Mechanisms for public/ children to communicate opinions and hold leaders accountable

Outcomesss

 Levels of C4D Influence

 Corresponding C4D Strategies

 Outputs

**COMMUNICATION FOR DEVELOPMENT THEORY OF CHANGE BASED ON THE SOCIO-ECOLOGICAL MODEL (SEM)**

 Results

Policies, Plans, Services Responsive to Community Demand

**SOCIAL INCLUSION**

 **Policy/Legislative level ( (**National, Subnational, Local)

C

* **Advocacy**
* **Institutional Capacity Development for C4D**

* **Community Engagement**
* **Social Mobilization**
* **Social Change Communication**
* **Behavior Change Communication**
* **Social Change Communication**

* **Behavior Change Communication**

Support for C4D Training & Coordination mechanisms at national and subnational level

Enhanced Government capacity for Planning, budgeting monitoring & evaluating C4D

**CHILD PROTECTION**

Strategic Partnerships with National CSOs and Private Sector to deliver C4D at Scale

  **Institutional**

(organizations and social

 Institutions)

**EDUCATION**

Community engaged in dialogue, planning & action

  **Community**

 (CBOs, FBOs,

 Functioning Mechanisms for community dialogue and engagement

 Womens Groups,Youth Groups)

Positive shifts in social norms

**NUTRITION**

 **Interpersonal**

 (Families, friends

Culturally & Language Appropriate Communication Content

Supportive Family & Cultural Practices

 Social networks)

**WASH**

 **Individual**

Increased demand for & utilization of ECD services

Partnerships established & content developed for Multiple Media, ICT and Inter-Personal C4D Platforms & Channels

Prevention from **HIV/AIDs**

Data & Research on knowledge, attitudes, perceptions, practices, beliefs on ECD to inform evidence-based C4D strategies & content

Desired knowledge, attitudes, perceptions, behaviours

**HEALTH**