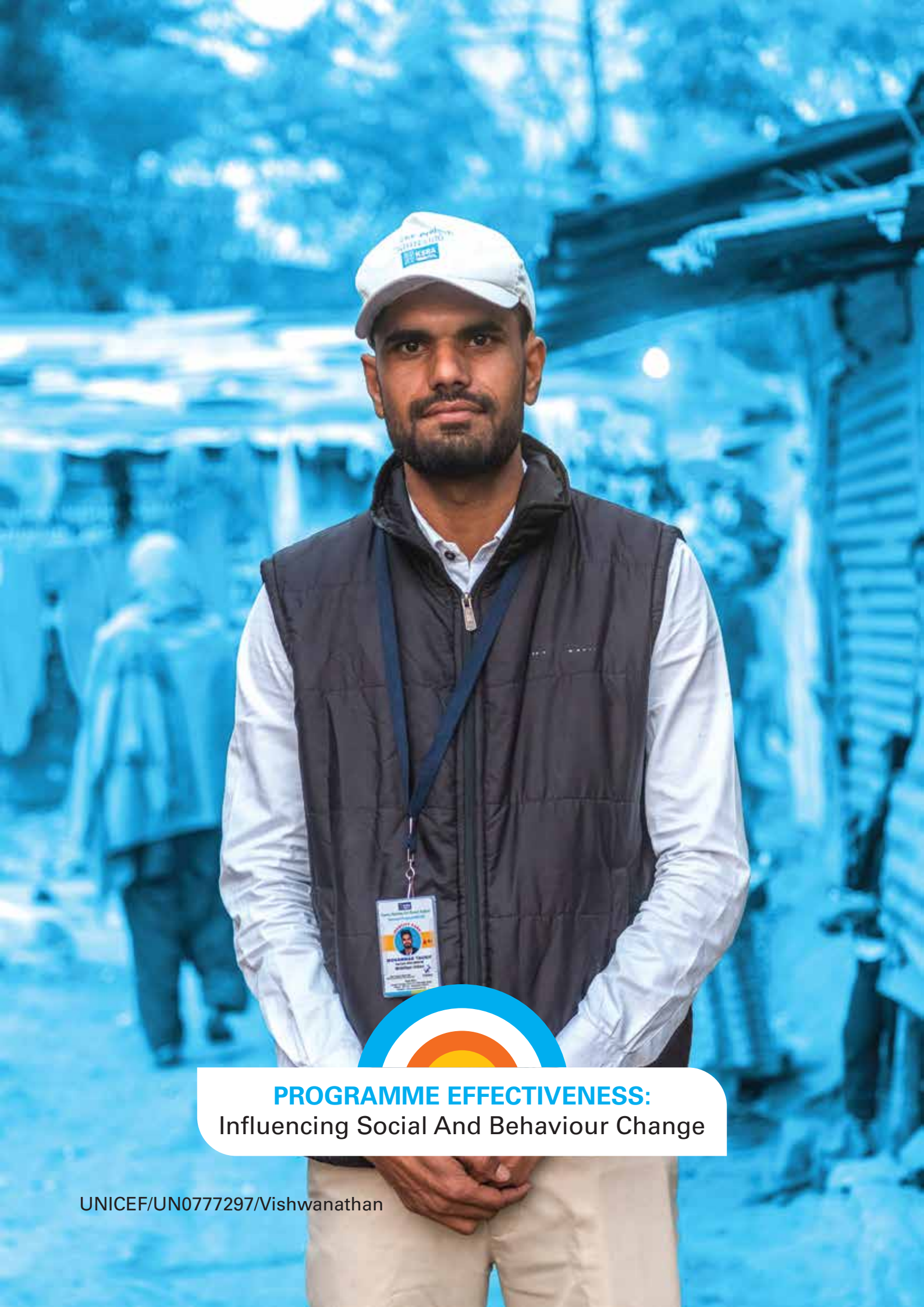


20,000
Villages



50+
Towns

The event was planned and coordinated by the UNICEF Maharashtra WASH-Climate Change and Environmental Sustainability (CCES) team, state coalition, development partners and local governments. Under the Global Hand Washing Campaign, various competitions were organized, including painting, slogan, garba on hand wash and singing competitions. A total of 12,369 students from 21 districts of Maharashtra participated in the events and art competitions.



