Research Methods in Health Promotion
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Lecture 45: BCC and SBCC (Part V)

Now, as we come to the final stages of social behavior change communication, we need to also identify who will be the audience segments, we have planned about the strategies, about what is to be prioritized etcetera. Now, we come to determine the audience segments and then how do we frame a communication objective, how do we approach or how do we strategize these mechanisms and then finally, how do we make the key messages and position them. So, let us come to audience first. In fact, all communication starts from the audience. So, we need to know our audience perfectly and wonderfully every nuance in order to have a good communication. So, we have discussed in the earlier lectures that we need to identify potential priority groups.

This was described in step 1 of the process. Having done this, we now need to divide and organize these groups into audiences with similar needs, preferences and characteristics. We have been armed with ideational factors, we can do so use them to identify these. This is called segmenting the audience.

This allows for development and implementation of activities that are the most effective and appropriate for each   of the specific audiences. So, absolutely wonderful tailoring just according to measurements made. It focuses on customized messages and materials that best suit these various groups. We all know one size fits all, we do have free sizes all over the market, but of course, a well tailored suit is the best fit. So, this is the best fit for the audience when   we find out their needs, preferences, characteristics, segment them and formulate messages and deliver them accordingly.

In this step, there are three tasks to determine who are the primary audiences and who are the influencing or secondary audiences. The primary audience, the primary audience is the group of people who are to be reached with the messages. So, when people ask who are the audience, we usually first mention the primary audience. This may be the people who are directly affected by the channel or who are most at risk for the challenge or it may be the people who are best able to address the challenge might not be affected by it, but they are the decision makers, they are the influences of that particular behavior. So, they are best able to address the challenge or they can they who can make decisions on behalf of those affected like caregivers of young children as examples have been given earlier.

Now comes the other group, the influencing audiences. People who influence the primary audience either directly or indirectly. Influencing audiences include family members, people in the community like service providers, our ASHA, A&M, Aganwadi workers etcetera. Community leaders, they can be formal, they can be informal and teachers, but can also include other people who shape social norms, who influence policies or influence how people are thinking about the challenge. So, there are many activists, there are other people who talk, work and are involved in these issues influencing audiences can include all of them.

So, the first task is determining the audience segments. This is again done through a facilitated discussion and we have ultimately the end of this process audience segmentation table. So, what we do first is list the potential primary audiences from step 1, task 6 and what groups are directly affected by the challenge, what groups are at risk of the challenge, what groups make decisions or influence those affected like parents of children etcetera. So, we have already set a list of these people, these are the potential primary audiences. From this list also the potential influencing audiences.

So, we have done the potential primary audience. Now, we need to list the potential influencing audiences, which groups are directly influencing the primary audience, which groups are indirectly influencing the primary audience that list also needs to be with you. Next what do we do is in the first column of the audience segmentation table, we list all these findings. Then we identify possible segments by characteristics for each audience for both the primary and the influencing, which are the segments the characteristics by which we can segment one is demographic like age, gender, marital status, educational attainment, number of children etcetera. Can be categorized according to geographic location, which are the regions from which they are coming there are urban or rural conflict areas peaceful areas etcetera.

There are many ways of looking at it and it can be done. It can be categorized according to socio cultural factors like language, culture, language or dialect also, culture, religion, ethnicity and place in the society hierarchy of the society. It can also be segmented according to behavioral criteria. There are different behaviors in each audience, which are affecting or impacting the challenge. So, perhaps all people who are thinking of giving up smoking can be categorized into one group.

People who are not thinking of giving up smoking despite knowing is another group. So, these are behavioral characteristics. Then comes psychographic that is according to personality traits, according to values, according to their attitudes, according to their interests, according to their lifestyles, sedentary people versus people who are regularly doing exercise etcetera can be categorized like that. And finally, ideational the ideational factors that may either hinder or facilitate social and behavioral changes. So, these characteristics include suppose there are a group who know about the problem, a group who do not know about the problem, a group whose beliefs are the same about this issue and some who have a different belief.

So, similarly values perceived risk, self efficacy to change behavior, social influence, social support, environmental support, constraints all these can form criteria on the basis of which we can segment our potential audiences. So, this is what the list looks like in the end. The potential audiences, their demographic characteristics, their geographic characteristics, their social cultural characteristics, their behavioral characteristics, psychographic characteristics and ideational characteristics. Each of these is defined for potential primary audience and potential influencing audiences. So, having done that now we have to move into our next task that of prioritizing the audience segments.

