

**NPTEL  
NPTEL ONLINE CERTIFICATION COURSE**

**Course Name**

**Strategic Communication for  
Sustainable Development**

**by  
Prof. Aradhna Malik  
Vinod Gupta School of Management  
IIT Kharagpur**

**Lecture 19: Communication for Behavioral Impact  
(COMBI) for Sustainable Development**

Welcome back to the course titled strategic communication for sustainable development.

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My name is Aradhna Malik, and I am helping you with this course.

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And today in this lecture we will discuss something called as communication for behavioral impact COMBI which I will be referring to as COMBI from now on. And this is a strategy or technique developed, you know it was developed to implement communications strategies to deal with public health crises in developing countries and it has been used extensively by the World Health Organization and the material that I will be referring to in this lecture has been taken from a document by the WHO.

And this is in the public domain I will give you the details of this document in the references section along with the slides. So you can go through the document, it is a brilliantly designed document, it is a very nice document that discusses how specific strategies can be developed to deal with public health crises like out breaks of communicable diseases, academics, pandemics, endemics in different regions and how do you deal with these diseases, how do you let the community know, how do you help the community all of that is part of this technique.

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The way this technique has been used, but then again in talking about sustainable development I, you know I went through this document and I realized that this particular strategy can be used very, very effectively for sustainable development and if it also because, if all of these tools that have been so meticulously designed are used in efforts in the community as we talked about in the previous lecture.

The purpose of any effort in the area of sustainable development, if you want our efforts to be adopted by the community, if we want our efforts to be taken accepted by the community and made a part of their lives, we want these, the community to hold heartedly accept whatever we are doing. So we, the best way to go about it is to give them detailed information to get their inputs, the feedback loop has to be extremely strong and people need to be able to, you know they need to accept whatever the community is, whatever the experts or whatever the outsiders are telling them.

The community has to accept that something need to be changed in the community, and for that to happen they need more detail, they need as much information as possible and they need the freedom to choose from that information, to choose the information that suits them best and that

is what this tool tries to do. This tool is very, very community centric, it is very, very participation oriented.

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So this is it is not a tool it is actually a strategy.

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**Goals & philosophy of COMBI** (WHO, 2012)

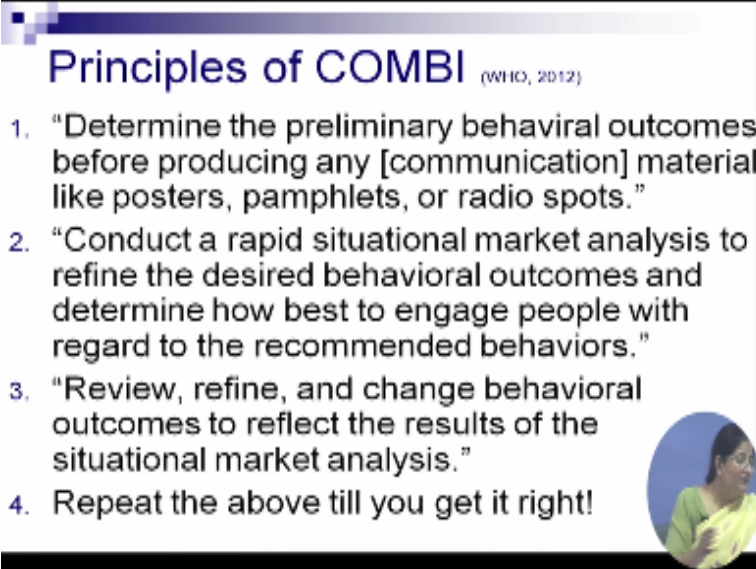
- "... to achieve behavioral results"
- "Strategic planning & behavioral and social communication begin with the fundamentals: People cannot act on a suggested behavior if they are not aware of & knowledgeable about it, nor can they act if they are not engaged in a full, fair review of its benefits & advantages in relation to the cost & effort involved in putting it into practice."



And the goal and philosophy of COMBI is to achieve behavioral results, it is to achieve changes and behavior, the strategic planning in behavioral and social communication begin with the fundamentals and I have taken this statement directly from the document, because I feel that it is very, very important to read this statement before we start discussing. You know the application of COMBI to sustainable development efforts, people cannot act on a suggested behavior, if they are not aware of it should not be aware of, it should be aware of and knowledgeable about it and made a spelling mistake there.

So if they are not aware of and knowledgeable about it, nor can be act if they are not engaged in a full fair review of its benefits and advantages in relation to the cost and effort involved in putting it into practice. So, you know it is important for people to know what is being done, why it is being done, how it will help them, whether they want to accept it or not, whether if it is into their social and cultural fabric or not. And if they do not accept it whole heartedly they will not adopt the suggested change and behavior.