PROGRAMME EFFECTIVENESS:
Influencing Social And Behaviour Change

UNICEF/UN0777297/Vishwanathan

Programme Effectiveness refers to the work on influencing SBC focused on enhancing partnerships and capacity of partners to design policy, programmes, initiatives, and interventions that address social norms and promote gender equality, thereby contributing to an enabling environment to advance the rights of children, adolescents, and women. The key strategies include:

- Knowledge generation and its use to understand the underlying barriers and enablers that perpetuate social norms.
- Capacity development (including online and offline courses, internships, trainings, knowledge seminars, etc) focused on strengthening capacities of partners that have a stake in promoting positive societal attitudes and practices that affect girls, women, and children.
- Networking and relationship-building focused on building momentum for change to enhance the girl child's value and create positive social norms.

System Strengthening

In 2022, a notable achievement was the continued support for the rollout of the National Vaccine Communication Strategy, which included a focus on RCCE. Furthermore, the Gender unit at UNICEF India also provided technical support to the state of Bihar in developing strategic frameworks on adolescent empowerment from a Gender transformative perspective for the Women and Child Development Corporation (WCDC). Additionally, the unit provided gender transformative inputs to the redrafting of the Women Empowerment Policy for the state of Gujarat.

The National Institute of Disaster Management (NIDM) co-created and

endorsed the SBC-DRR (Disaster Risk Reduction) toolkit for rolling-out training programmes across the states, which included a focus on gender perspectives. UNICEF also provided gender transformative inputs to the new Water Policy for the state of Odisha. These activities demonstrate the efforts made towards promoting social norms and gender-forward programming in various areas.

Partnerships

SBC continued to forge multiple partnerships, including with universities, academic institutions, state government line departments, CSOs, international NGOs, private sector, media agencies and United Nations (UN) agencies such as the World Health Organization (WHO), United Nations Development Programme (UNDP), United Nations Educational, Scientific and Cultural Organization (UNESCO), International Organization of Migration (IOM), and United Nations Population Fund (UNFPA), to promote communications, SBC interventions. Notably, SBC expanded its reach to several hard-to-reach areas, covering almost the entire country, including 420 districts across 22 states.

The Gender unit actively engaged in the disability agenda with the United Nations Human Rights Commission (UNHRC) and the National Institute for Urban Affairs (NIUA). Partnerships with FBOs and institutions/universities across India were also strengthened to build SBC capacity among professionals.

In partnership with Lady Irwin College, UNICEF strengthened partnerships with academic institutions to roll out the nine Communication for Social and Behaviour Change (CSBC) modules pan India. The capacities of 48 faculty members from 17 universities across 9 states were strengthened. The universities committed to integrating the nine CSBC modules in their curriculum through varied modalities, including independent undergraduate and postgraduate courses, select diploma courses, elective courses, value-added courses, strengthening existing subjects, and vocational courses.

To systematically engage FBOs, a guidance note with comprehensive mapping across states was developed. The note used insights gathered from the review of existing literature, consultations with state offices and key stakeholders, and will serve as a manual for development sector actors engaging with FBOs. These partnerships and collaborations demonstrate the efforts made by SBC to promote social norms and gender-forward programming while strengthening the capacity of professionals and engaging with various stakeholders to promote behaviour change interventions.

Evidence Generation

In 2022, UNICEF focused on generating evidence to strengthen programme priorities and COVID-19 programming with a gender and social norms lens. Community Feedback Mechanisms (CFM) and Social Accountability (SA) were also consolidated in states. Evidence generated through Community Based Mechanism (CBM 2.0), Offline Social Listening and CRA was used to inform and improve both

COVID-19 specific (COVID-19 appropriate and related behaviours) and sensitive (Health, Nutrition, WASH, Gender, Education, and Child Protection) interventions.

The studies and assessments provided actionable insights, including sexual and reproductive health (SRH) concerns regarding COVID-19 vaccination, and safety concerns regarding uptake of the COVID-19 vaccine by pregnant and lactating women, as well as improvement in the performance of healthcare centres post-pandemic. Key Ministries, including the MoHFW at the national level and line departments at the state level, improved programming using the evidence.

