

How BCC evolved

Health Education (18th century)

Information Education and Communication (1990)

Behaviour change Communication

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So, let us see so, coming to the how this BCC has evolved? In the earlier session it in health information in equation already we have gone through it. So, just to revise it so, earlier, since 18th century we have this health education was there. Then came in 1990's the concept of information, education and communication came up but still there were certain issues, could not be addressed specifically the behaviour change.

So, IEC increased the awareness but behaviour was a problem. That is why this behaviour change communication has come up. And now, we are following this behaviour change and communication.

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What is Behaviour Change Communication

BCC Moves People From Awareness to Action!

- IEC programs have resulted in improved health knowledge they have **often failed** to produce behaviour change.
- IEC campaigns are often better at imparting knowledge and information than they are at moving people from awareness to action.
- BCC moves people from awareness to **action by motivating people** to believe that health benefits will be obtained by changing behaviour.
- BCC goes beyond just providing information to an approach that provides both information and **appeals to individuals emotions**

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Now, what is actually this behaviour change communication? Now, BCC moves from the people, awareness to the action. So, IEC we know that will create awareness but it has failed,

often failed to produce the behaviour change. So that is why we need certain actions that will be actually focusing the behaviour change. So, IEC campaigns are often better in imparting the knowledge but then they are at moving people from awareness to the action.

So, BCC moves from awareness to action by motivating the people. So, motivation is the one of the important roles that BCC plays. Then BCC goes beyond just providing information and it appeals the emotions. So, emotions plays a very important role in the behaviour. That is why this BCC focuses on the emotion and motivating the people.

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The slide is titled "Behaviour Change Communication-Defined" in red text. Below the title, there is a bullet point defining BCC: "BCC is 'an interactive process with communities (as integrated with an overall program) to develop tailored messages and approaches using a variety of communication channels to develop positive behaviours; promote and sustain individual, community and societal behaviour change; and maintain appropriate behaviours'". The citation "(FHI 2002)" is at the end of the definition. In the bottom right corner of the slide, there is a small video inset showing a man with glasses and a white shirt speaking. At the bottom of the slide, there are logos for the Indian Institute of Technology Kharagpur and the text "Indian Institute of Technology Kharagpur".

So, how this is defined. So, BCC is an interactive process with communities. So, communities are involved there. What to do to develop tailored made messages and approach? So, this is very, very important, tailored messages. So, as you know the tailor has to stitch according to a different person. Similarly, we need to have these messages according to the person, according to the community.

So, separate messages we have to tailor, design that messages. So, we want to and use variety of communication channel, not only single channel, multiple channels to be used and for what we want to have develop positive behaviours and what level at individual community and societal. So, all at three levels we want this behaviour change and continue with this appropriate behaviour.

So, it is tailored messages and approaches using different communications channels and develops positive behaviours.

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BCC contd.

BCC is primarily concerned with creating a conducive environment which will enable people to change their behaviour from the negative to the positive side

It creates enabling environment through

- 1) Identifying and reducing barriers/blocks
- 2) Promoting benefits/boosters

BCC facilitates individual and community to transfer information into desirable behavioural action.

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So, BCC is actually creating conducive environments. So that is the thing so that people can move from negative to the positive behaviours. Now, how you are going to enable this prepare this conducive environment. You need to do this through identifying and reducing the barriers. This is one of the important factors, whatever barriers, for example, for conduct doing exercise, the person is not having the facility for exercise.

So, want to quit smoking or going to quit alcohol. So, there are certain barriers you need to identify these barriers and then promoting the benefits. So, in this behaviour change communication we need to promote the people. So, if you do exercise how you are going to get benefitted. If you quit smoking, how you are going to get benefitted. So that will appeal actually your emotions.

So, BCC facilitates individual and community to transfer information into desirable behaviour actions.

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Behaviour Change Communication

- BCC employs a systematic process beginning with **formative research** and **behavior analysis**, followed by **communication planning**, implementation, and **monitoring and evaluation**.