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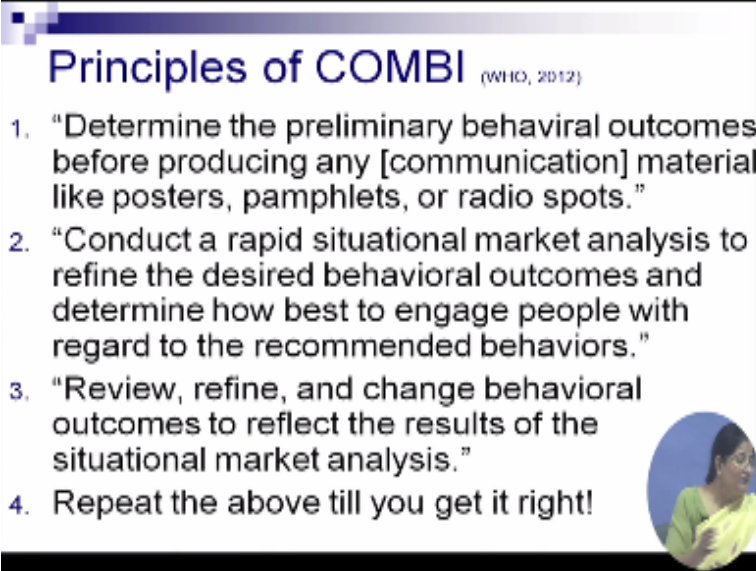
### Principles of COMBI (WHO, 2012)

1. "Determine the preliminary behavioral outcomes before producing any [communication] material like posters, pamphlets, or radio spots."
2. "Conduct a rapid situational market analysis to refine the desired behavioral outcomes and determine how best to engage people with regard to the recommended behaviors."
3. "Review, refine, and change behavioral outcomes to reflect the results of the situational market analysis."
4. Repeat the above till you get it right!

Principles of COMBI the first principle is to determine the preliminary behavioral, sorry there is another spelling mistake, behavioral outcomes before producing any communication material like posters, pamphlets or radio spots to conduct a rapid situational market analysis to refine the desired behavioral outcomes and to determine how best to engage people with regard to their recommended behaviors, to review refine and change behavioral outcomes to reflect the results of the situation and market analysis.


And then repeat the above till you get it right. So find out what do we want out of a situation preliminary behavioral outcomes, what is that we are trying to achieve by sending out this promotional material, then we find out what the market wants, what the consumers want, what the stakeholders want from our efforts, what are their desired behavioral outcomes from their perspective not from the perspective of the people who are going to implement certain strategies, but from the perspective of the people who are actually going to use them or who are going to be affected by this implementation.

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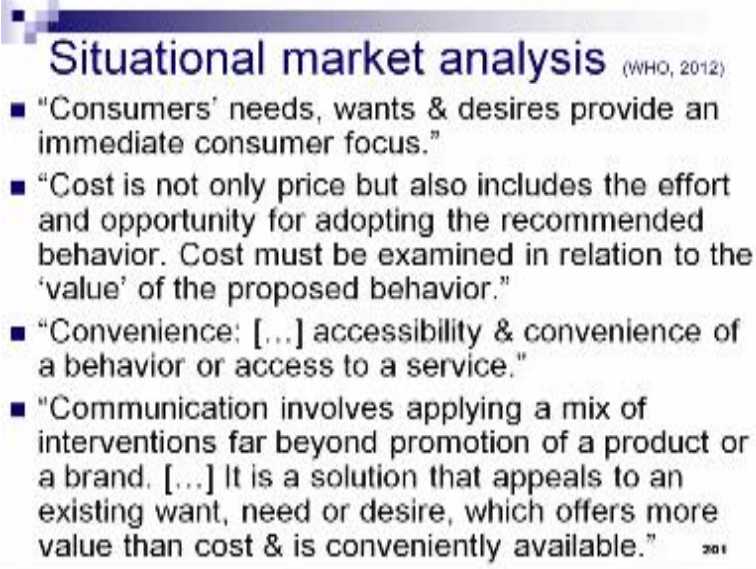
### Principles of COMBI (WHO, 2012)

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4. Repeat the above till you get it right!



Then based on the feedback we receive from the environment, we review refine and change behavioral outcomes and then we repeat the above till we get it right.

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**Situational market analysis** (WHO, 2012)

- "Consumers' needs, wants & desires provide an immediate consumer focus."
- "Cost is not only price but also includes the effort and opportunity for adopting the recommended behavior. Cost must be examined in relation to the 'value' of the proposed behavior."
- "Convenience: [...] accessibility & convenience of a behavior or access to a service."
- "Communication involves applying a mix of interventions far beyond promotion of a product or a brand. [...] It is a solution that appeals to an existing want, need or desire, which offers more value than cost & is conveniently available." 201

The situational market analysis, they use with consumers needs wants and desires provide an immediate consumer focus, why do we conduct a situational market analysis. So we find out where the stakeholders are need our efforts most. Cost does not only refer to the price, but also includes the effort and opportunity for adopting the recommended behavior. The cost must be examined in relation to the value of the proposed behavior. So what is the perceived value some kind of behavioral change, how is it going to set the stakeholders.

