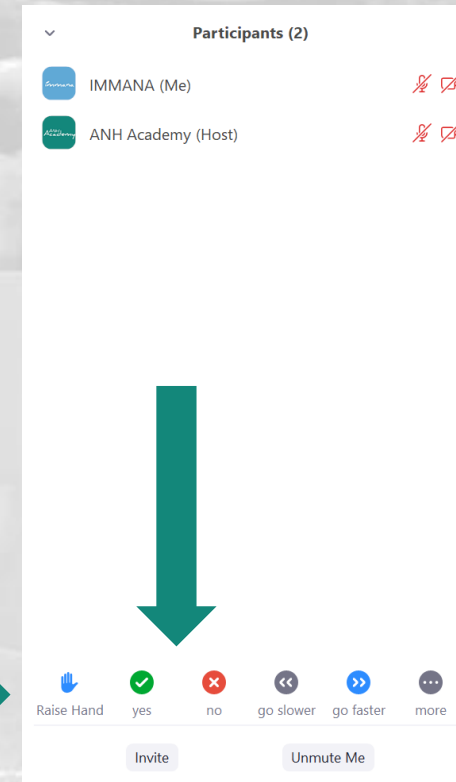
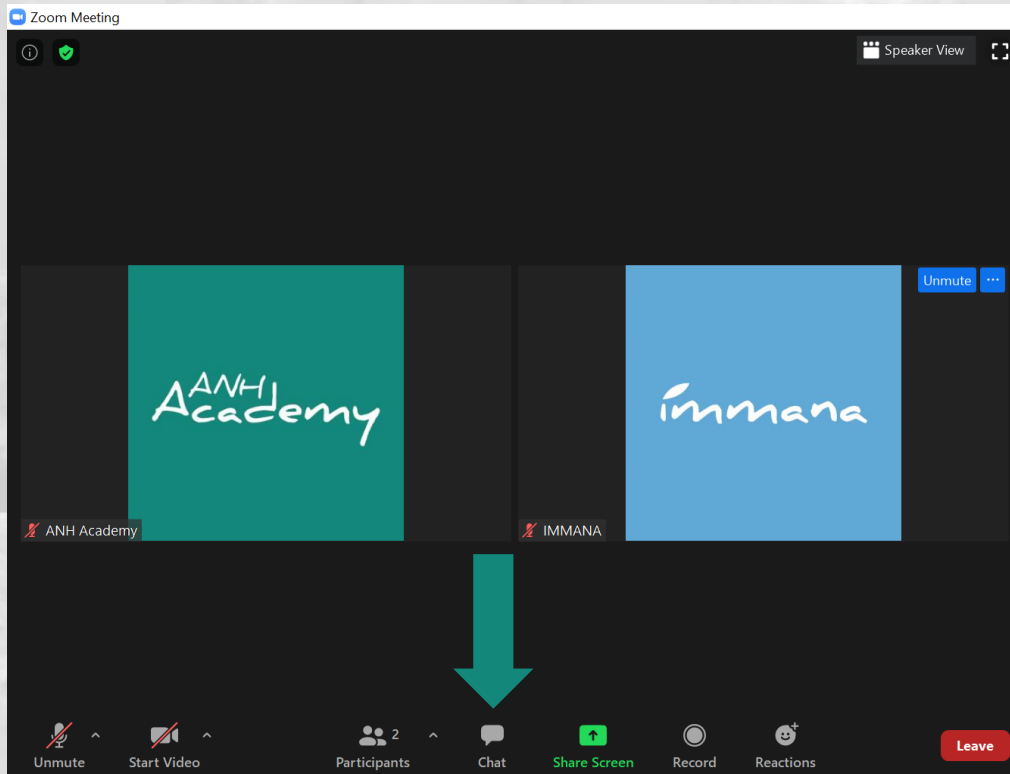


Social and Behaviour Change Essentials



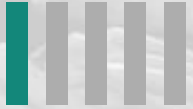
How to participate in this webinar



- Use these hashtags and handles on Twitter:

#SocialBehaviourChange @IMMANA_res @GIZ_gmbh @Cecilia_AgNut

Social and Behaviour Change Essentials



R. Danielle Chekaraou, MPH

- 24 years of experience in working in public health and developing countries with 13 of that specializing in Social and Behavior Change Communication.
- Specialized in maternal and child health and nutrition, infectious disease and WASH.
- Has worked for Ministries of Health, UN Agencies, Save the Children, Oxfam, Action Against Hunger, as well as many other non-profit organizations.
- Has developed high-level SBC strategies and supported their implementation (incl. staff training, formative research, design of SBC activities, and curriculum development).



On behalf of



RDC

INTERNATIONAL PUBLIC HEALTH SOLUTIONS
Safeguarding Families Worldwide

Social and Behavior Change Essentials

Why SBC?



