LESS GUESS: The secret life of Social and Behavior Change Communication

Ann Jimerson, FHI 360, Alive & Thrive
LESS GUESS
The art of using data for strategic behavior change design
Key Takeaways

1. Rapid, large-scale behavior change is possible
2. A comprehensive, multi-component framework is available
3. What we’ve learned about how to be effective:
   A. Follow a proven process
   B. Use data to identify small doable actions
   C. Intensity matters
   D. More than mothers
   E. Focus on drivers of behavior
1. Rapid, large-scale behavior change is possible
Rapid large-scale change in exclusive breastfeeding is possible

- Bangladesh 88
- Ethiopia 83
- Viet Nam 58

*A&T intensive areas only
Rapid large-scale change in complementary feeding (dietary diversity)

Percent consuming from 4 or more food groups

Viet Nam: 74 (Baseline 2010), 91 (Endline 2014)
Bangladesh: 32 (Baseline 2010), 64 (Endline 2014)
Ethiopia: 6 (Baseline 2010), 12 (Endline 2014)

*A&T intensive areas only
2. A comprehensive, multi-component framework is available
Implementation framework

Partnerships and alliances in the health system and multiple sectors for scale and sustainability

Mass communication

Advocacy
Performance
Community mobilization
Interpersonal communication

Decision makers
Frontline workers
Family & community influencers
Pregnant women, Mothers, Caregivers

Improved knowledge, beliefs, skills & environment
Improved maternal nutrition, breastfeeding & complementary feeding practices

Strategic use of data

Improved health & nutrition outcomes
All 5 components are coordinated, engaging all of society
Interpersonal communication: Mothers
Community mobilization: Family & community influentials
Performance improvement: 
Frontline workers

Performance Improvement Cycle

Mass Communication

1. Listing all PW to 24 mo in catchment area.
7. Monitoring for data based decisions
6. Reward recognition OR performance based incentives

Central coordination, management, exchange lessons

Community mobilization

2. Allocate staff
   FLW: Target audience
   Supervisor: FLW
3. Basic hands on training
4. Observed Supportive supervision

supply

5. Monthly review, feedback, micro-planning

Alive & Thrive
Advocacy: Decision makers
Mass communication: Any or all audiences
What about costs?

Note: Includes in-country implementation costs only
Implementation framework

**Partnerships and Alliances in the Health System and Multiple Sectors for Scale and Sustainability**

**Mass Communication**

**Advocacy**
- Decision makers

**Performance**
- Frontline workers

**Community Mobilization**
- Family & community influencers

**Interpersonal Communication**
- Pregnant women
- Mothers
- Caregivers

**Strategic Use of Data**

**Improved health & nutrition outcomes**
- Improved knowledge, beliefs, skills & environment
- Improved maternal nutrition, breastfeeding & complementary feeding practices
3. What we’ve learned about how to be EFFECTIVE

A. Follow a proven process
B. Use data to identify key small doable actions
C. Intensity matters
D. More than mothers
E. Focus on drivers of behavior
What we’ve learned about how to be EFFECTIVE

A. Follow a proven process
Use iterative, ongoing process to keep improving the strategy

1. Review existing data with a stakeholder team and use the data for the following steps
2. Decide on priority behaviors and key small doable actions
3. Identify priority drivers of behavior for pregnant women and mothers
4. Identify supportive audiences and their actions
5. Choose channels and media to engage key audiences
6. Choose activities for each program component and make a timeline
7. Create and test messages and materials, revise them until they work
8. Create monitoring and evaluation plans and tools
9. Implement comprehensive program strategy in phases to reach scale
10. Monitor and adjust for efficiency, scale, and sustainability

Johns Hopkins University, Center for Communication Programs
What we’ve learned about how to be EFFECTIVE

B. Use data to identify key small doable actions
Exclusive breastfeeding

5 small doable actions = the ideal behavior

- Give breastmilk
- Do not give water
- Do not give infant formula
- Do not give other liquids
- Do not give semisolid or solid food
Not giving water would potentially double exclusive breastfeeding.
Criteria for selecting priority behaviors and key small doable actions

If every woman did this, it would have a high impact on health.

There is room to improve (currently few women do it).

How easy do women perceive it to be?
Viet Nam TVC,
exclusive breastfeeding
Work at your table: Using data to choose key small doable action
Step 1. **Global data to assess**

**IMPACT**: Relative impact on health?

What does the science show us?

- Grain
- Dark orange or yellow F&Vs
- Dark green leafy vegetable
- Dairy
- Egg
- Meat or flesh foods
Step 2. Data to assess IMPACT: How much room to improve?

If every woman did this, it would have a high impact on health. There is room to improve (currently few women do it).

Percent of children 6-12 months who consumed this food in last 24 hours:
- Grain: High
- Dark orange or yellow F&Vs: Low
- Dark green leafy vegetable: Low
- Dairy: Low
- Egg: Low
- Meat or flesh foods: Low

Note: The diagram shows the percentage of children aged 6-12 months who consumed each food category in the last 24 hours.
Using **local** data to assess **FEASIBILITY**, from mother’s point of view

Using data to assess **FEASIBILITY**: How easy is it for mothers to feed this food?

