

Research Methods in Health Promotion
Prof. (Dr.) Madhumita Dobe
Chairperson,
Foundation for Actions and Innovations Towards Health Promotion
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Lecture 44: BCC and SBCC (Part IV)

Music So, as we progress into the further details of behavior change communication and social behavior change communication as applicable to research methods in health promotion. We would now be dealing with designing an SBCC strategy, social behavior change communication strategy. We have already dealt with BCC and how to design plan and design and implement a BCC strategy. Let us look into the extra part now, the social behavior change communication strategy. Now, basically what does SBCC do? SBCC uses data and creative ideas. We were talking about messaging.

So, messaging or innovations are always involving creative ideas. So, it uses data and creative ideas to focus on a changing or positively influencing social norms. We talked about those circles in the earlier classes and this circle outside the individual is an important influence in the form of social norms. So, for long term sustainable behavior change in the population level, we need to use our data to formulate messages to change or positively influence social norms.

The second thing which SBCC does is increase practice of healthy behaviors that of course, is the ultimate impact and outcome we are going to look at. Third thing is improve especially in the context of provider client interactions which is a important deterrent and sometimes it really acts as a very important influencer of changes in behavior as simple as compliance to medicines or as complex as availing of the available services for pregnancy for vaccination etcetera. So, it improves these interactions. It strengthens community responses to issues. It is aimed towards influencing decision makers and family and peer networks and has already been discussed how important these influences are in shaping and actually moving individual behavior as well.

It actually can be used to increase demand for health services and products. It can promote increasing correct use of health services and products. It can influence policy. It can increase the capacity for local planning and implementation of health programs. Now, if we look at it most of these or majority of these issues are subjects or issues with which public health professionals and practitioners are dealing with in everyday life.

So, SBCC becomes a very important component of what we professionally do in our daily lives. So, how do we design an SBCC strategy? Now, if existing data is not sufficient, is outdated means very old or does not provide enough insight into the challenge or the issue, then we first do an analysis of the situation. Formative research to identify priority groups, to

conduct additional research, to fill the gaps through survey or the use of qualitative research tools like FGDs, key informant interviews, observation checklists etcetera are done at as the very first step. So, before we develop any strategy, our strategy should be data driven or evidence driven and to derive that evidence, we first need to follow certain tasks like sharing the vision, identifying the challenges and root causes, understanding the context of the core challenges, summarizing the core challenges, determining the program theory. We have talked at length about selecting and choosing theories and fitting our interventions to the theoretical frameworks and then identify potential priority groups for intervention, assess the communication needs and resources, assess the capabilities of the existing services and products to meet those demands and finally, conduct a participation analysis.

Now, sharing the vision is something simple. Coming to the next task, identifying challenges and root causes. We have shared in our earlier lectures many such tools and techniques which can be used to identify these. This the process can be one of facilitated discussion the FGDs etcetera, promoting critical thinking through brainstorming and other methods and use of root cause analysis tools. Fishbone has been one such method, problem tree has been another such method which has been shared already.

The output we expect from this task after this task is we can identify the core challenges for guiding the strategy design. Core challenges by core challenges what do we mean by core challenges? They are the key constraints blocking the achievement of what we want to do. So, the focus of SBCC efforts are these key constraints. There are there might be many constraints, but we have to prioritize pick up the ones which we feel are the key to change. So, focus on one specific challenge at a time.

Do not be ambitious and take all of them together. We need to prioritize there are many methods of prioritization as well with community participation. So, do that and focus on one at a time. Most challenges have many underlying causes and so, each cause will have a solution. So, we have many causes and many solutions.

It is therefore, important to find out the primary or the root cause in order to determine the main reason for the current situation. And when we discuss these formats we have discussed how we find out the root causes from these diagrams. Next having found out the core challenge we should try to understand the context of this core challenge. We usually do it again facilitated discussion FGDs using the socio ecological model which we have already discussed. So, ultimately what we have is the model framework tailored to the present situational need.

