Community Participation

Muhammad Shafique

Session objectives

At the end of the session:

- Participants will be able to explain the purpose and importance of community participation in dengue prevention and control

AND

- Will be able to outline appropriate strategies for increasing community participation

What is Community
Setting the scene

What is community
Group work

- Divide the participants into 4 groups and ask them to discuss in their groups the commonalities in a community.

- The group will present the finding to the plenary to generate discussions

- 10 minutes for the discussion

Community

Community refers to a group of people who live in a particular geographical location and work for common goals rather than for specific interests

- Geographically defined

- Shared Interests, identity, ethnicity, culture, language and /or characteristics

- Shared resources

Commonalities in community

There are a number of areas where the people live in the same geographic locations, generally have commonalties.   These are:

- Language

- Habit

- Religious rituals

- Social customs

- Behavior

- Norms

Community participation

Community participation is the process of involving community members in <u>decision-making</u> about their issues that affect them, including, health, education and setting priorities and addressing quality issues in the delivery of these services

Why Community Participation
Historic perspective of community participation

Development approaches

Top Down approach:

- Centrally decided
- Dependent on availability of resource
- People's need is not emphasized
- Possibility of quick implementation
- Absence of community participation
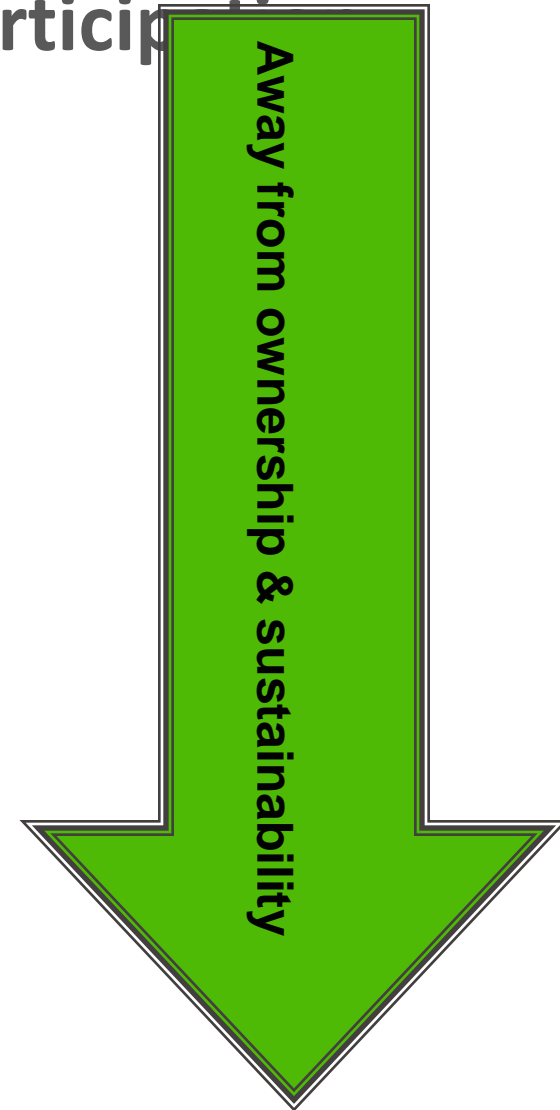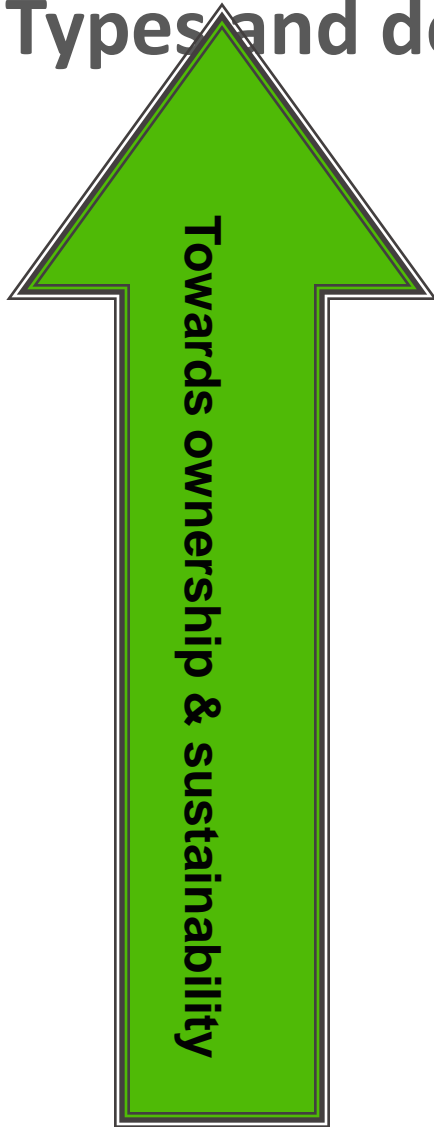- The experts think that they know better than the community
- Result: ???

