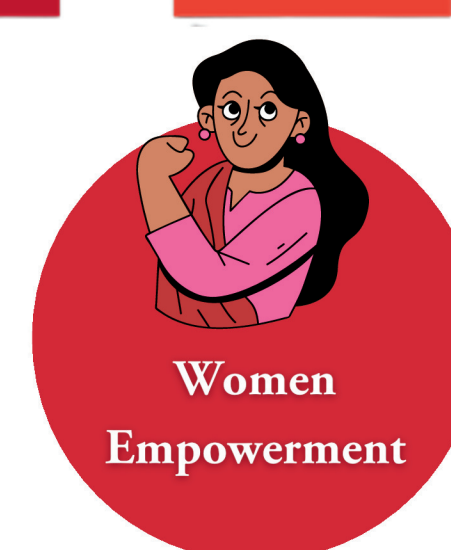


“HEALTHY & EMPOWERED MADHYA PRADESH”

STATE SOCIAL BEHAVIOUR CHANGE STRATEGY FOR WOMEN AND CHILD DEVELOPMENT

The state of Madhya Pradesh, the heart of India, has made significant progress in health, nutrition, child protection and women empowerment. However, social norms, attitudes, and behaviors continue to impact key indicators. The Department of Women & Child Development, Govt. of Madhya Pradesh India has developed a State-Specific Social & Behaviour Change (SBC) Strategy to foster sustainable improvements. The strategy is supported by the State Nutrition Policy, Child Protection Policy and Central Govt. Schemes which highlight the need to build awareness and stakeholder capacities to create an enabling environment. The strategy has been developed in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

About Strategy: State SBC strategy includes thematic area-wise priority and desired behaviours to be practised by the target groups for improved indicators, barriers and enablers to its adoption, key messages to be communicated, strategic approaches and interventions that will bring positive changes in following thematic areas and SDGs: .



PROCESS & METHODOLOGY

IDENTIFICATION OF KEY
THEMATIC AREAS AND SUB-
ISSUES

SITUATION ANALYSIS - SECONDARY
REVIEW OF REPORTS AND DATA
ALONG WITH KEY INTERVIEWS WITH
STATE-LEVEL GOVERNMENT
STAKEHOLDERS AND DEVELOPMENT
PARTNERS

IDENTIFICATION AND
PRIORITIZATION OF DESIRED
BEHAVIOURS AND TARGET GROUPS
IN CONSULTATION WITH DWCD

IDENTIFICATION OF BARRIERS AND
ENABLERS FOR ADOPTION OF
DESIRED BEHAVIOURS

DEVELOPMENT OF KEY MESSAGES,
IDENTIFICATION OF
TOOLS/APPROACHES FOR SBC AND
IMPLEMENTATION PLAN

KEY INFORMANTS INTERVIEWS, CONSULTATION WORKSHOPS AND MEETINGS WERE ORGANIZED WITH DEPARTMENTAL OFFICIALS, FRONTLINE WORKERS AND BENEFICIARIES AT STATE, DISTRICT AND VILLAGE LEVELS.



SALIENT FEATURES OF STRATEGY

- Strategy describe 3 thematic areas, 17 sub-issues and 52 desired behaviours identified and mapped at division and district level.
- Identified 19 desired behaviours which needed immediate focus in the strategy.
- Barriers and enablers are identified for each behaviour at district level.
- District wise preferable media and communication channels identified.
- SBC Strategy Volume – II a guide for planning and implementation of SBC interventions focusing on the 19 priority desired behaviours developed.
- SBC and Communication Training Manual for training of hundred thousand DWCD field functionaries developed.