So, we need to examine the challenges context at each level in the socio ecological model. Then while the questions at each level similar questions are asked the answers are different depending upon how each level is affected by the challenge. So, we would like to know what is the individual knowledge called skills, beliefs, values, self-efficacy patterns, perceived

image, perceived risk, emotions regarding the issue. Similarly, at family and peer networks we would like to identify what are the peer influences, what are the spousal communication channels, what are the partner and family influences, social support mechanisms. At the community level we might want to know the leadership patterns, the access to information in the community, the social capital present there, the collective efficacy of the community.

And ultimately we also need to know the social and structural patterns of leadership, resources and services, policies and regulations, guidance and protocols available, religious and cultural values existing in that community, gender norms, media and technology which is available and used those to which the community has exposure, and finally, income equality. There might be many more these are just indicated. And then we need to plan communication to overcome these barriers to normative and social change. So, this is what we have discussed, what is at the individual level regarding the issue we need to ask or we need to find out what is the incidence of prevalence, what is the severity, who is it affecting, what knowledge and skills could improve the situation, what beliefs and values could improve the situation, what could hinder improvements, what are the perceived norms, risks and fears, what role does gender play, what are the possible solutions both individual behaviors as well as changes in beliefs, values and norms. Now, when we move to the next level and start questioning we would need to know what are the effects of these problem on the family, on peers, who or what in the family influences behavior or social norms related to the issue, who or what in the peer network influences behavior or social norms, how does gender influence family and peer networks, what are their perceptions, what are the stereotypes which they have succumbed to, what are the possible solutions again behavior change solutions or changes in gender norms or changes in family dynamics, what is required.

At the community level we would like to know what are the effects of the issue on the community or the problem on the community, who or what at the family at the community level influences behavior or social norms, who or what in the community can facilitate change, can hinder change identifying this is very important when you go through CBPAR mechanisms for community mobilization, community action etcetera. What services and or products could help, are they available, are they accessible, are they affordable, are they acceptable to the community, what communication resources are available, how does gender influence community, what are the possible solutions again communication solutions as well as changes in the delivery of services, products which are there, gender norms, community leadership. So, we need to find out which are the hindering factors. At the larger level of society we again would need to know who or what influences these behaviors or social norms, what are the social, cultural and economic challenges, because if you are to go for change we need to involve these people who are influencing these. And then as we said the challenges which are the challenges existing socially, culturally, economically, what social norms facilitate change or which are the ones which are hindering change, what are the policies which are facilitating or hindering change, what can support or often a supportive environment or an enabling environment do for social or behavior change, what is needed and what are the possible solutions change in policy, more equitable gender norms, equal access to services, structural

change in services, it might be much more than that, but then we need to get these solutions also by questioning the society around which these behaviors take place.

Having done having got answers to these questions getting relevant data again we need to summarize. We have got data regarding the core challenge, now we need to summarize the core challenges. How? Again by discussion and writing. We sit with the data, we brainstorm amongst people who have collected the data or important stakeholders discuss and write them out. The output would be the core challenge statement to sum up the challenges to be addressed and detail the key behaviors, social norms or policy which we need to change right.

So, a sum up of the challenge and a list of the behaviors, norms and policy which need to be changed, this is what we get in the end of this brainstorm session. Define the challenge and write down the difference between what is the vision and what is the current situation. So, you can have a tabulated form like this the vision, the current situation, the differences between vision and situation and finally, the summary core challenge statement. Now, having done this we now move to determining the program theory. Again the process we follow is discussion and writing.

Basically as we have been reemphasizing over and over again if we fit it to a theory if we try to fit it into a framework of a theory the success chances are more. So, we get a program theory in the end. Again let us recapitulate that the theory will explain or predict the event or situation using systematic observations and inferences. The whole thing is scientific systematic and very valid. A program theory is the explanation of why the intended audience acts the way they do and assumptions on how they will behave or change towards I mean through the exposure to SBCC program.

