

Another Poster?

Designing Effective BCC

The Manoff Group
October 5, 2007

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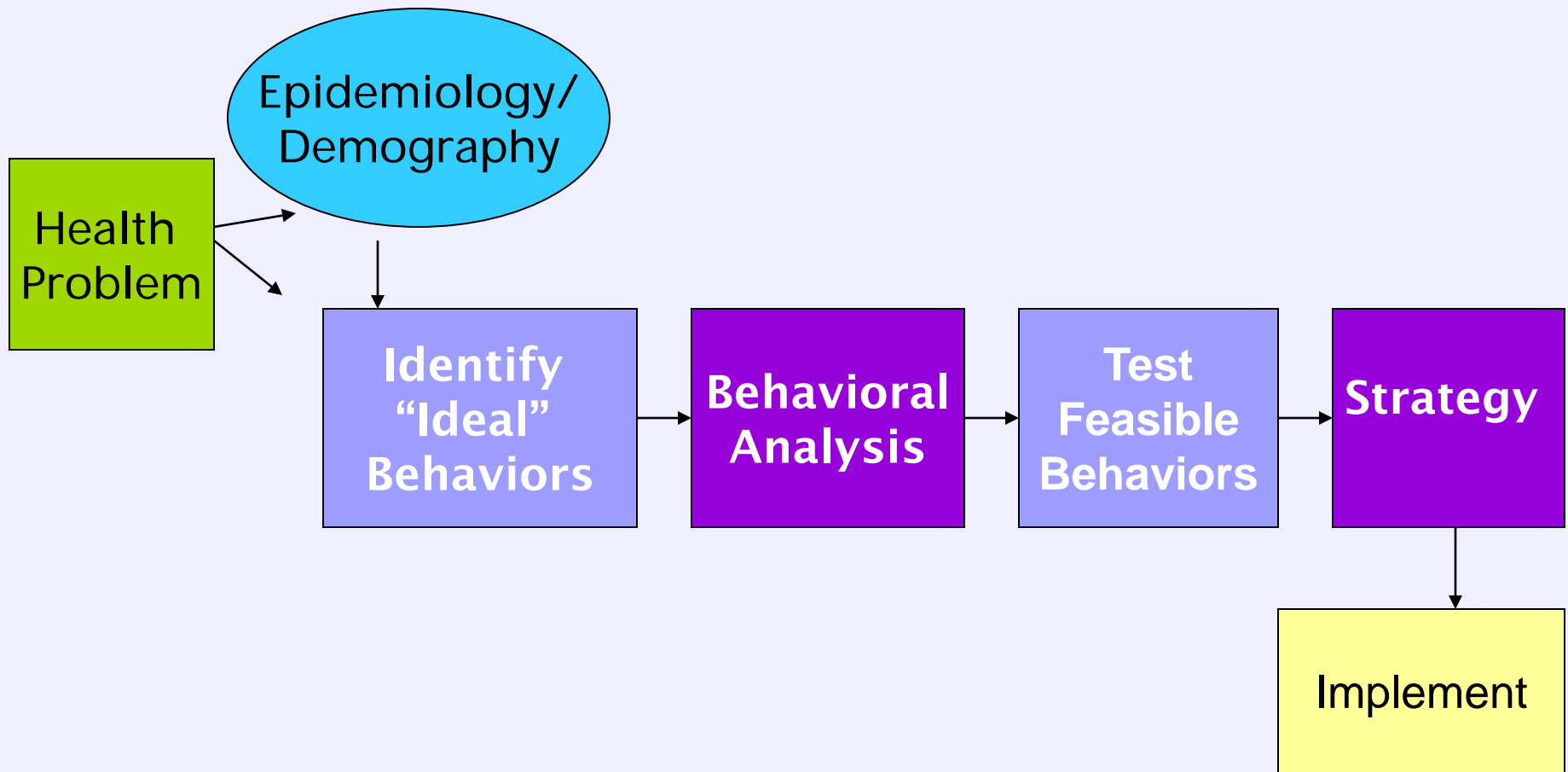
Behavior Change

THE FAR SIDE GARY LARSON

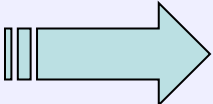


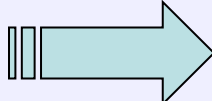
Slowly he would cruise the neighborhood, waiting for that occasional careless child who confused him with another vendor.

