

Basics of Health Promotion and Education Intervention
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Lecture – 14
Social Behaviour Change Communication (SBCC): Part I

I mean this social in this session, we will see Social and Behaviour Change Communication part one.

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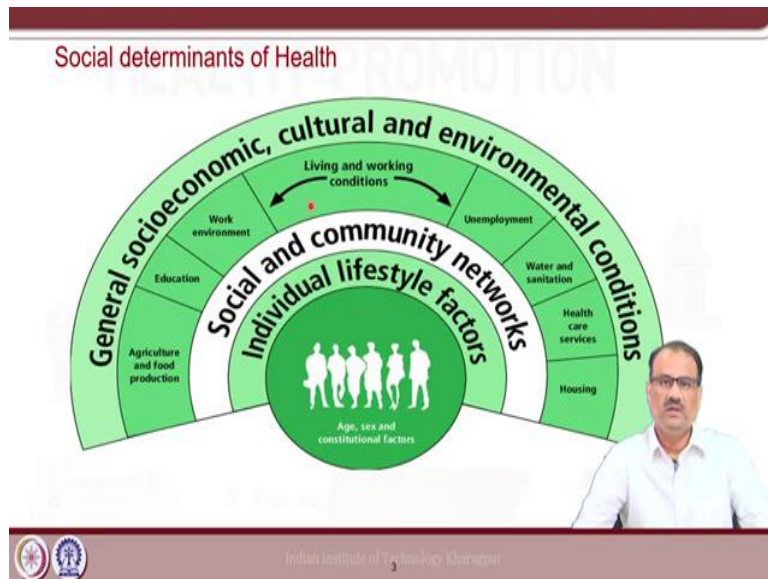
CONCEPTS COVERED

- Social Determinants of Health
- Evolution of SBCC
- What is SBCC
- Principles of SBCC
- SBCC Strategy

The slide features a background of various icons representing social determinants of health such as family income, employment, education, social support, and access to health services. A small video inset shows the speaker, Dr. Chandrashekhara Taklikar, in the bottom right corner. The slide is part of a presentation from the Indian Institute of Technology Kharagpur.

So, I will be discussing this session into social change determinants of what are the determinants? And how this social behaviour change communication has evolved? What is exactly social and behaviour change communication? What principles are there? And what strategies are there under this social and behaviour change communication?

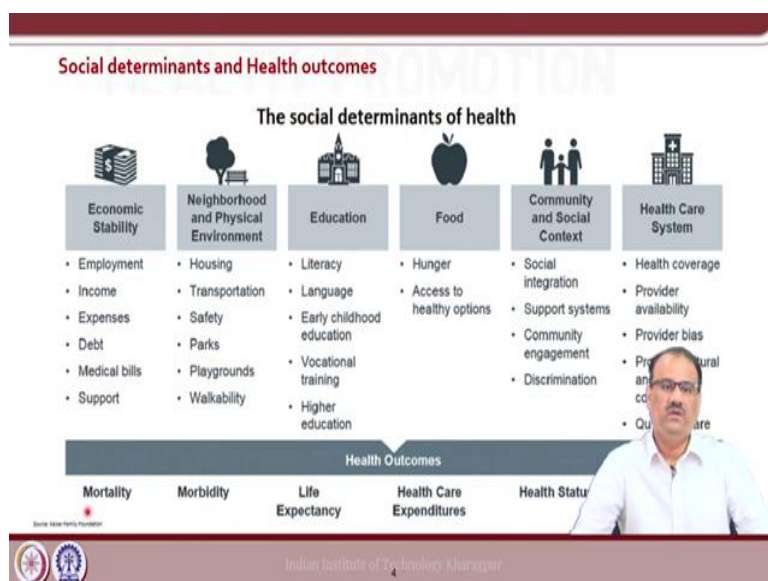
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Now, in earlier sessions also earlier speakers they have made you aware about the social determinants just I will revise it first. So, as you know as an individual human being is social animal, the society and the community has effect on the behaviour and ultimately it will affect the health of the people. So, the age, genders so, be for a woman or for the male you see there are certain deciding factors that will decide less utilization of the health services by the woman, more priority given for the male.

So, these are the determining factors and individual lifestyle factors social and community networks that are very important, agriculture, food production, education, work environment. So, everything in unemployment this will ultimately determine the health of a community health of a people.

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And how these are going to have effect? What outcomes will be there? So, if you do not have economic stability, if you do not have or poor environment is there or do not have education facilities or less security, food security is not there we do not have any social context or health system ultimately population will have high mortality, morbidity will be there less life expectancy will be there more kind of expenditure.

