

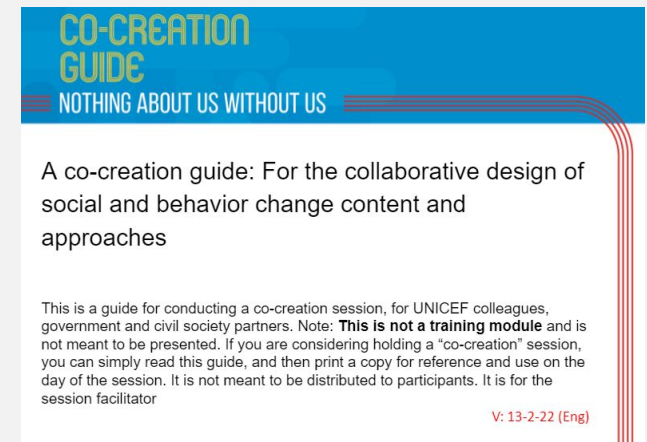
# UNICEF West and Central Africa: Social and Behavior Change/SBC Resource library

Voir diapos 2, 3, 8 et 9 pour français

Last updated: 15 March 2023



1. [Human Centered Design for Health tools \(UNICEF\)](#)
2. [Human Centered Design Guide \(Ideo\)](#)
3. [HCD pocket guide \(Ideo.org\)](#)
4. [HCD Research Methods cards \(Ideo\)](#)
5. [Mercy Corps HCD research cards](#)
6. UNICEF [Community Engagement Guide](#)
7. [Rapid Prototyping Guide \(Adapted from a UNICEF DRC resource\)](#)

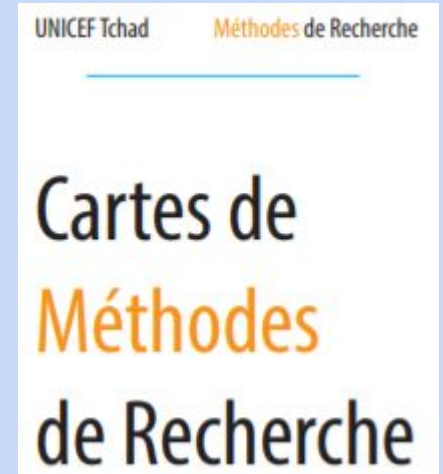


[Co-Creation guide \[ENG\]](#)  
UNICEF Dem Rep Congo/DRC



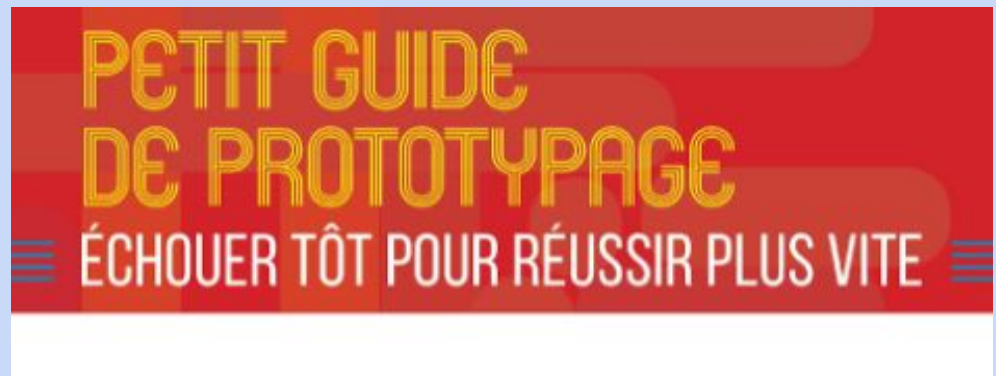
# Ressources en français

1. [Guides Human Centered Design \(HCD\) Français](#) (UNICEF and Ideo.org)
2. [Cartes recherche HCD \(UNICEF Tchad\)](#) - Printable version



# Ressources en français (cont)

1. UNICEF Rep  
Democratique Congo  
(RDC)
  - a. [Guide co-creation](#)
  - b. [Guide prototypage rapide](#)
  - c. [Guide engagement communautaire](#)  
(FR)





