



# Communication for Development (C4D)

Advancing positive social and behaviour change

SUPPLEMENT TO THE

Global Annual  
Results Reports 2019

unicef   
for every child

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A mother and father hold their newborn in a recovery room at UNICEF supported Al Quseya Central Hospital, Assuit governorate, **Egypt**. C4D initiatives in Egypt encourage behaviours and practices ranging from exclusive breastfeeding for newborns to engagement of fathers in childcare.

Expression of thanks image: © UNICEF/UNI304586

In 2019, nearly 4,700 girls and boys acted as UNICEF Back-to-School Child Ambassadors, visiting over 40,000 families across **Mali**. Their door-to-door efforts to explain why school is vital are helped by community dialogues and radio programs, and by the innovative 'EduTrac' tool, which allows tracking of school dropouts are occurring through cell phones. 17-year-old Oumou Keïta is a Back-to-School Child Ambassador in Bamako. "When you have not been in school, life is difficult. I want to take care of my needs and be independent, and I want other children to be like me. Everyone should go to school!"



## Expression of thanks

The Communication for Development (C4D) Section of UNICEF expresses its deep appreciation to all resource partners who contribute to its work to fulfil the right of all children to survive, develop and reach their full potential. Regular resources and thematic funding enhance the flexibility, long-term planning and sustainability of programmes. The C4D team acknowledges the generous contribution of its donors at the global and country levels.

This report is the result of collaboration among many individuals. We would like to acknowledge the contributions of C4D teams within country offices, whose work and documentation of progress made this report possible. Special acknowledgement is due to Kerida McDonald (Senior Advisor, Communication for Development, UNICEF Headquarters) for technical direction coordination and co-writing of the report, and to the C4D Headquarters team, regional C4D advisors and C4D teams at the country level, who provided substantive inputs. Sincere appreciation is also extended to Maria Peel and Henriette Ahrens for their feedback and support, and to Amy E. Robertson (writer/editor) for her inputs and support throughout the entire process. Finally, recognition goes to planning officers and focal points from each of the programme sections, who continue to embed C4D strategies in the organization's programmatic work, thereby strengthening its impact and reach.

We are now at the midpoint of the UNICEF Strategic Plan, 2018–2021, which is anchored in the United Nations Convention on the Rights of the Child. The Strategic Plan sets out measurable results for children, especially the most marginalized and vulnerable, and defines the change strategies and enablers that support their achievement. We are grateful for our partnerships with governments, United Nations agencies, the private sector and civil society. Together, and with the full participation of children, UNICEF continues to strive for the realization of the rights of all children, everywhere.

The work of UNICEF is funded entirely through the voluntary support of millions of people around the world and our partners in government, civil society and the private sector. These contributions enable UNICEF to deliver on its mandate to protect children's rights, help meet their basic needs and expand their opportunities to reach their full potential. We take this opportunity to thank all our partners for their commitment to and trust in UNICEF.

Seventy-three years after UNICEF was established and 30 years since the adoption of the Convention on the Rights of the Child, the organization's mission to promote the full attainment of the rights of all children is as urgent as ever.

The UNICEF Strategic Plan, 2018–2021 is anchored in the Convention on the Rights of the Child, and charts a course towards attainment of the Sustainable Development Goals and the realization of a future in which every child has a fair chance in life. It sets out measurable results for children, especially the most disadvantaged, including in humanitarian situations, and defines the change strategies and enablers that support their achievement.

Working together with governments, United Nations partners, the private sector, civil society and with the full participation of children, UNICEF remains steadfast in its commitment to realize the rights of all children, everywhere, and to achieve the vision of the 2030 Agenda for Sustainable Development, a world in which no child is left behind.

The following report summarizes how UNICEF and its partners contributed to Communication for Development (C4D) programming in 2019 and reviews the impact of these accomplishments on children and the communities where they live. This is one of eight reports on the results of efforts during the past year, encompassing gender equality and humanitarian action as well as each of the five Strategic Plan goal areas – 'Every child survives and thrives', 'Every child learns', 'Every child is protected from violence and exploitation', 'Every child lives in a safe and clean environment' and 'Every child has an equitable chance in life' – and a supplementary report on Communication for Development (C4D, also referred to as social and behaviour change communication, SBCC). It supplements the 2019 Executive Director Annual Report (EDAR/MTR), UNICEF's official accountability document for the past year.

