

Basic of Health Promotion and Education Intervention
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Lecture – 13
Behaviour Change Communication (BCC): Part II

Now, in this session we will be seeing part two of the Behaviour Change Communication.

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CONCEPTS COVERED

- Principles of BCC
- Models for Behaviour change
- Behaviour change Interventions
- How to develop BCC strategy
- BCC messages

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I will be dealing this session and we will see principles of behaviour change communication what are the different models that are being used for this behaviour change communication? What intervention we can do under this and how to develop a behaviour change communication strategy? And what are the characteristics or for the behaviour change messages?

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The guiding principles of BCC

- BCC should be integrated with program goals from the start
- Formative BCC assessments must be carried out while developing BCC messages
- Key and direct stakeholders need to be involved from the design stage of BCC
- BCC strategies must be positive and action oriented.

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So, let us see one by one what is it? So, what are the principles of behaviour change communications? So, first and foremost is the BCC should be integrated with program goals from the start. So, this is very, very important, as you see many of our programs health programs, national health programs, we have now, they have included or they have been including this BCC strategy.


So, specifically non communicabilities these are very, very important behaviour change communication is important aspect. So, this is one of the principles that they should be included in program objective itself. Then formative research without any formative research planning or designing a BCC is incomplete. So, we should conduct a formative assessment first. Then key and direct stakeholders need to be involved without which will not be a successful.


BCC strategy must be positive and action oriented. So, whatever messages are been given through delivered through the BCC communication it should be telling more than what to do not rather than what not to do. So, this will be like mostly framing positive orientation.

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The guiding principles of BCC

- Pre-testing must be done for effective BCC materials
- BCC programs must involve planning for monitoring and evaluation.
- **The target population should participate** in all phases of BCC development and in much of implementation
- Having a **variety of linked communication channels** is more effective than relying on one specific one.




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And pre-testing must be done for effective BCC materials. So, once you develop the BCC materials you need to be tested and then only go for final large-scale production. So, this is one of the important principles. Then BCC program must involve planning for monitoring annually. Yes, of course, monitoring and evaluation is important principle and target population should participate in all phase's right from beginning till implementation.


Till monitoring all population target population should be involved in it and variety of communication channels do not depend upon the one channel. So, multimedia mix should be used.

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Models for Behaviour Change

Individual level	Health belief model
	Theory of planned behaviour
	Trans-theoretical model
Inter-personal level	Social cognitive theory
Community level	Diffusion of innovation theory




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Then what are the as you know this behaviour change whenever you plan these programs for behaviour change it may be dependent on any of these models. So, models play on this basis

these are the theories on that basis only we plan our behaviour change communication programs. So, you know at individual level if you are planning BCC studies specifically more using counselling secondary and tertiary prevention.

So, health belief model is one of the important models. So, it was developed in US. So, actually the tuberculosis prevention strategies where they were adopted, the community was not coming for the screening of TB. So, the researchers tried to find out why they are not actually coming and they come up for comfort with this health belief model and theory of planned behaviour. So, all these models will be discussed in the subsequent sessions.

So, just I will go through this; what are the different models? So, theory of planned behaviour we have subjective norms and ultimately here actually intentions behavioural intentions are very, very important before the change occurs. So, here this model will focus on the developing the intention then trans-theoretical model this precontemplation again the same like you have stages person tries to change and then finally have a behaviour change and maintain that.

In social cognitive theory we have the cognition aspect then you have the behavioural aspect and you have the environmental aspects and how this is an interaction between this at personal level. So that is been seen looked into it through this interpersonal level and the community level you have the division of innovation like. Whenever any new things come the people do not accept easily.

So, those who are the innovators suddenly change it like specifically like vaccination when actual this covid vaccination started initially lot of hesitancy were there. So, there were few people those immediately, yes, we will take it. So, these are the innovators then they are followed by the early adopters a few 13% then you have the early and then you are late and then finally of the laggards so, 16% those who finally they change. So, these are the certain models that will be discussed in detail in subsequent sessions.