Development approaches cont…

Bottom Up approach:

- Decided by the concerned people

- Possibility of mobilizing and availing resource

- Based on people's need

- Full community participation

- Ownership

- Sustainability

Results???

Types and degree of community participation

Towards ownership & sustainability

Collective Action
Co-Learning
Cooperation
Consulting
Compliance
Co-Option

Away from ownership & sustainability

Co-option

- Token involvement of local people

- Representatives are chosen, but have no real input or power

- People are called in a meeting to inform about some development in the village

Compliance

- Tasks assigned with incentives
- Outsiders decide agenda and direct the process

Consultation

- Local opinions are asked during surveys or researches

- Outsiders analyze and decide on a course of action

Cooperation

- Local people work together with outsiders to determine priorities

- Responsibility remains with outsiders for directing the process

Co-learning

- Local people and outsiders share their knowledge to create new understanding

- Local people and outsiders work together to form action plans with outsiders facilitation

Collection action

- The local people are mobilized enough that they can form action plans, take decisions and start development initiative without any external support

- The community is highly mobilized to share their own existing resources to solve their own health and development issues on sustainable basis

Community Action Cycle
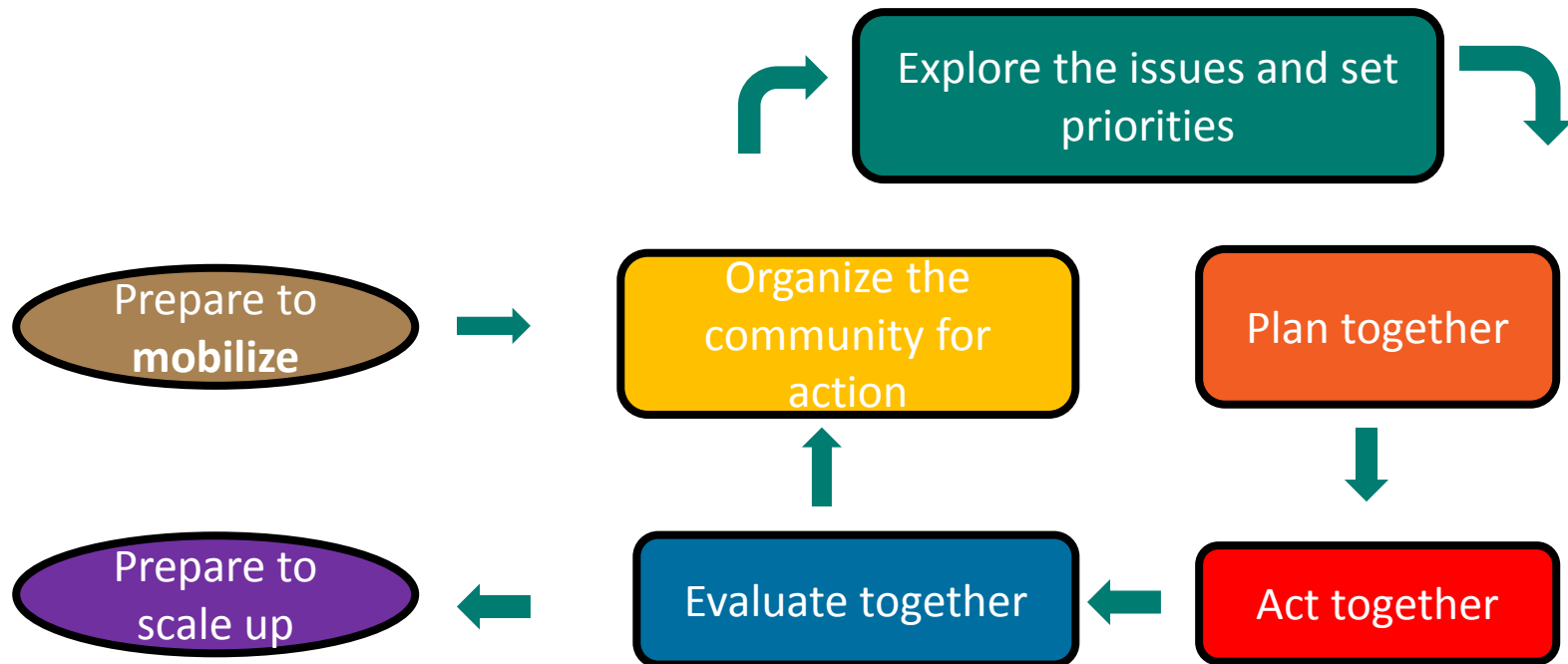
Brainstorm/discuss