The process again is a facilitated discussion where we rank the potential audience segments. We have talked about ranking mechanisms. So, even with lay stakeholders you can involve them in this ranking exercise. And in the end we have a priority audience segment table. So, the work is to prioritize our audience segments.

Again we go back to these ideational factors and have a good look at them. Then adopt a phased approach by focusing on a certain audience in a first phase. The ones perhaps which are easiest to reach most receptive and we can keep on adding audiences in subsequent plans. Start with something easy, something very doable in the first round. So, that it is encouraging both for the researcher and the program manager or the policy maker and also for the beneficiary.

And then we move into the more difficult parts. Now, from these considerations, but before that also consider best use of resources because resources are here I have written if, but I think in almost all the situations resources are limited. So, we have to focus on fewer segments and with segments which have the potential of greater impact. So, this is something we need to decide with the stakeholders in consultation with them we need to prepare. From these considerations answer the questions in the priority audience segment table to help prioritize audience segments.

We can use a scale of 1 to 5 to answer the questions with 5 being most important and 1 being the least important. So, this is what it looks like. The potential segment audience how many people are in this group, suppose percentage of population in intended areas of operation. Second is addressing this group crucial to achieving the program objective suppose you want to do a non scalpel vasectomy. So, you have chosen a particular group how many there are in this group people who have not adopted or accepted can be one group.

So, do you feel that if we address this group it will be crucial to achieve the objectives. Is the group most affected or at risk that also has to be identified. Now, if we choose very old people as the group that will not serve our purpose. So, and then how likely will this group change within the time frame of our program. So, there are certain groups which after consultation we

can understand that they are resistant to change they will take time to change there are reasons why they will take time.

So, as I said always choose the easiest first choose one which you feel from the consultations will be able to change in this time shorter time frame. Now, does the SBCC program have the resources to focus on this group because as a program manager or a program implementer one also has to know that there is expectation on behalf of the beneficiary that some resources will be provided to them particularly those which are important to meet the challenge. So, does the program have these resources that also needs to be identified and then do a rank. Now, we have scored each of these questions from 1 to 5 for each of the boxes we put a score and then from the cumulative score we determine which group to focus on during which phase according to rank. Then we develop audience profiles now we have decided that this is going to be our priority audience then we do not know everything about it.

So, we again do a round of facilitated discussion and writing and we get an audience profile each audience segment is profiled to help personalize them each group is personalized bring the audience to life their stories it is like they are living in front of us. A profile is basically a characteristic of the specific audience and that profile we develop using qualitative and quantitative data. Focus the profile on telling the story of an individual representing the intended audience you know even stories as I have kept on saying narratives case studies these stories also offer wonderful valuable information. So, the profile should include details on current behaviors, motivation, emotions, values and attitudes as well as the socio demographic information which includes age, income, religion, sex, residence etcetera. During the development of messages and materials we should focus on the individual rather than on the numbers with the.

So, the stories are more important when we want to communicate rather than the numbers. So, when we go to a mass of anonymous people they are just faces to us and we are just faces to them. So, these stories bring to life the situation the challenge and the problem. Now, having done this we now decide on the communication objectives. Communication objectives reflect the needs of the intended audience they clearly and concisely state what I have said earlier also you need to tell the desired change in behavior social norms or policies.

We need to specify the intended effect of the change we need to also specify the time frame required for the change. So, the key to developing strategic communication objectives is keeping them smart. A smart objective as all of you know is specific. So, you check to see whether the objective says who or what is the focus of the effort the target audience is well defined. Does the objective change what type of change is needed does it state is it the knowledge is it the practice is it the attitude whatever what are you wanting to change should be mentioned.

It should be measurable how can it be measured the change appropriate. Is the objective sensitive to the audience needs and preferences is the objective sensitive to social norms and expectations. So, all this has to be checked realistic we have limited time and limited resources. So, what we have framed is it realistic and of course, it has to specify the time period for achieving the change. So, that is how we frame communication objectives.

Explaining how much to change this is sometimes a challenge again we will all go through facilitated discussions at each of these stages. So, how much change is required look into the context of the problem first look into the barriers the facilitators the incentives these are important to decide how much of change we can bring through and what are the messages. Then we count on prior experience we need to examine available research or databases or reports that describe prior communication program related to the challenge to be addressed. So, what changes were achieved by those programs and based on this information and changes what changes would be realistic and feasible based on all that we have with us. The next thing we look into is the resources and the time frame available.

