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

Outcomesss

Levels of C4D Influence

Corresponding C4D Strategies

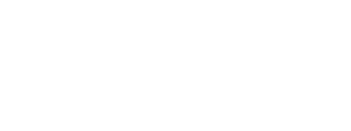
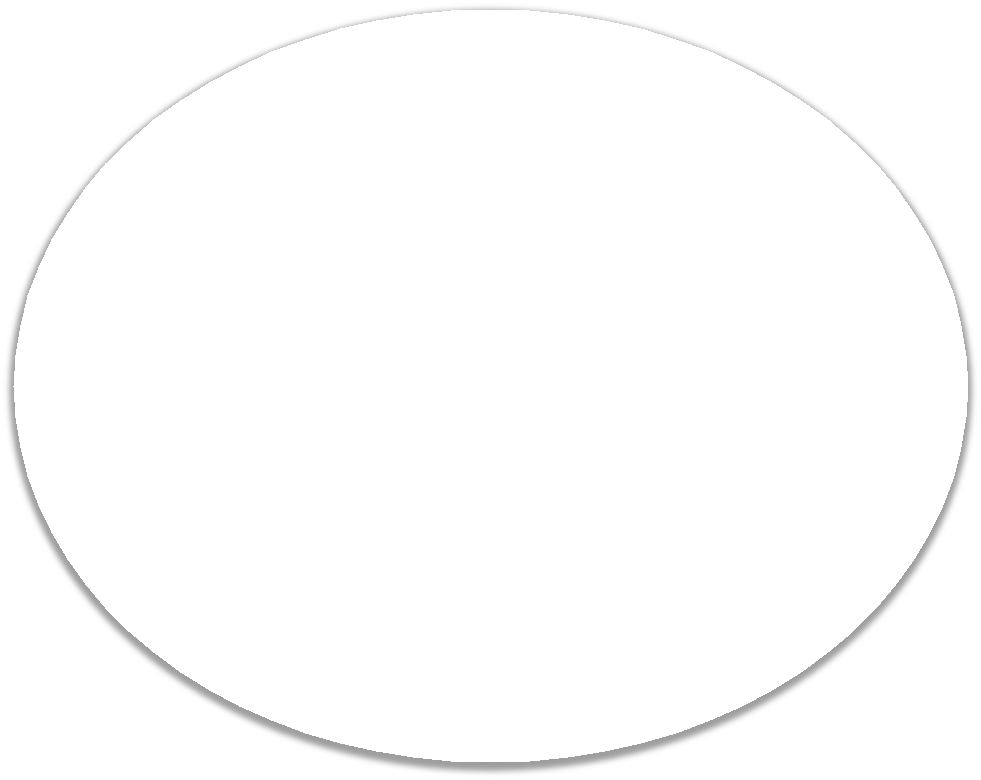
Outputs