Define at which stage you are presently in your project

Advantages of community participation

- Joint responsibility

- Use of local resources

- Plan programme according to own needs

- Identifying own needs

- Effective use of resources

- Ownership/partnership

- Maintaining continuity/sustainability

Role of community mobilizers

- A mobilizer is a person who mobilizes, i.e. gets things moving. Social animator. A Catalyst

- Bringing people together

- Building trust

- Encouraging participation

- Facilitating discussion and decision-making

- Helping things to run smoothly .

- Facilitation in community mobilization process

Community participation

Group work

- What are the key challenges you face in engaging communities in your DRR programs?

- How to overcome those challenges?

Behaviour Change Communication

Evolution of BCC

1. **Health Education**

- Education that increases the awareness and influences the attitudes and knowledge relating to the improvement of health
  - First course on HE was introduced in Germany in 1792
  - 19th century, HE was introduced in school programme in western countries
  - In 1980, HE was intensively used on sexual health, HIV / AIDs, FP, vaccination and for anti smoking campaigns

Evolution of BCC conti…

2. Information Education Communication

IEC started in early 90s:

- IEC is a process of working with individuals and communities to:

     - develop communication materials/tools to promote positive behaviors which are appropriate to their settings.

Evolution of BCC conti…

3. Behaviour Change Communication

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

-      Develop communication strategies to promote positive behaviours based on formative research
                  AND