If there are government setups and that are providing good services so, finally your health is going to be affected. So, health will be affected, if the social determinants will decide whether your population will be having sound health condition.

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The slide is titled "IEC → BCC → SBCC: An Evolution". It contains the following text:

- IEC- Earlier models used a linear "expert-learner" or "sender-receiver" paradigm to transfer information
- The focus then shifted to BCC, which emphasizes analysis of behaviours and determinants to affect changes in
 - Knowledge
 - Attitudes
 - Practices

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, Madras, and the number 5.

So, this is important in the context of social behaviour change communication, we need to give has to give importance to the social factors. So, earlier this IEC we had so, this was kind of one-way kind of thing. So, I am the expert I will be telling you that is providing information and knowledge will be increased. So that was the earlier thing and we started this BCC behaviour change earlier session we have seen it.

That will emphasize more on like increasing their knowledge, changing their attitude and finally they will change their practices and behaviour will be finally changed.

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IEC → BCC → SBCC: An Evolution

- The addition of "S" to "BCC" signifies that individuals and their immediate social relationships are dependent on the larger structural and environmental systems.
- Gender norms
- Power hierarchies (class and caste)
- Cultural practices
- Societal, organisational, political atmosphere
- Local economy

All have a profound effect on an individual's compliance with healthy practices



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Now, this 'S' has been added. So, how this addition of this 'S' to this BCC signifies that individuals and their immediate social relationships. So, your friends, your all your parents, your families, your community where you are going these are like very, very important and these are dependent on the larger structure and environmental systems. So, like gender norms in any community you have gender norms priority for the males.

The male eats first then finally the woman needs last, all priorities given to the males the gender norms are there the salary differences are there. Then you have power hierarchies, you have the class and caste and religion systems, you have different cultures and societal and organization politics. All these social factors all have a profound effect on individuals' compliance with healthy practices.

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What is SBCC ?

SBCC is the systematic application of interactive, theory-based and research-driven communication processes and strategies to address change at:

- Individual
- Community
- Societal levels

SBCC is "use of communication to change behaviours, including service utilisation, by positively influencing knowledge, attitude, and social norms" (Johns Hopkins University).



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So that is why this 'S' has been added. So, SBCC is the systematic application of interactive theory based and research driven. So, research driven is very, very important here, you cannot plan on your own that is you have to be this SBCC has to be on the basis of the research. So, it is a communication process and strategies what will happen? Will have the individual level, at the community and society level.

So, John Hopkins has given this definition SBCC is use of communication to change behaviours including service utilization. That will focus on nucleation of service by positively influencing knowledge, the attitude and social norms so, social norms are important in this.

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What is SBCC contd.

- SBCC is amalgamation of all approaches of development communication.
- Primarily it uses key strategies of *social mobilisation*, as it encourages wider participation, coalition building, and ownership, including community mobilisation;

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So, SBCC is amalgamation of all approaches so, we have seen health education, you have the IEC, you have the BCC. So, SBCC will include all of this and more focus will be on the social mobilization as it encourages wider participation, coalition building and ownership. So, here society will be involved, society will be involved it will be mobilized.

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What is SBCC contd.

- SBCC encompasses three core elements:

- 1) **Communication** uses channels and themes accessible and acceptable to an intended audience based on their needs and preferences
- 2) **Behaviour change** makes efforts to simplify specific health actions, make them feasible so as to protect or improve health outcomes
- 3) **Social change** brings about shifts in operationalisation of an issue, community mobilisation, public policies, and gender norms and relations



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So, what are the 3 core elements? So, as the abbreviations spells itself like communication, behaviour change and social change. So, already so, you have seen in earlier session what is communication in different areas? What if the acceptable need preference? So, communication you will be using the core element then behaviour change, you have seen in earlier session behaviour change.

And this is the social change that brings about shift in the operationalisation of an issue, community mobilization, public policies, gender norms and relations. So, these 3 core elements will be there in this SBCC.

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Principles of SBCC

- 1) **SBCC is a process** - not a product. Communication products such as posters, television or radio spots, flipcharts or leaflets constitute only one component of the process. Follow a systematic approach (e.g., C-Planning).
- 2) **SBCC is research-driven** - Effective SBCC starts with research and analysis to understand intended audience and their context. Consequently, strategies are developed to ensure that key messages across multiple channels are consistent.
- 3) **SBCC is strategic** - Use theories and models to guide decisions (e.g., the socioecological model) and use evidence that helps programmes understand the situation, the audience, and existing programmes.



