



SOMMET FRANCOPHONE POUR LE CHANGEMENT SOCIAL ET DE COMPORTEMENT

Surmonter les obstacles en santé reproductive,
maternelle, néonatale, infantile et de nutrition



SPONSORSHIP PROSPECTUS



Dear Supporter:

Thank you for considering the Center for Communication Program's request for sponsorship of the **Francophone Social and Behavior Change (SBC) Summit: Addressing Barriers in Reproductive, Maternal, Neonatal, and Child Health and Nutrition (RM-NCH+N)**. We expect at least 250 participants will attend the 3-day event, which will be held in Abidjan, Côte d'Ivoire from February 25 to 27, 2019. On February 28, approximately 100 participants will stay in Abidjan for an invite-only fourth day, which will focus on the design or refinement of SBC activities in their respective FP2020 action plans.

Your sponsorship would be used to support conference organization, venue costs, plenary speaker fees, travel and registration for SBC professionals from low-and middle-income countries who could not otherwise attend.

The Francophone SBC Summit will bring together a community of francophone SBC organizations, practitioners, and researchers to strengthen and catalyze the practice of state of the art SBC for RMNCH+N in francophone countries, with an emphasis on francophone Sub-Saharan African countries. Building off the momentum from the April 2018 International Social and Behavior Change Communication Summit in Nusa Dua, the Francophone SBC Summit will bring the global conversation to the region. The event will echo the larger Summit's themes – What Works, Making Sense of Now, and Amplifying Voice – and format. It will include oral presentations, pre-formed panels, and posters, as well as Comm Talks (similar to TED talks) and Fail Fairs (fun storytelling events celebrating SBC mishaps and learnings). A large share of the Summit's agenda will be dedicated to hands-on skills-building sessions, where participants will learn and apply specific SBC techniques and methodologies.

We so appreciate your interest in supporting this Francophone SBC Summit and your continued support for integrating SBC in francophone programs. Your support is critical to the success of this Summit. We look forward to collaborating with you leading up the event and to seeing you and many of your colleagues in Abidjan in February.

For information on sponsorship, contact Heidi Good Boncana: heidi.good@jhu.edu.

Sincerely,

Susan Krenn, Executive Director

Johns Hopkins Center for Communication Programs



Achieving success in the development world – such as meeting the objectives outlined in the Sustainable Development Goals (SDGs), Ouagadougou Partnership (OP), and FP2020 – often requires people to do and think about things differently. Reducing maternal mortality depends on pregnant women having routine pre-natal care, assisted birth and check ups even when this is not typically practiced behavior. Increasing family planning acceptance requires those surrounding the family planning-users – such as husbands, mothers-in-law, religious leaders and other community thought leaders – to become supportive partners and champions of family planning themselves. Improving the status of girls and women in society requires that societies re-define their view of and behavior toward girls and women, including addressing nutritional deficits for pregnant women and infant girls.

WHY GATHER?

To date, most social and behavior change events, resources, and exchanges have been English-language focused. This creates a huge barrier to francophone professionals seeking to ensure their programs employ the most promising SBC practices. The Summit provides a dedicated, immersive environment critical to agenda setting and to rapidly share, synthesize, and provide feedback on research, innovation, and implementation specific to francophone practitioners.

As SBC is grounded in engagement and communication, this environment accelerates the establishment and dissemination of evidence, benchmarks and standards of practice. The Summit provides an opportunity to share ideas across sectors and countries and to further elevate the discussion by folding in lessons learned on the global SBC level, energizing the morale and commitment of practitioners.

The Francophone SBC Summit will include participation from a range of SBC implementing partners, service delivery partners, ministry and national coordinating agencies, local and international NGOs, local media and marketing firms, research and academic institutions, faith-based organizations, and donors working to address RMNCH+N development issues. Youth organizations will be encouraged to attend, and may be involved in Summit organization to help foster an inclusive and fresh take on the evolution of SBC.

WHY SBC?

SBC has a decades-long history of improving RMNCH+N, but effective and state-of-the-art SBC practices are not consistently applied in francophone Sub-Saharan Africa, where RMNCH+N outcomes are some of the most troubling in the world. OP countries have made notable progress in accelerating modern contraceptive use since the partnership was established in 2011. Despite the progress, average contraceptive prevalence rates (CPR) for the West Africa region hover around 15.5 percent¹. OP countries will need to deploy demand-creation activities to maintain modern method CPR increases, fight method discontinuation and create new, supportive social norms around contraceptive use for child spacing and having smaller families. In addition, maternal and child mortality rates in West Africa continue to be among the worst in the world. Only 61.3 percent of women in the OP countries deliver in a health facility, 13 percent of women receive no antenatal care and the average infant mortality rate is 56 per 1,000.

