

Hello students

Welcome to class on behavior change communication. Will be learning about unit 1, on concepts and approaches to behavior change communication

Module name BCC strategy design and Implementation Part 3.

And appraisal of communication action plan.

Module #7

outline BCC strategy design and Implementation Part 3, appraisal of communication action plan.

Learning outcomes. The student will be able to.

Identify channels for transmitting messages. Implement the program. Plan the evaluation of the process and describe the appraisal of communication action plan.

Now till now we have learned identifying the problem. Analyzing the causes of the problem. Conducting formative research. Setting smart objectives. And identifying the target audience. We have learned developing messages. And Today we are going to learn about the next three steps.

So Channels for transmitting messages. Media are the channels of communication through which messages are transmitted. While conducting behavior change communication program, we can make use of these channels in a most effective way to transmit the message.

Now, what are the different channels of communication?

One is interpersonal or what is called as face to face. So these include individual discussions like face to face discussion or one to one counseling. Or it can also include group group discussions. Community meetings and events which happen in the community with the person face to face.

Second is mass media. Newspapers magazines, booklet, leaflet exhibitions, charts. You must have seen posters. In many of the hospitals you must have seen posters in health centers. You must have also heard many of the advertisements on radio regarding health or nutrition or regarding the environment. On television also you must have seen a lot of advertisement regarding stopping smoking or stop smoking. Stop drinking or polio or advertisement Polio eradication. Or advertisements regarding HIV aids.

And also like audiovisual It's like films and documentaries.

Traditional media, which include storytelling. Play acting song with the message and puppets

like different types of puppets can be used in order to create awareness or behavior change among people like they can be string puppet or shadow puppet prepared or gloves puppet

which can be used in order to create awareness regarding behavior change.

Now let us learn about the implementation phase so we are ready. We know about the problem. We have

identified the causes. We Have done formative research. We have set our objectives. We have

identified the target audience. We have already developed the messages. We know what channels will be used For transmitting the messages and now we are ready with all these things.

But there are a lot of things which need to be done in the implementation phase. Implementation means actually carrying out the activities or carrying out the program in the field. Implementation of BCCprogram will include getting ready with people or getting ready with messages, materials and communication strategy.

Support materials are produced because they serve to reinforce person to person communicate. Like for example, if you are going to use leaflets or posters or pamphlets that will be given to your audience, an audience will be able to take it home and they can read at any point of time whenever they have time.

So these materials are used. You should know that prior to implementation, the educators need to be also trained appropriately. If they're taking any topic or if you want them to. Do Behavior change, they need to receive proper training with assessment.

Our last phase is the evaluation phase. After we have implemented the activities on the field. We would like to assess it like once we have implemented the program on the field. We want to know whether the program was successful. Or not If not then You make some changes in the program.

Evaluation is the measurement and assessment. Of the success of a communication in program.

Reaching its goal. Evaluation should be considered as necessary support activity. An instrument for refining or restructuring communication activities. Like I said earlier, like if you want to make any changes or restructure your program, or you have found like there is something which is not benefiting people and you can make some changes which will benefit people, then you can make those changes, But this will happen only when you are going to evaluate the program in detail.

We should try to make evaluation a participatory process which will involve the educators, the service providers, planners and the Community. So we need to involve all these people. Evaluate our program.

That evaluation must respond to two fundamental questions: These are have the objectives being met, so whatever objectives we had said, we need to know whether the objectives were met or not. And has

the implementation process satisfied the various persons involved in the intervention and about all the population concern. An evaluation plan would guide us about what, how, where and when we will evaluate the program. So we have seen the design of behavior change communication.

Now, let us learn appraisal of communication action plan.

Traditionally, health education, health promotion and communication efforts are limited to writing press releases or producing audio, video clippings, hoardings, posters, or pamphlets.

Recently that has expanded to. Advertorials in press radio and TV and social mobilization in the context of pulse polio immunization for polio eradication. It was generally considered more as an art.

- Communication in last decade is increasingly understood as an enabler of individual and social level change to achieve established developmental goals including health.
- The science of communication is a research driven consultative process involving planning, design and implementation of strategic interventions.
- It provides relevant information and adequate motivation to impact attitudes and behaviors in individuals or groups of people. It involves monitoring the changes in people's attitudes and behaviors
- Democratization movements and the advent of the internet have changed the environment around any program
- Communication from top-down, expert-to consumer (vertical) communication towards nonhierarchical, dialogue-based (horizontal) communication, through which the public increasingly questions recommendations of experts and public institutions on the basis of their own, often web based, research.
- Evidence-based approaches used in risk communication should be adopted as core principles by all health providers, experts, health authorities, policy makers, and politicians when communicating information about program interventions
- These approaches include engagement with and listening to stakeholders, and being transparent about decision making, and honest and open about uncertainty and risks.

So these are the references, thank you.