So, we need to very thoroughly look into what are the resources and what is the time frame within the strategy. And very carefully think can these objectives be accomplished with these available resources within this time frame are these communication approaches sufficient for the intended audience are they appropriate for the intended audience. And then can services meet increase demand suppose when you communicate people will come and demand for these services or demand for certain things. So, are we having all this to supply. So, the supply demand supply chain has to be in place and finally, determine the amount of change expected.

We need to state the existing baseline measures that is this is what now as of now 60 percent of pregnant women are going for 4 ANC check ups. We expect that by the end of the next 6 months 90 percent will be doing so. So, that is the baseline measure and the expected measure. So, the numerical or the percentage change should be mentioned. And again consider whether what we are trying to do is measurable and realistic can what are the indicators we will have to measure this change and what we are trying to do is it possible at all with the ground realities.

So, next we determine the time frame for the expected change. Again through facilitation facilitated discussion we identify the time frame in which the change will be achieved. So, this will ensure that all your objectives are time bound. So, what is the time frame for your objectives in months or years whatever you can see here. The final objective stable it has identified the audience segment, it has identified the desired change, it has identified how much change, it has identified the possible barriers to change, it has also identified the time frame, a final communication objective and then does this objective address the barriers is it smart.

So, this is just a good checklist of your objectives. Again reality and realistic objectives are very very important. So, let us not be overtly very much ideological or swayed by what we are going to do and be realistic about what we want to change. So, these are some of the strategic approaches which we can use. Of course, advocacy is the approach for many such situations.

The advocacy ask approach is used in different situations particularly for SBCC. It has three different entry points you can begin from any of these, you can do advocacy to activate leaders. So, let others lead the way, cultivate champions talk about the issue, do a lot of advocacy meetings, create champions, inspire action and ownership and envision change. Actually let them see the picture what will happen in the end. So, that is how we activate leaders in the ask approach and that is how advocacy is used in this ask approach.

The next approach which ask does is share action. We have done a lot of work, we found a lot of numbers, a lot of data. So, use the power of this data and numbers. Once we share the report, the recommendations, the pictures, the stories, it strengthens commitment and capacity. More and more people will know about it be empowered and be willing to participate in this action.

It expands stakeholder investment, people would be more interested in investing their time resources and other resources as well. And then finally, it creates and harmonizes partnerships. People do understand that something good is going to come out of it, we are moving in the right direction. So, partnerships more and more partnerships are built and harmony exists because sharing makes things transparent. And finally, the K in the ask is about knowing the context.

So, always fuel knowledge exchange. Knowledge is something which is not to be kept from people, it is to be shared. More you share more it increases because of mutual strengthening through sharing and exchange. So, fuel knowledge exchange analyze the evidence that you have collected, synthesize it together and share the information among all the key stakeholders. This ensures credibility and accountability. People know that if we sharing freely, honestly and at every opportunity, this must be a credible person who has done the work honestly.

And there is accountability also, this allows in for an element of accountability. It encourages feedback and adaptations can be made accordingly. So, advocacy can be used to activate leaders, to share actions and to know the context. And in this way it can make others share leadership, it can make use of the power of numbers and data and it of course, can fuel knowledge exchange.

The other important thing is use of media. How are we going to do all this? Both advocacy and sharing information will have to use media. Now, when we are talking about community

mobilization or involving the community at every stage, we need to have community based media or use community based media more. So, community based media reach communities through locally established outlets, local radio stations, community newspapers, newsletters, rallies, public meetings, folk dramas, sporting events. So, not just arbitrarily using them, but seeing what is most acceptable to the community or the community has exposure to these sorts of things and they are encouraging the use of these things.

So, choose accordingly. Then comes community mobilization, we have been talking about the details of community mobilization in our earlier lectures. Community mobilization is a capacity building process. The end is not just change of behavior, the end is change that the community capacity for understanding a situation, analyzing a situation, acting that is action cycle, taking up an action cycle, seeing the impact, evaluating it and then changing action further. This entire capacity of the community is built of the individuals, groups and organizations in the community. So, they can plan, carry out and evaluate the activities on a participatory and sustained manner that ultimately will improve their lives either on their own initiative or as stimulated by others.

We also have sometimes to take recourse to counseling. Counseling as we all know is one to one communication done with the trusted and influential communicator like a counselor or a health provider. So, there are many situations particularly in individual cases on sensitive issues where we need to employ the counseling approach to bring about changes and help the beneficiaries. Distance learning is another method which can be used. A learning platform does not require attendance at a specific location that is what distance learning is all about. So, with increasing difficulties in physical presence this is very much apt particularly for communities which are hard to reach, remotely placed etcetera.