Acute and chronic malnutrition are also major issues in West and Central Africa with high rates of stunting, wasting and underweight. Sub-Saharan Africa has one of the highest global rates of child malnutrition, and prevalence is particularly elevated within some West African countries.² Demographic Health Survey (DHS) studies show that between 34.7 percent and 44.6 percent of children are stunted in many francophone West and Central African countries, including Mali, Niger, Benin, the Democratic Republic of Congo, and the Central African Republic. Burkina

¹ www.statcompiler.com

² Blessing et al. (2017). Child malnutrition in sub-Saharan Africa: A meta-analysis of demographic and health surveys (2006-2016). Retrieved June 11, 2018 from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5426674/>



Faso, Benin, and Niger have some of the highest rates of child wasting in Sub-Saharan Africa at 15.5 percent, 15 percent, and 18 percent, respectively, and between 18.6 percent and 36.4 percent of children are underweight for their age in the majority of West and Central African francophone countries.³

Africa also hosts 20 percent of the world's youth population today⁴, and about 40 percent of the continent's population is under age 15.⁵ Youth broadly suffer from a lack of information about, access to, and autonomy to use modern family planning methods. The youth population in the region is one of the only in the world on track to continue to increase. This creates an opportunity to harness youth's power for an improved tomorrow.

Addressing poor RMNCH+N outcomes and malnutrition requires a multi-sectoral approach, encompassing a wide range of social norms and individual behaviors. SBC is an essential tool to meet ambitious goals set for the region under initiatives such as the OP, FP2020 and the Sustainable Development Goals.

The barriers to realizing SBC's potential in Francophone Africa are many and interrelated. Anecdotal evidence suggests donors do not always see the value in SBC, omitting it from requests for proposals and work plans, and making it challenging for implementing partners to incorporate such activities into their program design. Further, SBC capacity is limited and SBC is rarely strategically carried out in the region. There also remains a dearth of francophone SBC resources, and francophone communities of practice for SBC have been fragmented and weak.

SBC leaders and practitioners in the region must strengthen their capacity and have the opportunity to form supportive professional networks to share experiences, expertise and lessons learned.

The Francophone SBC Summit will take on these challenges directly by strengthening SBC knowledge and capacity in the region, and by taking the first step to establish valuable professional SBC networks that together can work to improve health outcomes in the region for generations to come.

Given the rapidly changing context for development in the local, national and global arenas, it is vitally important we work together across sectors to maximize our impact in SBC, and advance the evolving, multidisciplinary field of SBC.

WHY SPONSOR?

Sponsorship offers a unique opportunity for your organization to:

- Engage with key partners, stakeholders, and help catalyze the establishment and expansion of a francophone SBC practitioner network
- Guide the growth and direction of SBC in this critical region, and among this newly galvanized francophone practitioner network
- Accelerate SBC action to achieve health and development goals in a region where the needs are most evident, and where gains can make the greatest impact
- Highlight your organization's priorities and approaches among the RMNCH+N SBC practitioners and decision-makers of today and tomorrow

³ www.statcompiler.com

⁴ <https://www.prb.org/2017-world-population-data-sheet/>

⁵ UNICEF, The State of the World's Children 2016 Statistical Tables



LEVELS OF SPONSORSHIP

Benefactor: \$25,000

- Recognition as Benefactor-level sponsor during opening plenary (5 passes included)
- Onsite/website signage, marketing materials, email campaign, social media
- **1 dedicated email blast to all registrants**
- **Sponsor a plenary or keynote session**
- **Premium organizational showcase location**
- **Full page ad in Summit program**

Gold: \$20,000

- Recognition as Gold-level sponsor during opening plenary (4 passes included)
- Onsite/website signage, marketing materials, email campaign, social media
- **Sponsor of one evening reception with 5 minutes of opening remarks**
- **Premium organizational showcase location**
- **Half page ad in Summit program**

Platinum: \$15,000

- Recognition as a Platinum-level sponsor during opening plenary (3 passes included)
- Onsite signage, marketing materials, website, email campaign, social media
- **Recognized sponsor of one session with in-room branding**
- **Organizational showcase**
- **Half page ad in Summit program**

Silver: \$10,000

- Recognition as Silver-level sponsor (2 summit passes included)
- Onsite/website signage, marketing materials, email campaign, social media
- **Recognized sponsor of one lunch or morning breakfast**
- **Half page ad in Summit program**

Bronze: \$7,500

- Recognition as Bronze-level sponsor (2 summit passes included)
- Onsite/website signage, marketing materials, email campaign, social media
- **Recognized sponsor of one coffee/tea break**
- **Quarter page ad in Summit program**

Copper: \$5,000

- Recognition as Copper-level sponsor (1 summit pass included)
- Onsite/website signage, marketing materials, email campaign, social media
- **Recognized sponsor of one electronics charging station with full sponsor branding**
- **Quarter page ad in Summit program**

Travel: \$3,000

- Sponsor a professional or student from an LMIC — includes airfare, hotel, visa fees, stipend, etc.
- Registration for the sponsored attendee
- Acknowledgement in Summit program and website

Exhibitor: \$1,500

- Reserve a space now to showcase your organization's work!