So that this BCC employs systematic process beginning with right from the formative research, where you try to find how the people view and reason why these people are actually doing that. Then we do this behaviour analysis and finally, we will plan in communication plan. So, how? Where? When? Whom? All this thing will be included in that then we implement it and finally as we do monitoring and evaluation.

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Facts of Human Behaviour

- People give meaning to information based on the context in which they live
- People often make decisions based on emotional factors, not logic
- Culture and networks influence people's behaviour
- People cannot always control the issues that determine behaviour
- People's decisions about health and well-being compete with other priorities

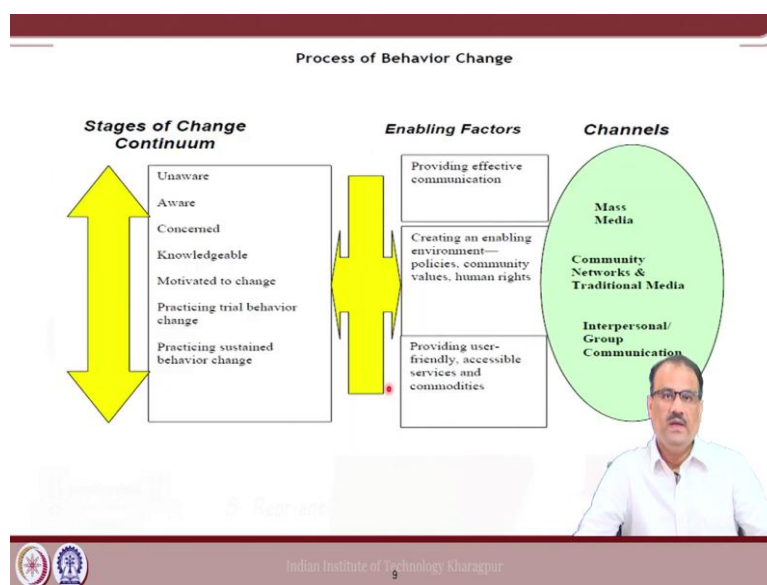


Now, just before going to how to design this BCC? We need to know what are the facts that actually human behaviour is decided? So, people give meaning to information based on the context. So, this is very important. So, in which context you are living that is very, very important suppose for the example, a woman a newly married couple. So, they are not interested in contraception but the couple having 3 children, 2 children. They are interested in to knowing more about contraception. So, the context is important and people often make

decision based on the emotion factors are not logic. Now, see like in India what we have like male child and all that. But if the couple is having 2 or 3 girl child they will still want of a boy, they will go on reproduction, then culture and network influences the people yes, of course, without the culture. This is one of the important factor how the people will be able to decided. And people cannot always control the issues that determine the behaviour. Yes, so, lady cannot control over her reproduction has been in-laws, they decide actually their reproduction, how many children she will have and people's decision about health and wellbeing compete with the other priorities. Yes, people give more importance to other issues than the health.

So, they spend more in the other areas but the health is at last. So, if the money is there then they go for the treatment and all that. So, these are the certain facts about human behaviour.

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Then coming to the process, how this behaviour changes. So, first, like in the initial stage, people are unaware. So, anything new issues like for like covid-19 when it came people were completely unaware how it spreads however and slowly because of our all-IEC campaigns in mass media and all that. People become aware of it and once people become aware then they become concerned. How to prevent it? How to protect is? Why it is dangerous?

So, all these people create concern among them. Once the awareness is generated that people wants more thing. So, they wanted more knowledge regarding how it spreads? How can I prevent? How can I protect? all these things.. Issues come up then this all this will create or motivate them to change. Now, the people like, wearing the mask, using sanitizers or hand

washing. So, all this will like motivation for the children people started, behaving using mask and all.

So, participating trial behaviour so, started wearing mask, hand washing and now, the people are using mask and so, this is sustained behaviour change. So, people were unaware of covid and finally, people are having the covid appropriate behaviour. So, this way this you have the change in the behaviour. So, in any aspect, the behaviour change is through this process unaware to sustantiation.