# SBC Intro Guide\*

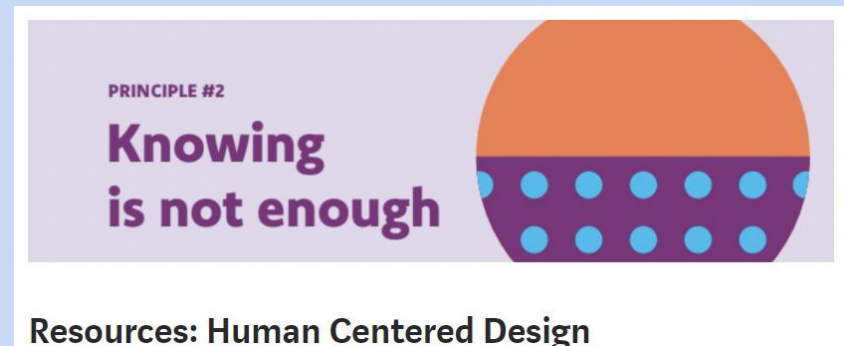
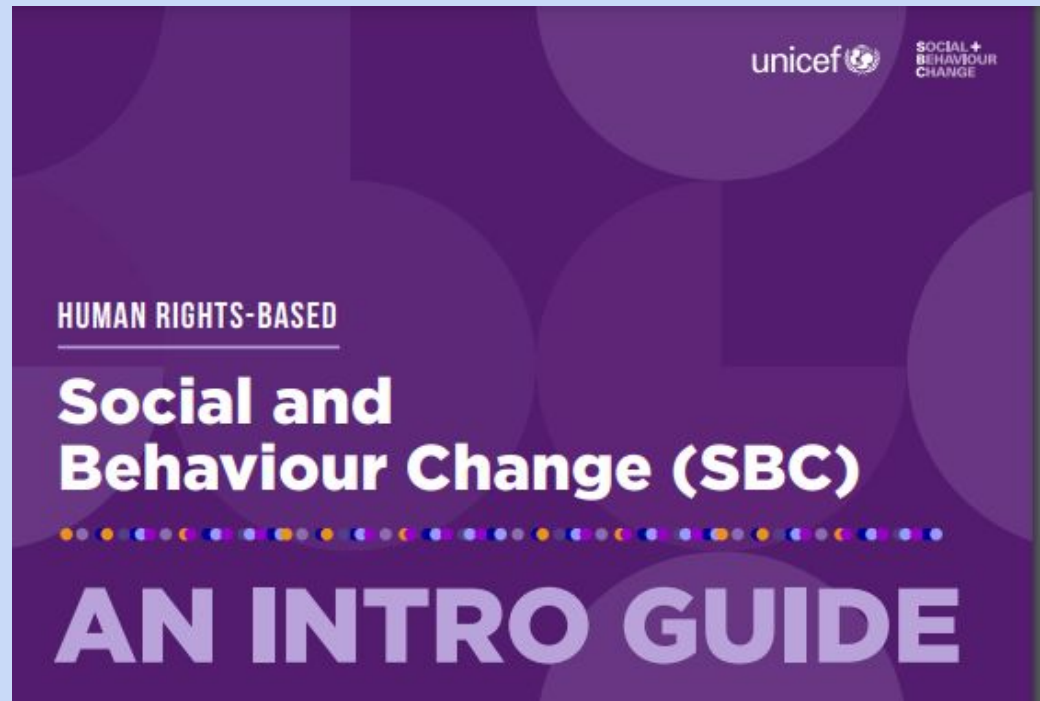
## UNICEF WCAR

*\*The SBC Intro Guide was co-created in 2022 with 10 country offices and covers key SBC concepts, planning and design models and 10 Social and Behavior Change approaches*

Feedback welcome!

[[Use this link to give feedback.](#)

Write: Intro Guide feedback in the online form so we know what you're giving feedback about



Resources: Human Centered Design

[UNICEF WCAR SBC Intro Guide](#) [Dec. 2022]  
and supplemental [resource pages](#)

# Draft “Pocket Guides”\*

*\*Pocket guides are more detailed than the “Five Minute Academy” series, which is shared on the next slide.*

*Pocket Guides are designed to be adapted for context - We seen them as being a small printed booklet, for individual learning, rather than a presentation for use in a workshop/training.*

Feedback welcome!