State-level insights were synthesized and shared with relevant departments for advocacy and used to adapt messaging and mobilization techniques on COVID-19 vaccination and resumption of services. UNICEF contributed to evidence generation through the conceptualization of research studies and provided financial, management, and technical assistance to partner agencies.

UNICEF continued to support effective communities of practice for SBC through its 'Behaviour Change Matters' e-newsletter, which reached development professionals and UNICEF country and regional offices worldwide.

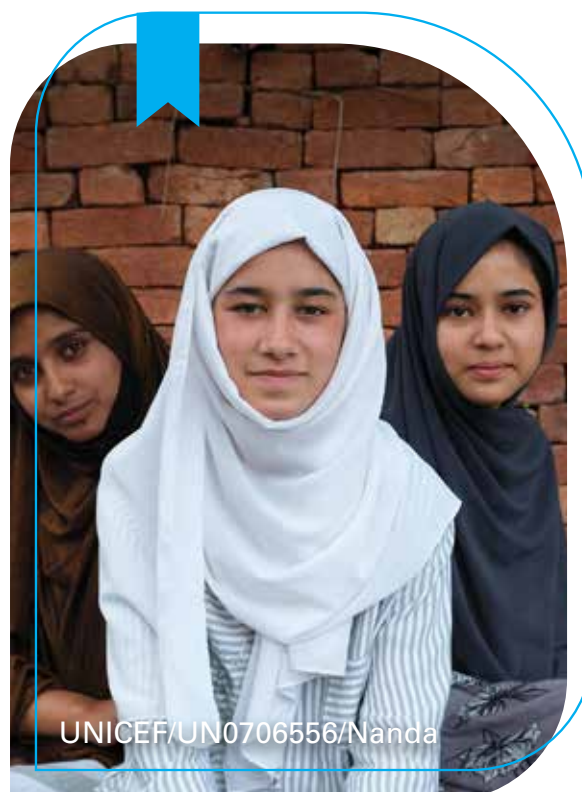
Civic Engagement (Community Engagement And Social Capital)

In 2022, the institutionalization of CFMs took place in Bastar district, Chhattisgarh state. The government has made an integrated mobile app with a grievance redressal application and dashboard available for immediate use. The capacity of more than 288 youths was built on SBCC to collect feedback from communities, provide interpersonal communication, feedback to the community and support the actions of the district administration to reach remote populations. The capacity of government officials was also organized to use CFM systems beyond COVID-19 response to development programmes. This model is planned to be replicated in 2-3 more districts of the state.

Strategic Communication (Targeted Campaign)

Entertainment-Education strategies provide a meaningful way to engage with communities beyond a one-way channel of sharing information. These are designed to influence behaviour within the framework of content that is entertaining, while simultaneously weaving important health and social issues into powerful storytelling that can draw in millions of viewers. Using this approach, UNICEF developed *Duur Se Namaste* (Greetings from a distance) in partnership with Doordarshan, National Public Broadcaster highlighting the importance of the COVID-19 vaccine, addressing vaccine hesitancy, promoting continuation of COVID Appropriate Behaviour (CAB) and other key behaviours. This resulted in reach and engagement of millions of people through DD and YouTube. <https://www.unicef.org/india/press-releases/duur-se-namaste-new-television-series-promotes-healthy-behaviors-post-pandemic-world>

In line with the principles of gender-transformative programming, a pilot programme was initiated in two districts of the state of Gujarat in India. The programme aimed to orient community stakeholders on sustained adoption of COVID-19 behaviours and equip women and adolescent girls to act as first responders in emergency preparedness and response services.



UNICEF/UN0706556/Nanda

COMMUNITY SPOTLIGHT:

Joining Hands With The Transgender Community In Rajasthan

How excluded communities in Rajasthan were engaged in COVID-19 awareness drives with USAID support.

In Rajasthan, India, the COVID-19 pandemic has exacerbated mental health disparities for gender diverse individuals with intersecting marginalized identities due to reduced social support. To address this issue, UNICEF Rajasthan collaborated with local partner Manjari Sansthan, with a focus on equity, to promote COVID-19 sensitive behaviours in urban Jaipur.

