

# Communication Process and Behavior Change



March 11, 2023



Bangladesh  
Center for  
Communication  
Programs



# Session Objectives

## Communication process and behavior change

- Appreciate the role of communication in behavior change
- Understand the relationship between perception and communication process
- Discuss various strategic communication model/frameworks.





# Definition...

## Definition of Communication

- Communication is a means of connecting people or places.
- Communication is not a product. Nor is communication simply producing a brochure, a poster, or a social drama.
- Communication consists of a wide range of behaviors that include listening, reading, writing, talking, and thinking. These behaviors occur over time and often overlap with one another.





## Definition...

### **Social and Behavior Change Communication (SBCC)**

- SBCC is an interactive process of any intervention with individuals, communities and/or societies to develop communication strategies to promote positive behaviors which are appropriate to their settings.
- A process which imparts educational information, motivation and life skills through established communication channels to foster positive behavioral change.





## Why SBCC?

- Its systematic process ensures messages and methods are grounded in data on the social context and target audience.
- Its use of mutually reinforcing communication channels can trigger change at different levels for greater impact.
- Participation and capacity building cuts across SBCC activities, to make change more sustainable.
- SBCC works!





## Key Elements of SBCC

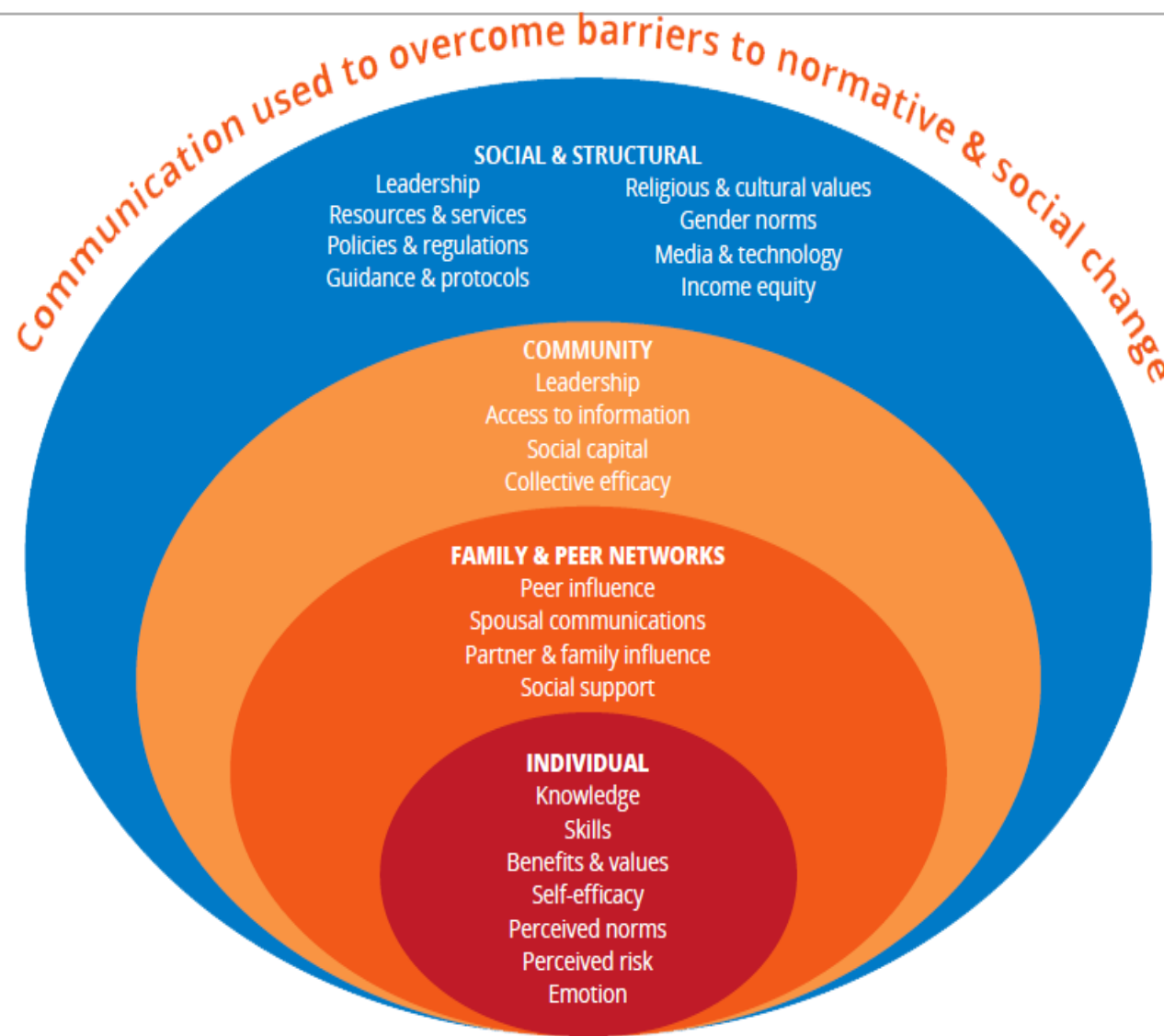
- Applies the socio-ecological model for behavior change
- Based on research
- Focused on target audience
- Uses multiple channels of communication
- Works for change at 3 levels
- Involves partners and communities throughout the process





# Context

## An Ecological Approach





# Context

## Socio-Ecological Model for Change



\*These concepts apply to all levels (people, organizations, and institutions). They were originally developed for the individual level.

SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)







# Approaches



Community media approaches



Edutainment approaches



Participation & Empowerment



Social media & ICT



Participatory communication



Social mobilization





# Channels



Audio/visual channels - video, podcasts, photography



Broadcast channels – TV and radio



Print channels – newspapers, posters, comics



Digital channels – online video & audio, websites, blogs, social networking



Telephonic channels– mobile, smartphones, SMS



Interpersonal channels – person to person communication, speeches, theatre and drama



Emerging and converging tech channels – Satellite, GPS mapping, codes etc





## What Are The Main Differences From Other Approaches?

- Education – building knowledge (SBCC: knowledge is not enough to change behavior)
- IEC : print media, expert-driven information
- Social marketing – audience focus (SBCC also has, but broadens beyond individual level)
- BCC–incorporates behavior change theory: identify determinants, but still individual focus
- SBCC broadened focus to encompass the whole social & enabling context and different levels of change
- Evolution to “SBC”.





# Components of Strategic Communication

## Strategic Communication emphasize on 5 key components

- Determine audience's current state of behavior thru Behavior Change Steps process.
- Identify and profile audience.
- Select appropriate communication channel.
- Develop message, material and activities.
- Plan for monitoring and evaluation.





# Elements of Strategic Communication

**Evidence-based**  
**IPC**  
**Result oriented**  
**Benefit-oriented**  
**Participatory**  
**Research driven**  
**Collaborative**  
**Synergy**  
**Mass media**  
**Message consistency**  
**Community mobilization**  
**Program objective**  
**Audience-focused**  
**Advocacy**  
**Theory-based**  
**Life skills**  
**Process oriented**  
**Enabling environment**  
**Cultural context**  
**Cost-effective**  
**Social Media**





## Definition

### **Strategic Communication**

Is an approach to the design and implement of programs that increase their impact on behavior and social change.

Is the purposeful use of communication tools, techniques and approaches to achieve the vision and mission of an organization or a program. Strategic communication is not ad-hoc communication, however, but relies on continuous research and evaluation findings to effect social change.





# Definition

## ..Strategic Communication

Starts with a vision that creates optimism and passion. Strategic Communication combines the science of a data driven process with the art of creative programming.