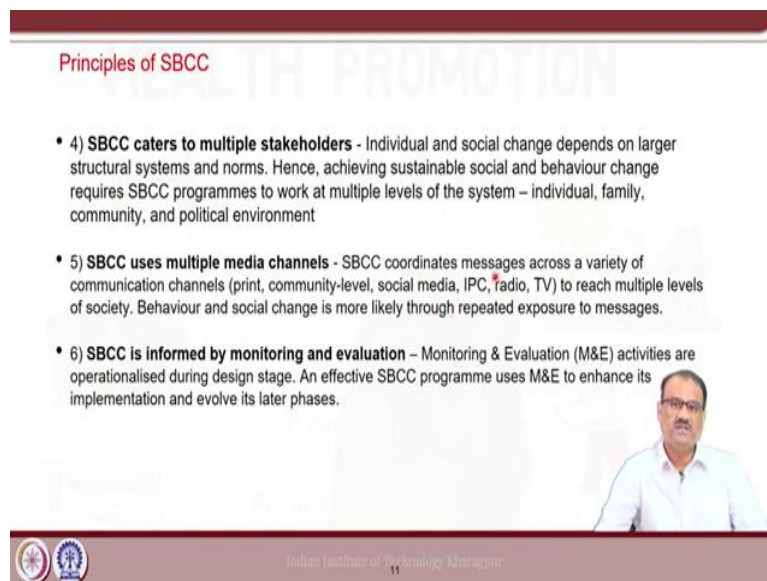
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So, what are the principles now? So, SBCC is a process it is not a product cloud not like a flip chart or you have prepared sub material no, it is an process continuous process and it uses

systematic approach C-Planning, we will see subsequently what is the C planning? Now, SBCC is research driven as itself in the definition it was there it has to be on depending on the research, whatever the people are knowing?

What are the social norms? According to their context only this has to be planned. So, SBCC is a strategic so, you use here socio-ecologic model. So, certain models as you see in the SBCC you use certain model similarly SBCC also uses certain models. So, here you will see the socio ecological model is used for the framing this SBCC.

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The slide is titled "Principles of SBCC" and is part of a presentation on "HEALTH PROMOTION". It features three bullet points and a video inset of a speaker in the bottom right corner. The slide footer includes the logos of the Indian Institute of Biotechnology, Kharagpur, and the number 11.

- 4) **SBCC caters to multiple stakeholders** - Individual and social change depends on larger structural systems and norms. Hence, achieving sustainable social and behaviour change requires SBCC programmes to work at multiple levels of the system – individual, family, community, and political environment
- 5) **SBCC uses multiple media channels** - SBCC coordinates messages across a variety of communication channels (print, community-level, social media, IPC, radio, TV) to reach multiple levels of society. Behaviour and social change is more likely through repeated exposure to messages.
- 6) **SBCC is informed by monitoring and evaluation** – Monitoring & Evaluation (M&E) activities are operationalised during design stage. An effective SBCC programme uses M&E to enhance its implementation and evolve its later phases.

Then SBCC caters the multiple stakeholders. So, all this individual, family, community, political environment so, all the stakeholders are being catered through this SBCC. Then SBCC uses multiple channels so, coordinates different variety of communication channel print, community-level, social media, interpersonal communication, radio, social media all channels are used they are mixed channels.

They are used because no single channel is effective so, SBCC is informed by monitoring evaluation. So, of course as you have in all other programs if monitoring evaluation is also a part or principle of this basis.

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Principles of SBCC

7. **Consider the social context** : Focus is on social factors in which the behaviour occurs
8. **Involve partners and communities throughout** : All the partners and community is involved from planning to evaluation of SBCC
9. **Set realistic objectives and consider cost-effectiveness** : SMART objectives keeping the cost in mind.
10. **Choose strategies that are motivational and action-oriented**: Emphasis is on the actions that motivate social change



And consider the social context we will see the social how this context we need to analyze before framing this SBCC? So, focus in the social factors and behaviour how this behaviour occurs and involves partners and communities throughout. So, this is very important all the partners and communities involved right from the planning, till the evaluation. And set realistic objectives, importantly it should be cost effective.

So, do not have like ambiguous objectives that you will have achieved something and something suddenly changes no. You cannot do that so that objective should be a smart itself. Then choose strategies that are motivational and action-oriented emphasis on the actions that motivates the social. So, these are the 10 principles of the SBCC.

