Behaviour Change Communication

Regional Public Awareness Public Education, (PAPE) Workshop

Manila, the Philippines

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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
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.
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.
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

Awareness
Knowledge
Contemplation
Intention
Action
Maintenance