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

Behavior Change Communication

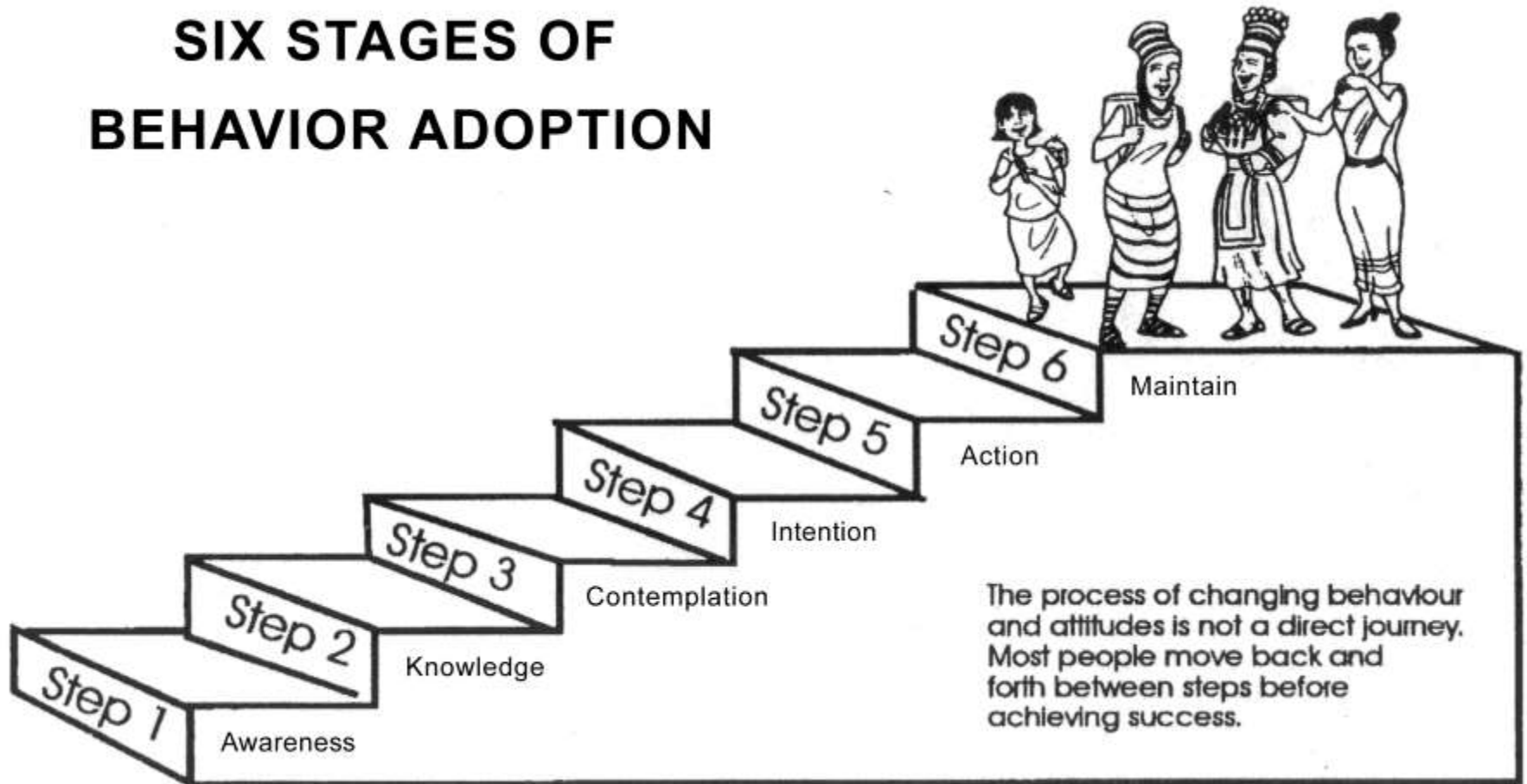Should be supported by appropriate theoretical models:

- Individual

- Interpersonal

- community

The best way is to use the combination

Steps in Behaviour Adoption

SIX STAGES OF BEHAVIOR ADOPTION

Step 1 — Awareness
Step 2 — Knowledge
Step 3 — Contemplation
Step 4 — Intention
Step 5 — Action
Step 6 — Maintain

The process of changing behaviour and attitudes is not a direct journey. Most people move back and forth between steps before achieving success.

Formative research

To Identify:

- Existing behaviours

- Determinants of the behaviours

- Barriers

- Target audiences

- Stakeholders

- Potential tools and channels

Formative research cont…

- In-depth Interviews
- FGDs

Key BCC methods and tools

- Interpersonal Communication

- Information, Education and Communication

- Broadcast or mass media

- Communication for Behavioural Impact (COMBI)