[Use this link to give feedback.](#) Write: Pocket Guide feedback (and state which topic)



[Collective Change Pocket Guide \[BETA Oct. 2022\]](#)



[Positive Deviance Pocket Guide \[BETA Nov. 2022\]](#)

**BETA resources** - Five Minute Academy (FMA): for sharing/prototyping with government counterparts and technical partners). Note: **We will be transitioning to video format in 2023, insha'allah.** We will share prototypes when ready. (Beta = Still prototyping)

## Human Centered Design (Conception centrée sur l'humain)

Qu'est que c'est?

Académie de Cinq Minutes

Laboratoire de changement social et comportementale (CSC)

BETA V2: 25-8-21  
[Pour partage/feedback externe]

## Human Centered Design

- [Beta PPT - ENG](#)
- [Beta PPT - FR](#)

## What is "Gamification"?

Five Minute Academy

Social and Behavior Change Lab

BETA V11: 20-7-21  
[For external sharing/feedback]

## Gamification

- [Beta PPT - ENG](#)
- [Beta PPT - FR](#)

## What is "Positive Deviance"?

Five Minute Academy

Social and Behavior Change Lab

BETA V18: 4-7-21

[For external sharing and feedback]

Feel free to adapt the slides prior to sharing - This is now YOUR "mini-module"...

## Positive Deviance

- [Beta PPT - ENG](#)
- [Beta PPT - FR](#)
- [Beta PPT - ESP](#)

## What is "Behavioural Insights?"

Five Minute Academy

Social and Behaviour Change Lab, West and Central Africa Region

BETA V2: 5-9-22

[For external sharing and suggestions - Help us improve!]

Feel free to adapt the slides prior to sharing - This is now YOUR "mini-module"...

## Behavioural Insights

- [Beta PPT - ENG;](#)
- [Beta PPT - FR](#)

## Five Minute Academy What is Collective Change?

[Internal for UNICEF use]

WCARO Social and Behavior Change team

[K. Greiner, BETA 1 - See slide 12 to give input/ideas]

## Collective Change

- [Beta PPT - ENG](#)

## Five Minute Academy What is Accountability to Affected Populations (AAP)?

[Internal for UNICEF use]

WCARO [K. Greiner, BETA 1 - Open for input/ideas]

V4: 20-2-22

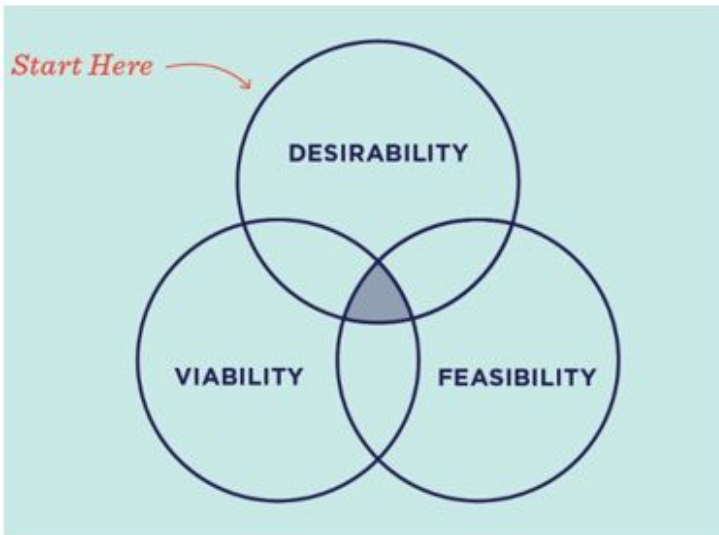
- [Beta AAP PPT](#)

**Annex: Resources** [UNICEF West/Central Africa is borrowing/adapting resources and citing original sources] - EAST cards soon in French and Hausa (Poss SP+PORT)  
[\[Printable versions here\]](#)

UNICEF West and Central Africa Region

[ADAPT me! Put your own name/logo –  
keep the citation for IdeoU]