So, we have talked about linking theories to BCC, linking theories to SBCC and this is why and this is how that is required. So, SBCC programs based on these social and behavioral science theories again are more effective than those without threshold or the theoretical base. So, choosing a theoretical base program theory depends on the type of change which is needed. You just cannot put every theory in every place. So, this choice depends upon the type of change that is needed.

Do we need to change acceptance of a preventive behavior? Do we need to change attitudes, beliefs or lifestyles? So, what is needed determines which theory we fit as well as what drives the audiences behavior. Behaviors vary with some behaviors driven by individual preferences. So, some behaviors are mainly through influenced by individual preferences needs or desires. Other behaviors are driven more by social pressures like early marriage, early child bearing etcetera. Now, deciding to brush your teeth before bed would be an individual need.

Smoking at a friend's house on the other hand would draw on social cues, other friends smoking, easy availability of cigarettes in that location etcetera. A newlywed couple is driven by social influences to become pregnant soon after settling in to married life. So, these are differences and these have to be kept in mind. Other behaviors are driven by structure or contextual conditions like access to resource, availability of insecticide treated bed nets is one such use of ITNs is a behavior which is dependent or influenced by the structural or contextual condition like access to access and availability to ITNs. Now, because behavior change is influenced by various factors, different theories can be utilized to address the factors that may pose obstacles to behavior change.

So, this is another important point which has to be kept in mind. For social behavior change, it is not necessary just like interventions can be multi-level. Theory applications, multiple theories can be applied for different purposes in the same situation for SBCC using the socio-ecological model. So, if data indicates that the behavior promoted is more individual in nature, so we can consider theories for individual change. If the intended behavior is more social in nature or determined by structural factors, then we have to choose appropriate theories to address those needs.

So, let us not just arbitrarily choose theories, we have to take careful consideration of these points before we determine the program theory. Next, we identify the potential priority groups. Who are the people among which I am going to do this? This again is through facilitated discussion. What we need is a thorough understanding of who is affected by the challenge. So, along with the situational analysis, we need to do a thorough examination of who is affected by the challenge and to whom our communication efforts will reach.

So, this will provide valuable information on who is the priority group, who are the potential audiences and we might gain even more insights as to how to reach them. Those most affected may not always be the same group, again those affected might not be the same group as to whom the communication efforts should reach or the target audience might not also be the people who are affected. Like children under 5, they are affected most by diarrhea, but the target audience will be the mothers or the caregivers. So, that is an important consideration as well. Choice of theory, a program theory will determine how individuals and groups are to be reached or analyzed.

So, that is why all these points are to be decided a priori and plans made accordingly. Determining common characteristics like applying a gender lens to the analysis, determining ideational factors which are the categories, how will we classify them like based on attitudes, there might be people with similarity of attitudes. Some people might have similarities or people might be categorized according to their knowledge levels, according to their self-efficacy levels, according to the peer influence patterns. And we also would try at this stage to identify the interconnected influences of family, peers, community and society on behavior.

Only after knowing all these patterns and ideas, we can know the priority groups whom we have to address.

Like let us see this list common demographic characteristics of priority groups. Look for characteristics that differentiate those affected by the challenge from people who are not at risk or not affected. What do these affected people have in common? Do they have common age range? Do they have a common sex? Do they have common occupations? Do they have common residences rural or urban? Do they have common number of children? Do they have common access to media, common wealth patterns, common education levels and as we said use gender lens whenever and wherever possible. How do gender roles and relationships affect this challenge? How does gender inequity contribute to this challenge? What are the social norms and expectation of how men and women should behave? How are men and boys affected? Because I mean gender is not only about women, there are some issues where men are more affected as well.