At the age of nine, Suresh (name changed) was given a choice by his father: to pick up a pen and pursue education, or to wear a pair of ghungroos (musical anklets) and make a living through dance and entertainment, which is often associated with the transgender community. Despite facing social stigmas and discrimination due to his appearance, Suresh chose education as he was determined to learn and broaden his horizons. However, he faced rejection at numerous job interviews due to prejudices against the transgender community.



301 transgenders and 979 community sex workers are recorded to have been engaged into COVID-19 awareness drives in Jaipur slums with support from USAID.

It was not until a friend introduced him to Manjari Sansthan, an organization that was running COVID-19 vaccination awareness campaigns within the transgender community, that Suresh found his true calling. He realized that he had a passion for helping others and promoting the inclusion of the transgender community in mainstream society. Initially hesitant due to his lack of confidence in communicating with people, Suresh underwent training at Manjari Sansthan where he was taught to communicate with courage and dedication, rather than becoming frustrated with the questions and comments of others.

Through behaviour change techniques and inspirational videos, Suresh learned about effective communication and how to conduct community meetings, spread awareness and provide access to healthcare to those in need. Suresh now works with both general as well as transgender communities and visits more than 100 houses every day in the slum areas of District Jaipur. He has helped sensitize them about the importance of COVID-19 vaccination by providing appropriate information on the same. Suresh was introduced to Manjari Sansthan by Kiran (name changed) a fellow transgender community worker, Kiran. Both became the backbone of the COVID-19 awareness drives during the pandemic.

The UNICEF-Manjari Sansthan collaboration created an opportunity to understand the term social exclusion thereby practicing inclusive programming in Rajasthan's urban settings. The work on risk communication and COVID-19 vaccine promotion paved the path to reach out to the most excluded communities and ensure their inclusion in the process. The first step was to build an inclusive environment for frontline workers like Suresh and Kiran, followed by their capacity building. Suresh and Kiran became integral additions to the COVID-19 initiatives.

Meanwhile, Urban local bodies and health officials were forthcoming and collaborated with transgender leaders to create an inclusive COVID-19 vaccination process with potential for future health initiatives. The collaboration between UNICEF Rajasthan and Manjari Sansthan engaged transgender leaders in COVID-19 awareness drives, resulting in better healthcare access for the community.

The initiative involved 301 transgenders and 979 community sex workers until December 2022. The engagement led to an inclusive environment with the potential for expanding to other health needs.



हेल्प लाइन नम्बर HELP LINE NUMBERS

पुलिस	100
अग्निशमन केन्द्र	101
रोगी वाहिनी (एम्बुलेंस)	104, 108
महिला गरिमा हेल्प लाइन	1090
चाइल्ड लाइन	1098
महिला आयोग हेल्प लाइन	00-180-6781
विश्व स्वास्थ्य हेल्प लाइन	14408

LESSONS LEARNT

Adolescent development and wellbeing
Must be prioritized across programmes



Adolescent health, safety, education and upliftment have emerged as crucial areas of focus. UNICEF India recognizes the importance of sustaining engagement with adolescents and empowering them to voice their opinions and make decisions. To ensure genuine and equitable empowerment of young people, programmes must incorporate a gender-transformative approach that addresses gender barriers.

Adolescents undergoing a transformative phase in their lives – from childhood to adulthood – require accessible and effective reproductive health services, mental health support, and psychosocial assistance, all of

which must be prioritized across adolescent empowerment interventions. Furthermore, empowered and aware adolescents must be cultivated as community change makers to reach out to and mobilize other young people to avail services for them and access opportunities for improved development and wellbeing.

Academic Institutes Have Tremendous Capacity To Promote SBC

In 2022, UNICEF SBC collaborated with academic institutions to enhance the capacity for planning, implementing, monitoring and evaluating SBC initiatives. Through this partnership, valuable insights have emerged that highlight the potential of academia to drive change in SBC. Academic institutes can play a pivotal role in promoting SBC by equipping students with the necessary knowledge and skills to tackle complex societal challenges. By offering courses and programmes focused on SBCC, community mobilization and advocacy, academic can contribute to building systemic capacity for SBC. By engaging with communities and other stakeholders, academic institutions can design context-specific interventions that address local needs.