Mothers, grandmothers, and FLWs told us:

- Dark green leaves readily available
- Meat available only on celebrations
- Mothers believe that babies cannot digest meat or eggs
- Eggs produced in household; mothers say they could give to children, even on fasting days

<table>
<thead>
<tr>
<th>HARD</th>
<th>EASY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FEASIBILITY</strong></td>
<td><strong>How easy women perceive it to be</strong></td>
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</tbody>
</table>
What we’ve learned about how to be EFFECTIVE

C. Intensity matters
Intensively delivered interpersonal communication, reached millions

Interpersonal counseling

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>92%</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>73%</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>45%</td>
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</tbody>
</table>

2013 data
Multiple face-to-face contacts engage many and help shift social norms

3,000 Attendees, community mobilization sessions

405,800 Home visits

25,000 Phone contacts

38,500 Attendees, health forums

BRAC contacts in a single month, Bangladesh

37,400 Mothers at ANC visits
Comprehensive program shows more behavior change than single intervention

**Dramatic increase in exclusive breastfeeding**

![Graph showing increase in exclusive breastfeeding from 2010 Baseline Survey to 2013 Process Evaluation.](image)

The greater the number of types of activities that reach a mother, the more likely she is to adopt the behavior.

Find 5-7 ways to reach mothers.

Percent egg consumption

Number of A&T activities

Ethiopia
What we’ve learned about how to be EFFECTIVE

D. More than mothers
Engaging people throughout society helps change social norms
Work at your table: Identifying actions for influential “others” to take to support mother to give egg daily
Use your experience to list specific actions one influential group could take

1. See your table tent for ONE influential group in ONE of these categories
2. Generate a list of specific ACTIONS that this group of people could take to support mother to feed the child an egg every day
3. Suggest 3-5 ways you could reach this group
Bangladesh TVC, early initiation of breastfeeding
What we’ve learned about how to be EFFECTIVE

E. Focus on drivers of behavior
“Exercise” exercise
Behavior change model, Viet Nam

<table>
<thead>
<tr>
<th>Exposure to messages on breastfeeding</th>
<th>A&amp;T MEDIA CAMPAIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV spots</td>
<td></td>
</tr>
<tr>
<td>Out-of-home advertising (loudspeaker announcements, print)</td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
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<tr>
<td>Earned media (news stories placed)</td>
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What we’ve learned about effective: Changing behavioral determinants

• Beliefs about outcomes
  • Does not believe exclusively breastfed infant will be thirsty (OR=1.54)

• Perceptions of social norms
  • Most women like me feed their infants only breastmilk (OR=1.77)

• Self-efficacy
  • My breastmilk is good enough to nourish my infant for 6 months (OR=1.78)
Behavioral determinants have improved

Trends in behavioral determinants

Viet Nam

- Self-efficacy
- Social norm
- Belief about outcome

Believes her BM is enough
Believes EBF for 6m is the norm
Does not believe exclusively BF infant will be thirsty

n=2,305 (Aug 11); n=2,065 (Oct 12); n=2,321 (May 13); n=2,593 (Oct 13)
"NO WATER" TV SPOT

SCRIPT

Baby 1: I've just been breastfed. Yummy!

Baby 2: Have you rinsed your mouth with water?

Baby 1: Oh no. I can't drink any water. Even just a few drops of water can make us sick.

Baby 2: Really?

Baby 1: Breastmilk has enough water and all the nutrition you need. Don't worry that I am thirsty or I need to rinse my mouth. The leading health organizations recommend that you feed me only breastmilk in the first six months. I will receive enough water and nutrition to be healthy and smart.

Babies: Breastmilk – the best milk for us, proven globally.

SCORECARD

☐ Emotion
☐ Clearly articulated behavior
☐ Modeling of behavior
☐ Scientific support
☐ Benefits
☐ Self-efficacy/confidence
☐ Social norms
☐ Support to new gender roles
☐ Aspiration
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“EARLY INITIATION” TV SPOT

SCRIPT
Voice: It’s a girl!
Mother: It’s getting late. Give me my baby immediately!
Grandmother: You should give her honey!
Mother: No, give her to me. I have to breastfeed. Dr. Apa told me...
Dr. Apa: A child needs breastmilk within one hour of birth. This makes the baby healthy and helps you produce milk.
Frontline worker: You can protect her from diseases by breastfeeding her right now. And the baby should get nothing but her mother’s milk.
Father: I’m lucky the mother of my baby is so intelligent.

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**Use iterative, ongoing process to keep improving the strategy**
The greater the number of types of activities that reach a mother, the more likely she is to adopt the behavior.

Find 5-7 ways to reach mothers.

[Graph showing the relationship between the number of A&T activities and percent egg consumption in Ethiopia.]

- 0 activities: 9%
- 1 activity: 16%
- 2 activities: 23%
- 3 activities: 23%
- 4 activities: 34%
- 5+ activities: 50%
Key Takeaways

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