Convenience, convenience refers to the accessibility and convenience of a behavior or access to a service. So communication involves applying a mix of interventions far beyond promotion of a product or a brand, it is a solution that appeals to an existing want, need or desire, which offers more value that cost and is conveniently available.



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**Critical dimensions of community mobilization esp. during crises** (WHO, 2012)

- "Understanding who is valued & trusted in the community"
  - "Who are currently the most credible, trustworthy sources of information in the community?"
  - "Does a credible, trustworthy source have particular characteristics, which the community recognizes?"
  - "To what extent would training or appearance (e.g. a uniform) enhance perceptions of credibility & expertise within the community?"
- "Mobilize existing social networks & groups."
- "Ensure community feedback during & after [the crisis]."

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The critical dimensions of community mobilization especially during crises how do we mobilize communities, how do we get them to adopt changes and behaviors, it is understanding who is valued and trusted in the community, who are currently the most credible sources of information in the community, when we talk about community mobilization we are talking about getting the people in the community to do something about the crises at hand to get up and take action.

So in order to do that, who is going to propose this action, we need to find out who the most credible, who the most believable, who the most trustworthy sources of information are in a community, who will give us the most reliable information, who will tell us honestly what is going on, what the community needs, does a credible trustworthy source have particular characteristics which the community recognizes.

So is it all the old people some specific characteristics is all the, is it all the educated people, is it all the leaders, is it all the house makers or home makers, sorry is it all the farmers, what kind of people are heard the most, you know what are their characteristics, how do we identify them. So if somebody says okay, all the people, all the grandparents in the community for example all the

people above the age of 60, they have been in the village the longest and they understand the village the most.

So these people are the most credible sources fair enough we get them all the ladies, all the women in the village great, we go and talk to all the women in the village etc, to what extent would training or appearance enhance perceptions of credibility and expertise within the community. So we need to identify the credible sources of information within the community and we also need to find out what we should do in order for them to accept us.

What should we do, how will they identify us as people who are there to help them. So maybe training, maybe appearance now I am aware of some public health efforts within India where the young girls in the community would trained in basic reproductive health and hygiene. And these girls went on wearing uniforms and uniforms in the same, since the same colored suits, you know in India we talk about suits and the salwar comes.

And the typical traditional attire, so they wore the same colored clothes, maybe a school uniform, the school kids senior people wearing school uniforms or nurses or they have some identifying physical feature that can be seen and then they go in and they talk to people. So you know how that help the credibility or enhance, how people perceive them as whether people perceive them as believable or as experts or not within the community.

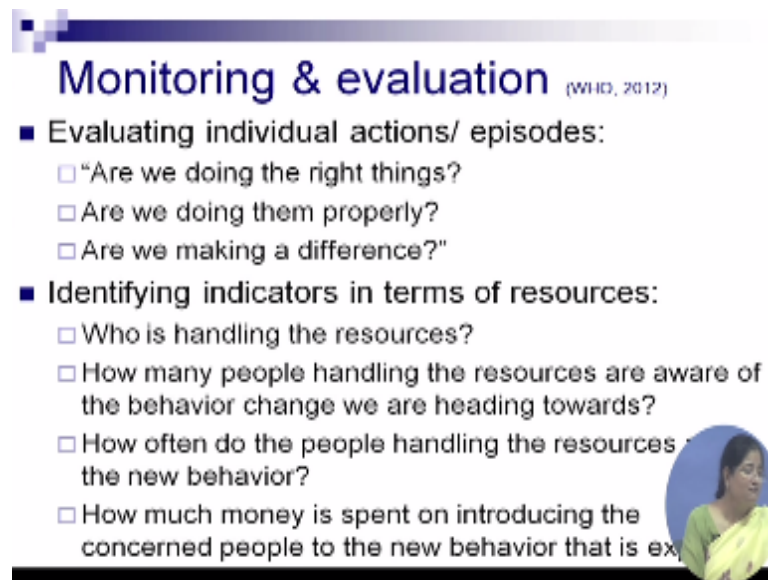
You go in and you say oh! This degree and that degree people will not believe you, you go and speaking English they will probably throw you out, because they do not, they want people somebody who they can relate to better person, who goes and who talks the same language as they talk, but who is dressed a little differently to differentiate to help them understand that look I am one of you, but I still know little bit more about this subject and I am only here to help you.

If such people going to the community they will be accepted more, mobilize existing social networks and groups, we do not go in and impose new things that is not the way to get development done, that is not the way to propel action in the community, we take the interesting

groups and we ask the existing groups to work on their own, we find out who the community listens to who is already doing the work.


So we do not bypass them we go in and take their health. Ensure community feedback during and after the crises or especially in time with crises we take the feedback of the community.