# Forms of Communication

## **Strategic Communication combines the science and art**

- Science - We use empirical data to analyze, design manage and evaluate communication interventions.
- Art - We use creativity, judgment, experience, intuition and insights in communicating with others.





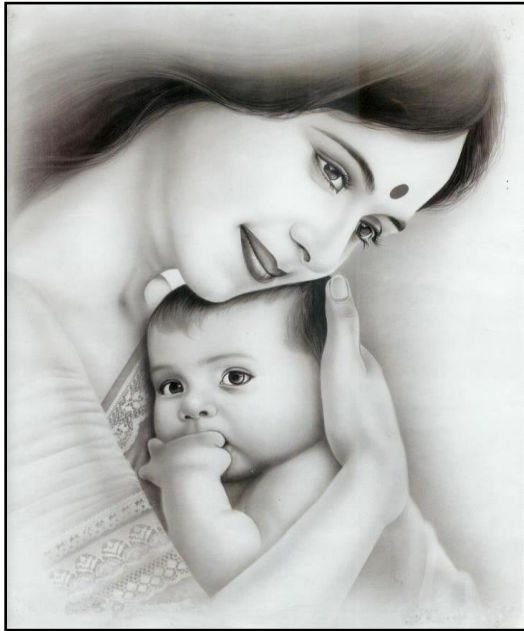


# Communication is all about relationships and not just the delivery of messages





# The Key to effective communication is effective listening





**Communication does not happen in a vacuum.**

**To understand human behavior, we need to understand both individual and social context**





# Communication and Perception

We can communicate more effectively if we understand the principles of perception and how they impact on the communication process

Selective perception means that:

1. People select what they want to see.
2. They also interpret selectively what they see.
3. They also choose what they want to remember and forget.





# Communication and Perception

## **Different audience segments may see things differently because**

1. They may have different information.
2. People may have different perspectives and see things according to their training, experience and values.
3. People may also appreciate differently the way information is organized.
4. People may have different needs and desires.





# Communication and Perception

**We communicate better when we understand how people see.**

**Selective perception implies that words or signs do not have meanings.**

**Meanings are in:**

1. Peoples
2. Contexts
3. Relationships

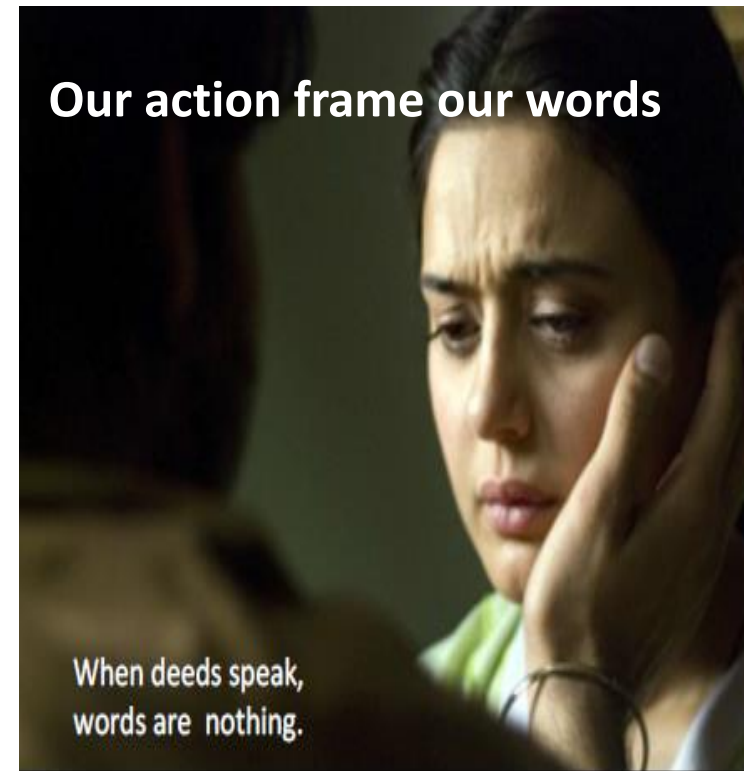




# Forms of Communication

**Non verbal communication is more important than verbal communication**

- Action
- Gesture
- Facial expression
- Silence
- Dress
- Color
- Time





# Behavior Change



**Social Structures** - based on the impact of social, economic, legal and technological factors on the daily life of a person.



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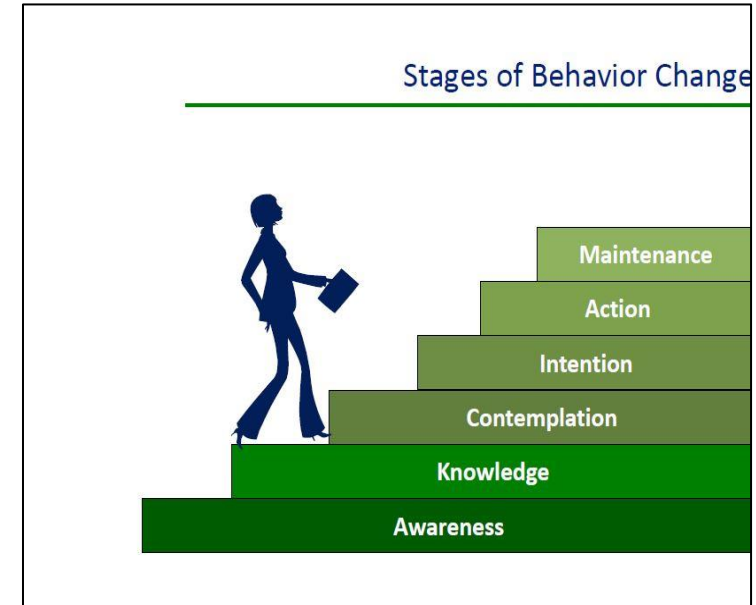
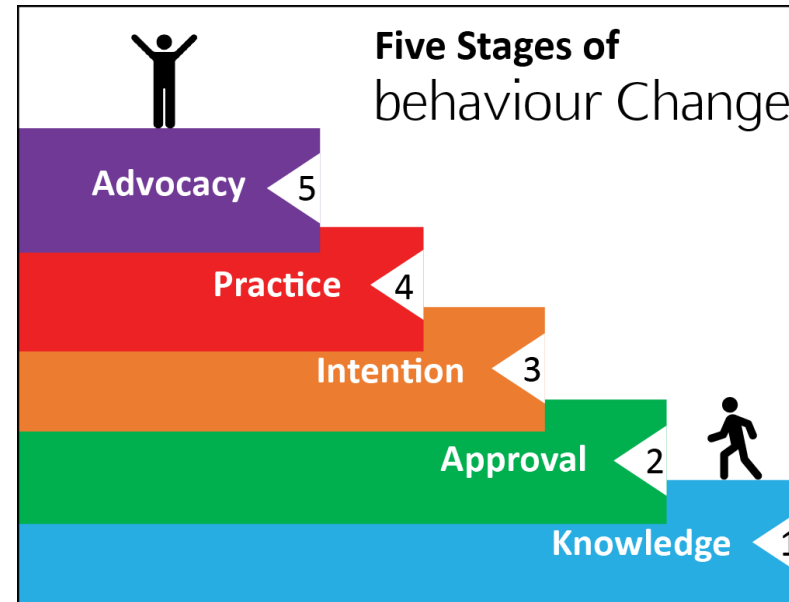


# Behavior Change

Theorists suggest that there are five characteristic steps associated with the process of individual behavior change:

## Stages-of-behavior-change

1. Knowledge
2. Approval
3. Intention
4. Practice
5. Advocacy





## Hierarchy of Effects

Communication has different effects on different individuals.