Social and Behavior Change Team  
Human Centered Design Resource



Desirability Viability Feasibility Venn diagram, courtesy of [www.ideo.com](http://www.ideo.com)

UNICEF West and Central Africa Region  
Social and Behavior Change Team  
Behavioral Insights “EAST” Framework

1. Make it Easy
2. Make it Atttractive
3. Make it Social (Pulling from positive social norms)
4. Make it Timely

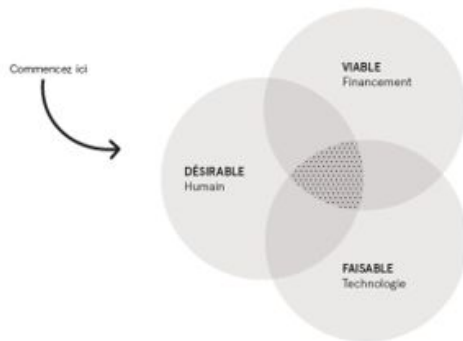
\*Adapted from: [Behavioral Insights Team](#)

**Annexe** : Ressources [l'UNICEF Afrique de l'Ouest/Centrale emprunte/adapte des ressources et cite les sources originales]. Sciences Comportementales Appliquées (Behavioural Insight) and Conception Centrée sur l'Humain (Human Centered Design) [[Versions imprimables ici](#)]

UNICEF West and Central Africa Region  
Social and Behavior Change Teams

Concepts de Design centrés sur l'humain  
Désirable, faisable et viable

\*Source: [IDEO.org](#), [Design Kit \[Français\]](#), p. 14



Pour plus de ressources, scannez le code QR ci-dessous



UNICEF West and Central Africa Region  
Social and Behavior Change Teams

**Cadre conceptuel "FASO"**\*

Sciences Comportementales Appliquées  
(EAST Framework, Behavioural Insights)

\*Adapté de: [Behavioral Insights Team](#)

© Behavioural Insights Team

F.A.S.O = Rendez les choses...

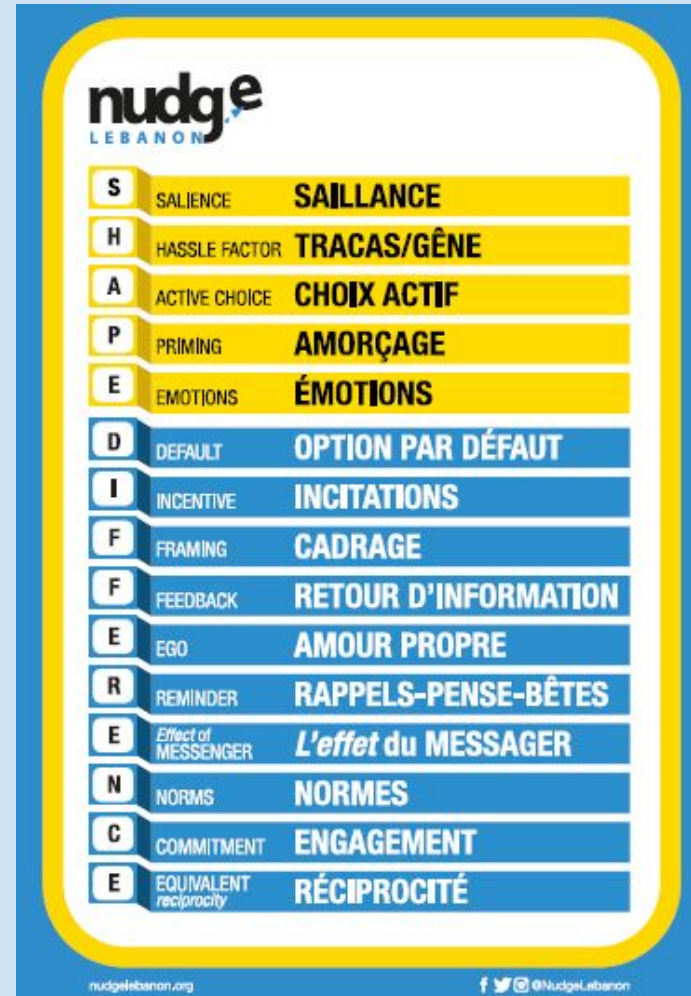
1. **F**aciles
2. **A**ttayants
3. **S**ociales\*  
(\*S'appuyer sur des normes sociales positives et les rendre visibles)
4. **O**pportune\*  
(\*Timely, la bonne opportunité au bon moment)