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**Monitoring & evaluation** (WHO, 2012)

- Evaluating individual actions/ episodes:
  - ☐ "Are we doing the right things?"
  - ☐ Are we doing them properly?
  - ☐ Are we making a difference?"
- Identifying indicators in terms of resources:
  - ☐ Who is handling the resources?
  - ☐ How many people handling the resources are aware of the behavior change we are heading towards?
  - ☐ How often do the people handling the resources the new behavior?
  - ☐ How much money is spent on introducing the concerned people to the new behavior that is ex



Monitoring and evaluation, evaluating individual actions and episodes, are we doing the right things, we ask our self some questions, are we doing them properly, are we making a difference, identifying indicators in terms of resources, who is handling the resources, how many people are handling the resources are aware of the behavior change we are heading towards and how do we identify indicators, you know so who is handling these resources, how many people are, who are handling the resources are aware of the behavior change we are heading towards.

It is the people who are in charge of the resources that will eventually, you know use those resources differently, how often do the people handling the resources adopt the new behavior, these are the indicators, how do we measure something, we have these indicators in place, how much money you spent on introducing the concerned people to the new behavior that is

expected. So, you know all of these things need to be taken into account, the nuts and bolts of actually doing development.

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Steps of the COMBI planning cycle adapted to development situations (WHO, 2012)		
Step	Tool	Outcome
Programme management & administrative response structure	Tool 1: Reflective questions for assessing the organizational context of crisis situation	
	Tool 2: Identifying stakeholders	
	Tool 3: Mapping existing expertise & capacity	
	Tool 4: Frequently asked questions about monitoring & evaluation	

Okay, some steps of the COMBI planning cycle adapted to development situations, this series of steps is critical. So the preplanning, the program management and administrative response structure, this is the preplanning stage. So the step is to manage the program, the step here is to decide how the program is going to be structured, how the administration will respond to the program all that structure has to be decided.

And the first tool here is reflective questions for accessing the organizational context of the crises situation. Who is there, what are they doing? So you know reflection, reflective questions. The second tool is identifying stakeholders who is going to be affected. The third tool here is mapping existing expertise and capacity what do we have in the community that we can use to bring about this change and behavior.

The fourth one is frequently asked questions about monitoring and evaluation, when you ask people to change their behavior, they will say why, why should we change any kind of behavior

and that is where we need to have a list of responses that we will give in a coherent in a consistent manner. So again, you know so we decide on these things.

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Steps of the COMBI planning cycle adapted to development situations (Contd.) (WHO, 2012)		
COMBI Planning Step	Tool	Outcome
Step 1: Identify the preliminary behavioral objectives	Tool 5: Preliminary behavioral objectives	Preliminary behavioral objectives
	Tool 8: Risk factors in the socio-cultural context	
	Tool 7: Environmental scanning	
Step 2: Conduct a rapid situational market analysis	Tool 8: Tips for interviewing	Barriers & facilitating factors for adopting prevention & control measures; what communication can/cannot do
	Tool 9: Checklist for conducting a situation market analysis	
	Tool 11: Semi-structured interviews	

Then the first step here is to identify once we have made all these plans, the first step is to identify the preliminary behavioral objectives we come up with a list. And we make, you know and then we decide on the risk factors in the socio-cultural context. What can affect what we are doing, what can you tell it, what can influence in it positively or negatively. Environmental scanning, we find out what the environment needs from us to preliminary behavioral objectives are going to be the outcome.

So we need to decide on these objectives and the outcomes come out in the form of a document. The second step is conducting a rapid situation market analysis, the next tool is tips for interviewing, we find out, we make a list, we give the, we know we want to find out what people want from the efforts that are going in, so we come up with a consistent list for interviewing the concerned people.

We also come up with the checklist this is tool nine, a checklist for conducting a situation market analysis what is that we want to find out from people, what is it that we want to find out how, what who is going to be affected, who should we talk to etc. Then tool 11 is the semi structured interviews and so we use all these tools to find out the barriers and facilitating factors for adopting prevention and control measures. What kind of measures do we adopt to prevent this situation from occurring again, what kind of measures do we adopt to remove the barriers that are, you know coming in the way of our efforts or what kind of factors are propelling our efforts in the area of behavioral change.

So what communication can and cannot do, we need to find out whether our efforts are having any impact on or have the potential to have an impact on the community that we want to serve and that kind of checklist about what we as communicators can and cannot do what our efforts communication efforts can and cannot do is critical to planning any kind of communication activity in the community.


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Steps of the COMBI planning cycle adapted to development situations (Contd.) (WHO, 2012)		
COMBI Planning Step	Tool	Outcome
Step 3: Refine the behavioral objectives, state your communication objectives	Tool 11: HIC-DARM	Behavioral & communication objectives
	Tool 12: Template for channels & settings	
	Tool 13: Communication & non-communication issues	
Step 4: Design an overall strategy	Tool 14a: Restated behavioral objectives	A strategy
	Tool 14b: Restated communication objectives	

Step three, refining behavioral objectives, so we come up with the behavioral objective checklist.

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Steps of the COMBI planning cycle adapted to development situations (Contd.) (WHO, 2012)		
COMBI Planning Step	Tool	Outcome
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	Tool 11: Semi-structured interviews	



We find out the preliminary behavioral objectives in the first step.