Some people are inspired to learn new ideas, while others take action to change their behavior.

This phenomenon is known as the Hierarchy of Effects.





# Hierarchy of Effects

## The steps of the Hierarchy of Effects include:

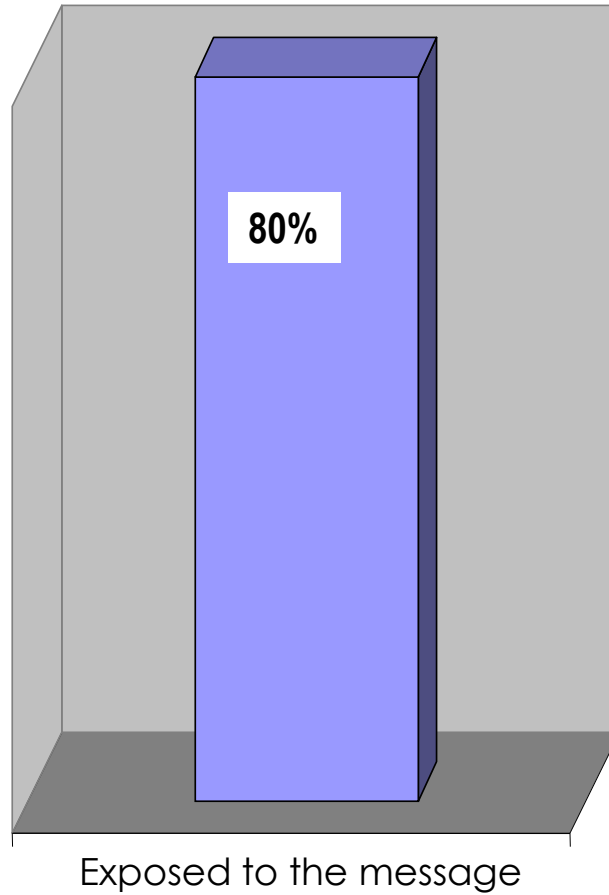
1. Exposure to a message
2. Correct understanding of the message
3. Agreement with that message
4. Intention to change one's behavior
5. Taking action

We expect diminishing proportions at each step. To illustrate this let us assume each step decreases by 20 percentage points