Pour plus de ressources, scannez le code QR ci-dessous





Annexe: Resources from collaboration with “Nudge Lebanon” “Intro to Behavioral Science” sessions: English: Feb., 2022 ([Deck here](#), [Recording here](#), and resource: “[SHAPE DIFFERENCE](#)” cards in English)

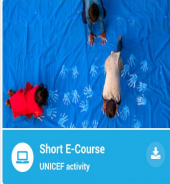


Ressources grace a notre partenaire “Nudge Lebanon,” pour le **sciences comportementales appliquées** French: Feb., 2022 ([Deck here](#), [Recording here](#), and resource: “[SHAPE DIFFERENCE](#)” cards in French),

# Resources (Continued)

## Online courses - Human Centered Design and beyond

1. [Introduction to Human Centered Design](#) - Acumen Academy [Online, no cost, open to everyone]
2. [Introduction to Behavioural Insights](#) (Collab UNICEF with Duke University) [Online, self-paced - UNICEF Agora platform, open to everyone, no cost]
3. Medium essay: [Behavioral Design courses](#)
4. UNICEF: [Communication for Development course](#) (on Agora platform, open to all)
5. [IDEO U courses](#) (online, but not free)
6. [YUX User experience design](#) (UX design) courses (online, but not free)
7. [USAID free online courses](#) - See “digital health” (fourth course listed)



**Introduction to Behavioural Insights**

This course aims to strengthen UNICEF's ongoing work by strategically incorporating Behavioural Insights (BI) tools.

Topic: Focus areas, Response, Communication & languages, Strategies, Operational support  
Format: Online courses, Short e-course  
Provider: UNICEF  
Language: English  
Compatibility: Agora Offline, Smartphone, Tablet  
Competency: Thinks and acts strategically, Works collaboratively with others, Builds and maintains partnerships



**Innovate**

**Introduction to Human-Centered Design**

Master human-centered design with IDEO.org to solve real world challenges

7 Weeks Sep 20, 2022 Free

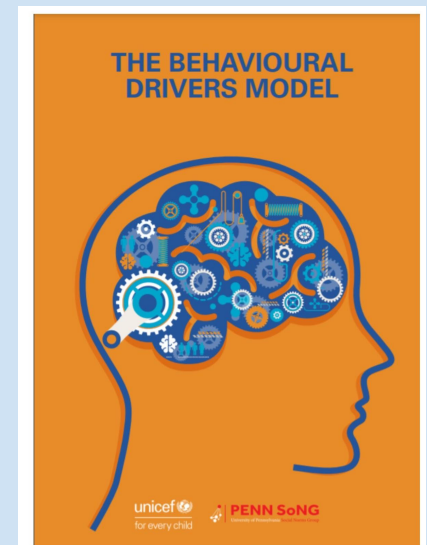
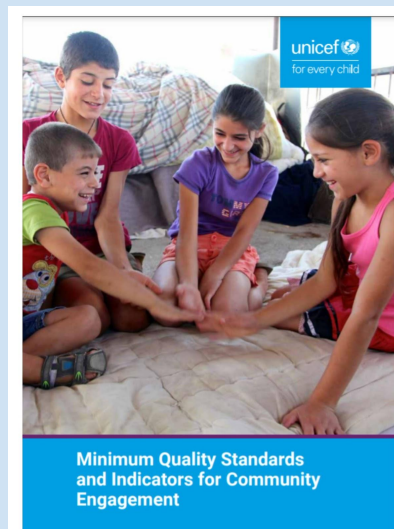
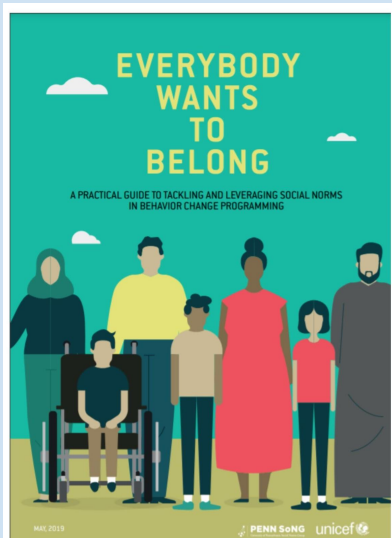
[Enroll Now](#)



**Introduction to Digital Health**

Activate

# Annex: UNICEF Resources - Click on the document image to get the link. Cliquez sur l'image pour avoir le lien. French above, English below.