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Steps of the COMBI planning cycle adapted to development situations (Contd.) (WHO, 2012)		
COMBI Planning Step	Tool	Outcome
Step 3: Refine the behavioral objectives, state your communication objectives	Tool 11: HIC-DARM	Behavioral & communication objectives
	Tool 12: Template for channels & settings	
	Tool 13: Communication & non-communication issues	
Step 4: Design an overall strategy	Tool 14a: Restated behavioral objectives	A strategy
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In the third step we revisit the behavioral objectives in light of the situational market analysis, state your communication objectives once again and we use a tool called HIC-DARM and this is the tool.



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First, we	HEAR about the behavior
Then we are	INFORMED about it
And later	CONVINCED that it is worth our while
In time, we	DECIDE to act on the new behavior
And later we	ACT on the new behavior
We then	REINFORCE our action by feeling satisfied about carrying out the behavior
If all is well, we	MAINTAIN the behavior

HIC-DARM of behavior adoption first we hear about the behavior, then we are informed about it. So we let the community know what the behavior is, we just hear about it, this is what people are doing somewhere in the world, then they are informed about it. Some of them get interested so they direct their attention. So then we are informed about it, then we are convinced that it is work or while to do something about it or to change our behavior.

So hearing information and convincing is the HIC-DARM is now we are convinced, but I am still listening and I am like yeah, maybe I should do it, maybe I should stop using plastic bottles. So here I first hear yeah, there is something called as, you know biodegradable material I hear that plastic bottles are going to damage my environment. And then how somebody says no they are piling up, I see pictures, so I am informed about it, you know what it may affect me also. And then I am convinced and then I listen some more.

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First, we	HEAR about the behavior
Then we are	INFORMED about it
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We then	REINFORCE our action by feeling satisfied about carrying out the behavior
If all is well, we	MAINTAIN the behavior

And then I am convinced that it is my worth my while to think about an alternative to using plastic bottles or polyphone bags then I decide to act on the new behavior. I am so used to using polythene bags, I am so used to going to a shop and asking the shop keeper for a polythene bag, I do not take my cloth bag with me. But then based on so much of information that has come my way that is very relevant to me I am convinced that know it is not very nice to use so many polythene bags.

So then we decide to act on the new behavior, maybe I should do my bit to reduce the consumption of polythene bags, then I act on the new behavior, I take a decision and the next time I go to the market, I take my cloth bag, I do not ask and when then, even if the shop keeper offers me a polythene bag and asks me if I need a polythene bag I say no thank you. And I, you know very proudly lift up my bag and show my bag and say I am going to take my vegetables in this bag today.

Or I am going to take my rosaries in this bag I do not need a polythene bag. So I act on the new behavior then we reinforce the action by feeling satisfied about carrying out the behavior. So I lift up the bag and there is somebody next to me who is also carrying a cloth bag who used to get

a lot of polythene bags and so I see other people and I feel happy and when I come back or I do not see other people, I come back and I read up some more, I go back to my convincing I go back to what I had convinced me that my behavior should change.

I go back to the information I received and then I feel good about it. I feel comfortable about having struck to my guns about not or struck to my stand about not using polythene bags where I do not need to use them. So I feel satisfied, I feel happy and then I maintain the behavior I become convinced and the behavior is propagated and I do not care of people around me are using polythene bags or not.

I keep continue with the behavior because I feel that it is not so uncomfortable it is not so inconvenient to carry a cloth bag with me or a jute bag with me and the jute bags become cheaper and I start using them and I like, you know so or I carry my own water bottle, I put some nice flavor in my water sometimes, and I just take it with me and so, you know I do not need to buy a plastic bottles from the market.

So my behavior is maintained and this maintenance that feeds into the sustainable communication that I have later with people, so it becomes a sustainable behavior when we talk about maintained behavior, we are talking about sustainable behavior okay.

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	Tool 11: Semi-structured interviews	

So HIC-DARM then that is the tool 11, then we come to tool 12 which is template for channels and settings in which the communication has to take place. So we decide on a template, we also decide the communication and non communication issues that are going to be a part of this situation. So behavioral and communication objectives are then refined based on the feedback we received from the environment by using these tools. HIC-DARM then we decide on a template that we will use then we decide on the communication and non communication issues that we will deal with when we implement these strategies.


Then the next step is designing an overall strategy the communication behavioral intervention strategy.

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Programme management & administrative response structure	Tool 1: Reflective questions for assessing the organizational context of crisis situation	
	Tool 2: Identifying stakeholders	
	Tool 3: Mapping existing expertise & capacity	
	Tool 4: Frequently asked questions about monitoring & evaluation	

You so we will conduct a rapid situation market analysis here.

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## Monitoring & evaluation (WHO, 2012)

- Evaluating individual actions/ episodes:
  - ☐ "Are we doing the right things?"
  - ☐ Are we doing them properly?
  - ☐ Are we making a difference?"
- Identifying indicators in terms of resources:
  - ☐ Who is handling the resources?
  - ☐ How many people handling the resources are aware of the behavior change we are heading towards?
  - ☐ How often do the people handling the resources introduce the new behavior?
  - ☐ How much money is spent on introducing the concerned people to the new behavior that is expected?


