

## EDITORIAL

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In April 2018, almost 1,200 people gathered in Indonesia for the Summit on Behaviour and Social Change Communication (SBCC). Practitioners, researchers, donors, and other leaders in the SBCC field from more than 400 organisations travelled to Nusa Dua from the Asia Pacific region, Africa, Europe, Latin America, and North America. They were there to explore three major themes of the Summit, all of which are relevant to *The Journal of Development Communication*. The What Works theme focused on what works in shifting norms, changing behaviours and amplifying voices. This theme addressed the evidence related to what does and does not work - and why - while also highlighting the design and testing of innovations. A second theme “Making sense of Now” sought to explore the contemporary state of SBCC in relation to current development challenges such as the international communities’ Sustainable Development Goals (SDGs), and to reflect on how SBCC is organised and conceptualised – while also considering future directions to enhance the field and ultimately its beneficiaries.

The “Voice and Agenda Setting theme then looked to the future, focusing on identifying what policies need to be created or changed, and what capacities need to be built to ensure all people have a voice in shaping the development agenda. A major area of focus across these themes was the critical role of SBCC in achieving the SDGs, and how to increase investment in evidence-based SBCC to accelerate action related to the Goals.

This special issue of *The Journal of Development Communication* features a number of papers presented at the Summit, along with other highlights of the Summit proceedings. The issue documents some of the important deliberations of the Summit and the evidence of the potential impact of SBCC. The Summit programme included reports on a vast array of entertainment-education initiatives, examining what E-E approaches and issues are especially well suited for achieving SBCC impact.

The three themes were explored through more than 500 talks, poster presentations, and exhibit booths presented at the Summit by practitioners, researchers, donors and others at the forefront of the SBCC field. Keynote addresses by political leaders and pioneers in communication for development gave visibility to critical emerging trends and illustrative global experiences.

This issue of the *Journal* attempts to capture the excitement and dynamism of the Summit, while presenting some of the evidence and lessons learned in SBCC and E-E that were shared at the Summit. The issue features ten papers prepared by SUMMIT participants based on their presentations at the Summit. They cover a range of challenges from using story-telling to help fishermen in Belize deal with threats to their occupations, and influencing adolescent girls and boys in India to address gender discrimination and stereotyping – to the use of social media to change norms regarding babies’ health in Malawi. There are valuable insights and lessons in all of them.

Summit attendees also discussed the importance of greater support among policy makers and decisions makers for SBCC, and also the importance of documenting

evidence to help advocate among government, donors, and private sector leaders for the incorporation of support for SBCC in development programmes. The *Summit Declaration* – drafted during the Summit with inputs from attendees and further shaped through online consultation after the Summit – was developed to serve as a tool for advocacy among these stakeholders. The *Declaration* appears in the following pages of the *Journal*. In addition, the emergence of a *Global Alliance* of SBCC people and organisations was reviewed and formally launched at the Summit, and An Opinion piece later in this issue explores its potential role and importance.

The SBCC Summit and the papers presented in these pages demonstrate the importance of SBCC for addressing the challenges that appear in the 17 Sustainable Development Goals, and the role that communication should play as the global community works towards these Goals between now and 2030. The SBCC Summit, which will continue to be held every two years, has become one of the most important regular global convening for this field of practice, and the *Journal* welcomes the opportunity to help share the experience more widely through this issue. We encourage readers to learn, reflect and to act to include SBCC and communication for development as priorities in their work ahead.

The SBCC Summit was hosted by a Secretariat consisting of a consortium of partners who are leaders in the SBCC field, including Johns Hopkins Center for Communication Programs, The Communication Initiative, Soul City Institute, UNICEF and BBC Media Action. The *Journal* thanks the Summit Secretariat, the SBCC Summit Outputs Committee and especially Susan Krenn of JHU and Charlotte Lapsansky of UNICEF for their cooperation in making this special issue possible.