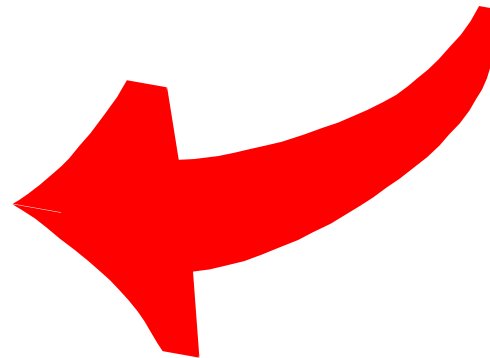




# Hierarchy of Effects

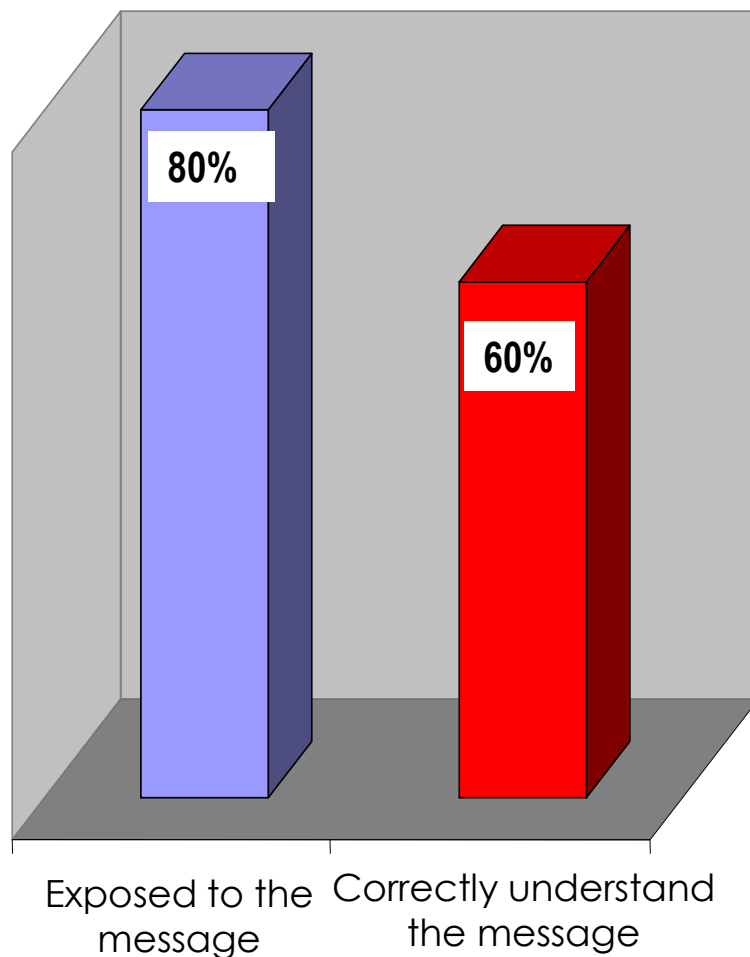


**Not everyone in our target audience will be exposed to the message**





# Hierarchy of Effects

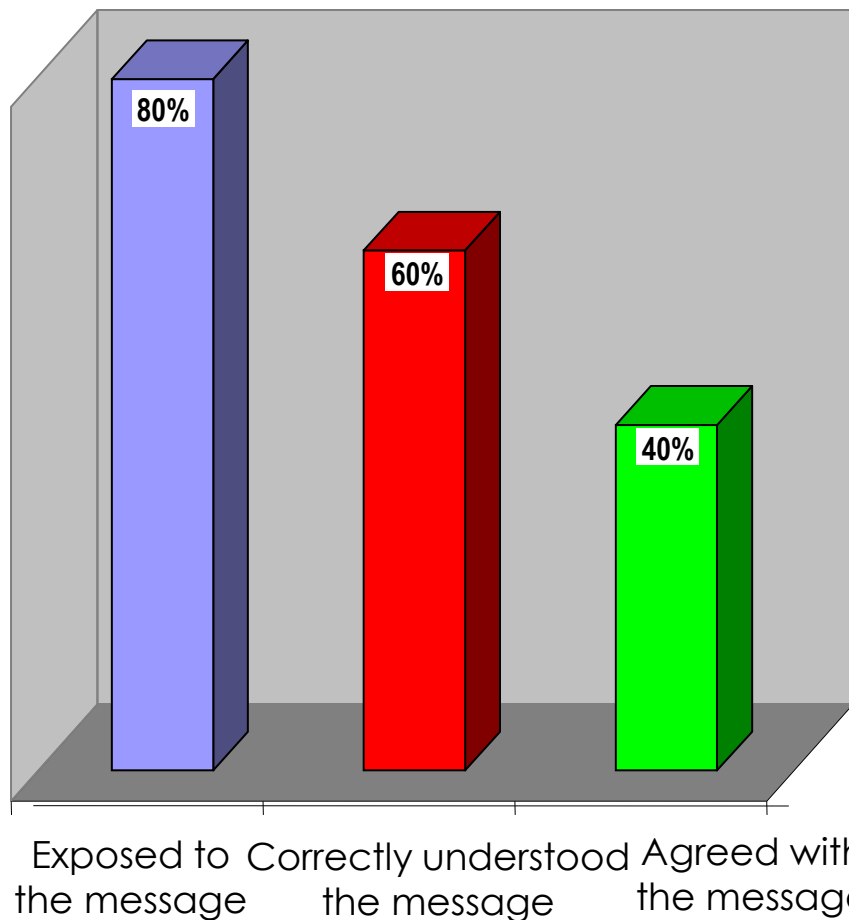


**Of those exposed, not everyone will understand the message correctly**

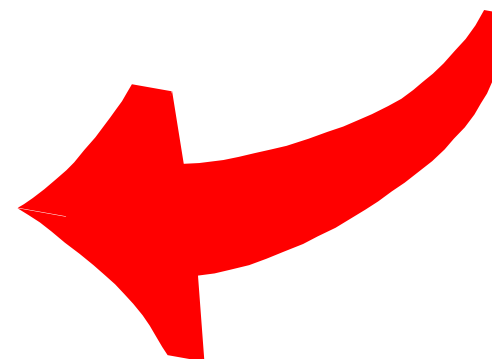




