Module 8. Behaviour Change Communication

Ministry of Health Liberia
Division of Environmental & Occupational Health

WASH & EH Package – Early recovery & Resilience Building from EVD outbreak

Quote

It is not important what and how you have said

but what has been understood

Analyzing Miscommunications

- Watch the video
- Discuss

1. Change in Health facility?
2. Issues/Barriers to change?

Objectives

- To define the key strategic communication concepts

- Theories and applications – Behaviour Change Communication

- To show the link between BCC and public health in HCF

- To design and roll out communication plan of action to support and increase healthcare workers safety in HCF

Outcomes

- By the end of the session, the participants should be able to
    - Describe BCC key concepts and components
    - Apply BCC in HCF to improve infection prevention & control and WASH interventions

History of Strategic Communication

What It Was Called	Approaches Used	How the Receiver was Perceived
'60s-'70s Information Education & Communication	Focus on Information Dissemination thru' Mass/Traditional Media	Audience as 'passive recipients' of information
'80s-'90s Behavior Change Communication/ Social Marketing	Focus on Individual Knowledge, Attitudes and Behaviors	Audience input and feedback necessary for design of campaigns
2010 + Communication for Behaviour & Social Change	Focus on Individuals in context of socio-cultural norms, social networks	Emphasis on participatory approaches, community engagement in defining issues & identifying options for action

Principal Shift In Approaches

1. **Messages** → *dialogue & engagement*

2. **Individual behaviors** → *collective social change*

3. **Beneficiary driven app** → *human rights approach*
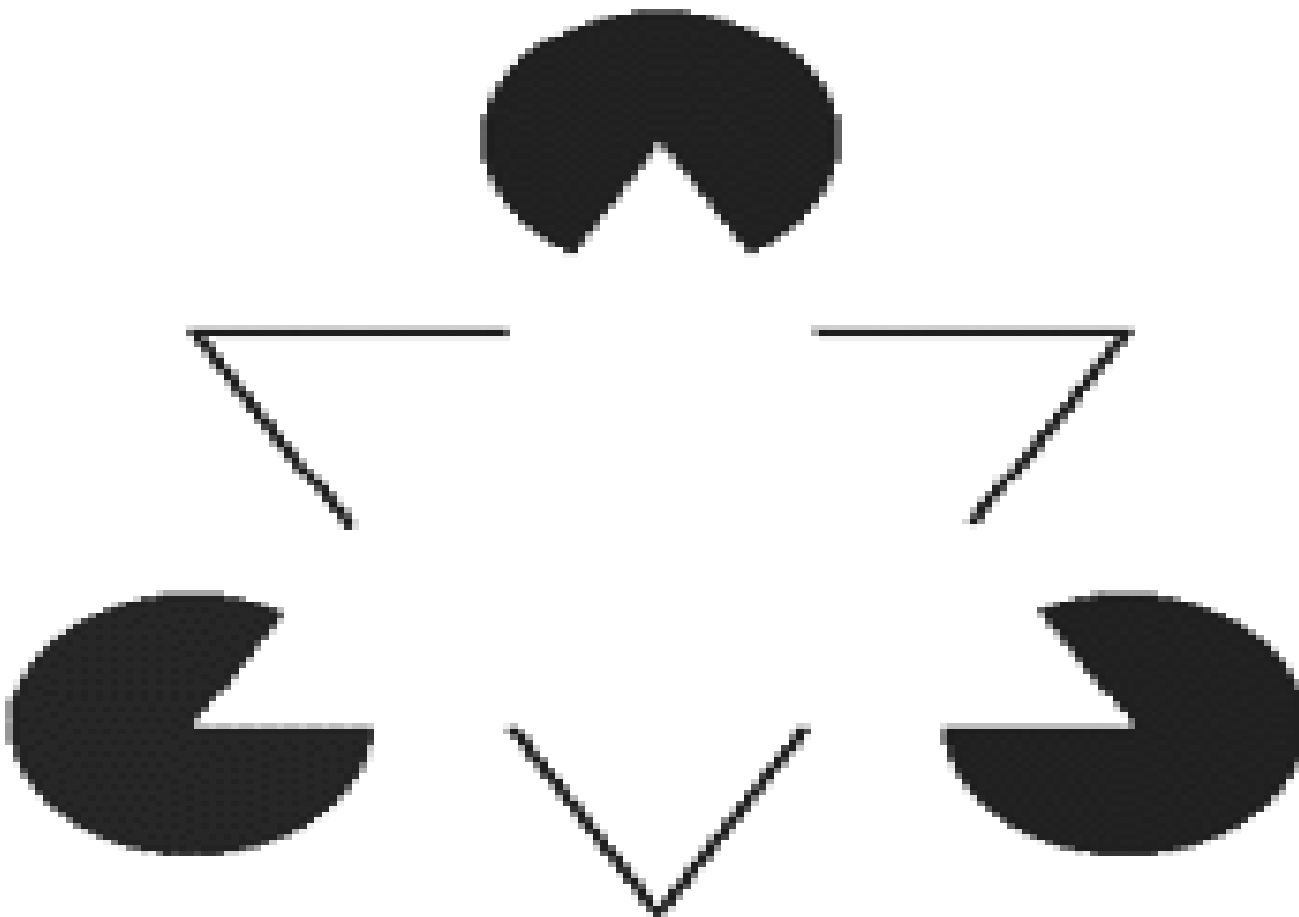
4. **Problem identification** → *appreciation of context*