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IDENTIFY “IDEAL” BEHAVIORS





Program Objectives  Behavioral Terms

Behavior List  Science



Ideal Behaviors Essential Actions

Inicio de la lactancia materna y lactancia materna exclusiva 6A



Focusing on Key Behaviors Helps Programs

- Promote a small number of practices that have the biggest health impact
 - Not all practices related to a topic
 - The ones that will make a difference





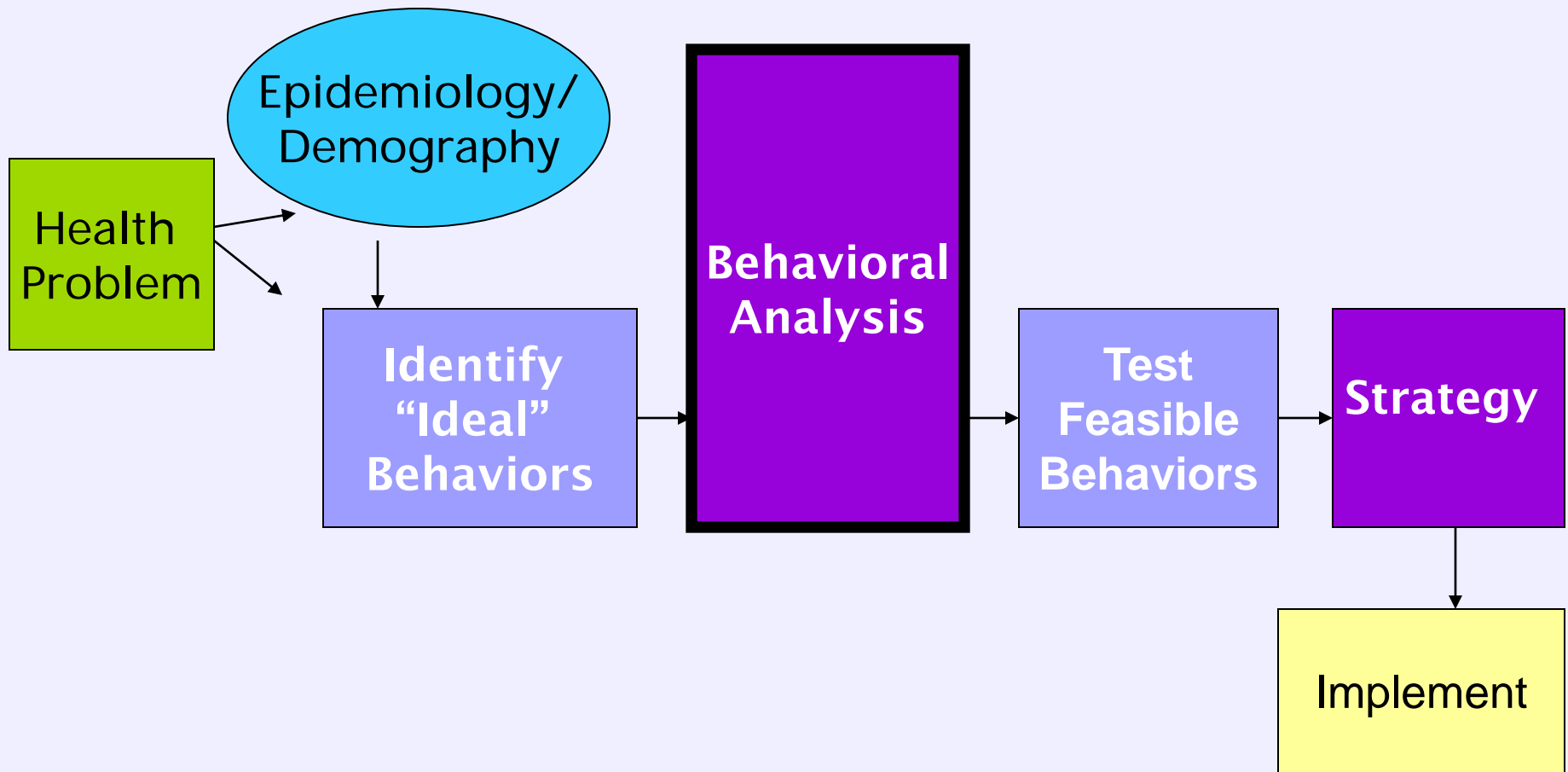
Diarrheal Disease

Epidemiological factors

- IDEAL BEHAVIORS:***
- Proper *feces* disposal
 - Consume *safe water*
 - *Wash hands* with soap
 - Practice good *food hygiene* & safety