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Interventions for BCC

- **Education** : Increasing knowledge or understanding
- **Persuasion** : Using communication to induce positive or negative feelings or stimulate action
- **Incentivisation**: Creating expectation of reward
- **Training**: Imparting skills

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Then what interventions you can do for the behaviour change communication. So, as you know so, BCC also includes the IEC and health education. So, one of the aspects will be increasing knowledge and understanding of the population or the target population then it will persuade people for positive changes or having positive feelings or negative feelings or you can simulate actions for change in the behaviour.

Then you can have certain incentivisation interventions so, creating expectations of certain rewards. So, if you change the behaviour what benefits you will be getting and how it will be benefiting. So that will be creating expectations among the people. So that is incentivisation can also be one of the interventions for BCC. Then imparting skill of course, you will be having demonstration giving people.

How to do it? And hands on kind of skills can also be given to the community to modify their positive behaviour or change the positive behaviour.

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Interventions for BCC

- **Restriction:** Using rules to reduce the opportunity to engage in the target behaviour (or to increase the target behaviour by reducing the opportunity to engage in competing behaviours)
- **Environmental restructuring:** Changing the physical or social context
- **Modelling:** Providing an example for people to aspire to or imitate
- **Enablement:** Increasing means/reducing barriers to increase capability or opportunity

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Then restrictions so, as you know this, we can have lot of rules regulations that will make people or compel the people to change the behaviour. So that can also one of the intervention can be used for the basis. That environmental restructuring or physical it could be a social context also. So, having construction of the roads in such a way that or having a what you say? Bicycle tracks.

So that will restructure the environment and people will be promoted to use bicycles have a physical activity or you can have a modelling also. So, providing an example for people to ask for it. So, I can have like we use lot many of role models the celebrities we use. They are involved in various BCC campaigns like tuberculosis. Mr Amitabh Bachchan he has been used. Akshay Kumar has been used. Rahul Dravid was used. So, these are the role models. So that influences their behaviour change.

Then enablement increasing means reducing barriers and increase the capability. So, this will enable people. So, if you remove the barriers people will be easily changing their behaviour's.

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BCC strategy

Well designed BCC should include:

- Clearly defined **BCC objectives**
- An overall **concept or theme** and **key messages**
- Identification of **channels** of dissemination
- **Identification of partners** for implementation (including capacity-building plan)
- A **monitoring and evaluation plan**

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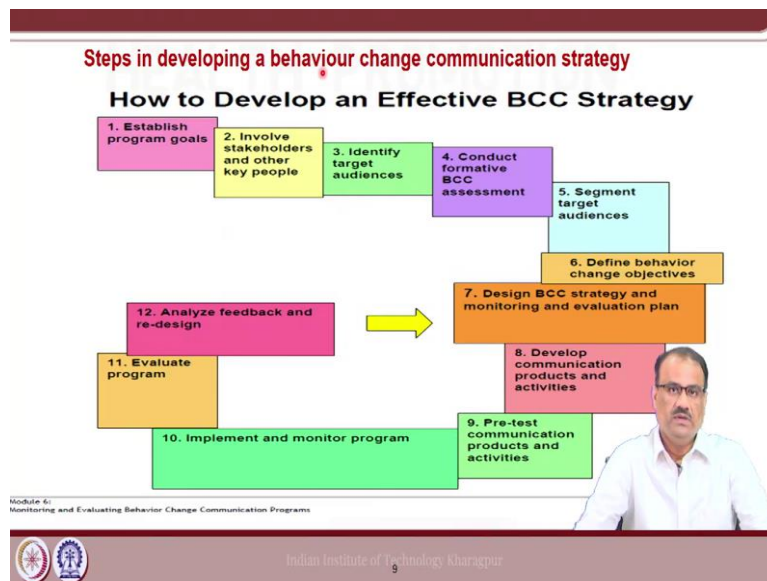
So, these were the interventions that will be done for the BCC change. Now, what are the strategies? Now, these are the five important strategies that should be included in any BCC programs. Otherwise, it will be incomplete if you are not clearly defining the BCC objectives. So, any BCC program we should have initially? What I want to change? What particular behaviour like?

