

Hello students.

My name is Miccoli Potty assistant Professor,

Google College of Home Science.

We will be learning behavior change

communication subject today under

which will be learning Unit 1.

Concept and approaches to

behavior change communication.

Module name,

concept and relevance of BCC that is

behavior change communication module #1.

Our client will be learning about

concept and relevance of BCC,

that is behavior change communication.

Learning outcomes will be student will be

able to write the meaning and definition

of behavior change communication.

Describe the goals and principles

of behavior change communication.

Meaning of the term behavior and change.

Let us understand this first.

So what do you? What do you feel?

What is behavior?

So behavior refers to all the activities.

Whatever we do,

singly or collectively,

that is in Group.

So behavior means responses or

reactions or acting in any situation.

Change means act of changing or modifying

or to be to be to become different.

Behavior change came trip or to

any modification of human behavior.

These days, the most common

term used in public health is

behavior change communication.

We can take one. Recent example.

I understand this concept

like for example COVID-19.

We were different some months

back and we are different now.

We have to keep social distance.

We have to use mask you have.

You have to sanitize our hands.

So these are the behavior modifications

we have made according to the.

Because of the pandemic, right?

So there are certain changes.

There are certain modifications

which are made into our behavior

because it was necessary, right?

So another closely related activity to

behavior change communication is IEC.

Let me explain you what I EC means.

lisi means information,

education and communication.

Information means knowledge which

is received regarding something

or telling us something to an

individual or a person about.

Even a person or a thing,

or about any subject.

So giving any information.

Like for example,

giving information about diabetes mellitus,

giving information about heart disease,

giving information about COVID-19 or

any other health related problems.

Education means preparing oneself

for life or getting knowledge or

skills for change in behavior.

Now what does this mean?

Like, for example,

if a person comes to know like there's

a family history of diabetes mellitus,

then he will get himself educated

and he will take precautions or

make changes in his diet or even

or make changes in the lifestyle.

Communication means interchange of

opinion or information by means of writing,

speech or signs or by means

of sending messages.

Now we have different medias.

We can send messages even

in a minute or seconds.

Like for example we can send

messages through radio,

we can that is audio messages.

We can send messages or through

video or through TV.

We can send messages through pamphlets.

Both stores and lot many things.

Let us now understand the

definition of behavior change

communication behavior change.

Communication is an interactive

process with communities to develop

specific messages and methods using

a variety of communication routes or

pathways to develop positive behaviors,

promote and maintain individual

community and societal behavior change.

So here.

It is a interactive process where

the community is also involved in the behavior change communication process, so community needs to take part in different communication methods are used in order to change behaviors or people.

So it is mainly changing unhealthy behaviors and increasing on the healthy behaviors.

You must have some of the examples

I can give you all as you must have observed many roadside Holdings giving you information on different different things,

like for example how to prevent dengue, you how to importance of hand washing treatment for TB.

They talk about malaria.

They talk about HIV aids.

So even while watching television

you will get a lot of messages which

actually expect us to change our behavior.

Like for example,  
messages regarding how to  
prevent malaria messages  
regarding how to even prevent a COVID-19,  
etc. If you visit your doctors clinic,  
you will see lot of posters around.

So what are these these are?

Actually giving you a lot of messages  
in order to change your behavior in  
order to follow a healthy lifestyle  
in order to follow a healthy behavior.

So all these things are behavior  
change communication messages.

Now let us see the goal of behavior  
change communication program.

Let us take example of diabetes mellitus.

The overall goal of Mississippi program,  
for example, diabetes mellitus,  
is to promote behaviors that actually control  
diabetes and prevent the complications.

These includes following the treatment

as prescribed by the Doctor,  
going for a routine urine and blood checkup.

Regular follow up with Doctor  
if any complications arise.

Modifying lifestyle and accepting  
the changes in their life.

Because once the person get diabetes then are  
there a lot of changes in his or her life,  
not only with respect to diet  
but also otherwise and support  
from family and friends.

Now let us also go through the principles  
of behavior change communication.

First, the target community and  
the patient should participate in  
all the phases of behavior change,  
communication, development,  
and implementation.

So it is very important for a community  
or for a patient to participate in a  
process of behavior change communication.

So there will be more chances like

there will be a change in their

behavior will take place because

there are a lot of factors which

will we will learn later which.

Actually may hinder or it actually help.

In order to change the behavior.

But I do have.

Communication channels are more

effective than only one specific channel,

like as I spoke earlier there are

different channels which you can use in

order to change the behavior of people.

Like for example you can use radio.

You can send audio messages,

you can actually give you messages

through video or television.

You can give the messages through pamphlets,

so it depends on how your audience is like.

For example, if the audio your audience.

Is immigrate then you may have to

think about some different methods,

like giving the message through

radio or television.

All pamphlets can be used,

or posters can be used on or

many different mass communication

methods can be used nowadays.

The best method in order to reach

your audience past is our WhatsApp.

So you can send a WhatsApp messages.

You can send messages on social media.

You can send messages on the

on your television.

Pretesting and what is pretesting

pre testing is essential for definite

developing essential behavior.

Change communication materials

now why this is important?

Because we need to change

like what they were.

Messages you have come up with,

whether they are appropriate for the

Community you are working with so you

may have to make some changes in the

messages depending on the feedback

you get while doing the pre testing.

Last planning for monitoring and evolution,

which is very very important part of any

behavior change communication program.

Now why it is important after the

monitoring and evaluation will be able

to know like whether our program was

successful or it was unsuccessful.

Whether we need to make any changes in

our program or whether we need to modify

the program according to the Society or

according to the beliefs of the society.

So BC focuses on what actually audience

needs to do versus what audience must know.

So this is about the concept of behavior

change communication, thank you.