Session Objectives:

By the end of this presentation, participants will have:

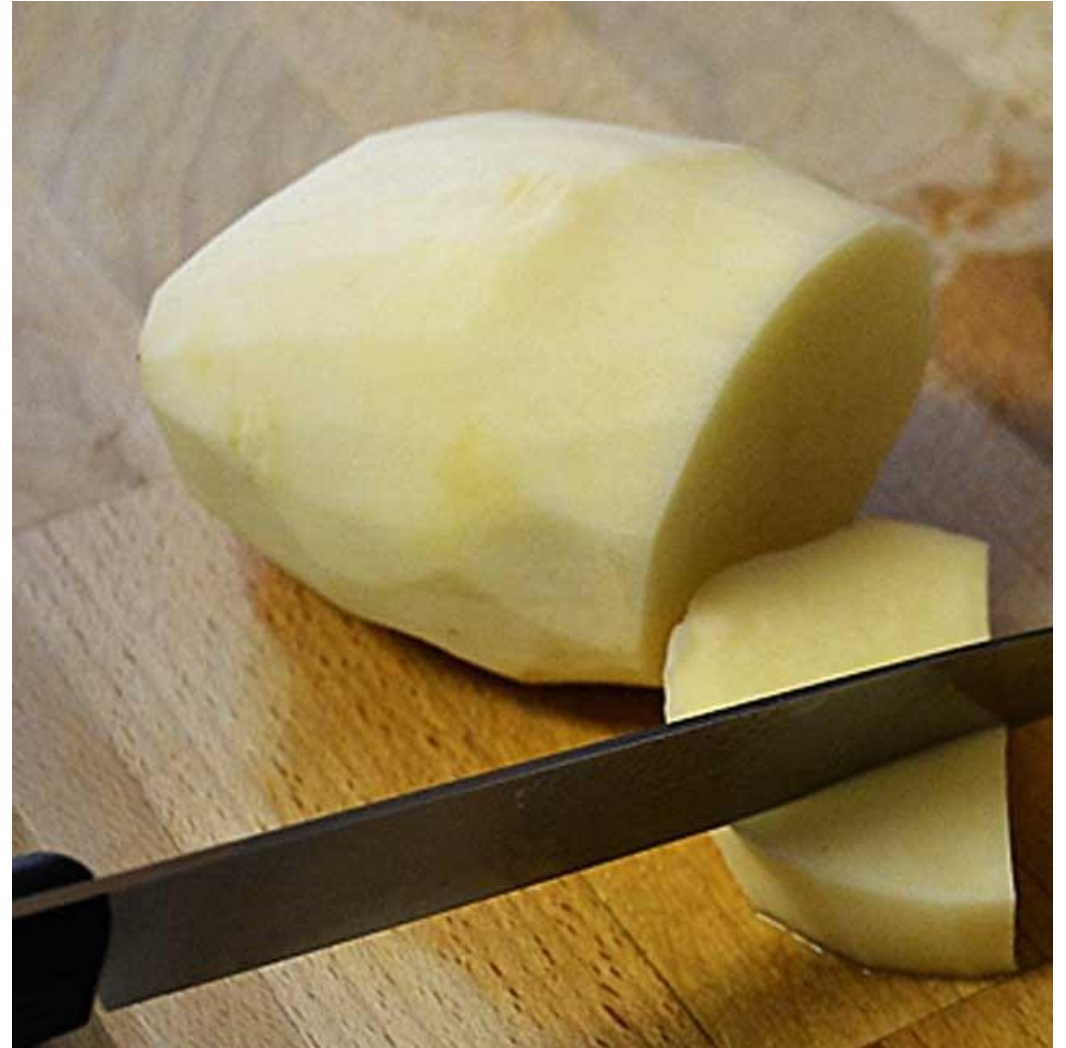
1. Learned what SBC is and is not about.
2. Discussed where *knowledge* fits into SBC.
3. Examined several SBC theories and heard examples of their practical application.
4. Discussed small doable actions to help you integrate SBC into your work.



Behavior change is about increasing knowledge about a particular problem, teaching a new skill, or educating people about the benefits of a behavior.

The Principles of Change ~ from Howard Hendricks

1. People must see a reason for change.



The Principles of Change ~ from Howard Hendricks

2. People must be ready for change.



<http://trinixy.ru> - Лучшие видеоприколы

The Principles of Change ~ from Howard Hendricks

3. People must be involved in the change.



The Principles of Change ~ from Howard Hendricks

4. People must be surrounded by models of change.

-Others who are enthusiastic about the change or evaluative experiences about the change.

Create a Supportive Environment





Social and Behavior Change is a one-off activity that must be in the budget and incorporated into programming.

While it is true that behavior change must be planned for and included in your budget, the fact is that SBC is an ongoing process.