At the end of this program 30% of people will quit smoking or say like 70% of people will start doing some kind of physical activity. So, this actually what behaviour they are going to change this should be clearly defined and an overall concept of theme or the key. So, any behaviour like you have the **(FL)** kind of thing it was there for the family planning thing. So, these are the key concept or theme that has to be there in any strategy.

Then identification of channels, yes what are the channels it needs to be beforehand? You should be identified and effective that which will be effective that should be identified for your target population and identification of the partners. Yes, it is very, very important whenever the BCC is conducted you need to identify your partners different stakeholders that will be helping you in implementing the BCC programs.

And of course, monitoring and evaluation has to be there in any business strategy. So, these are the five strategies, objectives have to be there, key concepts should be there. What channels you are going to use? What are the different partners, monitoring and evaluation has to be there?

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Now, how you are going to develop a behaviour change strategy? So, as you know we have for all this program planning we have some steps. Similarly, here we do have certain steps. So, initially we need to have established the program goals. Suppose we want to reduce maternal mortality. So, we should have certain at the end of 5 years, 10 years whatever we can have or 2 years, 1 year.

We want to reduce maternal mortality say up to like 100 or 150. So, in this way you should have certain program goals then involve stakeholders and other people into it. Whatever who are the stakeholders? The mother-in-laws, husbands and those who are actually administrators and service providers. So, these are all the stakeholders that have to be involved for them then who will be your target audience.

So, you have the self those who are affected the mothers pregnant women are there. Then the other secondary tertiary targets audience you are there we need to identify it. Then conduct formative business assessment as I said this is one of the important guiding principle or this is one of the important strategies without formative research cannot also conduct it, segment the audience. According to just we will see how, each segmentation is done?

Then define behaviour change objectives. Yes, what exact behaviour change you want that has to be there. So, like one of the factors for this maternal mortality is in India we have early marriages. So, you have teenage marriages, teenage pregnancy and these are the factors. So, what behaviour change exactly you can give there? Design BCC strategies and monitor and evaluation plan.

So, before implementation you should have the evaluation monitoring plan then you will develop the communication products. Whatever pamphlets, posters, banners maybe the on FM radio you will have some certain spots or on the TV whatever you need to but what are the you need to develop it? Then of course pre-testing of all the materials. Once you decide all this thing you go for the implementation of your BCC activities.

Then finally you do the evaluation then get the feedback and you can go for redesign. If anything goes wrong in this, you go for re-planning, redesign your plan and then implement.

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BCC messages

- A message consists of carefully crafted information that is targeted at specific population groups.
- It is important to develop an overall theme that will appeal to and attract target populations.
- The theme should stem from the BCC formative assessment and further consultation
- It should be designed to meet BCC objectives and to stimulate discussion and action.
- The theme should be positive. It is now commonly understood that fear campaigns and campaigns blaming particular groups are ineffective
- Messages are the most critical element in developing a BCC strategy—and they are the area where most strategies fail.

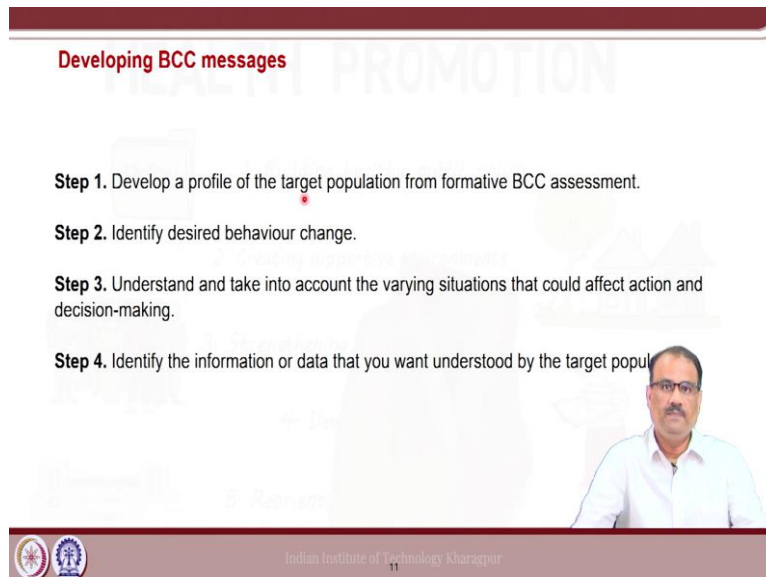
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And how this BCC message starts to be there what, what characteristics are there what needs to be there. So, a message consists of carefully crafted information as tailored messages. So, same carefully crafted information that is targeted at specific population. So, as you do the segmentation you have the specific target population. So, tailor-made messages have to be there and it is important to develop an overall theme.