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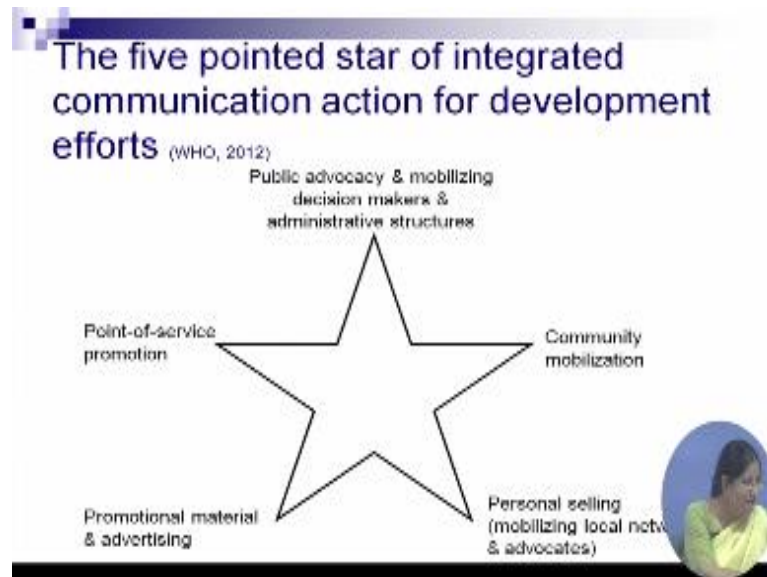


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We then	REINFORCE our action by feeling satisfied about carrying out the behavior
If all is well, we	MAINTAIN the behavior

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## Tips for selecting the right combination of tools for communication (WHO, 2012)

- Choose & use appropriate media
- Be creative in using existing channels of communication
- Strive for engaged communication: Community participation is key
- Address the issue of risks associated with corrective action e.g. side effects of medicines used to deal with disease outbreaks, etc.
- Think in terms of advertising on flights. Many countries have used this to help garner funding and other kinds of support.




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- “Mobilize existing social networks & groups.”
- “Ensure community feedback during & after crisis].”



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## Situational market analysis (WHO, 2012)

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1. "Determine the preliminary behavioral outcomes before producing any [communication] material like posters, pamphlets, or radio spots."
2. "Conduct a rapid situational market analysis to refine the desired behavioral outcomes and determine how best to engage people with regard to the recommended behaviors."
3. "Review, refine, and change behavioral outcomes to reflect the results of the situational market analysis."
4. Repeat the above till you get it right!



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## Goals & philosophy of COMBI (WHO, 2012)

- "... to achieve behavioral results"
- "Strategic planning & behavioral and social communication begin with the fundamentals: People cannot act on a suggested behavior if they are not aware of & knowledgeable about it, nor can they act if they are not engaged in a full, fair review of its benefits & advantages in relation to the cost & effort involved in putting it into practice."



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## Communication for Behavioral Impact (COMBI) (WHO, 2012)


- Developed to implement communication strategies to deal with public health crises in developing countries.



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## Principles of COMBI (WHO, 2012)

1. "Determine the preliminary behavioral outcomes before producing any [communication] material like posters, pamphlets, or radio spots."
2. "Conduct a rapid situational market analysis to refine the desired behavioral outcomes and determine how best to engage people with regard to the recommended behaviors."
3. "Review, refine, and change behavioral outcomes to reflect the results of the situational market analysis."
4. Repeat the above till you get it right!



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## Situational market analysis (WHO, 2012)

- "Consumers' needs, wants & desires provide an immediate consumer focus."
- "Cost is not only price but also includes the effort and opportunity for adopting the recommended behavior. Cost must be examined in relation to the 'value' of the proposed behavior."
- "Convenience: [...] accessibility & convenience of a behavior or access to a service."
- "Communication involves applying a mix of interventions far beyond promotion of a product or a brand. [...] It is a solution that appeals to an existing want, need or desire, which offers more value than cost & is conveniently available."



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**Critical dimensions of community mobilization esp. during crises** (WHO, 2012)

- “Understanding who is valued & trusted in the community”
  - “Who are currently the most credible, trustworthy sources of information in the community?”
  - “Does a credible, trustworthy source have particular characteristics, which the community recognizes?”
  - “To what extent would training or appearance (e.g. a uniform) enhance perceptions of credibility & expertise within the community?”
- “Mobilize existing social networks & groups.”
- “Ensure community feedback during & after crisis].”





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## Monitoring & evaluation (WHO, 2012)

- Evaluating individual actions/ episodes:
  - ☐ "Are we doing the right things?"
  - ☐ Are we doing them properly?
  - ☐ Are we making a difference?"
- Identifying indicators in terms of resources:
  - ☐ Who is handling the resources?
  - ☐ How many people handling the resources are aware of the behavior change we are heading towards?
  - ☐ How often do the people handling the resources introduce the new behavior?
  - ☐ How much money is spent on introducing the concerned people to the new behavior that is expected?