- Positive Deviance

BCC methods and tools for dengue

- Broadcast media:
  - Can be used to create awareness about dengue. It can reach a large audience. However, awareness alone does not easily change behaviours
- Information, Education and Communication
  - Is a bit less intensive to implement. Limited effect on behaviour change
- Communication for Behavioural Impact (COMBI):
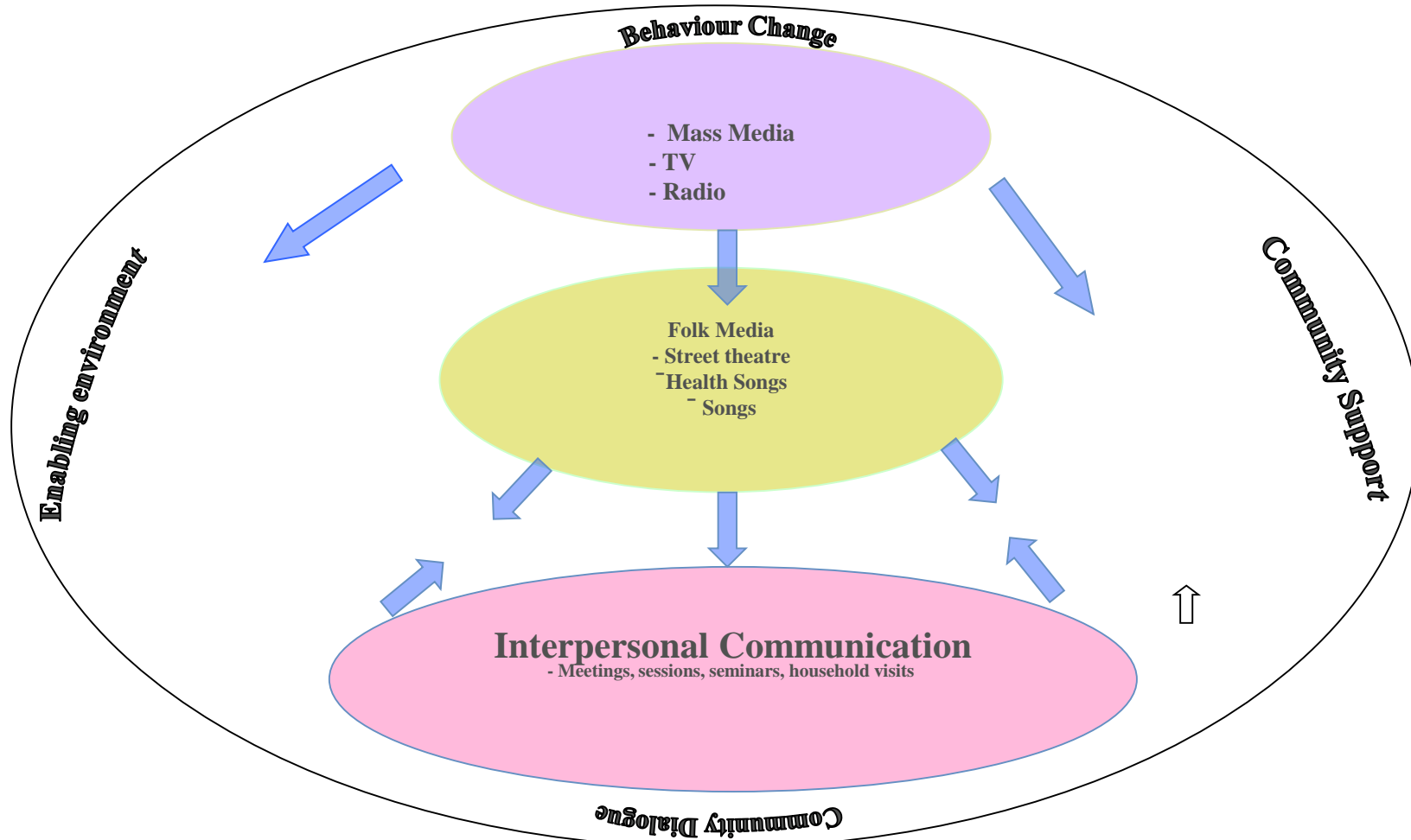 - Strong focus on behavioural outcomes. Lacks coherent model for maintaining community involvement

- ➤ Positive Deviance (PD)
- • Culturally appropriate and context specific approach focus on behaviors, useful for hard to reach, marginalized, ethnic communities. Require skilled staff to implement the process
- ➤ Interpersonal communication:
- • Culturally appropriate as use local change agents i.e. volunteers. Can increase knowledge, however need reinforcement to change behaviours

Communication flow

Behaviour Change

- Mass Media
- TV
- Radio

Folk Media
- Street theatre
⁻ Health Songs
⁻ Songs

Enabling environment

Community Support

Interpersonal Communication
- Meetings, sessions, seminars, household visits

Community Dialogue

Challenges

Barriers

Think out of the box

Intra and inter-sectoral collaboration

Thank you