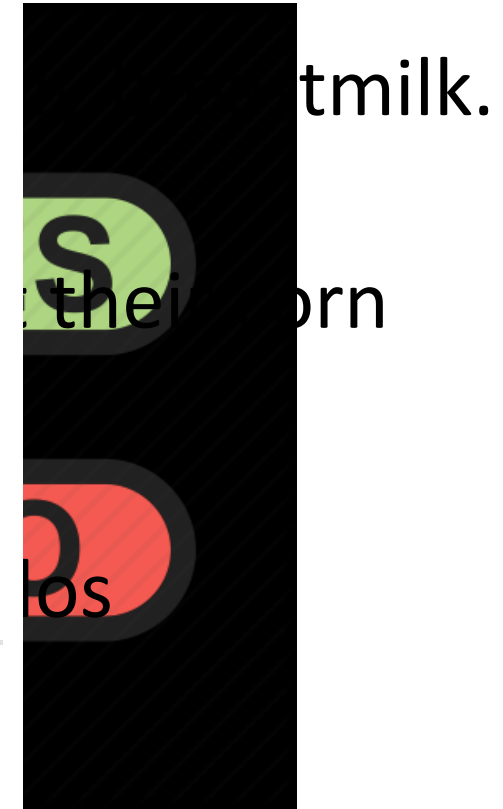


What is a Behavior?

Mothers of
Exclusive

Farmers with
Row plant
crops in row

Proper Foc
Targeted fa
immediatel



tmilk.

thei orn

os

Danielle's Definition of Social and Behavior Change Communication

Social and Behavior Change Communication is the ***process*** of ***dialoguing*** with a ***Priority Group Member*** in a ***timed and targeted manner*** to help reveal ***barriers*** and ***enablers*** using ***critical thinking skills*** to set in place a ***supportive environment*** where a new behavior can be ***adopted and sustained*** such that continued practice of the behavior leads to the ***desired positive outcome***.

~Danielle Chekaraou

Tenets of Behavior Change

1. Just because a person knows about a behavior or its benefits doesn't mean s/he will do it.
2. Just because a person wants to do a behavior doesn't mean s/he will do it.
3. Sometimes people do things that are good for their health but not for the reason we promote.
4. Just because a person fears a given outcome does not mean that s/he will take action to prevent it.
5. If you choose the wrong behavior to promote, then you will have little to no impact on the problem you are trying to address.

