SBCC has 3 characteristics:

1. Interactive, Researched, Planned Process
2. Uses Socio-ecological Model
3. Three strategies: Advocacy, Social Mobilization, BCC
I. SBCC Planning Process

2. Socio-Ecological Model

SOURCE: Adapted from McKee, Manoncourt, Chin and Camegie (2000)
Levels of Analysis and Spheres of Influence:
Where is the tipping point for change?

- Self
- Cultural/Religious Influence
- Enabling Environment
- Media-based influences
- Social Network
3. SBCC Strategies

SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)
SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)
Advocacy

Decision-Makers > Political Commitment, Resources, Policies, Laws (Government)
Advocacy

Decision makers > Policies, Social Commitment, Resources (Private Sector)

*Chinese internet giants launch alliance to combat wildlife cybercrime*
Advocacy

Decision makers > Policies, Social Commitment, Resources (Private Sector)

DECLARATION OF SUPPORT

Commitment of the Business Communities in the Central Highlands region of Vietnam to combat illegal trade in wildlife products

We, [Name of Business Association], declare our full support for initiatives to reduce demand for illegal wildlife products in Vietnam.

We endorse the belief that the world's wildlife is precious and represents a limited resource, and, therefore, needs to be protected against poaching, illegal trade and consumption.
Social Mobilization

Wider Participation, Coalition Building, Alliances > Enabling Environment
Social Mobilization

Social-Political Pressure
Behavior Change Communication (BCC) > individual, family, group

Interpersonal Communication - Group
Behavior Change Communication (BCC)

Interpersonal Communication – One on One
Behavior Change Communication (BCC)

Mass Media
Behavior Change Communication (BCC)
Digital, Online, Social Media

**Warning!!**

The content you are searching for may be prohibited.

Enforcement authorities across South East Asia are now monitoring the online trade in illegal wildlife. You may not buy, sell or trade illegal wildlife parts or products in this country.

Buying Amulets? - Don't Buy Bad Luck

Ad  www.stopillegalwildlifetrade.org

Tiger Amulets Are Illegal. Undercover Officers Are Online.
You don’t necessarily have to use all 3 strategies together
BCC + Advocacy

PASSIVE SMOKING IS NOT AS PASSIVE AS YOU THINK.
Republic of the Philippines
CONGRESS OF THE PHILIPPINES
Metro Manila

Fourteenth Congress
Third Regular Session

Begun and held in Metro Manila, on Monday, the twenty-seventh day of July, two thousand nine.

REPUBLIC ACT No. 10028

AN ACT EXPANDING THE PROMOTION OF BREASTFEEDING, AMENDING FOR THE PURPOSE REPUBLIC ACT NO. 7800, OTHERWISE KNOWN AS "AN ACT PROVIDING INCENTIVES TO ALL GOVERNMENT AND PRIVATE HEALTH INSTITUTIONS WITH ROOMING-IN AND BREASTFEEDING PRACTICES AND FOR OTHER PURPOSES"
BCC + Social Mobilization
Social Mobilization + Advocacy

Buffalo tours
Discover Your Asia

I am not a souvenir. Please, do not buy wildlife products.

I AM NOT A SOUVENIR