- KEY BEHAVIORS**
- **Properly dispose of feces**
 - **Wash hands with soap**

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Behavioral Analysis

IDEAL BEHAVIORS:

- Technical recommendations
- “Ideal world”

KEY BEHAVIORS

- Most effective
- Driven by epidemiological & demographic data

FEASIBLE BEHAVIORS

- Target audience can realistically implement



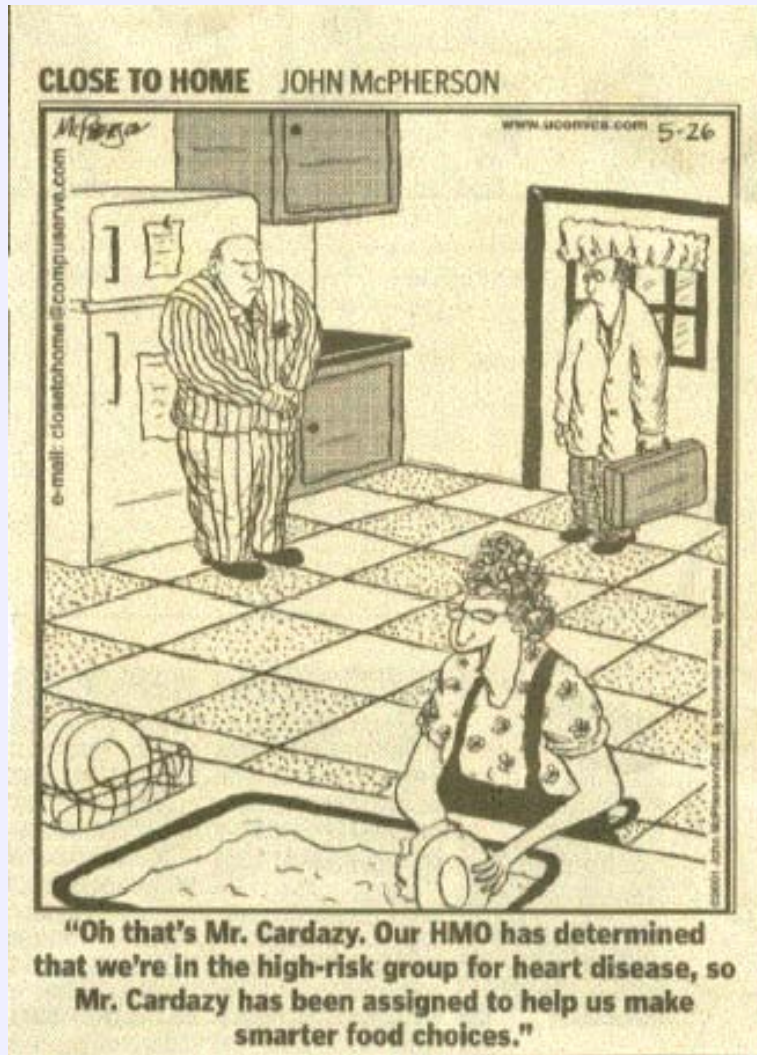
Behavioral Analysis

Conduct Formative
Research to understand:



Ideal Behaviors	Current Behaviors	Feasible Behaviors	Major Barriers	Major Supports & Motivations

Influences on Behaviors



- How have YOU changed a behavior?
- ✓ *Consider full range of influences during formative research*

Diarrhea Prevention: Behavioral Analysis

IDEAL BEHAVIORS:

- Proper *feces* disposal
- Consume *safe water*
- *Wash hands* with soap
- Practice good *food hygiene & safety*