## Annex: Additional resources *(see also next page)*

[Adolescents 360](#) Human Centered Design learning hub



SHE'S AT THE  
CENTER, EVERY  
STEP OF THE  
WAY



# Annex: Resources - UNHCR: The champions of the one pager!

*UNHCR has many “scrappy” resources (short and de-complicated, although not HCD) - humanitarian related and human-rights driven - [Check out the resources here](#) [See also [UNHCR recommended resources on design thinking](#)]*



**The Bootcamp Bootleg**

**Service Design Toolkit**

**Frog Design's**

**Collective Action Toolkit**

The infographic is titled 'HANDICAP : UTILISER LES ÉCRANS POUR CRÉER DU CONTENU INCLUSIF'. It features the UNHCR logo and the text 'CONNECTIVITY 4 COMMUNICATION (C4C) - AFRIQUE DE L'OUEST ET DU CENTRE'. A yellow banner reads 'FICHE PRATIQUE'. The main text discusses the importance of digital screens for sharing information and includes a list of tips for creating inclusive audio-visual content. An illustration of a woman in a green and orange headscarf is shown. The bottom of the infographic is labeled 'HANDICAP AUDITIF'.

CONNECTIVITY 4 COMMUNICATION (C4C) -  
AFRIQUE DE L'OUEST ET DU CENTRE

UNHCR  
L'Agence des Nations Unies pour les réfugiés

FICHE PRATIQUE

**HANDICAP : UTILISER LES ÉCRANS POUR  
CRÉER DU CONTENU INCLUSIF**

LES ÉCRANS ET LES AFFICHAGES NUMÉRIQUES PERMETTENT DE PARTAGER DES  
INFORMATIONS IMPORTANTES AVEC LES COMMUNAUTÉS. CES ÉCRANS PEUVENT ÊTRE  
DES CANAUX UTILES POUR IMPLIQUER LES COMMUNAUTÉS. MAIS COMMENT NE PAS  
EXCLURE CERTAINS GROUPES ? VOICI QUELQUES CONSEILS POUR CRÉER DU CONTENU  
AUDIO VISUEL INCLUSIF.

Lors de la création de contenu de contenus audiovisuels avec et pour  
les communautés, deux aspects doivent être pris en compte pour  
garantir que les personnes handicapées puissent accéder au contenu  
et le comprendre :

- La présentation du texte et des graphiques
- Les services permettant aux personnes souffrant de handicap sensoriel  
d'accéder aux contenus

HANDICAP AUDITIF



## Nucleus Group collab with UNICEF NY-HQ SBC/Health/Immunization

Extra resource: [Human Centered Design for Health tools](#) (UNICEF)

### CATEGORIES OF NUDGES

#### **MAKE IT EASY**

- Harness the power of defaults
- Reduce the 'hassle factors'
- Simplify messages

#### **MAKE IT SOCIAL**

- Show most people perform the desired behaviour
- Use the power of networks
- Encourage public commitments