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# Executive Summary

In Somalia, C4D informs UNICEF's approach to increasing community resilience against malnutrition and disease. Approximately 14 million people in 2.3 million households are being reached through mass media (radio, television, social media, etc.) and house to house visits. In Kabasa IDP camp, 16-year-old Hamdi Hasan, a young social mobiliser, speaks to new mothers about the importance of immunisation, breastfeeding and nutrition. Hamdi wants to be a doctor when she's older and says "it's really important to engage with young mothers here and tell them about health issues and promote good practices. If our children have good health, our nation has good health".

Communication for Development (C4D) is one of the core change strategies contributing to results across the goal areas of the UNICEF Strategic Plan, 2018–2021, the organization’s contribution towards the Sustainable Development Goals (SDGs). By identifying and addressing social norms, behaviours and practices, C4D strengthens programming and improves outcomes for children and adolescents.

This supplement to the 2019 Global Annual Results Reports highlights achievements over the past year which illustrate concrete ways in which C4D approaches strengthen UNICEF programming. The report also highlights challenges identified and immediate priorities to address them.

C4D contributes to addressing the behavioural and often deep-rooted development challenges of a social and behavioural nature, ranging from stigma and discrimination that excludes access to services for vulnerable groups; myths and misconceptions that preclude adoption of key family practices (such as breastfeeding, immunization and menstrual hygiene); perceptions and expectations that

hold harmful social norms in place; and empowerment of community networks to engage in participatory planning and monitoring. C4D is also a critical component of humanitarian responses, whether to address disease outbreaks, conflict or natural disasters, and UNICEF C4D is a recognized global lead for Risk Communication and Community Engagement (RCCE). In both development and humanitarian contexts, C4D, with its focus on life-saving information, behaviour change, social norm transformation and community empowerment, prioritizes “people-centred development” which is the core aspiration of the SDGs.

The C4D global theory of change (see Annex 1) identifies four main behavioural outcomes that contribute to programme achievements: increased demand for services; uptake of key family and community practices; adoption of positive social and behavioural norms; and engagement and empowerment of communities in both development and humanitarian contexts. C4D approaches aim to influence change at all levels: individuals, families, communities, institutions and policies/systems.

## Significant C4D achievements in 2019

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Community engagement, social norms and social accountability are three important areas of UNICEF C4D work. Because of its long-term experience, expertise and leadership in supporting these areas of work at scale over several decades, C4D programming is one of the organization’s comparative advantages in responding to development and humanitarian challenges.

### Community engagement

Community engagement is a core aspect of C4D, connected to both community development and accountability to affected populations. When adequately supported, engagement improves the likelihood that communities will take the lead on issues that affect them, access and use services, improve their well-being and build resilience to environmental and socioeconomic shocks.

At the **global** level, in 2019, C4D finalized the inter-agency Minimum Quality Standards and Indicators for Community Engagement,<sup>1</sup> which provides an important framework for ensuring quality and consistency of community engagement approaches. These Standards and Indicators are beginning to establish common principles, strategies and measurement of results – critical for supporting inter-agency alignment, coherence and coordination in development and humanitarian action. Also in 2019, C4D increased systematic engagement with religious leaders and faith-based communities as central influencers at community level. Through the global Faith and Positive

Change for Children initiative,<sup>2</sup> officially launched by the UNICEF Executive Director, Henrietta Fore, a new faith engagement model has been developed which goes beyond delivery of messages to focus on engaging faith leaders in listening to children and parents to understand behavioural drivers and challenges, self-reflection, transformation and interfaith collaboration. The model informed by a global evidence review, 17 country case studies and review of over 35 resource guides was implemented in 5 ‘early adopter’ countries – Cameroon, Liberia, Malawi, the Niger and South Sudan.