KEY BEHAVIORS

- Proper disposal of feces
- Wash hands with soap

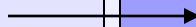
FEASIBLE BEHAVIORS

Feces Disposal

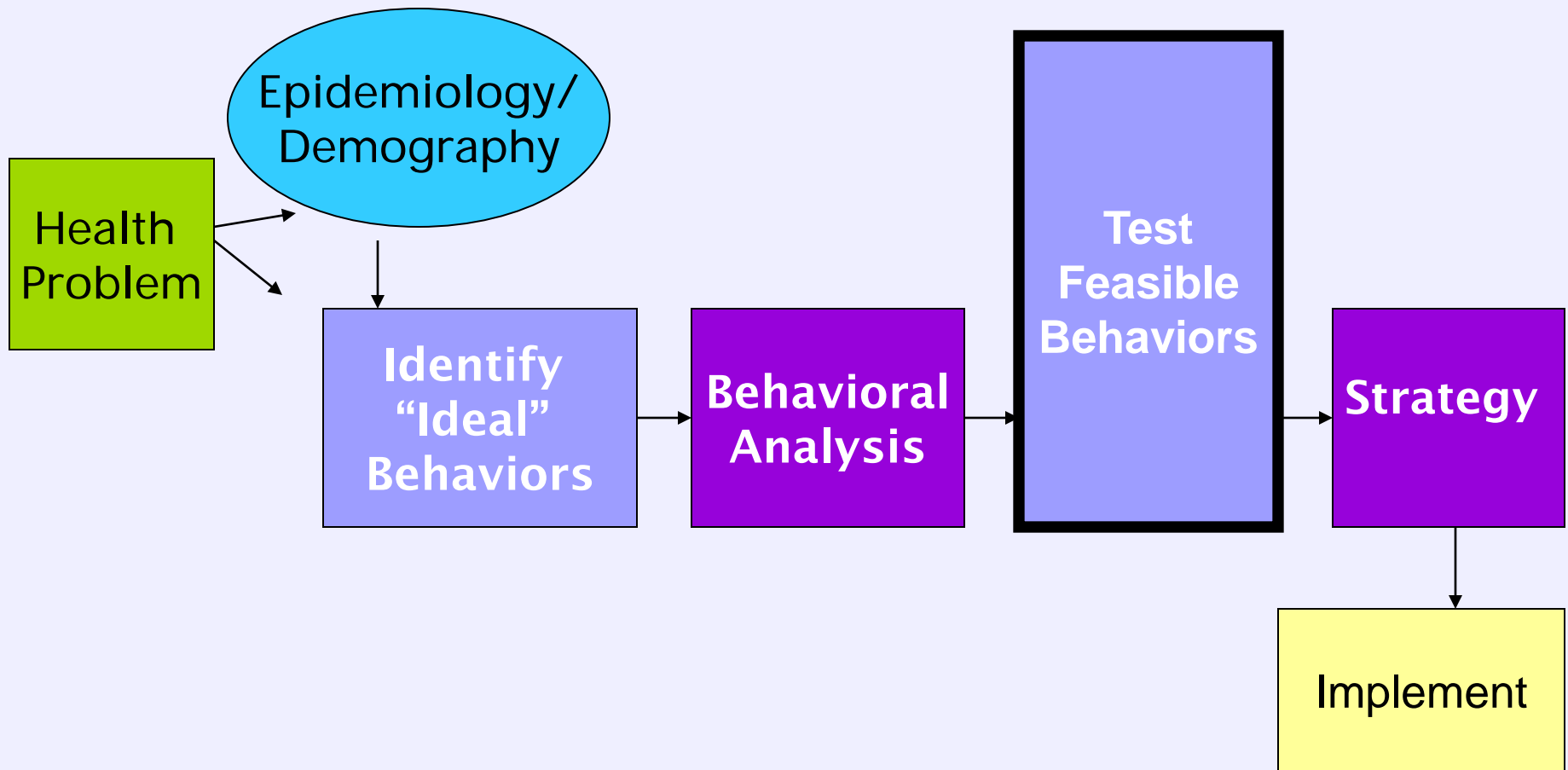
- Men maintain/use latrines
- Children Use latrines
- Infant feces in latrine

Hand Washing

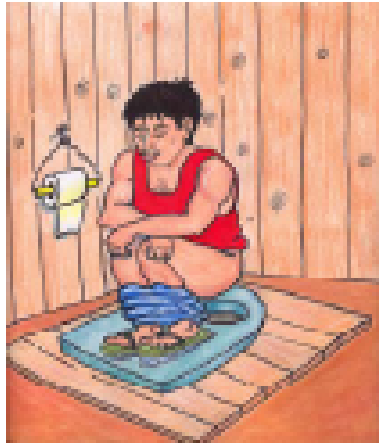
- Buy soap for hand washing
- soap/water outside latrine
- teach kids wash both hands



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TEST FEASIBLE BEHAVIORS – USE TIPS