Now, this behaviour change communications this is taken care of like enabling factors in this BCC. So, provide effective communications so, with using different channels, mass media, community networks and traditional media or interpersonal community. So, these are different medias use channels are used and through which providing users friendly accessible services, commodities and creating environment so, in this way the behaviour changes.

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Factors Influencing Behavior change

- What the people know or don't know---Knowledge
- What the people think or feel ----Beliefs, attitudes and self-esteem
- What the people know how to do ---Skills
- How other people in the community behave, think and feel ----- Peer pressure and social influences
- The wider environment----Culture, religion, economic factors, health policies legislations

The slide features a video inset of a man in a white shirt and glasses speaking. The background of the slide has a faint watermark that reads 'BEHAVIOR CHANGE COMMUNICATION'.

Now, what are the factors actually that influence the behaviour change? So, what the people know or do not know? So that is very, very important. So, when you are going to actually have a program for behaviour change communication. We should know what are the people actually knowing or what they are not knowing? So, this is the first, first step because this is finally going to affect their, whether they will change or not? Then their beliefs and attitudes.

So, what the people think of? So, suppose I wear a mask, I wash my hands. So, what the people thinks? Or whatever the beliefs the people have regarding having number of children

having particular behaviour or maybe having smoking or alcohol. So, what are his beliefs or her beliefs? And may be self-esteem like using specifically sexual transmitted diseases and all that the behaviours, so, self-system is attached with it.

Then what the people know? how to do? That is the skills. Whether people know? How to wear a mask? That is also a skill. How to wash your hands? So that is also skill. So, all these skills are also required. So, these are the influencing factor if the people have the skills or what skills you need to give to them for a behaviour change and how the other people in the community behaviour that is very, very important. This will actually influence friends.

See many of the people we hear that now, I do not like smoking but my friends pressurize me and all that. So, these are the, what you say social influences that actually influences the behaviour of any person and the wider environment. So that all the culture, the religion, health policies, legislations, rules like a helmet, wearing the helmet while you are riding a bike so because of the legislations people compulsorily change the behaviour.

They were not using but they have too. So, these are the factors, knowledge, beliefs, attitudes, skills, you peer pressure and in the wider terms, like culture, religion and economic factors.

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Role of BCC

- Increase in knowledge
- BCC helps to trigger and stimulate people for adopting positive behavioural approaches
- BCC promotes appropriate and essential attitude change
- As BCC strategies and messages are tailored for specific target groups, these strategies are efficient and effective.
- BCC approaches are more sustainable and acceptable
- BCC helps to increase learning and skills
- It improve aptitudes and feeling of self-efficacy
- Create a demand for information and services

Dr. Kapur

Indian Institute of Technology Kharagpur

Now, what is the role of the behaviour change communications? So, once you conduct the BCC programs. Finally, it means it will increase the knowledge the community will become aware of the things, aware of the conditions or diseases various communicable and non-

communicable diseases and BCC will help to trigger and stimulate people for adopting positive behaviour approaches.

Then BCC promotes appropriate essential attitude change because this attitude change is like the one prior step to the practice or behaviour. So, this BCC will help in making positive attitude. So, ultimately the behaviour change will occur then this BCC strategies and messages. As you know these are tailor made messages and for the specific people. So, these are efficient and effective.

BCC approaches are more sustainable and acceptable because as these are done, as per the formative research, the findings of the formative research. So, the people they feel that is these messages are for us. So, these are more acceptable and this approach is more sustainable. So, BCC helps to increase learning and skills, as skills are very, very important. Unless and until you give the skills, people will not change the behaviour.

So, ultimately the BCC will give the skills. So, it improves aptitudes and feeling of self-efficacy. It is very, very important unless and until the person feels that yes, I can do. Yes, I can quit. Yes, I can wear mask. Yes, I can wash hands. So, this self-efficacy that will BCC will give to the people and they will feel yes, I can do it. Then it will create a demand for information and services.

So, more services will be utilized. People will want more information and ultimately it will create demands and the services will be utilized. So that will be the role played by the BCC.