At **regional** level, The Western and Central Africa Regional Office led widespread preparedness and risk reduction activities in response to the largest Ebola outbreak of all time. In addition, the C4D unit secured a grant of over US\$900,000 from the Bill and Melinda Gates Foundation to build C4D capacities of local government, staff and partners, and provide support for preparedness plans and activities in the Democratic Republic of the Congo (DRC) and surrounding countries. At **country** level in DRC, UNICEF reached 33 million at-risk people in the country with C4D activities, including promoting key hygiene, sanitation and other family practices, addressing myths and misperceptions, and providing means for feedback and complaint mechanisms for accountability to affected populations. These activities included the establishment and reinforcement of 3,601 community action groups made up of village chiefs and elected community members, who helped promote messages and dispel rumours.

## Social accountability

People-led, bottom-up and demand-driven social accountability initiatives can help to increase state or institutional responsiveness to communities by reducing corruption, building new spaces for citizen engagement, empowering local voices and improving the use and monitoring of budgets and public services. To support two-way, scalable initiatives, evidence shows that strategic interventions need to include multiple tactics (e.g., transparency measures in tandem with community empowerment, oversight bodies and media oversight), working with and linking a range of actors (e.g., between citizens and local government, oversight agencies, traditional leadership, traditional and non-traditional civil society, including media).

At the **global** level, C4D collaborated with the Human Rights, Public Finance and Local Governance units in the UNICEF Programme Division to organize a global forum on social accountability. Designed in response to an internal analysis, the aim of the expert consultation was to develop a more strategic framework for UNICEF work on social accountability, including building capacity, improving the use of digital tools and investing in strong monitoring and evaluation. At the **regional** level, increased support was provided for communities to hold governments accountable for the quality of education in a new initiative for community review of school 'report cards'. Through the Data Must Speak programme,<sup>3</sup> C4D supported community review and dialogue around simplified 'school report cards' for low-literacy adults, which facilitate the comparison of education data over time and across schools. At the **country** level, C4D supported the Back to Learning campaign in the Syrian Arab Republic, informed by an in-depth analysis of education-seeking behaviours in terms of drivers and barriers for out-of-school children and their caregivers. The campaign reached 198,813 people through outreach and community mobilization activities through door-to-door visits, group awareness sessions and messages disseminated through TV, radio, billboards and social media. C4D activities promoted the importance of education, addressing misconceptions related to education and eliminating discrimination against girls and children with disabilities.

not based on inherent qualities, but often based on gender roles, inequalities and discrimination.

At the **global** level, C4D technical support resulted in the establishment of a rigorous and standardized methodology for tracking progress and measuring the impact of the global joint programme on female genital mutilation (FGM). This ACT Framework<sup>4</sup> is a social norms measurement tool to help UNICEF staff and partners determine the existence of normative influence; identify contextual factors such as gender, power and social support; and track shifts in attitudes and expectations over time. At the **regional** level, the Middle East and North Africa Regional Office launched the C4D Behaviour Drivers Model,<sup>5</sup> which provides tools to investigate the 'why' behind behaviours, with a comprehensive and empirically grounded account of behavioural drivers. At **country** level, UNICEF reached 3,120,687 people in Burkina Faso through mass media, community theatre, home visits and discussion groups on harmful social norms. C4D messages were developed on priority issues such as ending child marriage, the elimination of FGM and violence against children, and the importance of birth registration. In Egypt, UNICEF supported the first national girls' empowerment initiative, Dawwie,<sup>6</sup> which uses storytelling and dialogue to tackle gender inequality as the root cause of harmful practices such as FGM. Formally endorsed by the Ministry of Education, the roll-out of the Dawwie package in schools reached 46,700 children in 3,603 schools in the last quarter of 2019 alone.

Beyond these key areas of achievements, numerous other examples of C4D initiatives and results are highlighted throughout the report. They are organized by both Strategic Plan Goal Area and the four desired behavioural outcomes constituting part of the global C4D theory of change, demonstrating how the four C4D behavioural outcomes feed into Goal Areas, and by extension, the SDGs.

Specific highlights have also been provided of regional- and global-level C4D efforts, along with relevant programme sections, to improve the quality and effectiveness of C4D programming – i.e., development of: a comprehensive technical package on violence against children (VAC) programming; a field-tested framework for tracking

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