Access through radio or internet and interacting through letters, telephone calls, SMS texts, chat rooms, internet sites I mean there are immense possibilities nowadays and so almost like sitting and talking in person face to face. So, these possibilities can be used more and more and ICT as we say information and communication technology is actually breaking many barriers, many silos. So, increasing reach throughout the world of this digital media can be put to very good use for planning communication strategies and selecting them, using them for social behavior change. The both the breadth and the depth of the reach improves. So, websites, emails, internet news feeds, chat rooms, virtual learning, e-learning, e-toolkits, message boards I mean they can be an endless list.

Digital media can disseminate highly tailored messages to the intended audience while receiving feedback from them. So, one can get feedback also it is wonderful the capacity, the scope, the potential is a lot and it can encourage real time conversations as well. So, this digital media the subset is social media and we all know that Facebook, Twitter, LinkedIn, blogs are being used to disseminate a lot of information. Mostly the unfortunate part is sometimes misinformation also propagates, but they have an immense potential to be used properly for

bringing about changes in behavior in mobilizing communities to move towards their well being and health. Along with that we also have interpersonal communication IPC or peer communication like parent child communication, peer to peer communication, communication with community leaders, religious leaders all these are used increasingly.

Mass media, mass media can reach large audiences we know that the largest audiences can be reached through mass media through radio, television, newspapers etcetera. So, it has a wide reach and it has a potential to reach thousands of people in a very short time. So, a small to moderate size effect will have a greater impact. So, actually when it only reaches a small number of people the effect size is more, but when it reaches a large number of people the effect size is less. So, anyway this mass media can have a major public health impact and we have all seen what it does in repeated pandemics which have occurred and the last being COVID-19.

So, but still it can be it has also taught us that how it can be used positively for promoting proper or recommended health behavior amongst the public health audiences. We have talked about social mobilization. Social mobilization brings all the relevant sectors, all the organizations, the policy makers, networks, communities together and then they raise the awareness, they empower individuals and groups for action and they work towards creating an enabling environment for bringing about positive social and behavioral change. So, social mobilization remains an important strategy for SBCC. And finally, our age old support media or mid media though the mid media's reach is less than that of mass media, but still they are increasingly I mean they are being used quite extensively posters, brochures, billboards, but we need to design them properly, we need to test them, we need to check the messages, we need to change the messages if necessary based on the gaps and then use them more efficiently.

Choosing the strategic approach depends upon the complexity of the challenge, the sensitivity of the challenge, the effectiveness of the approach in addressing similar challenges, the literacy levels of the audience, the desired reach, innovations if any which are to be implemented and of course, the involvement of young groups because some mobile based or social media approaches are more appealing to for the youth. So, there are many issues which we need to remember before we choose the strategic approach. And finally, positioning and strategy outline. Positioning means how you place a challenge, a service, a product so that it stands out from the others which are competing with it to get attention. So, this should be more appealing, more pervasive, more persuasive as well.

So, positioning creates a distinctive and attractive image, a perpetual foothold in the minds of the intended audience. We need to identify there in the message there must be the key promise clearly mentioned, the main benefit. Changes in behaviour policies and social norms are made only because there is a perceived benefit and this has to be clearly mentioned. Identify the key message points. So, prepare something like this which has the key message points for the

primary audience, the influencing audiences, the activities which will be undertaken to disseminate these messages.

So, all this while we have been talking about designing SBCC approaches through the important steps also involved determining the audience segments, involving identifying audiences who have similar needs, preferences and characteristics. This allows for tailoring the messages, methods and strategies for that particular audience and naturally more efficient outcomes. The decision objectives should be smart, clearly and concisely stating the desired change, the intended effect of the change and the time frame required for the change. The choice of the strategic approaches are not arbitrary, but they have to be done after careful consideration of factors like complexity, sensitivity, literacy, desired reach etcetera. And finally, we must also remember that positioning key messages involves presenting it in such a way that it stands out from other comparable or competing challenges, products, services etcetera.

It should be appealing, it should be persuasive. So, it should involve the mentioning clearly the key promise and identifying the key message points. So, these have been the references which have been used and it is a very interesting thing to do, more you do it, the more confident you become about doing it and the changes which you will see thereafter are very interesting and motivating as well. Thank you very much.