# Hierarchy of Effects

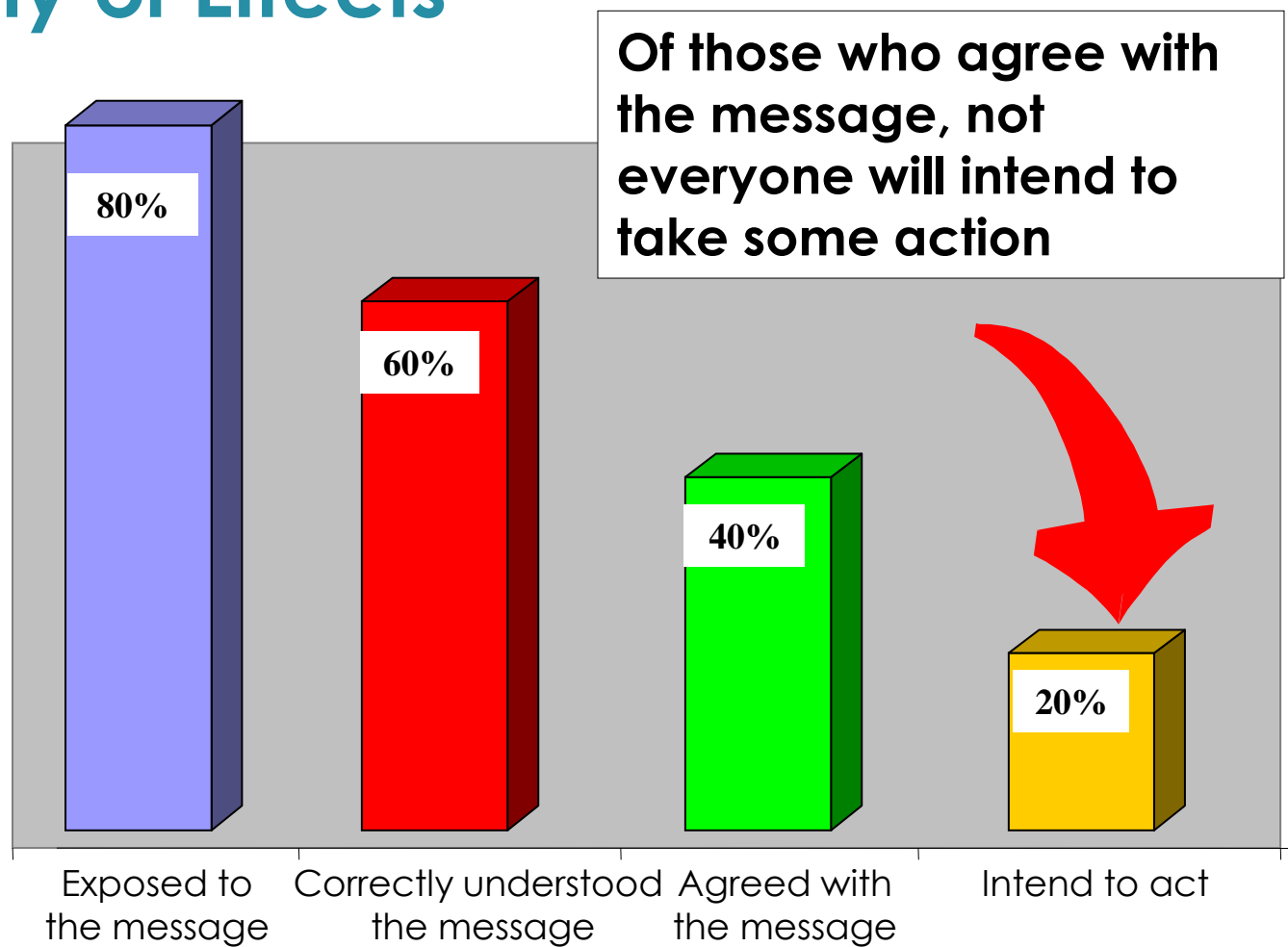


**Of those exposed who correctly understand the message, not everyone will agree with the message**



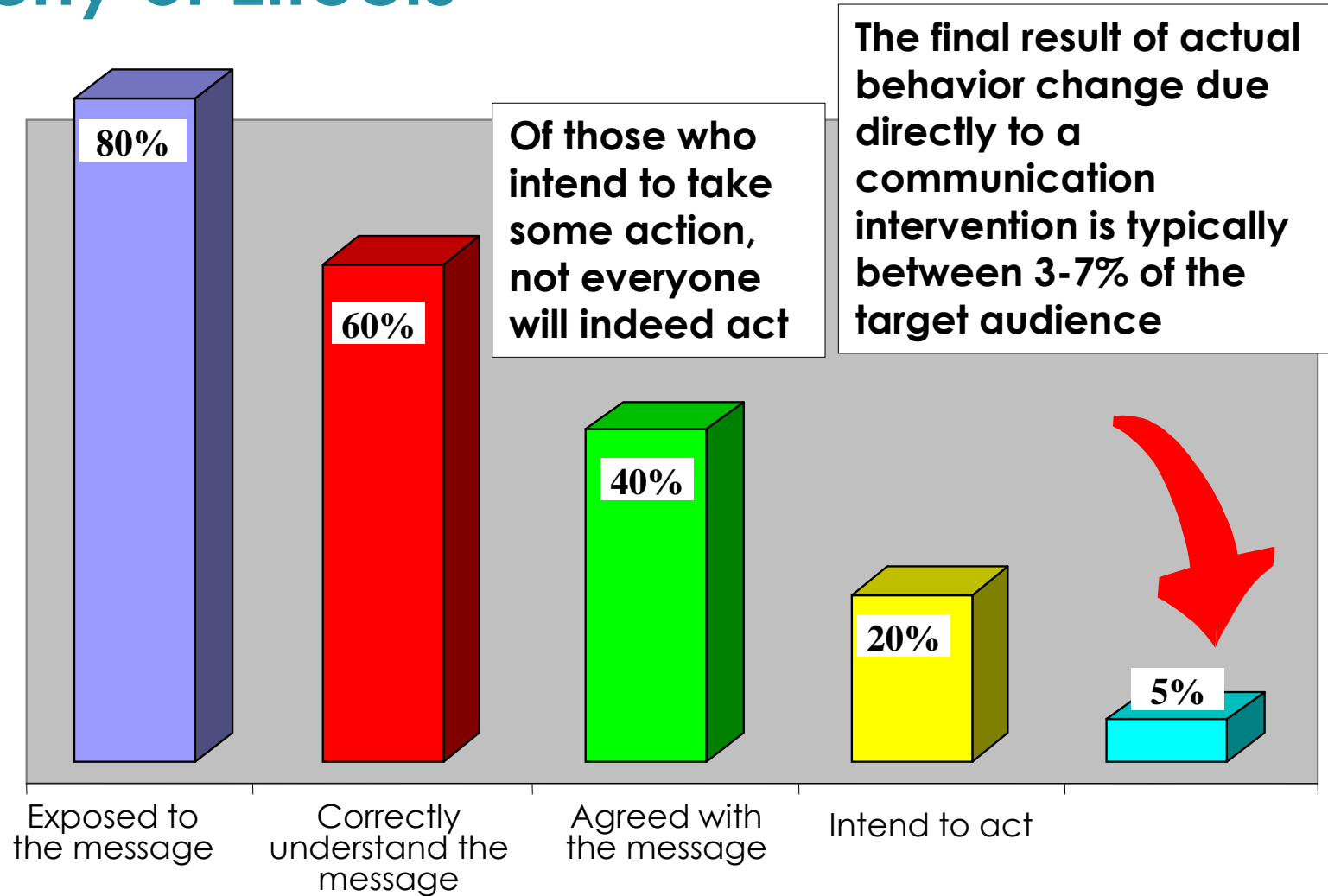


# Hierarchy of Effects





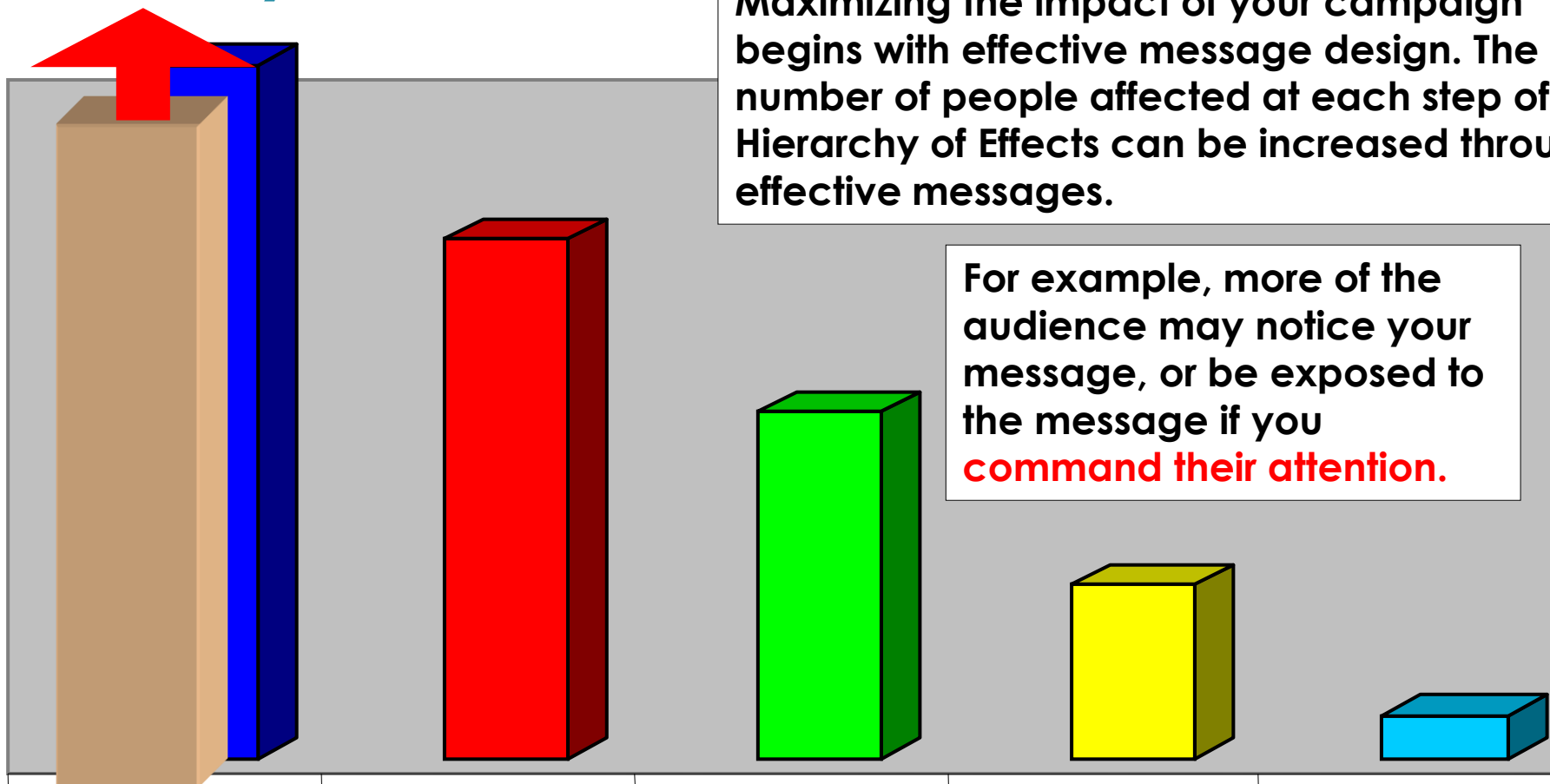
# Hierarchy of Effects







# Hierarchy of Effects