#### **MAKE IT ATTRACTIVE**

- Attract attention
- Design rewards and incentives for maximum effect

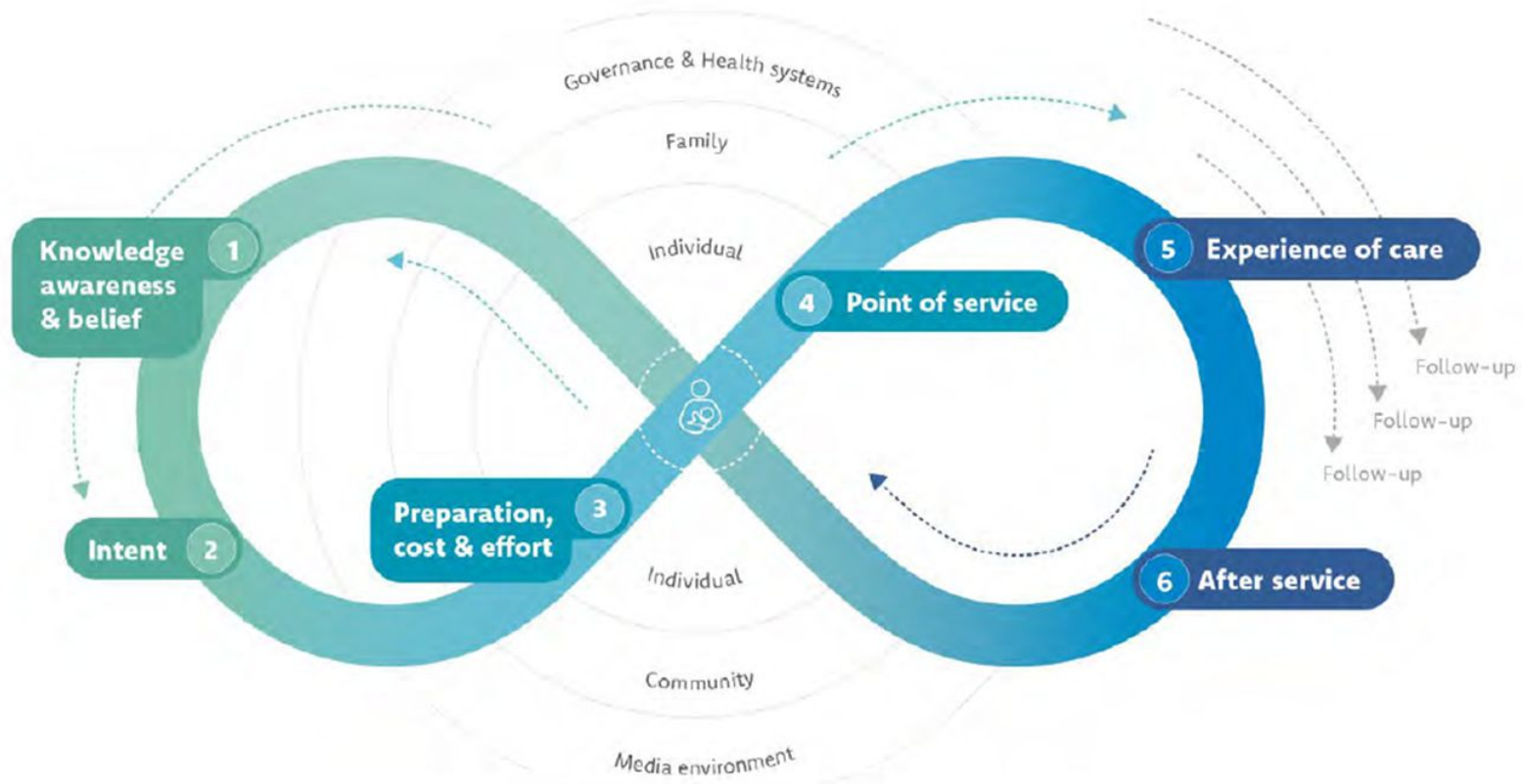
#### **MAKE IT TIMELY**

- Prompt people when they are likely to be receptive
- Show the immediate costs and benefits
- Encourage people to make plans

[Nucleus Group](#) collab with UNICEF NY-HQ SBC/Health/Immunization

Extra resource: [Human Centered Design for Health tools](#) (UNICEF)

## Journey to Health and Immunization





# Nucleus Group collab with UNICEF NY-HQ SBC/Health/Immunization

Extra resource: [Human Centered Design for Health tools](#) (UNICEF)

## 3 JOURNEY MAP

PERSONA: .....

	BARRIERS	ENABLERS	STARTING IDEAS
① Knowledge & Awareness	①	①	①
② Intent	②	②	②
③ Preparation, Cost & Effort	③	③	③
④ Point of Service	④	④	④
⑤ Experience of Care	⑤	⑤	⑤
⑥ After service	⑥	⑥	⑥