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

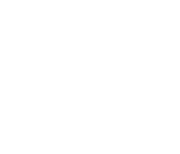
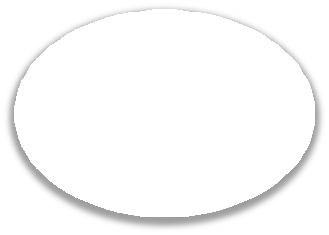
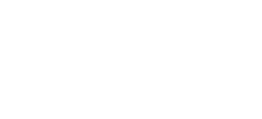
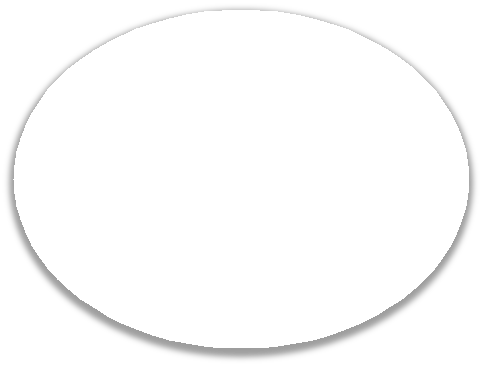
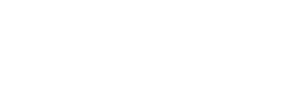
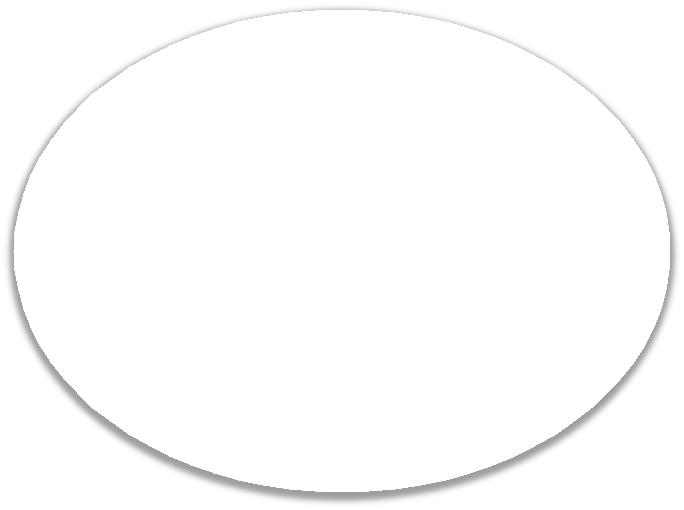
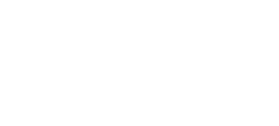
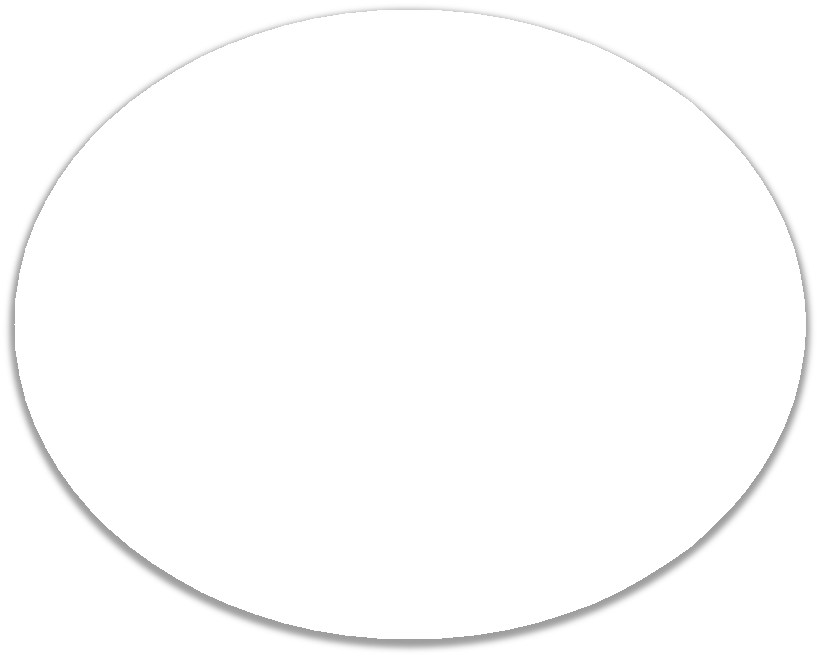
Results

Policies, Plans, Services Responsive to Community Demand

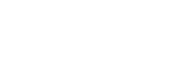
**SOCIAL INCLUSION**



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

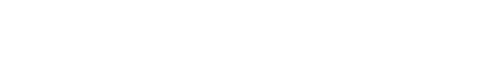
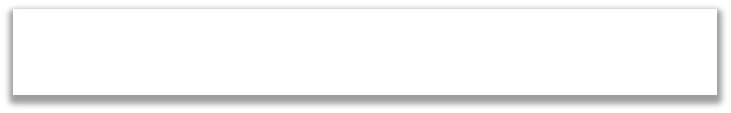


C



* **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**