The Barrier Road – By R. Danielle Chekaraou

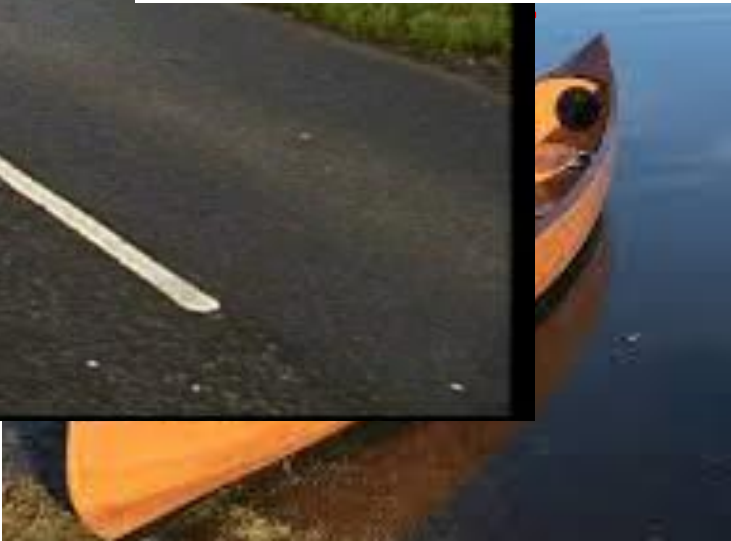


Destination =
Behavior Statement
Bar
"DOER"
er

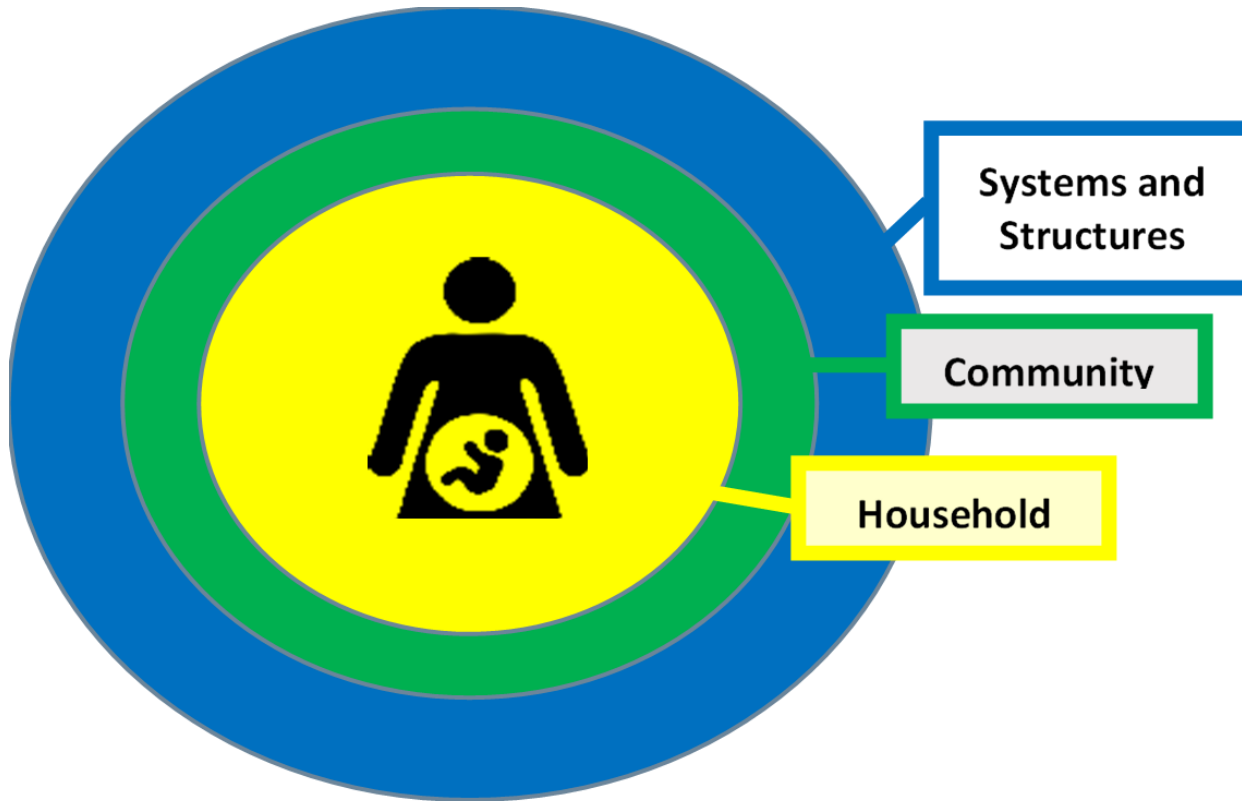


Barrier

"NON-DOER"



Social Ecological Model



Household:

Spouse, siblings, parents, grandparents, aunts and uncles

Community:

Religious leaders, traditional leaders, teachers, local health care providers, friends, neighbors

Systems and Structures:

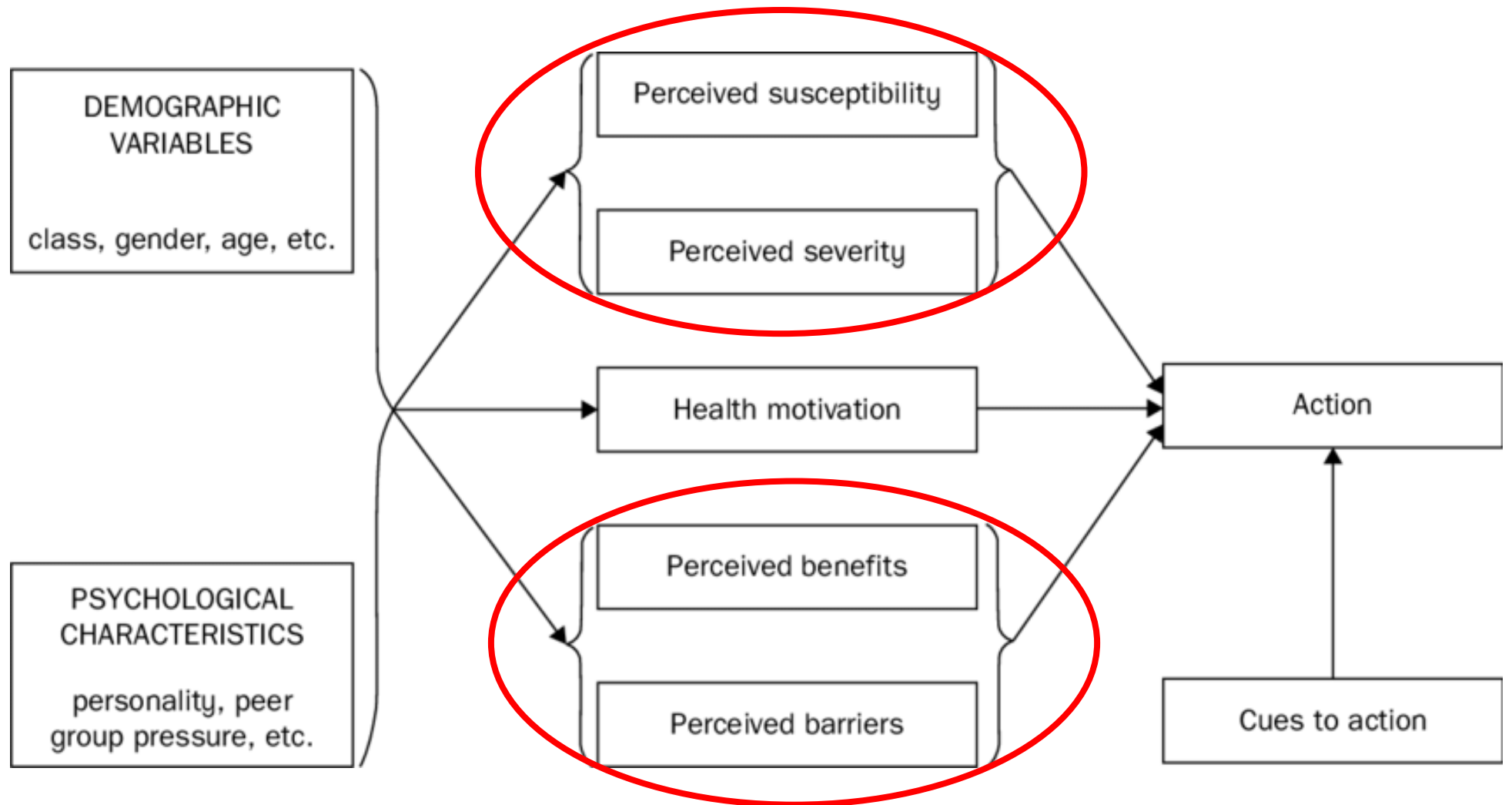
Laws, policies, regulations

Cross cutting:

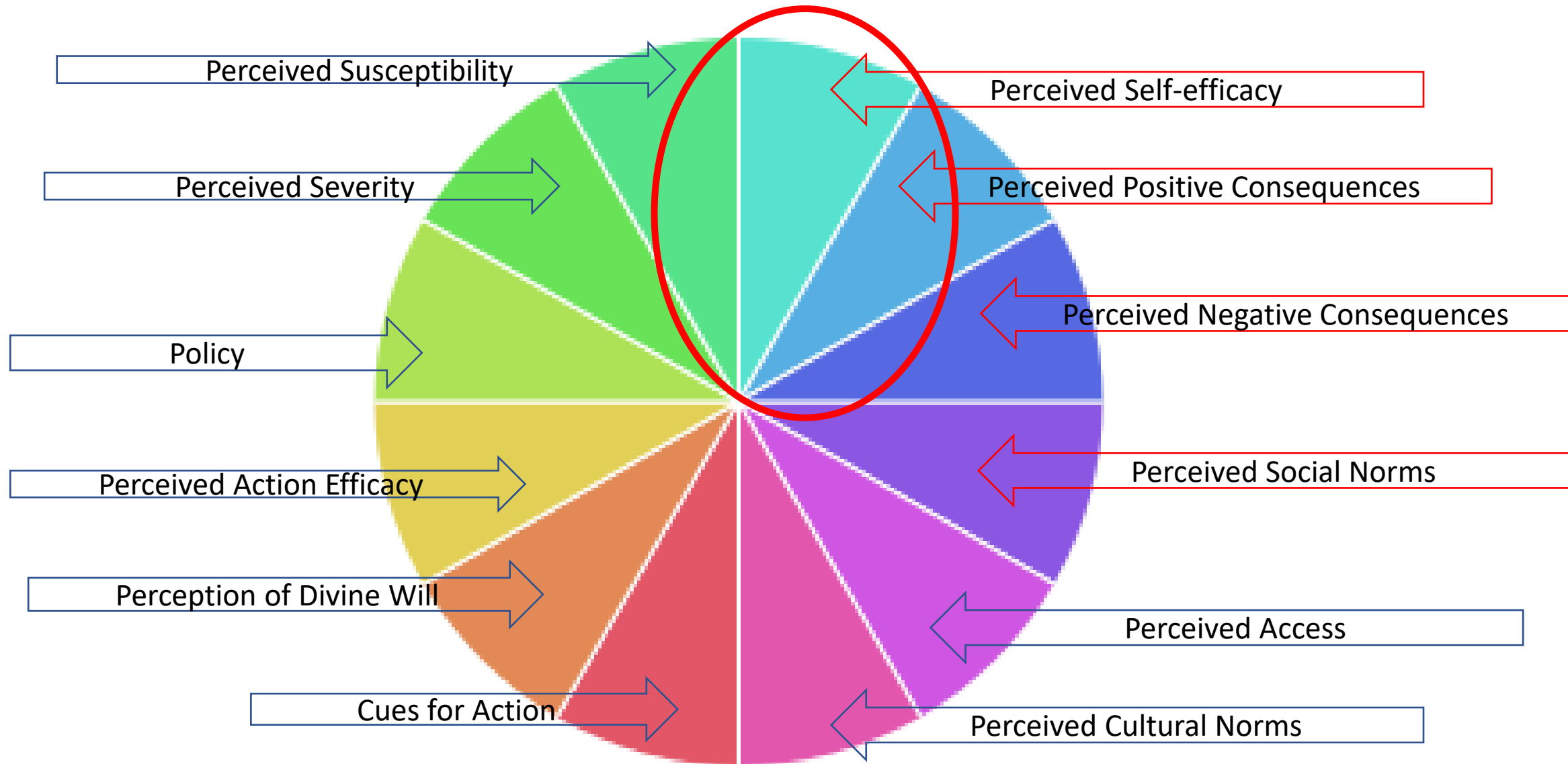
Gender norms, social norms, cultural influences and practices



The Health Belief Model (Rosenstock, 1974)

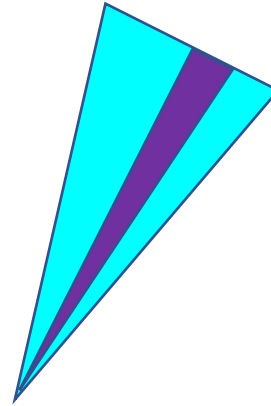


Determinants of Behavior – Studied in a Barrier Analysis



Where Does Knowledge Fit in to the Picture?

