Another Poster?
Designing Effective BCC

The Manoff Group
October 5, 2007

Elizabeth Younger
Slowly he would cruise the neighborhood, waiting for that occasional careless child who confused him with another vendor.
Behavior–Centered Programming

1. **Epidemiology/Demography**
2. **Health Problem**
3. **Identify “Ideal” Behaviors**
4. **Behavioral Analysis**
5. **Test Feasible Behaviors**
6. **Strategy**
7. **Implement**
Ideal Behaviors  ➔ Essential Actions
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
Behavior–Centered Programming

Health Problem

Epidemiology/Demography

Identify “Ideal” Behaviors

Behavioral Analysis

Test Feasible Behaviors

Strategy

Implement
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:

<table>
<thead>
<tr>
<th>Ideal Behaviors</th>
<th>Current Behaviors</th>
<th>Feasible Behaviors</th>
<th>Major Barriers</th>
<th>Major Supports &amp; Motivations</th>
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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
Behavior–Centered Programming

1. Health Problem
2. Epidemiology/Demography
3. Identify “Ideal” Behaviors
4. Behavioral Analysis
5. Test Feasible Behaviors
6. Strategy
7. Implement
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
Behavior–Centered Programming

1. Epidemiology/Demography
2. Health Problem
3. Identify “Ideal” Behaviors
4. Behavioral Analysis
5. Test Feasible Behaviors
6. Strategy
7. Implement
## Strategy Development

- Strategy will answer:
  - Who?
  - What?
  - Which?

### Behavioral Analysis

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<th>Ideal Behaviors</th>
<th>Current Behavior</th>
<th>Feasible Behaviors</th>
<th>Major Barriers</th>
<th>Major Support &amp; Motivation</th>
<th>Communication</th>
<th>Community Mobilization</th>
<th>Training</th>
<th>Service Delivery Improv.</th>
<th>Policy Change</th>
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### Activities

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## Strategy Development

<table>
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<tr>
<th>IDEAL BEHAVIORS</th>
<th>KEY BEHAVIORS</th>
<th>FEASIBLE BEHAVIORS</th>
<th>STRATEGY Examples:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Proper <em>feces</em> disposal</td>
<td>• Proper disposal of <em>feces</em></td>
<td>Feces Disposal</td>
<td>• New image of men who use latrines</td>
</tr>
<tr>
<td>• Consume <em>safe water</em></td>
<td>• Wash hands with soap</td>
<td>Men maintain/use latrine</td>
<td>• Soap sales promotion to men</td>
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<tr>
<td>• <em>Wash hands</em> with soap</td>
<td></td>
<td>Children Use latrines</td>
<td>• Handwashing reminders &amp; contests</td>
</tr>
<tr>
<td>• Practice good <em>food hygiene</em> &amp; safety</td>
<td></td>
<td>Infant <em>feces</em> in latrine</td>
<td>• Training &amp; support for moms to teach kids</td>
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**Hand Washing**

Buy soap, keep soap water outside latrine

Kids wash both hands
Behavior-Centered Programming

- Health Problem
  - Epidemiology/Demography
    - Identify “Ideal” Behaviors
  - Behavioral Analysis
    - Test Feasible Behaviors
      - Strategy
        - Implement
What’s New in IPC

• Negotiation techniques in counseling sessions:
  – End up with feasible behaviors
Negotiation Counseling

- **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% decrease in blood lead levels

- 17% increase 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

Behavior Centered Communications or Behavior Change Communications (BCC)
Social Marketing
Information, Education, and Communications (IEC or IE&C)
Health Education