Module 8. Behaviour Change Communication

Ministry of Health Liberia
Division of Environmental & Occupational Health

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

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

<table>
<thead>
<tr>
<th>Problem</th>
<th>Main Cause</th>
<th>Main Solution</th>
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<tbody>
<tr>
<td>Children getting sick and even dying</td>
<td>Diarrhea caused by food and water contaminated by feces</td>
<td>Latrines (building latrines)</td>
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<tr>
<td>Children dyeing from preventable diseases</td>
<td>Transmission from various sources</td>
<td>Immunization (vaccines availability and administration)</td>
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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
Many theories exist for Behaviour change

- Socio Ecological Model
- Stages of Behavior Change
- Diffusion of idea model
Stages of Behaviour change

**Stage 1**
Precontemplation
- I don’t have disease ......

**Stage 2**
Contemplation
- I am no more Happy... I am worried... I am having Diabetes

**Stage 3**
Preparation
- I am ready to change

**Stage 4**
Action
- I am doing...

**Stage 5**
Maintenance
- I will continue to do....

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**Why should I change ????**

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

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

- Dietary changes
- Physical activity
- Regular medicines

- Positive re-enforcement, Negative re-enforcement and awarding
- Opinion leader
## Stages of Behavior Change

<table>
<thead>
<tr>
<th>Steps in behavioral change</th>
<th>Strategy</th>
<th>Results</th>
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</table>
| 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
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
Fortunately, human beings have, in theory, control over their conduct. 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

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<tr>
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<th>Risks/Barriers</th>
<th>Opportunities</th>
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<td>Primary-</td>
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<tr>
<td>Secondary</td>
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<tr>
<td>Tertiary</td>
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### Developing the Communication plan of action

Articulate key interventions and indicators

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<tr>
<th>Audiences</th>
<th>Barriers</th>
<th>Communication objective</th>
<th>Messages</th>
<th>Channels</th>
<th>Activities</th>
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References


Thank You