Perceived Self-efficacy



- Knowledge
- Skills
- Belief that I have the skills and resources needed
- Confidence in my ability

**GET
INSPIRED
BY THESE
EXAMPLES**



Which
determinants are
represented in the
story of Fatu?





NATIONAL REVENUE AUTHORITY



INDEPENDENCE MEANS

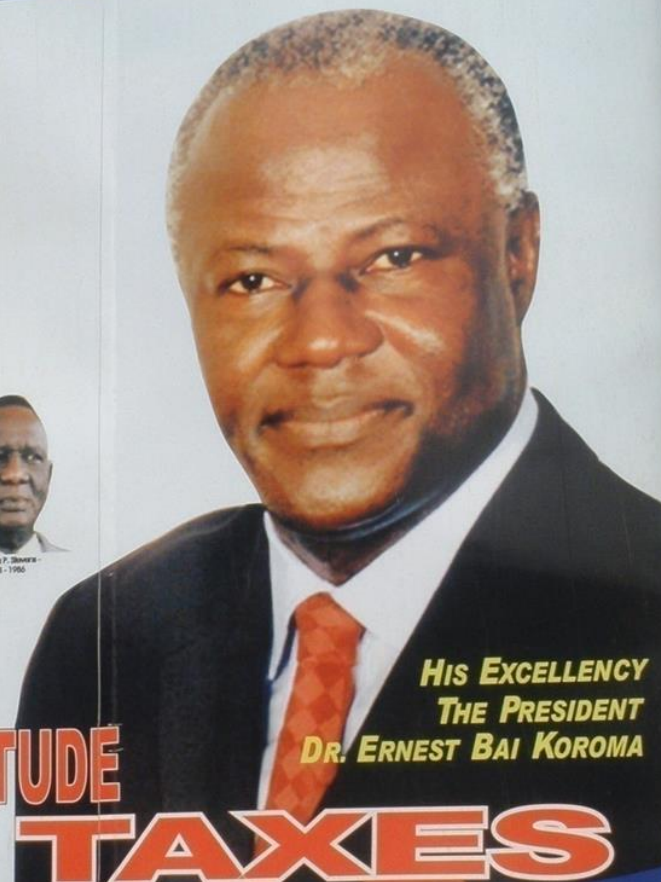
DEPENDENCE
ON
DOMESTIC
RESOURCES



CHANGE YOUR ATTITUDE

PAY YOUR TAXES

PROMPTLY AND CORRECTLY



**HIS EXCELLENCY
THE PRESIDENT
DR. ERNEST BAI KOROMA**



ACC SAYS NO TO CORRUPTION.....NA FOR TOK!

Wash your hands after using the toilet.



Keep Our Urinal Clean.



SANITATION



- Using the toilet keeps germs away.
- Friends of SOPO use the toilet and keep it clean.
- Clean toilets makes school fun.

HAND WASHING



- Wash your hands with soap and water, and stay free from germs and diseases.
- Wash your hands with clean water and soap before eating, after using the toilet and before and after handling food.
- Washing hands is cool and keeps you in school.

SAFE WATER



- Collect drinking water hygienically.
- Boil or treat and store water properly before drinking.
- Always drink safe water.

Sopo
Champion Board



*Tartar
can't
win*

PRESENTING CLOSE-UP, TARTAR CONTROL PASTE

A single powerful tartar-fighting formula. This
is good for tartar prevention, and the white
smile and fresh breath you want from Close-Up.