5. **Expert-driven solutions** → *community-driven solutions*

6. **Ad hoc** → *strategic, systematic, evidence - based, longer-term*

Are technical solutions enough?

Problem	Main Cause	Main Solution
Children getting sick and even dying	Diarrhea caused by food and water contaminated by feces	Latrines (building latrines)
Children dyeing from preventable diseases	Transmission from various sources	Immunization (vaccines availability and administration)

Then, what does it take to achieve change?

What does it take to CHANGE

- To be successful; technical solutions need to be adopted by people

- That usually implies a change in behaviour

- And behaviour change is the area where most development initiatives have failed to deliver. **WHY?**

- By nature human beings are conservative, we do not change unless we have to and see a clear advantage.

- **Change always begins with the individual's recognition that something is wrong.** Too often this basic concept is neglected on the assumption that the suggested solution will be adopted
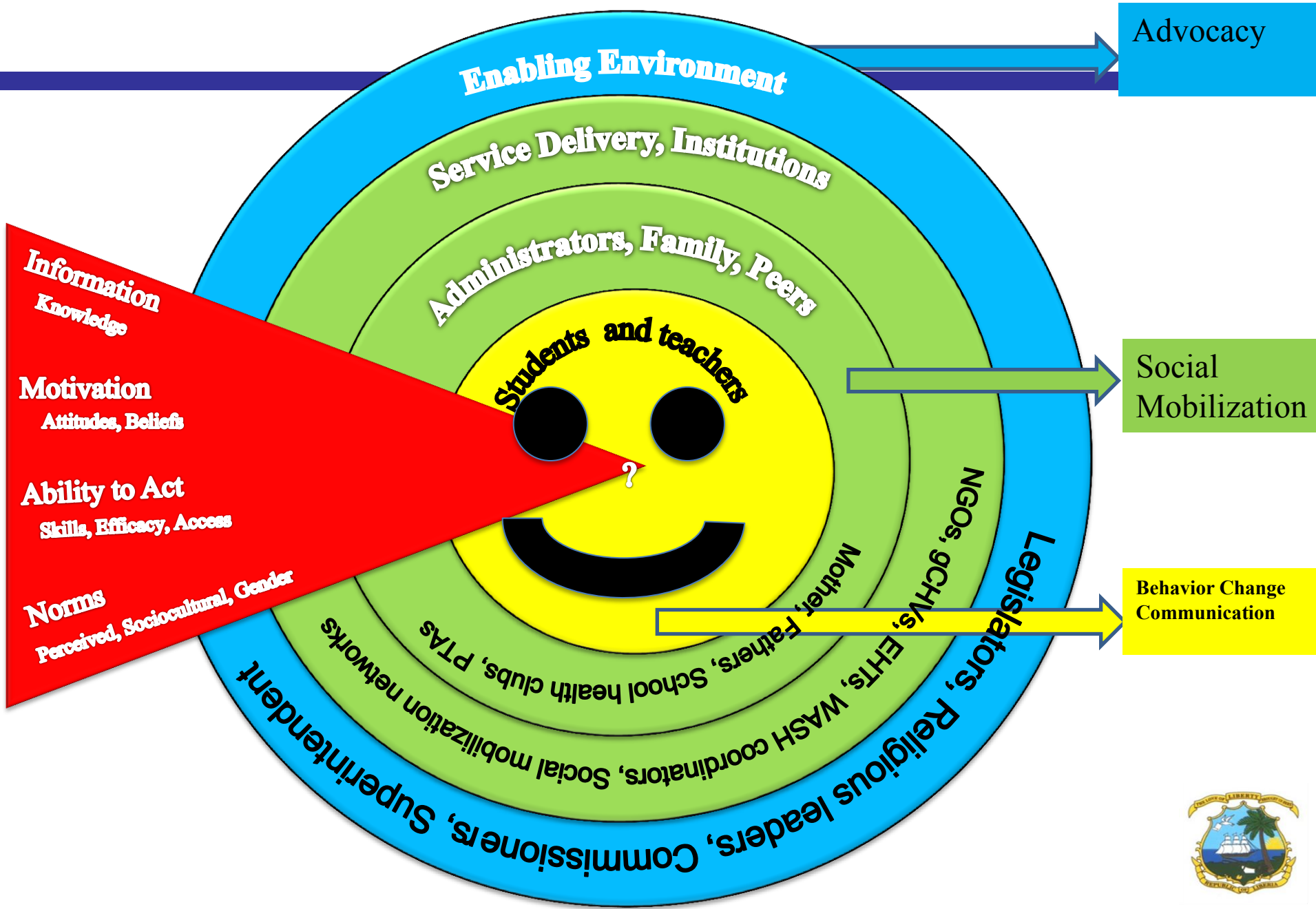
Behaviour Change …5