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Key strategies of SBCC



SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)



So, what are the strategies? Here 3 main strategies advocacy, so as you know in the health promotion it is one of the strategies. Similarly, in SBCC we will be using advocacy of the strategies, social mobilization, one of the important strategies social mobilization and behaviour change communication. So, already we have seen this behaviour change communication, I will see I will deal more with the social mobilization and advocacy here.

So, add this all in this all of this planning continue like political and social commitment, national to the community partnerships and alliances at individual and community multimedia and participate. So, here you have the services and products and these are the 3 strategies that will be used by the SBCC.

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SBCC strategy

Advocacy

- Advocacy is specific processes designing to influence decision makers, stakeholders and relevant audiences to garner support and implement actions for seeking change regarding specific issues
- Seeks change in governance, power relations, social relations, attitudes and even institutional functioning.

The aim of advocacy is to influence

- The political climate
- Modify/change existing laws or policies, promote new policies
- Redefine public perceptions of social norms
- Community support and empowerment
- Funding and resource allocation decisions

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So, earlier speakers have already covered it what is advocacy? So, here I will mention what it aims at? So, for SBCC the advocacy will aim at change in the political climate. So, we want more support from our policy makers, our law makers, more laws, more policies have to be favourable for social change. And modify or change existing laws or policies, promote new policies.

Then redefine public perceptions of the social norms so that is important as you are more focusing on perception and social norms. Community support and empowerment yes, of course, advocacy means getting support. We want support for the change in this policies and influence decision makers and we want support for funding and resource allocation. So, as you know like earlier, we have less allocation for the health now. Because of this advocacy there are more funding nowadays.

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SBCC strategy

Social mobilization

- Aims at wider participation, coalition building, and ownership, including community mobilization
- It is a wider process of garnering support from selected partners to raise demand for services or products, or sustain progress toward a development objective.
- Social mobilisation reaches out to different groups such as leaders (community, political, opinion), educational institutions, civil society organisations, professional groups/networks, farmers' cooperatives, micro-credit groups/self-help groups, youth groups, women's groups, community-based organisations, faith-based organisations, etc.

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15

Then social mobilization so, it aims at wider participation, coalition building, ownership by the community and community mobilization. So, actually it will mobilize the community, people will be actively participating this in all aspects in various different groups. So, the social mobilization reaches out to different groups such as leaders, community, political, open leaders, educational institutions, social, civil society all professional groups.

You can have self-help groups, youth groups, human, community-based organs. So, every aspect everybody is mobilized here so that you will get a wider participation and that is the social mobilization without which social change will not occur. So, it is one of the important strategies of the SBCC.

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SBCC strategy

Behaviour change communication (BCC)

- Using mass and social media, community level activities, and interpersonal communication for changes in knowledge, attitudes, and practices among specific audiences

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16

And third is the behaviour change communication. So, using mass and social media community level activities and interpersonal communication. So, we have knowledge, attitude and practice among the specific audience. So, this is the third strategies what SBCC will be using.

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The slide features a dark blue header with the word 'CONCLUSION' in white. Below the header, a list of four bullet points is displayed: 'Social determinants', 'SBCC had evolved from IEC--BCC', 'Social change is important for sustainable health behaviour and positive health', and 'SBCC uses advocacy, social mobilization and BCC strategies'. The background of the slide is light blue with various icons representing social determinants like family income, employment, and access to health. A small video feed of a man in a white shirt is visible in the bottom right corner. At the bottom of the slide, there are logos for the Indian Institute of Technology Kharagpur and the number 17.

Coming to the conclusion. So, we have seen the social determinants. So, of from right from the individual level we have certain factors that will determine the health of the people. So, without which without social determinants, without focusing the social determinants we cannot change and ultimately the health will be affected. So, therefore so, as you seen the how it has evolved?

IEC has evolved into BCC and from BCC the 'S' has been added because without the social change nothing is going to change. So, social change is important for sustainable health behaviour and positive health and SBCC uses 3 strategies that is advocacy, social mobilization and behaviour change communication.

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REFERENCES

1. Facilitators guide: Social and Behaviour Change Communication (SBCC) Training for information, Education, and Communication (IEC) Officers Ministry of Health and Family Welfare Government of India 2013 https://pdf.usaid.gov/pdf_docs/PA00K6VP.pdf
2. <https://www.fhi360.org/resource/c-modules-learning-package-social-and-behavior-change-communication> (Accessed on 23.03.2022)



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So, these are my references. Thank you.