So, you need to have an overall theme for your BCC communication and the theme should stem from the formative research. Again, important formative research has to be done, on that basis you plan it and it should be designed to meet the objectives and stimulate discussion and actions. Because of these messages, this will stimulate discussion among the communities, discussion among the individuals and they will take the action then theme should be positive.

So, it is now, commonly understood that fear campaigns and campaigns or blaming it goes ineffective. So, rather you tell the people or the messages should be targeting what people has to do? Not rather why? What not to do? So, give their positive messages. Then messages are most critical element in developing strategies and they are the area where most strategies fail. So, messages to be when you design it should be carefully crafted.

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The slide is titled "Developing BCC messages" in red text. It lists four steps for developing BCC messages:

- Step 1.** Develop a profile of the target population from formative BCC assessment.
- Step 2.** Identify desired behaviour change.
- Step 3.** Understand and take into account the varying situations that could affect action and decision-making.
- Step 4.** Identify the information or data that you want understood by the target population.

A video feed of a presenter is visible in the bottom right corner of the slide. The slide footer includes the Indian Institute of Technology Kharagpur logo and the text "Indian Institute of Technology Kharagpur" and "11".

And what are the steps? First develop a profile so, like photograph kind of thing. So, what is your target population? You should develop the profile of the BCC program. Then identify what desired behaviour changes are required? That you need to forehand you should decide it and understand and take into account various situation that could affect that is the kind of context analysis you need to do there.

And identify the information or data that you want to understand from the target population. So, one you have to identify what people actually want? What people required? What actual changes are required in their behaviour? You need to identify that.

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Developing BCC messages

Step 5. Develop key benefit statements that take the hopes and aspirations of the target population into account. Whatever the benefit, it will have to outweigh any disadvantages or "costs" the audiences might feel.

Step 6. Develop messages from key benefit statements. Messages should be simple, attractive and make clear the benefits of what is being promoted, through words or images.



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Then develop key benefit statements that the people will have their aspirations of the specific target population. So, whatever the benefit it will have to outweigh any disadvantages. So, if I change my behaviour what cost I have to give? So, if I have to start doing exercise there is cost, is there I have to give some time. So, this should outweigh so, I will benefit, my blood pressure will be reduced, my sugar will reduce or how fit I will become?

And how it will be actually as considering my cost, it will be benefiting me more. And next step is developing the messages from key benefit statements, messages should be simple attractive and make clear the benefits on what is being promoted? So, in subsequent sessions we are going to see in detail about the designing of the messages in details

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Monitoring of BCC

Reach: Are adequate numbers of the audience being reached over time?

Coordination: Are messages adequately coordinated with service and supply delivery and with other communication activities? Are communication activities taking place on schedule, at the planned frequency?

Scope: Is communication effectively integrated with the necessary range of audiences, issues and services?

Quality: What is the quality of communication (messages, media and channels)?

Feedback: Are the changing needs of target populations being captured?



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Then in the monitoring so, what you want to see? When you do actual monitoring of the BCC programs. So, it is the reach whether population for whom you are targeting for whom you have prepared this? Whether they are at all reached or not? Is there any co-ordination when you are actually delivering these messages? Whether there is co-ordination or not? Then scope is communication effectively integrated with the necessary range of audience issues or services.

So, this is very important you need to look into monitoring and quality. What is the quality of the communications? You ask to the people whether these messages are understandable. Maybe this your material also printing is not good, the colours are not or very dark colour or the channel whether they are able to understand? You are able to listen properly. So, all the quality of your BCC materials or the communication strategy, what you are following it and then the feedback.

Feedback has to be taken and captured from the target populations. So, these are the monitoring, reach, coordination, scope, quality and feedback.