Lino Navroff
GENEVA-1926

FRESH
BOX

Lino Navroff
GENEVA-1926

**Protect
children:
don't make
them breathe
your smoke**

**Get help
to stop
smoking:
consult your
doctor /
pharmacist**

FRESH
BOX

Lino Navroff
GENEVA-1926

**Smoking
can cause
a slow and
painful
death**

FRESH
BOX

Lino Navroff
GENEVA-1926

**Smoking
can cause
a slow and
painful
death**

FRESH
BOX

Lino Navroff
GENEVA-1926

**Smoking
is highly
addictive,
don't
start**



Culture
cannot



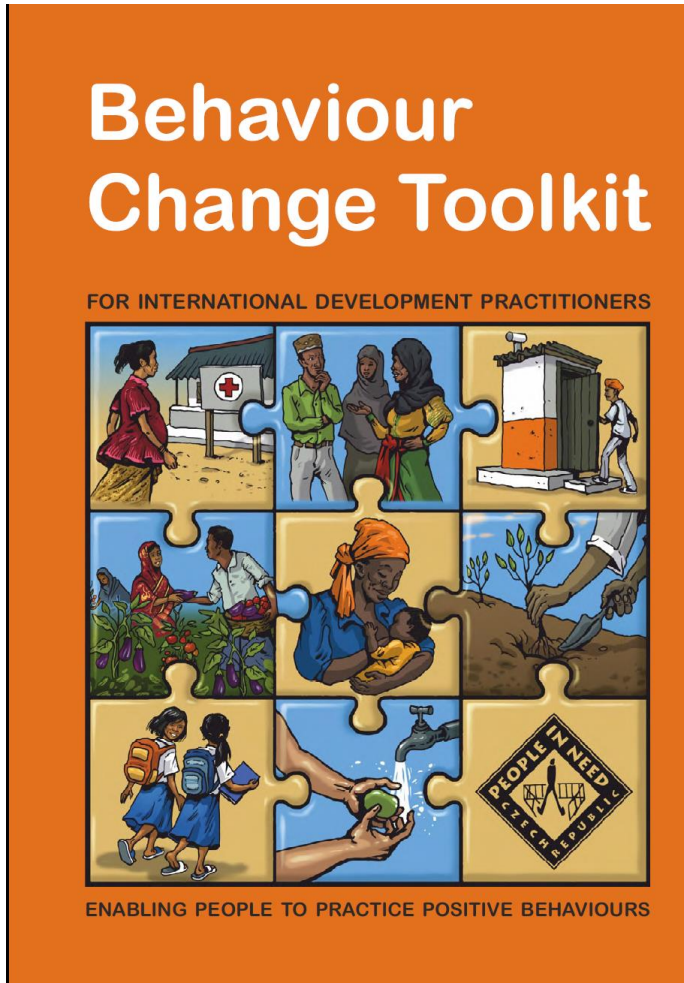
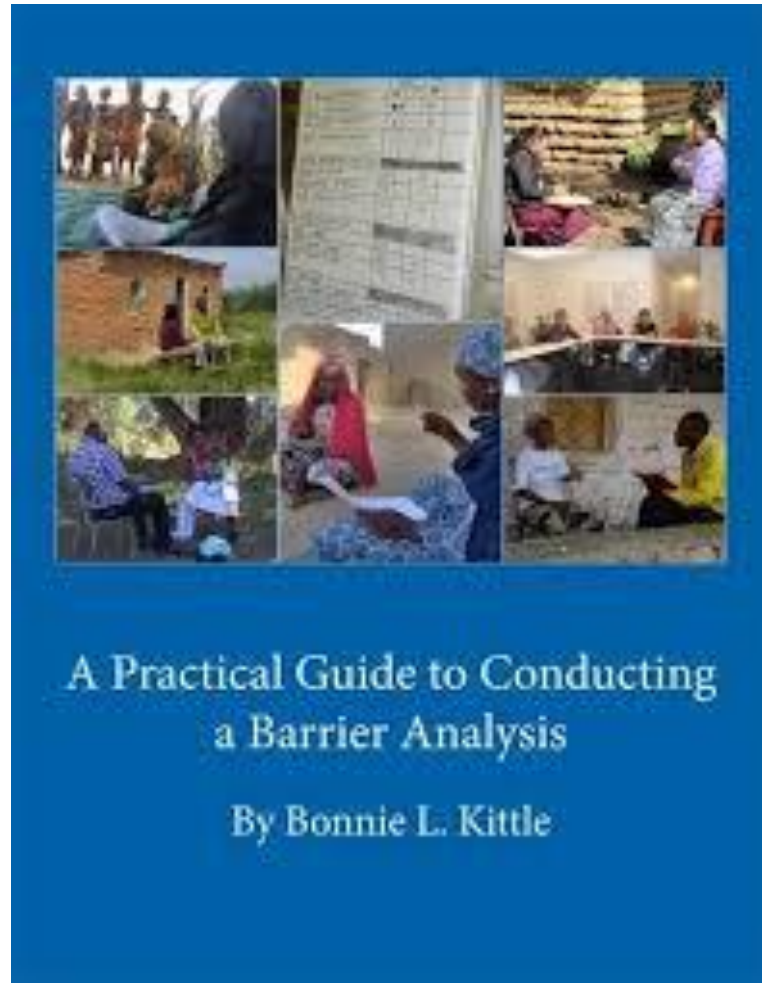
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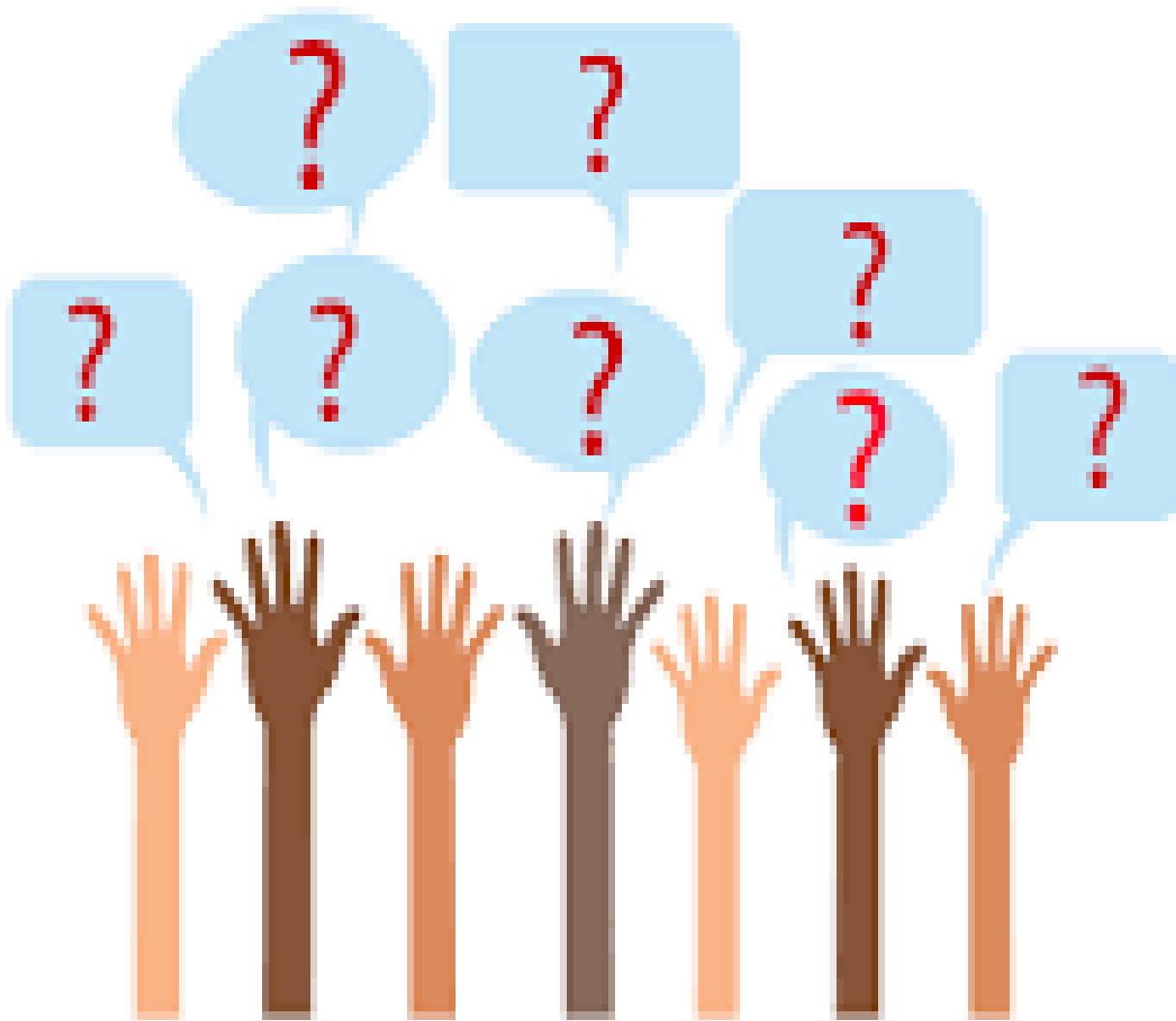