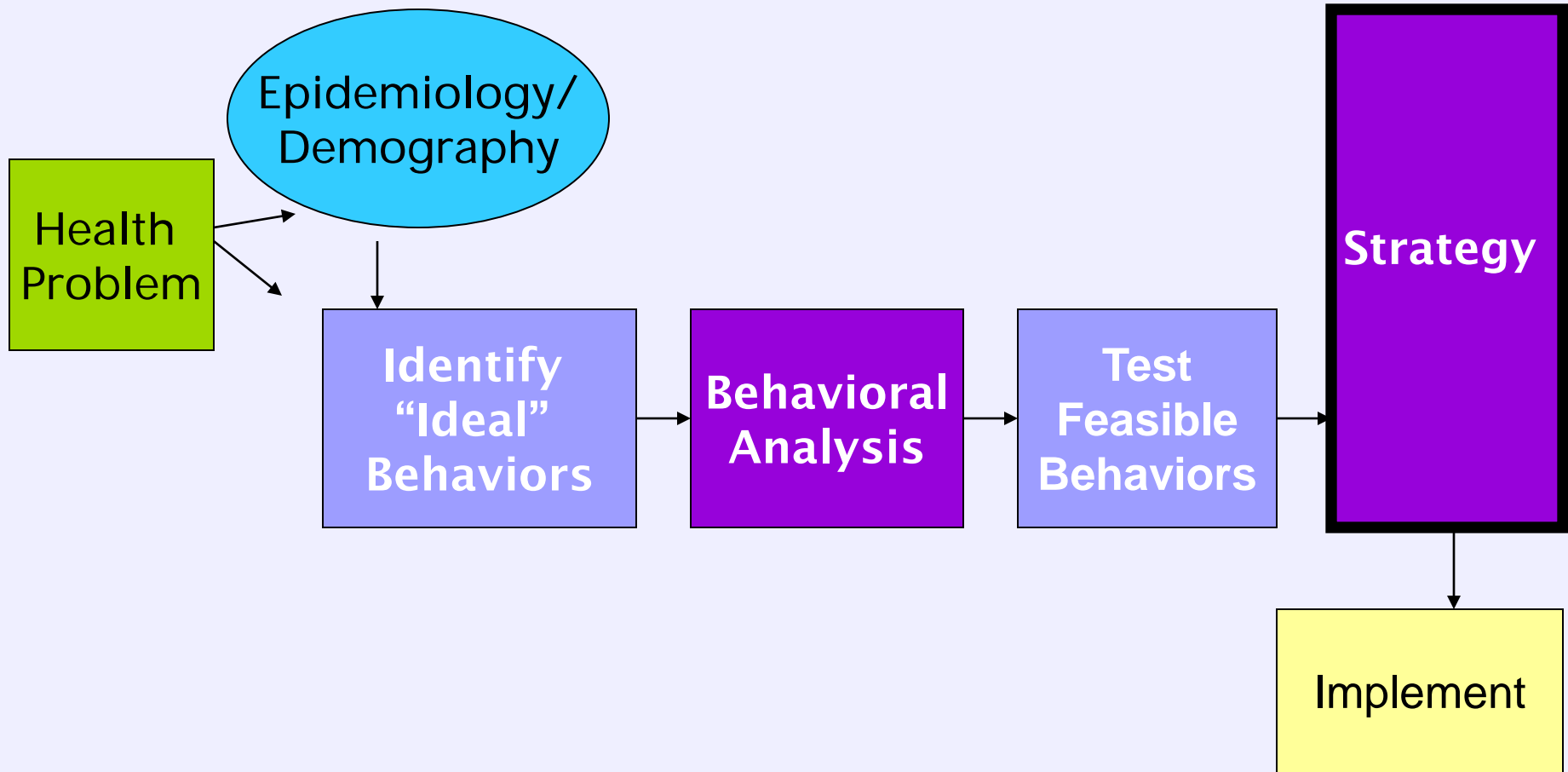
Pon las heces de adultos, niños, bebes y animales en la letrina o silo

Selecting Feasible Behaviors Helps Programs...