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Evaluation of BCC

Process evaluation
Process evaluation assesses the BCC program's quality, the way the program was run, and whether the target group was reached.

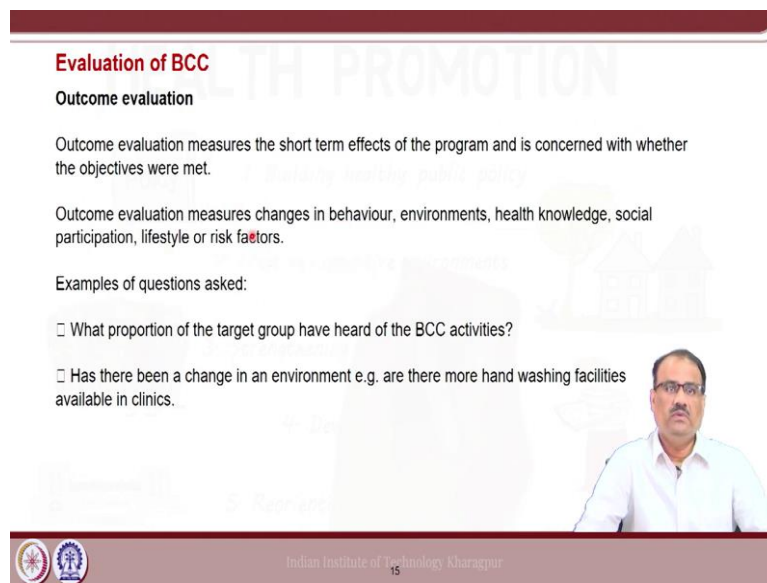
- || Is the program reaching the target group?
- || Are participants satisfied with the program?
- || Are the activities of the program being implemented as planned?
- || Are the materials and components of the activity of good quality?

The slide features a background illustration of a family (a man, a woman, and children) and a house. In the bottom right corner, there is a video inset of a man with glasses and a white shirt, who appears to be the speaker. The bottom of the slide contains the Indian Institute of Technology Kharagpur logo and the text 'Indian Institute of Technology Kharagpur'.

Then as you know you have in the evaluation you have the process evaluation outcome and impact valuation. So, in the process evaluation what needs to do? What needs to, you need to look into it. So, is the program reaching the target population? So, it was supposed to reach this population, whether they are actually reached or not? Are the participants satisfied? So, whatever media you are using or materials you are using whether they are satisfied with the BCC program.

Are the activities of the program being implemented as planned? We need to look into it. So, we are seeing the processes how is been conducted? When it was been conducted? At what time it was supposed to conduct? Whether it was done on time? How many people have come? So, these whole processes whatever being used for communication behaviour change whether they have been properly done or not and the quality also. In this process evaluation you will look into all these aspects.

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Evaluation of BCC

Outcome evaluation

Outcome evaluation measures the short term effects of the program and is concerned with whether the objectives were met.

Outcome evaluation measures changes in behaviour, environments, health knowledge, social participation, lifestyle or risk factors.

Examples of questions asked:

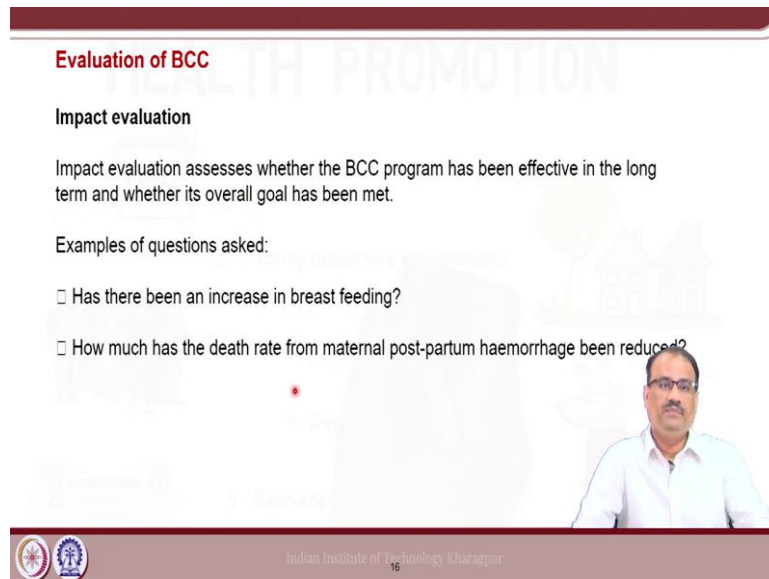
- ☐ What proportion of the target group have heard of the BCC activities?
- ☐ Has there been a change in an environment e.g. are there more hand washing facilities available in clinics.

