

Behaviour Change Communication

Regional Public
Awareness Public
Education, (PAPE)
Workshop

Manila, the Philippines

18-20 October 2016,



Session objectives

At the end of the session:

- Participants will be able to understand the key concepts and process of the behaviour change communication

Behaviour Change Communication

BCC is an interactive process of working with individuals & communities to:

- Develop communication strategies to promote positive behaviours

AND

- Create a supportive environment to enable them to adopt and sustain positive behaviours

Why BCC

- Increase knowledge
- Initiate community dialogue
- Promote services
- Create demand for services
- Changes in attitude and behaviours

What are behaviors

- Concrete actions
- Can be observable or Hidden
- Have a direct link to the desired outcome

Determinants of behaviors

- Internal factors
 - Knowledge
 - Personal belief
 - Attitude
 - Skills
 - Self Efficacy
 - Perceived social norms
- External factors
 - Access to resources
 - Policy
 - Culture

Example of behavior change

Think of a time in your life when you or your loved one have successfully changed a behavior

- Why did you or your loved ones want to change
- What thing made it difficult for you and your loved one to change (**internal vs external**)
- Did change happen all at once

Process of Behaviour change

Phases in the Process of Behavior Change

1. Information

We often become aware of the need to change by receiving information. But information is rarely enough to cause us to change

Process of Behaviour change cont...

2. Motivation

We often actually get started on a change as a result of a personal experience or crisis that provides us with the motivation to try a difficult change

Process of Behaviour change cont...

3. Obstacles

Almost all of us stumble along the way to change, either because of our own personal obstacles, or obstacles that others put in our way

Process of Behaviour change cont...

4. Support

To succeed, most of us receive some form of support. Support comes from something we find within ourselves and/or from peers, family, health workers, and others who are important to us.

Stages of Behavior Change