Maximizing the impact of your campaign begins with effective message design. The number of people affected at each step of the Hierarchy of Effects can be increased through effective messages.

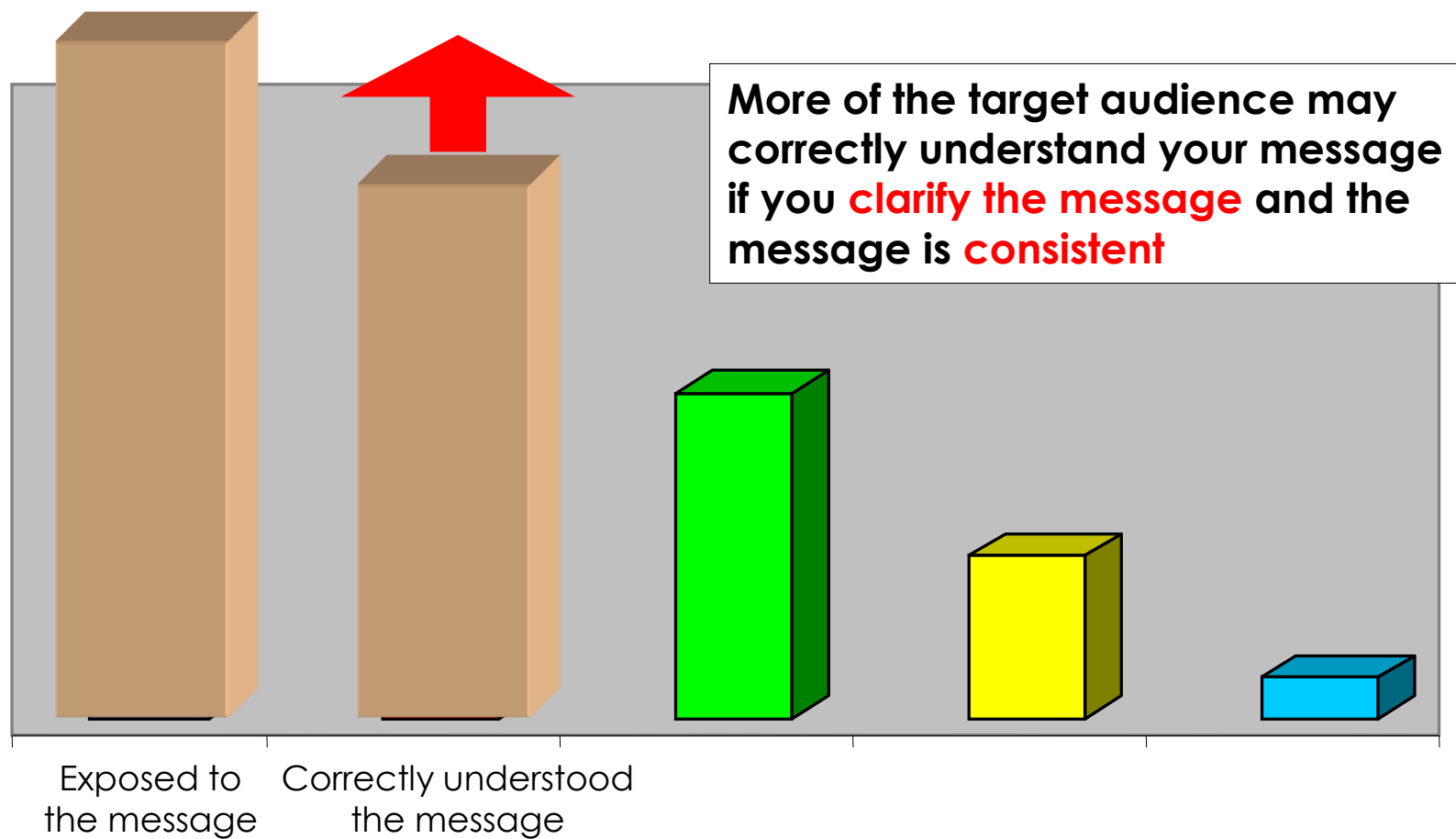
For example, more of the audience may notice your message, or be exposed to the message if you **command their attention.**