The slide features a background with faint text 'HEALTH PROMOTION' and 'COMMUNICATION BEHAVIOUR CHANGE'. A small inset video shows a man in a white shirt and glasses. The footer includes the Indian Institute of Technology Kharagpur logo and the number 15.

And in the outcome evaluation as you know outcome evaluation is for the like short term immediately what, what you gain from this BCC. So, any change in the behaviour or change in the environment or their knowledge or maybe certain may be attitude. So, what questions you are putting into it? So, what proportion of the target group or the population for whom you had this BCC activities have been heard? They actually heard this.

And has there been any change in the environment or any behaviour you will look to. So, whether they have started providing hand washing facilities or maybe the cycle tracks has been done? So, these are also like environment change that has been there or not actual behaviour change also you will see.

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Evaluation of BCC

Impact evaluation

Impact evaluation assesses whether the BCC program has been effective in the long term and whether its overall goal has been met.

Examples of questions asked:

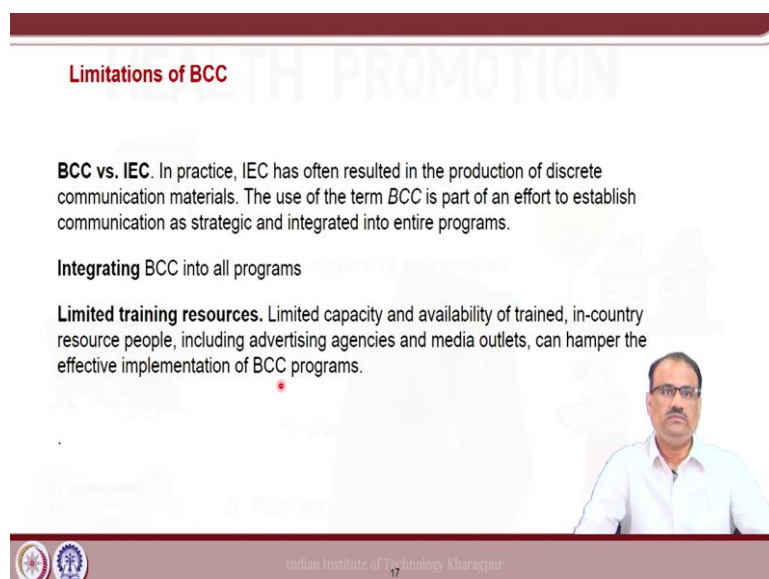
- ☐ Has there been an increase in breast feeding?
- ☐ How much has the death rate from maternal post-partum haemorrhage been reduced?

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And finally, the impacts that is for the long term as I said like when you plan for material reduction in maternal mortality. So, whatever aspects you are focusing in that area so, whether the teenage pregnancy early marriages had to reduce or not. So, finally that will lead to the reduction in maternal mortality. So, this is the long term so, maybe years, couple of years or 5 years.

So, for example like you can have like has there been any increase in breast feeding or if you like want to have the infant mortality it was your goal. So, you can have the whether there is increasing breast feeding? And how much has the death rate from maternal post-partum haemorrhage has been reduced? So, this will ultimately tell you whether your BCC campaign was effective or not?

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Limitations of BCC

BCC vs. IEC. In practice, IEC has often resulted in the production of discrete communication materials. The use of the term *BCC* is part of an effort to establish communication as strategic and integrated into entire programs.

Integrating BCC into all programs

Limited training resources. Limited capacity and availability of trained, in-country resource people, including advertising agencies and media outlets, can hamper the effective implementation of BCC programs.