UNICEF/UN0777299/Vishwanathan

Strengthening Community Platforms And Building Community Leaders Is Key To Sustainable Gains

To effectively address community-level issues, it is crucial to invest resources, time and regular monitoring in community-level strategic communication interventions and engagement.

This involves building social capital and community leadership by strengthening community structures such as SHGs, youth platforms, Village Water and Sanitation Committees (VWSC), and engaging with their members on a deeper and long-term basis.

Needs assessments conducted in Madhya Pradesh and Maharashtra have revealed a lack of clarity regarding the roles and responsibilities of VWSC members and community members. Hence, renewing the focus on strengthening community leaders and platforms is the need of the hour to ensure effective communication and engagement at the community level.

Empowering and building the leadership capacities of community changemakers is crucial for sustainable outcomes. Elected Gram Panchayat members have emerged successful in driving SBM-2 (rural) and JJM. However, enhancing their knowledge, abilities and willingness to plan and execute these programmes at the ground level is essential. Similarly, women's engagement in ODF plus has seen success in running SLWM and water management initiatives. However, women's leadership, participation and representation need to be strengthened through gender-transformative approaches.

Volunteer-led community classes can facilitate learning and make it a community agenda beyond just school-driven education. Volunteers can also help children play, share and learn during school closures. School Management Committees and other community bodies can play a key role in reassuring communities and parents about school safety before reopening.



The Integrity And Rigor Of Evidence Generation Efforts Must Be Maintained For Greater Return On Programmatic Investments

In 2022, there has been an increased demand for research and evidence by both partners and government counterparts. This trend has emphasized the importance of investing in evidence for influencing behaviours to achieve sustainable outcomes. Stakeholders are recognizing the critical role that research and evidence play in designing and implementing effective programmes that drive long-term behaviour change.

UNICEF has been leading the way by using rapid assessments as a monitoring exercise to evaluate the effectiveness of its programming. One innovative methodology employed by UNICEF is the offline social

listening study. This study uses a qualitative method to capture the pulse of communities by inquiring about rumours, myths and misconceptions. The findings from this study have been used by state-level SBC colleagues to inform programme implementation, demonstrating the practical value of evidence-based decision making.

To maintain the integrity and rigor of evidence generation and research efforts, UNICEF India must continue to ensure that data collection methods are robust, reliable, and valid, data analysis is systematic, and the interpretation of results is objective and rigorous.

We Must Continue Moving Beyond Gender Responsiveness To Achieve Gender Transformation

UNICEF is committed to achieving gender transformation in its programming by addressing structural barriers and unequal power relations that perpetuate gender inequality. This strategic shift is informed by recommendations from the India Country Office (ICO) Gender Programme Review (GPR) conducted last year. To achieve this goal, critical gender priorities have been integrated into work plans and results frameworks to improve sectoral outcomes.

To further this aim, UNICEF is increasing partnerships with feminist organizations and those working with men and boys. These

partnerships will provide sustained and systematic commitments, rather than ad-hoc trainings or activity-based partnerships, through certification and professionalized curricula. Through increased buy-in from key line departments, UNICEF India aims to achieve sustained and systematic commitments to gender transformation, rather than relying on short-term partnerships. By addressing structural barriers and power relations, UNICEF India will continue to work towards achieving improved sectoral outcomes and lasting gender equality.



UNICEF/UN0628011/Das

Marrying Digital Approaches With Conventional Methods Is The Best Approach To Community Mobilization

Digital transformation has emerged as a promising tool to promote awareness and uptake of key services and entitlements across various programme areas. One example is the Dulaar initiative, which uses feature mobile phones and IVR services to engage parents directly with minimal transmission loss. Another innovative approach is the Hello Didi model, which leverages mobile phone technology to improve home-based care practices and increase uptake of preventive health services for mothers and children.

While digital interventions and social media have proven useful during the COVID-19 pandemic to disseminate key programme messages, it is essential to blend digital methods with conventional approaches, such as IPC, group/home visits, and community engagement platforms, to achieve sustainable behaviour change. A blended approach that combines the strengths of digital and conventional methods can ensure effective learning and behaviour change while reaching diverse communities.