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Approaches of BCC

1. Individual

- In one to one approach BCC helps in learning, mindfulness, and sentiments about wellbeing practices. It plays a significant role in deciding wellbeing conduct
- This one-to-one BCC focus play an important role particularly in the area of secondary prevention and tertiary prevention
- BCC are patient education and information, counselling and risk assessment/ screening.
- The advantages of an individually focused activity is that they can be personalized and the health service provider is often seen as a credible source of information.

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And what are the approaches? So, BCC can be conducted at individual level at the group level or at the community level. Now, this individual approach is one to one approach. So, the person who are dealing with or the health worker we deal with for behaviour change. So, it will help in learning the person will learn, become more mindful and sentiments about the creates like well being, yes, I want to be having well-being.

And there will be it plays a significant role in deciding will being conduct. So, as this is in one-to-one process, the BCC focuses play an important role, particularly in the area of secondary prevention and tertiary prevention. So, as in secondary prevention, the person has already the risk and already developed this. We want to prevent the complications or like diabetes, self-care management.

So, you have the counselling with the patients or tertiary prevention. So, this is like one-to-one. So that is why, this is more like effective. So, essentially it will be having a counselling or screening of the disease or the condition. So, as this is done at individual one-to-one level this focus activity is that they can be personalized and the health services provided is often seen as a credible source because it is as done one-to-one it is more credible.

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Approach of BCC

2. Group

- This approach stimulates group to take ownership towards the approach. Additionally, it will also help the group to replicate the positive practices in bigger level.
- Groups can vary in size and methods used for groups can be classified as being didactic or experiential
- Didactic methods include lectures, seminars, workshops and conferences, although active participation is often also a part of these methods.
- Experiential methods include skills training, behaviour modification, problem solving, simulation, role play and self-help groups

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Then group at group level this approach stimulates group to take ownership. So, you have the group dynamics so, behaviour of one person affects the behaviour of others. So, in this way the group dynamics plays important role and influence each other's behaviour. So, group size can vary so, you can have a dynamic kind of lectures or you can have experimental interventions.

So, didactic methods include lectures, seminars, workshops and conference as well, for it will be suitable for a group. On experimental methods you have skill trainings, behaviour modification or group modifications. Specifically, these are done for the de-addictions, alcohol and smoking or you can have a problem solving exercise to a group. So, it becomes more interactive and also they feel it stimulates change in the behaviour.

So, role plays and self-help groups are the ways through which the group BCC conducted.


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Approach of BCC

3. Population and Community

- BCC will play a significant role in lobbying & advocacy of certain practices. These approaches will support and encourage government and other stakeholders to bring a positivity among all the citizens for adopting positive behavioural practices

Population and community approaches include: Use of Mass media and social media



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Then population and community level so, this is more specifically for lobbying and advocacy. Specifically, the policy makers are focused here in this approach. So, these approaches will support and encourage government and other stakeholders to bring a positivity among all the citizens for adopting positive behavioural practice. So, here we use mass media and social media.

So, nowadays, social media is one of the important what you say strong and powerful media. So, this can be used for policy, advocacy and lobbying.

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CONCLUSION

- BCC is a communication process to promote and maintain appropriate health behaviours.
- Behaviour change process: Unaware >> Aware >> Concerned >> Knowledgeable >> Motivated to change >> Practicing trial behavior change >> Sustained behavior change
- Factors influencing Behaviour change
- Levels of BCC



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So, finally, coming to the conclusion. So, BCC is a communication process to promote and maintain appropriate health behaviour. So, as you have earlier, IC was there, the BCC will be focusing actually changes in the behaviour and BCC as it is a process. The person goes

through certain phases from unawareness finally to the sustained behaviour and we have seen what are the factors influencing the behaviour change that our knowledge, their attitude and skills what they have.

So that will be influencing finally, the person will change the behaviour or not change the behaviour and we have seen the levels of behaviour change communication at the individual level, at the group level and at the community level. So, these are my references you can go through it. Thank you.