- **Many theories exist for Behaviour change**

  - **Socio Ecological Model**

  - **Stages of Behavior Change**

  - **Diffusion of idea model**

Socio Ecological Model

Enabling Environment

Service Delivery, Institutions

Administrators, Family, Peers

Students and teachers

?

Information
Knowledge

Motivation
Attitudes, Beliefs

Ability to Act
Skills, Efficacy, Access

Norms
Perceived, Sociocultural, Gender

Mother, Fathers, School health clubs, PTAs

NGOs, gCHVs, EHTs, WASH coordinators, Social mobilization networks

Legislators, Religious leaders, Commissioners, Superintendent

Advocacy

Social Mobilization

Behavior Change Communication

Stages of Behaviour change

Stage 1 Precontemplation	Stage 2 Contemplation	Stage 3 Preparation	Stage 4 Action	Stage 5 Maintenance
I don't have disease …..	I am no more Happy… I am worried… I am having Diabetes	I am ready to change	I am doing…	I will continue to do….

Stage 1

Why should I change ????

Stage 2

- I want to LIVE… I will save myself
- Prevention is better then cure

Stage 3

- Learn regarding healthy practices
- Filter facts from Myths
- Doctor calling

Stage 4

- Dietary changes
- Physical activity
- Regular medicines

Stage 5

- Positive re-enforcement, Negative re-enforcement and awarding
- Opinion leader

Stages of Behavior Change

Steps in behavioral change	Strategy	Results
Pre-contemplation	Give information Address myths and rumors	Aware about the problem
Contemplation	Discuss advantages of changing vs not changing Help **Analyze available options**	Knows the issue completely not just heard
Decision	Personalization of risks Problem solving	Perceives risks and knows benefit
Action	Addressing traditional beliefs/ creating safe behaviors/practices Informing about Resources/Services	Tries the new behavior
Maintenance	Reinforcing skills and behaviors, Modeling behaviors	Continues recommended behaviors
Advocate	Advocating safe behaviors, Confidence building, demand for quality health services	Tells others, becomes an advocate

Diffusion of Ideas Model

People are more likely to adopt a new behavior when someone they respect or admire endorses the behavior:

- Opinion leaders influence an initial group
- New social norm is established
- Rest of community follows (Social conformation)
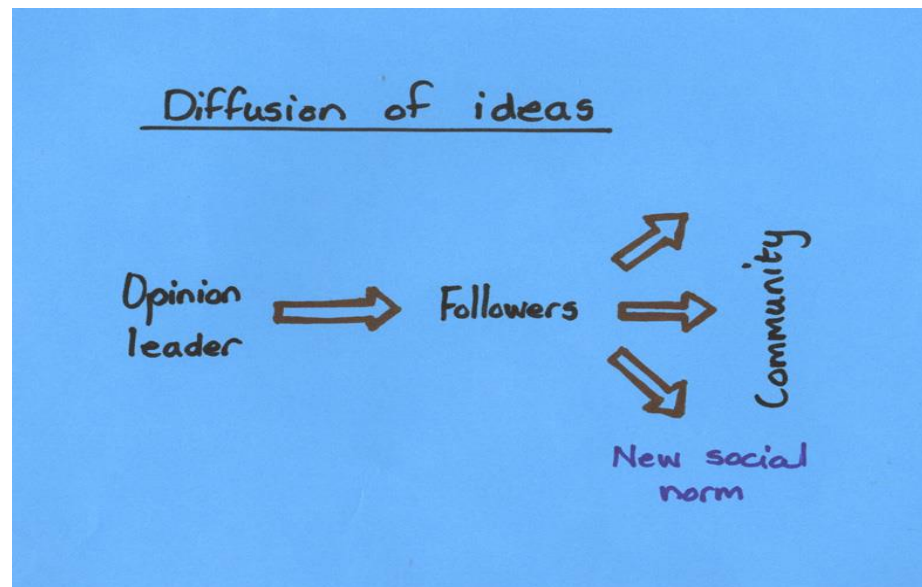
What is BCC

BCC is a multilevel, interactive processes

with

Communities/segment of populations aimed at developing tailored messages and approaches

using

variety of communication channels (interpersonal, group and community dialogue and mass media)

to

Adopt and engage in specific behaviors/set of behaviors to achieve a specific outcomes that promotes their well being

or

foster positive behavior, promote and sustain individual, community and societal behavioral changes and maintain appropriate behaviors

