

PHASE 2
DESIGN &
TEST

Design Social and Behavior Change Communication Messages

Effort ●●●●●

Objective

To develop a set of audience approved messages to use during SBC activities and on materials.



Time needed

4–6 hours, depending on scope



Participants

Design and research team, partners and stakeholders, individuals you are designing for



How to use this tool

Designing the right SBCC messages that will resonate with your audience takes a combination of art and science. Use this worksheet to walk you through various steps in developing materials and messages for a particular audience.

1. **Organize a design workshop.** A design workshop helps foster creativity and to develop the best messages for the priority audience.
2. **Review key documents.** Background documents should help the design team gain a clear understanding of the health issue, the audience and their needs (including key barriers to behavior change), the key promise given to the audience, supporting points and the agreed-upon call to action.
3. **Draft key message.** Think about:
 - a. Who is the audience and what are its needs, motivations and barriers to change?
 - b. What action does the program want the audience to take?
 - c. Why should the audience take the action?

This description of the audience and desired actions will be paired with the key promise, supporting points and a specific call to action to create a full message.
4. **Pretest messages.** Pretesting your messages with your audience ensures the audience is receiving them as intended. If they don't understand what you're trying to say, the message does not have meaning. Remember, the message is not for you.
5. **Don't be afraid to make changes!** You won't get it perfect the first time, and that is okay.

PHASE 2: DESIGN & TEST

Design SBCC Messages

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| AUDIENCE | <table border="1"> <tr> <td data-bbox="757 189 1234 268">NEEDS</td> <td data-bbox="1234 189 1686 268">MOTIVATIONS</td> <td data-bbox="1686 189 2168 268">BARRIERS/CONSTRAINTS</td> </tr> <tr> <td data-bbox="757 268 1234 555"></td> <td data-bbox="1234 268 1686 555"></td> <td data-bbox="1686 268 2168 555"></td> </tr> </table> | | | NEEDS | MOTIVATIONS | BARRIERS/CONSTRAINTS | | | |
| NEEDS | MOTIVATIONS | BARRIERS/CONSTRAINTS | | | | | | | |
| | | | | | | | | | |
| DESIRED BEHAVIOR | KEY PROMISE | | | | | | | | |
| | | | | | | | | | |
| | SUPPORT POINTS | | | | | | | | |
| | <p><i>Each message should discuss only one or two points. Messages should be framed in terms of the benefit promised to the audience and the evidence that supports that promise.</i></p> | | | | | | | | |
| | MESSAGE | | | | | | | | |
| | <p><i>Messages should match audience needs with a solution to help them overcome behavior change barriers.</i></p> | | | | | | | | |

Citations

Johns Hopkins Center for Communication Programs.(n.d.). *How to Design SBC Messages*. The Compass for SBC.
<https://thecompassforsbc.org/how-to-guide/how-design-sbcc-messages>

Johns Hopkins Center for Communication Programs.(n.d.). *How to Develop SBCC Creative Materials*.. The Compass for SBC.
<https://thecompassforsbc.org/how-to-guide/how-develop-sbcc-creative-materials>