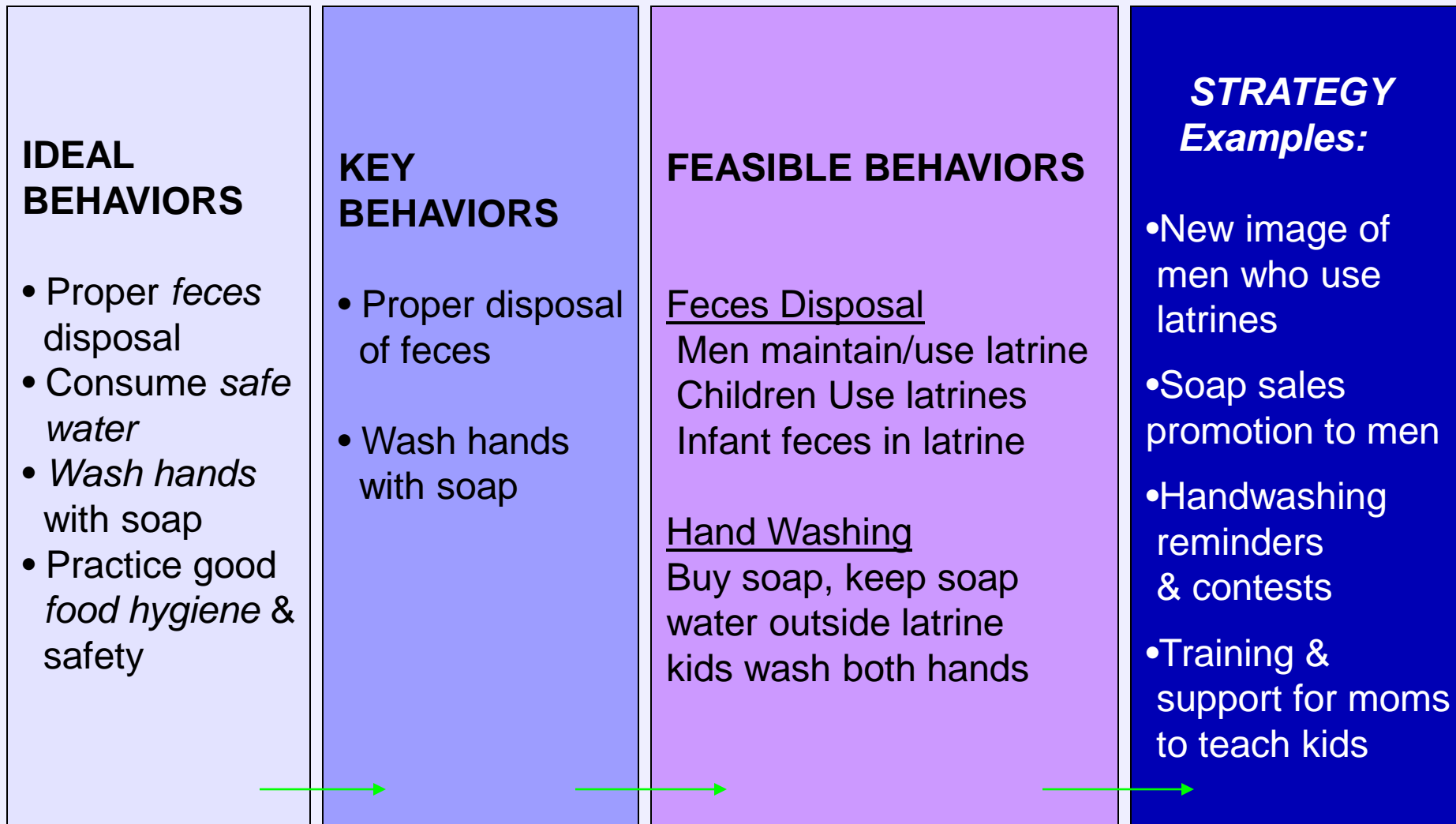
- Promote doable behaviors
- Address biggest barriers
- Develop meaningful BCC content