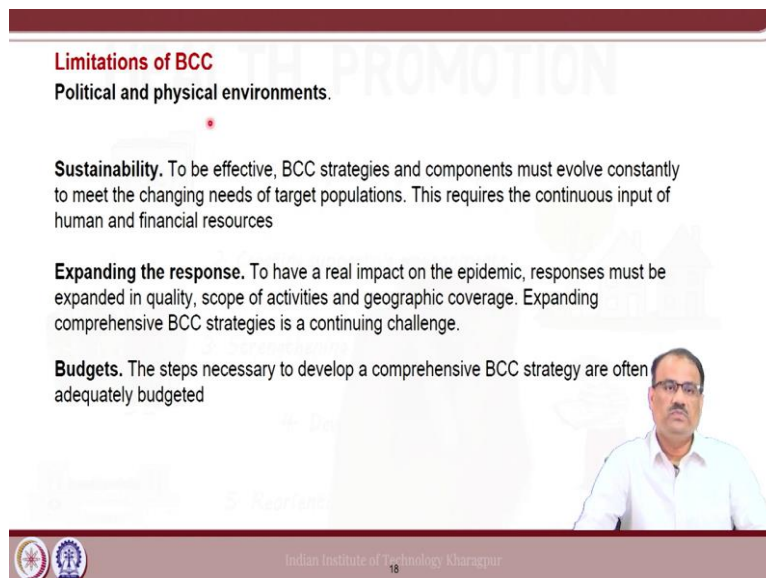
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And what are the limitations? So, as you know like if you have the IEC, you know IEC is more focusing on the information and generating knowledge or having lot many of materials communication materials. So, in the use of this term when you use actual BCC it is an IEC is also included in it but basis is a part of an effort to establish communication strategies and strategic and integrated into the entire programs.

So, more maybe sometimes you give more priority or more on the focus on the IEC and not the BCC. So that could happen so, more focusing on preparing materials and all that then there could be a problem issues to integrate this BCC in all programs. As you see, whatever if you go through the programs you will find the BCC is not integrated actually. So now, it has been changing but earlier you see there was least importance was given to the BCC.

And limited training process as you know like counting you know like we have resource constraint country. So, this less trained manpower is there or including advertising agencies we do not have that media outlet also that can help us in this BCC strategies and programs.

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Limitations of BCC

- Political and physical environments.**
- Sustainability.** To be effective, BCC strategies and components must evolve constantly to meet the changing needs of target populations. This requires the continuous input of human and financial resources
- Expanding the response.** To have a real impact on the epidemic, responses must be expanded in quality, scope of activities and geographic coverage. Expanding comprehensive BCC strategies is a continuing challenge.
- Budgets.** The steps necessary to develop a comprehensive BCC strategy are often adequately budgeted

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Then of course political and physical environment is also important aspect that is a limitation for our BCC's and sustainability of the BCC programs and strategies. So, this requires continuous input human and financial resources. Yes, this is very, very important and expanding the responses expanding into the larger geographical areas and this is the important areas we can expansion of the BCC programs.

And the budget yes you see in various programs the least what you say budget is given to the finally to the BCC activities. So, these are the certain limitations of the BCC in various programs.

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CONCLUSION

- Principles of BCC
- Models for BCC– Individual, Interpersonal and community level
- Interventions for BCC-Education, Persuasion, Incentivisation, Training, Restriction, Modelling, Environment modification, Enablement
- BCC strategy
- Developing BCC messages

Family Income Employment Our communities Access to health services

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So, finally coming to the conclusions we have seen the various principles of the behaviour change communications. So, what the things we need to keep in mind whenever you frame the behaviour change strategies or communication programs? Then we have seen various models whenever you plan any BCC you need to follow certain models maybe the health belief model. So that is at the individual level or the trans theoretical model or may be the social cognitive model.

At the community level this diffusion of innovation can be used. Then interventions you can have education, you can have persuasion, incentivisation, you can have trainings, restrictions, or you can have enablement. Then we have seen this BCC strategy what how you can you develop our messages right from the program goals till the finally evaluation of the bit strategy or feedback or you can make changes and use it.

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So, these are my references. Thank you.