

# ENGAGING EMOTIONS THROUGH MONITORING DATA

Marcia Griffiths and Christina Wakefield, The Manoff Group, Inc.

## THE CHALLENGE

Data for decision-making are important for effective program implementation and adaptive management. But too often, data are presented in rational, analytical ways, missing the opportunity to appeal to emotions to catalyze social and behavior change (SBC)

## OUR GOAL

To enhance SBC efforts by harnessing data to engage the emotions of program stakeholders

## SO, WHAT WORKS?

Simple, visual presentations of core indicators can appeal to emotions and effectively serve as powerful tools to drive social and behavior change

## HONDURAS

### WHAT WE DID

Honduras' MoH's *Atención Integral a la Niñez* (AIN) actively engages families and the community in young children's nutrition. Using adequate child growth as an indicator, community volunteers provide precise recommendations to families through a multi-level SBCC program. Each month, volunteers tally and visually depict the numbers of children who grow well and those who do not. Presenting the data to communities focuses collective action on issues beyond individual households (e.g., childcare during harvest season)

### EMOTIONAL APPEALS

Appealed to community volunteers' compassion for every child, and to volunteers' and community leaders' desire for recognition when all children grow well

### RESULTS

Contributed to **reduced underweight**, especially in the poorest children, and **increased exclusive breastfeeding 16%**



## ZAMBIA

### WHAT WE DID

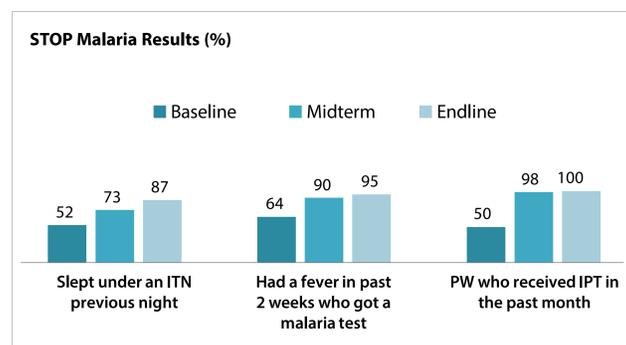
A Ministry of Health Stop Malaria Campaign engaged community agents to collect data on four key indicators from every household during monthly home visits. Quarterly data aggregation for communities and districts were conducted so they and health officials could take action as needed. Data presented in the shape of a rural house made it easy to see progress and mobilize community support

### EMOTIONAL APPEALS

To be like others (status) and to make our community a champion community (pride) resonated with households and community agents, who represented their community in district-wide events

### RESULTS

Significant improvements in four key malaria prevention and treatment behaviors (e.g., a **31% increase in timely careseeking** for a child with fever)



## CAMBODIA

### WHAT WE DID

Using a life-sized data dashboard to track progress, village chiefs in the poorest villages across three provinces lead quarterly community dialogues that mobilize support for pregnant women and mothers of young children from all households ("helping hands") to adopt key behaviors

### EMOTIONAL APPEALS

Mothers feel a sense of belonging and care from the whole community that motivates adoption and maintenance of child care behaviors

### RESULTS

Programming is on-going; regular reviews of their own data on progress, framed around culturally-meaningful emotional appeals, motivate community leaders, volunteers and households to take action

