



Game: SBC or Not

FEF-OSC Workshop

2nd December, 2025

GAME: “SBC or Not?” — Voting & Justification Challenge

Criteria

A method is **SBC** if it:

- ✓ Targets **behaviour determinants** (knowledge, norms, self-efficacy, motivation)
- ✓ Uses **SBC theories/frameworks** (COM-B, TTM, Socio-ecological Model, HBM, FOAM, etc.)
- ✓ Aims for **individual or collective behaviour change**
- ✓ Uses **evidence-based approaches** (interpersonal communication, participatory learning, community mobilisation, social norms change strategies)
- ✓ Tracks behaviour outcomes (not just outputs)

A method is **NOT SBC** if it:

- ✗ Provides inputs without behaviour change components
- ✗ Is purely structural, logistical, infrastructural
- ✗ Focuses on awareness only, without intent to change behaviour
- ✗ Has no behavioural objective, theory, or determinants

Purpose of the Game

Help **differentiate real SBC methods** from common **non-SBC interventions** that are often mistaken for SBC.

Strengthen understanding of **what qualifies as SBC** and **why**—emphasizing behaviour change mechanisms, theory, determinants, and evidence-based practices.

Trigger rich discussion and learning.

Social Norms Change Interventions

community dialogues identifying harmful norms

Behavioural Nudges

reminder cues, foot-in-the-door commitment, priming



Interpersonal Communication (IPC)

reminder cues, foot-in-the-door commitment, priming



Community Mobilisation

Advocacy, collective action planning

Participatory Learning & Action

PRA tools, community scorecards with behaviour goals

Mass Media Campaign Based on Behaviour Theory



Peer Education with Measurable Behaviour Outcomes

Influencer/Social Media Behavioural Content

Infrastructure Development

building boreholes, toilets, clinics

Economic Empowerment

loan provision without behaviour change aim

Distribution of Commodities

mosquito nets, condoms, pads with no behaviour intervention

Sensitisation / Awareness

general lectures without behavioural analysis or objectives

Policy Reform Without Community Behaviour Component

Training Workshops That Don't Target Behaviours

Drama/Street Theatre

School Clubs

Religious Leader Engagement

Mobile Apps & Technology Tools

Community Meetings

Trainings for Health Workers

*Thank
You*