UNICEF/UN0594951/Panjwani



**WAY FORWARD:
OUTLOOK FOR 2023**

UNICEF/UN0628139/Das

UNICEF India's country programme cycle is five years and 2022 is the preparatory year for the new country programme cycle from 2023 to 2027. Guided by the Sustainable Development Goals (SDG) 2030 Agenda and UNICEF Strategic Plan 2022-2025, the goal of the next country programme is to contribute to national and state efforts to progressively fulfil the rights of children in India and develop their full potential in an inclusive and protective society, through equity-focused and gender transformative programming. Aligning itself with these goals, outlined below are the high-level priorities for the SBC section moving into the new country programme:

Revised Social And Behaviour Change-gender Equality (SBC-GE) Strategy

The revised SBC-GE strategy for UNICEF ICO's 2023-2027 country programme is based on an extensive assessment of the previous strategy, which included desk reviews, key informant interviews and focus group discussions with UNICEF staff and stakeholders in Delhi, Uttar Pradesh, and Maharashtra. The assessment highlighted critical issues that needed to be addressed to make the revised strategy a success. To enhance the revised strategy's visibility within the ICO and external partners and donors moving forward, the revised strategy will be widely disseminated and regularly reviewed to ensure ownership. The strategy will prioritize systematic evidence generation and KM to ensure evidence-based SBC-GE interventions. UNICEF's SBC-GE work will be documented and displayed through different media formats to highlight its impact and inspire others to act for improved behaviour change and towards reduced gender disparity. The strategy will also integrate gender equality into all SBC work and engage men and boys in gender equality interventions to ensure programme effectiveness.



UNICEF/UN0790878/Nazir

Renewed Focus On Knowledge Management (KM)

UNICEF India's SBC strategy has recognized the importance of KM in achieving programmatic results, as evidenced by the evaluation of the previous country programme (2018-2022), which highlighted the success of KM and evidence generation in achieving results and recommended a renewed focus on these areas in the upcoming country programme. Towards this end, UNICEF India SBC has put together a comprehensive KM Strategy for the new country programme based on extensive consultation with ICO SBC staff, consultants and partners. The strategy prioritizes strengthening the organization's knowledge management systems, processes, platforms, culture, accountability and practices. This includes building capacity for evidence generation, behavioural insights and research within the organization, as well as capacity building for UNICEF partners in SBC and behavioural insights. The strategy also emphasizes research, data generation and analysis, documentation, and evaluation to build evidence-based programmes, with strengthened monitoring and evaluation frameworks. The renewed focus on KM is designed to improve the impact and effectiveness of SBC interventions in India.

Leveraging Human-centred Design (HCD) And Behavioural Science Principles

To amplify the gains from past community engagement and SBC endeavours, UNICEF India SBC is investing in designing stronger and better interventions that take a user-centric approach in the new country programme. This is aimed to be achieved by embedding an HCD and behavioural insights-focused approach across programme priorities. HCD has long played a vital role in UNICEF's work and is an integral part of designing and implementing effective SBC interventions. By leveraging behavioural insights, UNICEF India SBC will be able to understand why people do what they do and how we can influence it better by designing interventions that address them effectively. This HCD and behavioural insights focused approach to programming will allow UNICEF to accelerate evidence-informed SBC, accelerating positive programmatic results for women and children.



UNICEF/UN0595290/Panjwani

Shift From 'Promotion Of Behaviours' To 'Social Change'

In the new country programme, there is a shift from demand generation and promotion of key behaviours to emphasize more on changing social and gender norms. A basket of key behaviours using a life cycle approach in combination with convergent programming will be prioritized to ensure new-born, infants and adolescents are adequately covered by various programming needs. This would generate opportunities for taking interventions to scale across UNICEF supported states and potentially, pan India.

Incorporating Social Accountability (SA) And Community Feedback Mechanisms (CFM) In Strategic Approach

Incorporating SA and CFM elements will be crucial to the SBC strategic approach and related implementation. This will prioritize a human rights-based approach, which involves collaborating with partners and communities to raise awareness about their entitlements and the social protection schemes implemented by the government. The incorporation of SA and CFM elements will be strengthened by drawing upon previous experiences and lessons learned from three states. This will act as a catalyst for positive change, empowering communities to claim their rights and participate in their overall development in a sustainable and inclusive manner.



UNICEF/UN0573337/Altaf Ahmad





UNITED NATIONS CHILDREN'S FUND

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