

Steps in SBCC Message and Material Design

Effective message is an important element of a communication campaign that aims to change people's behavior

To ensure developing an effective message the communication professionals need to follow a systematic process

The following matrix provides few easy steps which a communication professional can follow to develop an effective message.

Step #1				
What	Who	When	Why	How:
Internal Meeting	The focal person/team assigned for the task will take the initiative to arrange the meeting. Other relevant persons within the organization will participate.	Right after getting the assignment from the supervisor	To fill up the creative brief format. It will help everyone to be on the same understanding.	By using the creative brief format and BDHS data and other available data. Attachment: A
Step # 2				
What	Who	When	Why	How:
Briefing session with the vendor	The focal person/team assigned for the task will take the initiative to arrange the briefing session. The selected vendor/s will attend the session.	After selecting the vendor	To share the filled in creative brief. It will help the vendor to conceptualize and draft high quality message/material	By using the information of the creative brief the focal person/team will brief the vendor. The vendor will get a clear idea.
Step # 3				
What	Who	When	Why	How:
Draft message/material	Selected vendor with time to time guidance from the focal person/team	After attending the briefing session	To draft result oriented message with high quality	By using the 7cs Attachment: B

Step # 4				
What	Who	When	Why	How:
Pre-test	Focal person/team	After receiving the draft from the vendor	To get intended audience feedback on the draft message/material	By using the pretest guideline Attachment: C
Step # 5				
What	Who	When	Why	How:
Revision of the draft message/material	Selected vendor with time to time guidance from the focal person/team	After pre-test	To ensure the message are effective for the intended audience	By using the pretest findings provided by the focal person/team
Step # 6				
What	Who	When	Why	How:
IEC Technical Committee Approval	Focal person/team	After incorporation of the pre-test findings	To ensure the message are technically correct and in line with the GOB policy	By submitting the draft to the IEC Technical Committee
Step # 7				
What	Who	When	Why	How:
Finalize the message/material	Selected vendor with time to time guidance from the focal person/team	After receiving the IEC Technical Committee Comments	To ensure GOB but-in	By incorporating IEC Technical Committee comments
Step # 8				
What	Who	When	Why	How:
Distribute the materials and share experience with others	Focal person/team	After receiving the IEC Technical Committee Approval	To bring positive change in people's behavior To show-case lesson learned and best practice	By timely distribution and monitoring of the use of the message/material By sharing good work in various meetings, seminars, workshops.