Exposed to the message



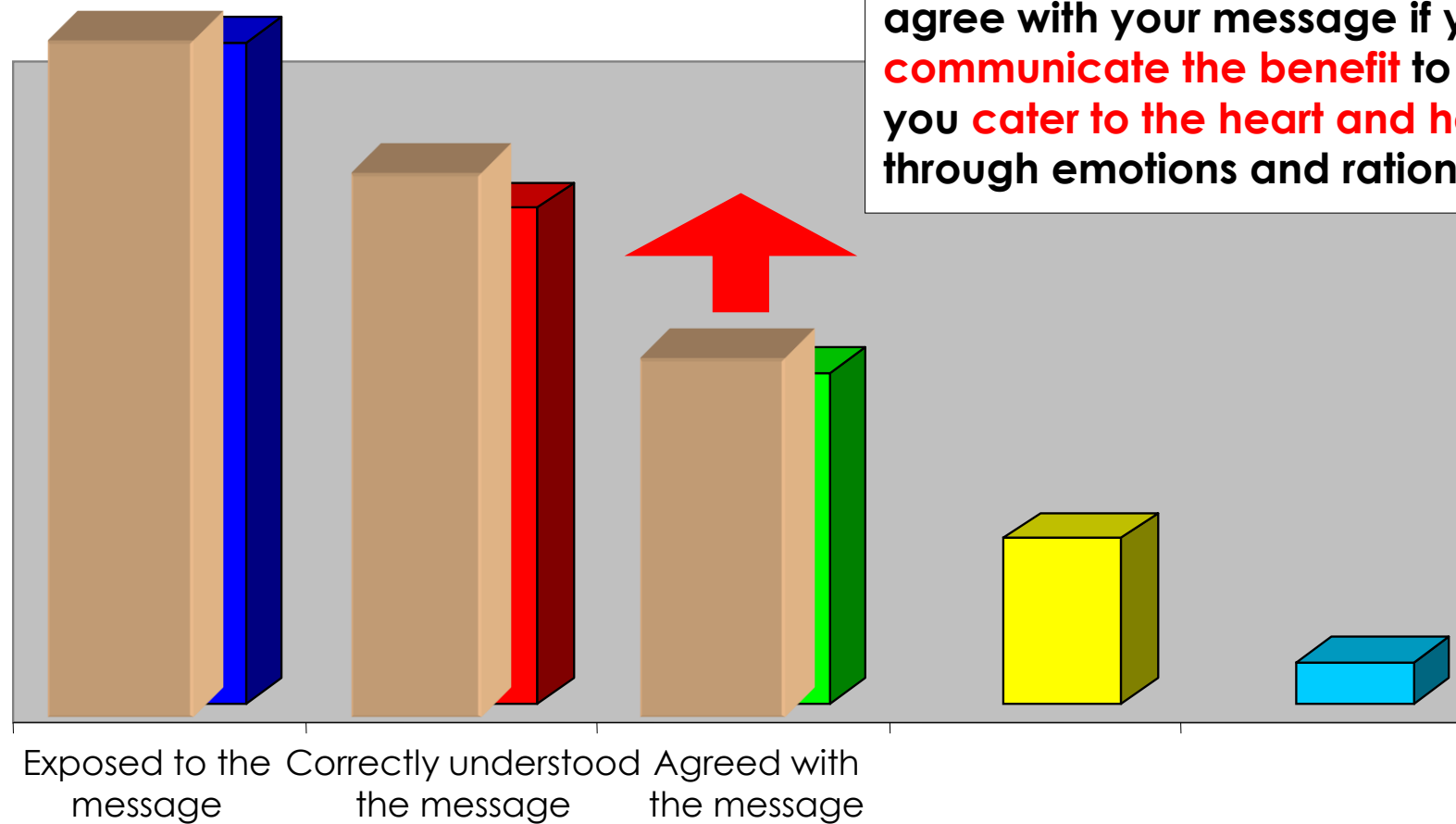


# Hierarchy of Effects





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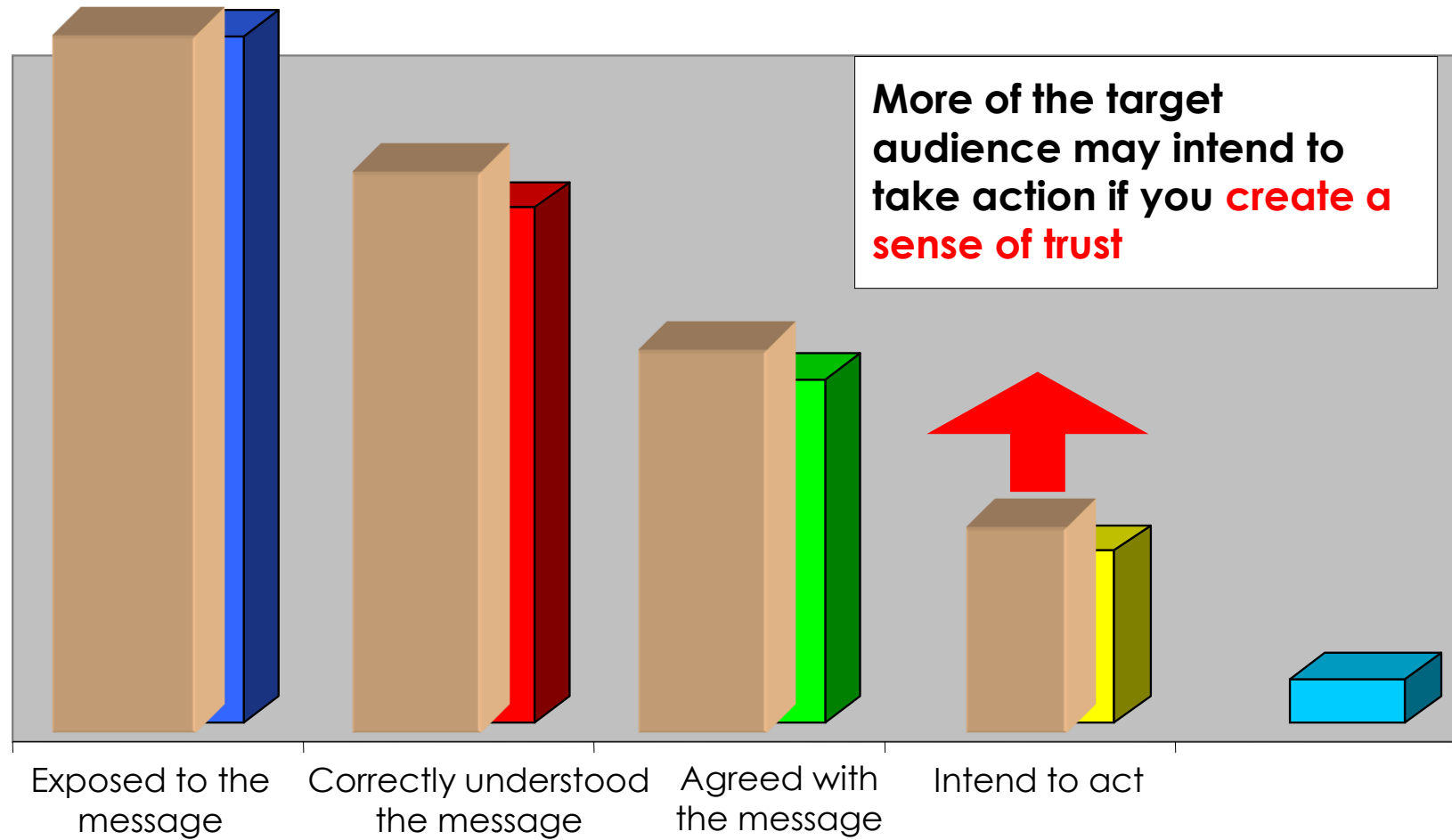