So, these are important to understand. How are women and girls affected? Who has decision making power regarding these solutions? Are there differences in knowledge attitude and practice between men and women, boys and girls? I mean we do it routinely for many things not putting our mind that these gender issues can be brought out and actually studied more in depth and analyzed to provide evidence for addressing the gender inequities in which are a cause of ill health and wrong behaviors or improper behaviors, differences in that existing amongst the genders. So, having done this we need to describe the ideational factors that influence those affected. What is ideation then? Ideation is new ways of thinking and diffusion of these ways of thinking by means of social interaction. So, the community the individuals have been thinking in a particular way perhaps even the researcher has been thinking in a particular way, but from the data you get new ideas. So, ideational means that you find some new things think about something new in a new way and try to diffuse this to the local communities through social interaction.

New ways of thinking of course, is influenced by knowledge attitudes and discussion with others. The likelihood of someone adopting a new behavior or making steps towards a change in policy and norms is much higher when a number of positive ideational factors are in place. So, the motivation to adopt a new behavior is higher the early adopter pattern is higher among people who have sufficient knowledge, who have positive attitude, have talked to others about it, have they feel right about doing it. So, these four elements are interrelated there is a cumulative relationship between ideational elements. So, one who has only knowledge will move less than those who have knowledge and attitude will this group again will move less than those who have knowledge attitude and who have been talking about this issue with others.

And finally, the best outcome will be among those who have knowledge attitude have talked about it and feels right about doing it. So, we need to know at what stage the people in the

community are and what is happening in the community regarding these ideational factors. So, this is what is there knowledge attitude, self image, perceived risk, norms, self efficacy patterns, emotions, social support influences, personal advocacy these are the major determinants and influences of behavior and we need to find these out. So, then comes the socio ecological factors we know we are using the social ecological model for collecting information about the multiple levels where barriers to change exist. Factors that may positively influence behavior are also found at multiple levels not all at the same level not all to the same extent.

Family and peer networks can directly influence those individuals affected by the challenge, communities can directly and indirectly influence the behavior of those most affected. At the society level we can find some facilitating social norms policies and religious or cultural values as well. Individuals do not behave alone. So, they are part of families, they are part of social networks, they are part of communities and so all these have an influence on their behavior. What factors affect priority groups behavior, personal level or community level, physical environment, social network level, society level and what are the factors that encourage them to make changes.

So, here again we need to understand these factors at each level. Next we need to assess the communication needs and resources. Again through discussion we do a good SWOT analysis of the current environment, what are the program strengths, what gives an advantage over other programs. So, each issue has most issues are supported or floated by programs. We need to do a quick SWOT of these needs and resources.

Then assess the capabilities of services and products and make a small table like this which are the issues where there is increased demand like services, personnel, supplies and what is the plan to meet these demands. This too has to be done through discussion and finally, conduct a participation analysis. So, what is a participational analysis like through discussion after background information has been gathered and shared. We ask all our stakeholders to list the potential partners at each level from the individual to the national and then what are the skills which will be required from these partners, what capacity building will be needed and then finally, what are the resources and which partner provides which resource. So, that is the degree of participation which is expected from each partner.

It might be different depending upon the capacity of the resources available for that partner including the community. So, we have been discussing about designing a social behavior change communication strategy. Earlier we have involved and discussed that the basic model which we use for strategizing social behavior change communication is the socio ecological model. So, this is a model of concentric rings with different levels ranging from the individual to the national and perhaps even global. But at each stage it involves analyzing the situation through formative research and identifying primary priority groups towards which this intervention will be directed.

This is a very needs to be very well planned very well thought of to set the ball rolling in the right direction. For this we need to find out the ideational factors that influence those affected and we have said we need to generate new thinking, new ways, new changes rather which are expected to diffuse into the community and lead them to adopt the new behavior. Next we are coming to determining social ecological factors that are affecting priority groups because according to these factors the presence and the influence of these factors our strategies will be decided and chosen. And all this information needs to be found out through formative research before we start designing the SBCC strategies. The main strategy is being again either advocacy or communication at the individual community or larger community levels as might be appropriate using multiple levels of intervention multimedia and the more the better and reaching to multiple audiences with different strategies at the same time to achieve the desired effect that is social change along with behavior change for sustainability of change.

So, these are the references which has been used for the session. Thank you very much.