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Steps of the COMBI planning cycle adapted to development situations <small>(WHO, 2012)</small>		
Step	Tool	Outcome
Programme management & administrative response structure	Tool 1: Reflective questions for assessing the organizational context of crisis situation	
	Tool 2: Identifying stakeholders	
	Tool 3: Mapping existing expertise & capacity	
	Tool 4: Frequently asked questions about monitoring & evaluation	



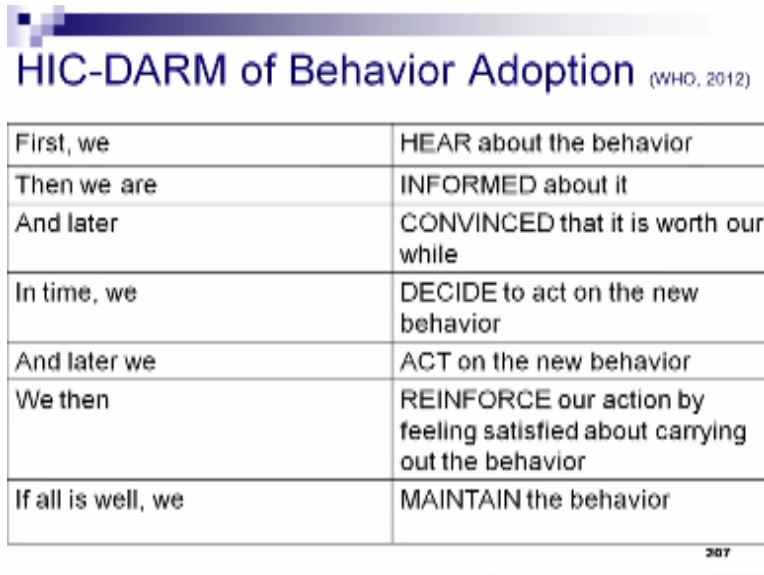
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Steps of the COMBI planning cycle adapted to development situations (Contd.) (WHO, 2012)		
COMBI Planning Step	Tool	Outcome
Step 3: Refine the behavioral objectives, state your communication objectives	Tool 11: HIC-DARM	Behavioral & communication objectives
	Tool 12: Template for channels & settings	
	Tool 13: Communication & non-communication issues	
Step 4: Design an overall strategy	Tool 14a: Restated behavioral objectives	A strategy
	Tool 14b: Restated communication objectives	



Okay, so we conduct an overall strategy, we restate the behavioral objectives and we restate the communication objectives for behavioral impact and then we come up with the strategy. So we have refined our objectives, we have taken the feedback from the community and we come up on a strategy.

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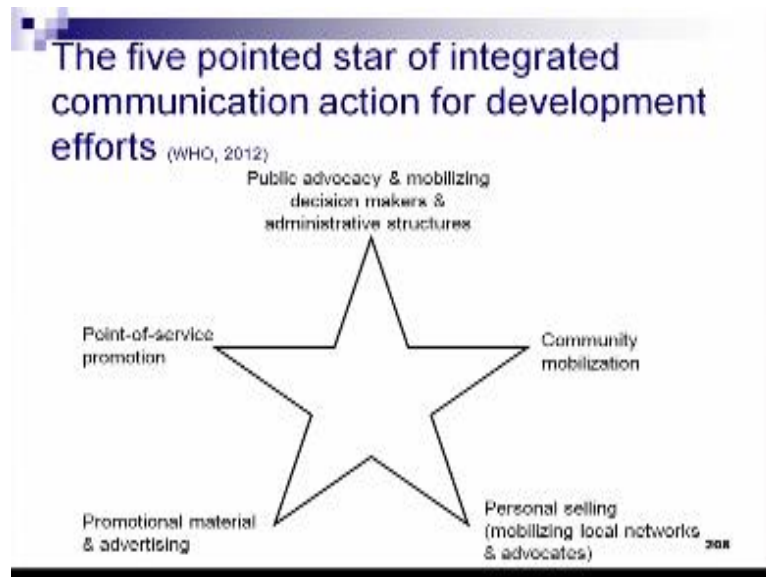


The diagram illustrates the HIC-DARM of Behavior Adoption process, which is a sequential model of behavior change. It consists of eight steps, each with a corresponding action in all caps. The steps are: 1. First, we HEAR about the behavior; 2. Then we are INFORMED about it; 3. And later CONVINCED that it is worth our while; 4. In time, we DECIDE to act on the new behavior; 5. And later we ACT on the new behavior; 6. We then REINFORCE our action by feeling satisfied about carrying out the behavior; 7. If all is well, we MAINTAIN the behavior. The diagram is presented in a table format with a purple header bar.

First, we	HEAR about the behavior
Then we are	INFORMED about it
And later	CONVINCED that it is worth our while
In time, we	DECIDE to act on the new behavior
And later we	ACT on the new behavior
We then	REINFORCE our action by feeling satisfied about carrying out the behavior
If all is well, we	MAINTAIN the behavior

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And then this strategy the communication strategy is in the form of a five pointed star of integrated communication action for development efforts. Now according to the WHO's document the document proposed by WHO, the first point or the first vertex of the star deals with public advocacy and mobilizing decision makers and administrative structures. So that is the, so that is one aspect of it, the second aspect of it is community mobilization.