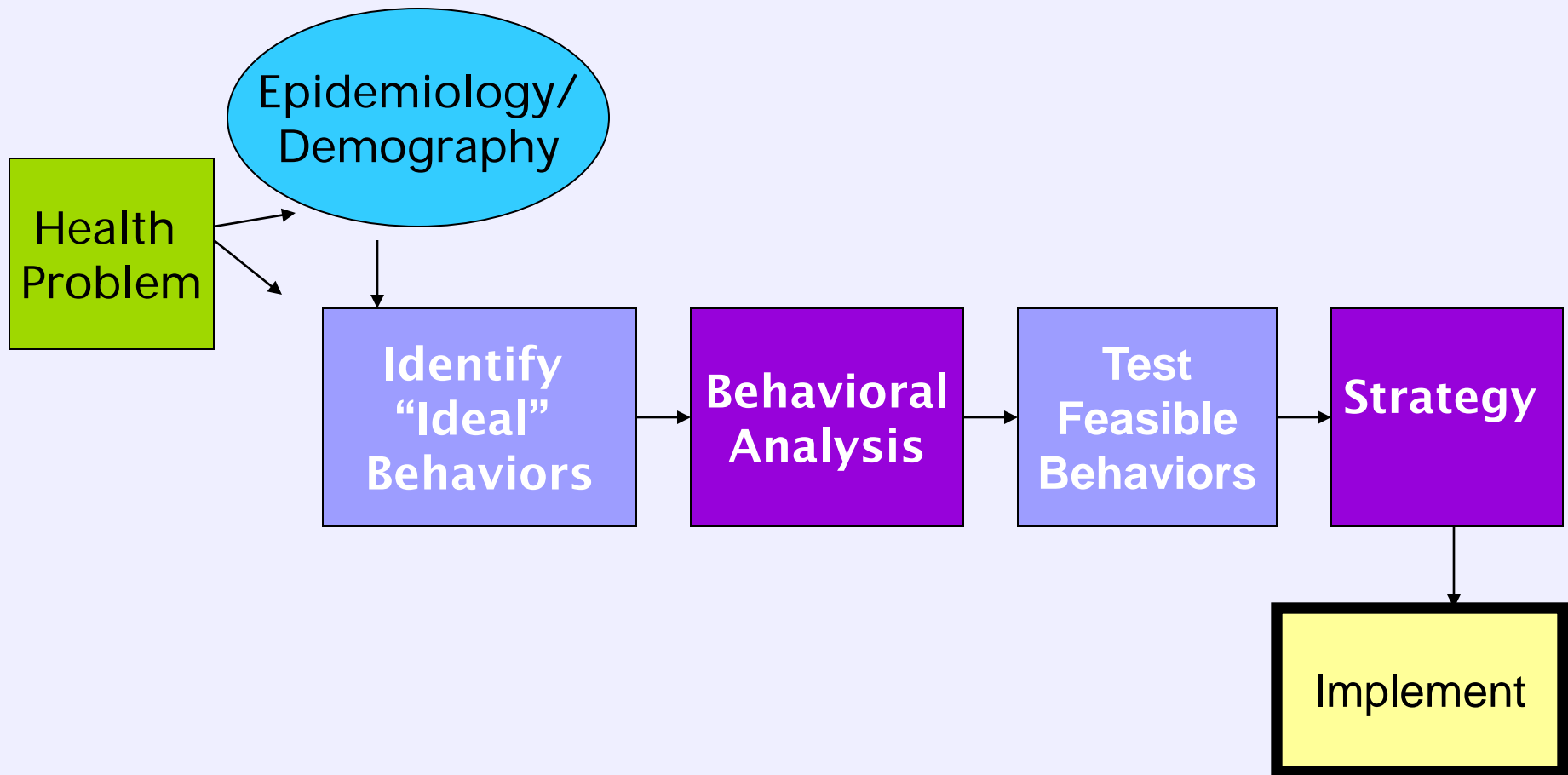
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Strategy Development



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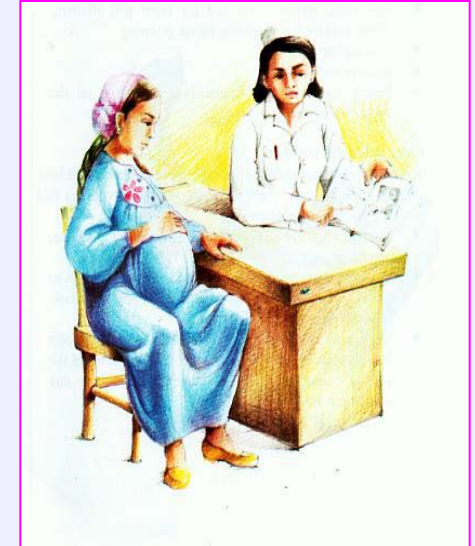
What's New in IPC

- Negotiation techniques in counseling sessions:
 - End up with **feasible behaviors**



Negotiation Counseling SM

- *Ask* - current behaviors & context
- *Explain* - ideal behaviors
- ***Discuss/Negotiate*** - behavior to try
- ***Strategize*** - how carry out behavior
- ***Record*** - behavioral commitment



Experience in West Bank/Gaza

- Environmental Health:
 - Diarrheal Disease Management
 - Water Quality
 - Handwashing