More of the target audience may agree with your message if you **communicate the benefit** to them and you **cater to the heart and head** through emotions and rational thinking



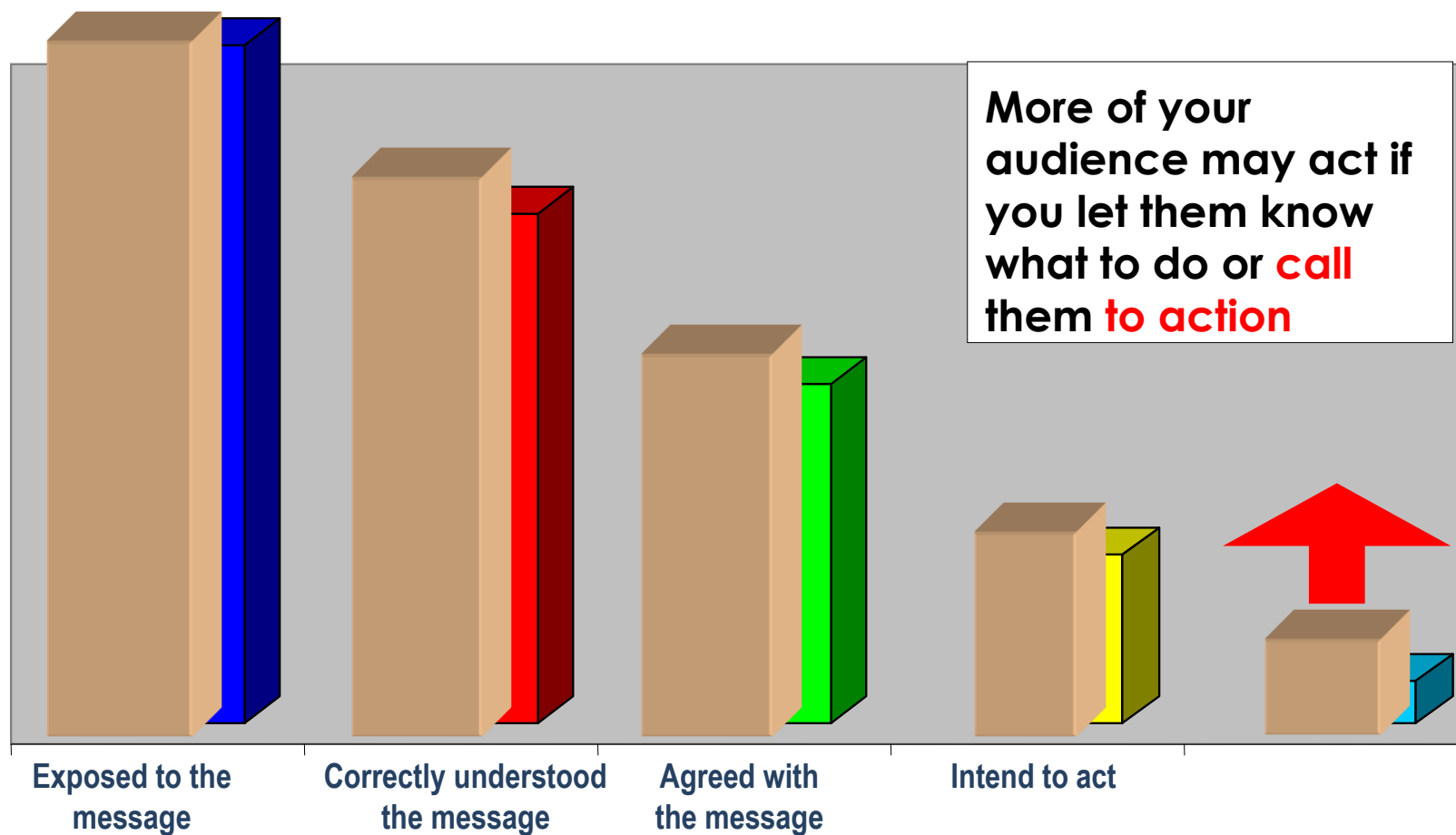


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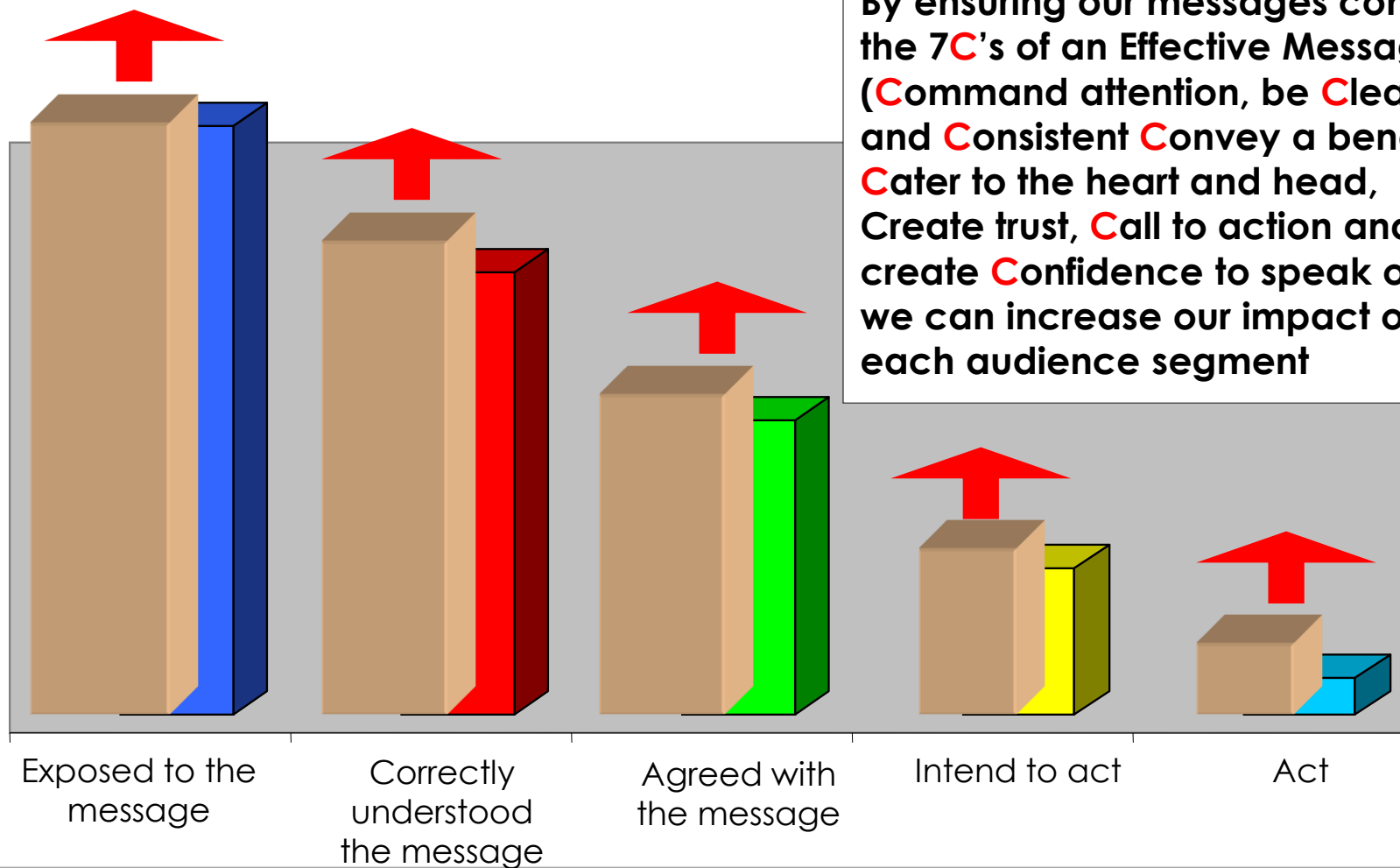


# Hierarchy of Effects





# Hierarchy of Effects



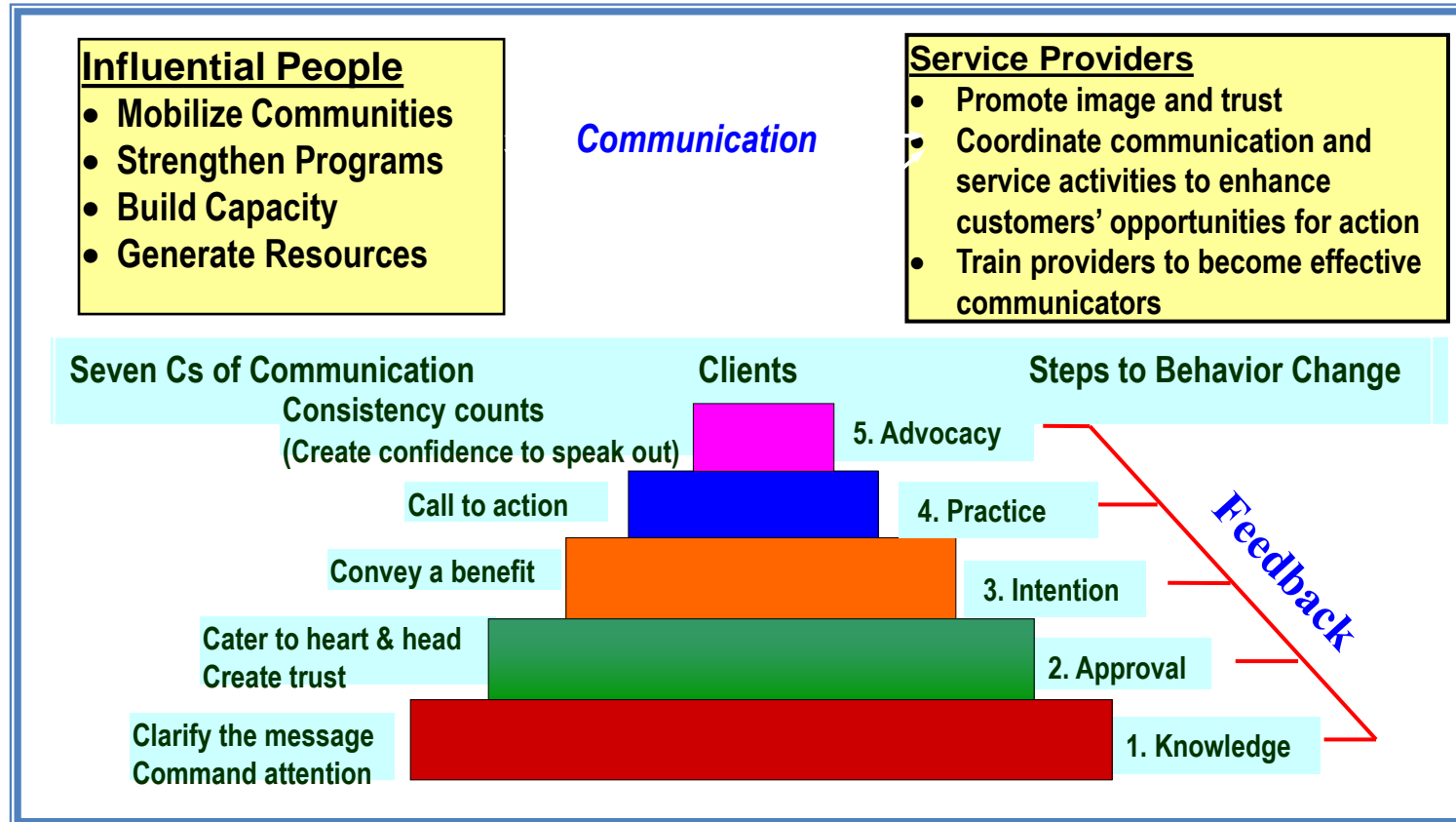
By ensuring our messages contain the 7C's of an Effective Message (Command attention, be Clear and Consistent Convey a benefit, Cater to the heart and head, Create trust, Call to action and create Confidence to speak out) we can increase our impact on each audience segment





# Strategic Communication: Framework

Meeting Communication Needs at Each Step to Behaviour Change through the Seven Cs of Effective communication



Source: JHU/CCP



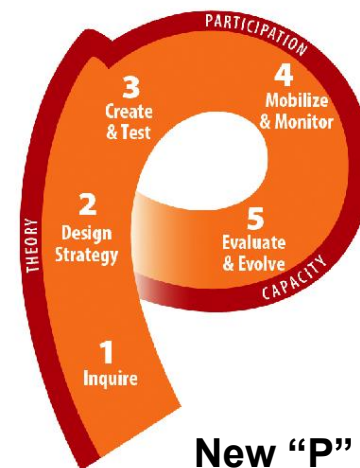
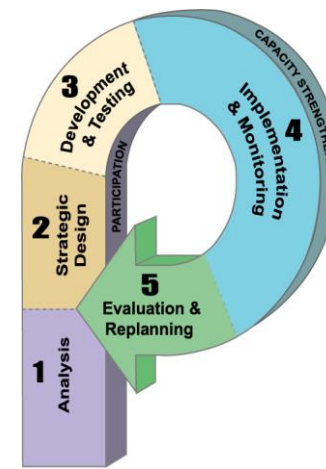
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# Strategic Communication: Process & Principles

The Strategic Communication Process commonly known as the P-process was developed by JHU/PCS in 1983.

The “P” is a tested and proven communication project planning process and an effective tool for designing and implementing more scientific and behavior-oriented SBCC programs.



New “P”

Source: JHU/CCP







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