Moving Forward

- ❖ Get in touch with a SBC professional who can help you understand what needs to be included in your budget.
- ❖ Read GIZ's guide "Social and Behaviour Change: Insights and Practice"
- ❖ Ask your staff to participate in this webinar series.
- ❖ Join the Core Group or listservs where SBC issues are discussed.
- ❖ Commit publicly to adopt some new practices; studies show this improves adoption rates – what can you commit to do from what you learned today?
- ❖ Follow up on the resources provided in the webinars and do some additional reading.

Suggested Resources





rdchekaraou@gmail.com

Skype: Uwargida

WhatsApp: +1.770.568.7274

Practical Guide:

https://pdf.usaid.gov/pdf_docs/PA00JMZW.pdf

Behaviour Change Toolkit:

<https://www.behaviourchange.net/document/33-behaviour-change-toolkit>

Social and Behaviour Change: Insights and Practice:

<https://www.behaviourchange.net/document/240-social-and-behaviour-change-insights-and-practice>

Wrap up

- Please fill out the webinar evaluation: bit.ly/ANHSBCSurvey1
- Resources can be downloaded from ANH Academy Website: bit.ly/ANHSBC1
- A **recording** will be available on ANH academy website with French subtitles.
- Next webinar: **Tuesday 11 August, 2:00 pm BST**
“How to Understand the Barriers and Motivators to Behaviour Change?”
- Participants who attend at least 4 webinars receive a participation certificate.

On behalf of