Exercise: Transportation



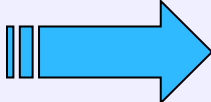
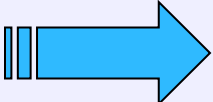
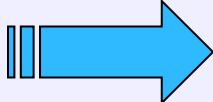

- Discuss current behavior
- Explain ideal behavior
- Negotiate feasible behavior
- Talk about how implement
- Ask about perceived benefits
- Come to an agreement

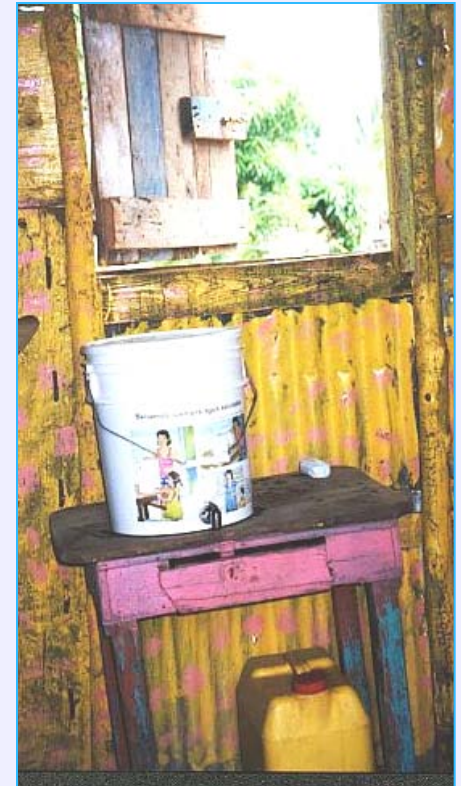


WHY BOTHER?

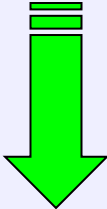
Evidence!

Hygiene: Peru

- 9%  82% improved water management
- 12%  50% improved hand washing
- 30%  21% drop in poor feces management
- 22%  9% drop in kids < 5 with diarrhea



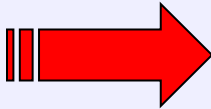
Child Nutrition: Indonesia

–50%  in moderate and severe child malnutrition in project participants



Lead Exposure: Romania

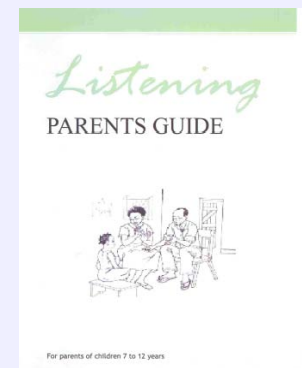
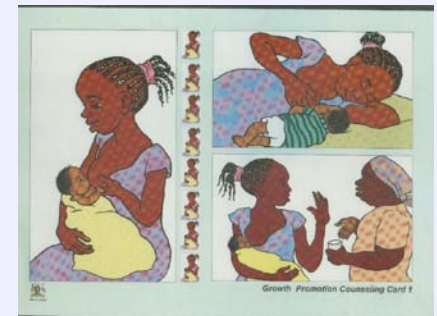
– 30%  in blood lead levels


– 17%  78% increase in lead poisoning awareness and prevention methods



Another Poster?

- BCC → come out of a strategy
 - Understand behaviors
 - What is feasible to promote and how
 - Then, decide the media and materials
- Consider how each media & material address specific barriers





Common questions about BCC: **Timing**

- How long does it take to see impact?
 - Behavior change can be achieved quickly (biological impact within 1 year)
- How long is the process?
 - 3 to 6 months

Common questions about BCC: Process

- Is there a template to achieve behavior change?
 - There is an effective process that can be applied, but contexts are different and likely to require different mixes to meet specific *supply & demand needs*
 - Tools used in one program will not necessarily work the same in another.
 - Giving information is usually not enough to change behaviors.
 - Providing a new service or technology is usually one piece of what is needed, but not the whole.

Common questions about BCC: Methods

- What method works best?
 - Agreement on process
 - Grab-bag of techniques/methods
 - Methods that focus on collective action & individual changes can be blended

Common questions about BCC: Expertise

- Who is needed for this process to work?
 - Person with over-arching behavioral perspective needed to hold pieces together for:
 - Planning phase
 - Strategy development phase
 - Indicator development phase
 - In-country and external experts can conduct each piece



Clarifying Terminology

Overall Program
Behavior-Centered Programming