The third aspect of it is personal selling, mobilizing local networks and advocates to, you know so personal selling so we convince local networks and advocates. Then the fourth vertex is promotional material and advertising. The fifth vertex is point of service promotion. So we let the community know we tell people, we convince everybody concerned and we take these efforts and how, you know which of these vertices gets higher priority and which gets a lower priority and how the mix is decided by the situation that we are dealing with.

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**Tips for selecting the right combination of tools for communication** (WHO, 2012)

- Choose & use appropriate media
- Be creative in using existing channels of communication
- Strive for engaged communication: Community participation is key
- Address the issue of risks associated with corrective action e.g. side effects of medicines used to deal with disease outbreaks, etc.
- Think in terms of advertising on flights. Many times this helps garner funding and other kinds of support.

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Okay, tips for selecting the right combination of tools which of these tools we will use, we will depend on the situation, so we need to choose the most appropriate medium for sending our communication messages we need to be creative and in using existing channels of communication for example, if drummers are available in a particular community maybe we could talk to them.

If we have, you know people who are, you know if there are community events going on we can use those for sending our message, strive for engaged communication, community participation is key, we cannot send out messages and, you know hope that people will open their ears and eyes and listen to what we are telling them. We get the community involved and we take their advice on how to ensure that the message reaches a larger group of people.

We address the issue of risks associated with corrective action for example side effects of medicines used to deal with disease out breaks etc. So when we give people medicines we let them know, you please use this medicine as prescribed by the doctor, if you do not do that, then you could run the risk of these side effects. So we address these risks, we think in terms of

advertising on lights, when we talk about communication we want people to contribute to our efforts.

We want the community to be involved, so if we advertise on flipes or, you know on any public transportation the many times this helps garner funding in other kinds of support from people who may want to help communities, but do not know how to. So we use these tools it is a very, very helpful tool as far as public advocacy as indicated in this star is concerned.

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So it helps with that also and mobilizing decision makers and administrative structures.

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Steps of the COMBI planning cycle adapted to development situations (Contd.) (WHO, 2012)		
COMBI Planning Step	Tool	Outcome
Step 5: Prepare implementation & monitoring plans & budget	Tool 15: Detailed implementation plan	Detailed implementation plans for the strategy & for monitoring & evaluation
	Tool 16: Monitoring table	
	Tool 17: Monitoring implementation plan	
Step 6: Implement & monitor the strategy, identify trends & adapt if necessary	Apply tools 15-17	Feedback & adjustments to the strategy

Steps of the COMBI planning cycle adapted for the development adapted to development situations. So the COMBI planning step five the fifth step is preparation of prepared implementation and monitoring plants and budget. We have decided on what we want to do, how we want to do it, you know who will be involved all of that has been decided, then we prepare the monitoring plans and budget, the detailed implementation plan is prepared, the monitoring table is prepared, the monitoring implementation plan is prepared and the outcome is detailed implementation plans for the strategy and for the monitoring and evaluation are given.

So this is the outcome, the step, the sixth step here is implement and monitor the strategy identified trends and adapt if necessary. And we apply tools 15 to 17, we get feedback and adjustments to the strategy.



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Steps of the COMBI planning cycle adapted to development situations (WHO, 2012)		
COMBI Planning Step	Tool	Outcome
Step 7: Evaluate once the crisis is over	Tool 4: Frequently asked questions about monitoring & evaluation	Impact, lessons learnt and good practice
	Tool 10: Semi-structured interviews	
	Tool 16: Monitoring table	
	Tool 17: Monitoring implementation plan	

Okay and the last step here is evaluate once the crisis is over. So once the crisis once the situation that requires this intervention is over we evaluate this. The fourth tool here is frequently asked questions about monitoring and evaluation, we go back to this tool, we prepare a list, semi structured interviews, we prepare a monitoring table, we prepare a monitoring implementation plan.

The outcome here is the impact lessons learnt and good practice. So the impact that our efforts have are the outcome here and we come up with, and we find out what works and what does not work in a community.

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## Strategic Communication for Sustainable Development

Aradhna Malik(PhD)  
Assistant Professor  
Vinod Gupta School of Management,  
Indian Institute of Technology Kharagpur



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Steps of the COMBI planning cycle adapted to development situations (WHO, 2012)		
COMBI Planning Step	Tool	Outcome
Step 7: Evaluate once the crisis is over	Tool 4: Frequently asked questions about monitoring & evaluation	Impact, lessons learnt and good practice
	Tool 10: Semi-structured interviews	
	Tool 16: Monitoring table	
	Tool 17: Monitoring implementation plan	

And that is where we are going to stop now, so this is how this tool can be used in development situations and thank you very much for listening we take up the discussion from here the next time we talk, thank you.