Multi Media Approach

Innovation that follows multi media approach:

- **Mass Media**
- **Outreach media**
- **Traditional media**
- **Interpersonal communication**
- **Media Innovations**

Quote on Interpersonal Communication
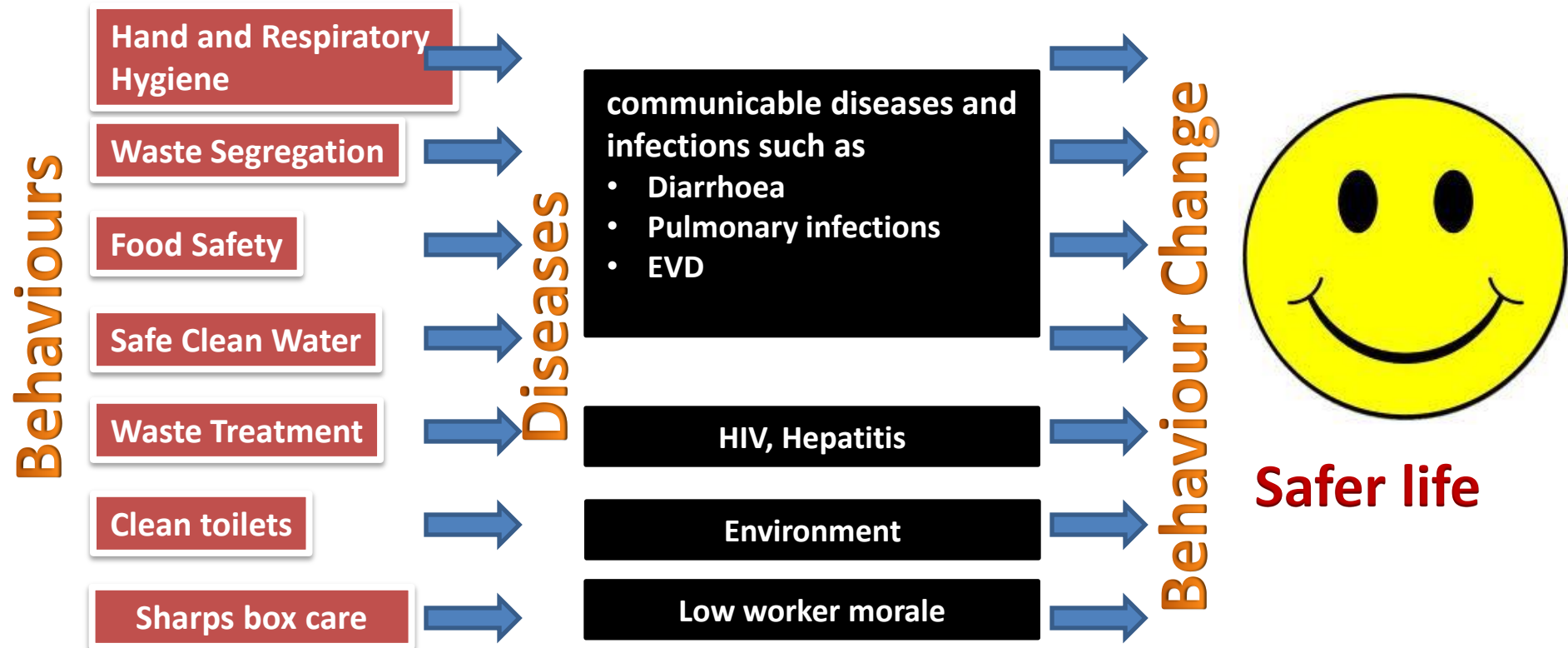

The biggest communication problem is that

We do not listen to understand

We listen to reply

Behaviour ⬌ Public Health

Fortunately, human beings have, in theory, control over their conduct

Behaviours

| Hand and Respiratory Hygiene |
| Waste Segregation |
| Food Safety |
| Safe Clean Water |
| Waste Treatment |
| Clean toilets |
| Sharps box care |

Diseases

communicable diseases and infections such as
- **Diarrhoea**
- **Pulmonary infections**
- **EVD**

HIV, Hepatitis

Environment

Low worker morale

Behaviour Change

Safer life

Health-compromising behaviors can be eliminated by self-regulatory efforts, and by adopting health-enhancing behaviors

Developing communication plan of action
Identify audiences, risks and opportunities

Identify audiences	Risks/Barriers	Opportunities
Primary-		
Secondary		
Tertiary		

Developing the Communication plan of action
Articulate key interventions and indicators

Audiences	Barriers	Communication objective	Messages	Channels	Activities
Primary					
Secondary					
Tertiary					

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Thank You