INTRODUCTION TO COMMUNICATION FOR DEVELOPMENT (C4D)

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**Session timeline**

14:45 - 15:45
Introduction to Communication for Development

15:45 – 16:30
Group work

16:30 – 17:00
Reporting back from groups + Discussion on forming partnerships and monitoring impact
Helps to ensure orderly and humane management of migration.

Promotes international cooperation on migration issues.

Assists in the search for practical solutions to migration problems.

Provides humanitarian assistance to migrants in need including refugees, internally displaced people, and victims of trafficking.
IOM X is a prevention campaign that focuses on promoting safe migration and inspiring public action to stop human trafficking and exploitation.
TARGET COUNTRIES

Bangladesh  Brunei  Darussalam  Cambodia  Indonesia  Lao PDR  Malaysia  Myanmar  Philippines  Singapore  Thailand  Viet Nam

TARGET AUDIENCE

- Male/female
- 15-35 years old
- Asia Pacific region
- Fishers, domestic workers, consumers, employers, students

PRIORITY SECTORS (2016-2018)

- Fishing
- Domestic Work
- Trafficking for Sexual Exploitation
- Forced Marriage
- Manufacturing
IOM X TO DATE

IOM X is a campaign to encourage safe migration and public action to stop exploitation and human trafficking in Asia and the Pacific. The campaign is produced in partnership with USAID.

467 million people reached.

Launched 103 videos, potentially reaching 330 million viewers.

Held 56 events, including with celebrities, government representatives and NGOs.

Partnered with 40 private sector companies, including Microsoft, IBM and television channels across the region.

Hosted 180 public sector consultations.

Built a large online following, with over 445,000 followers on social media, and over 150 million people engaged digitally.

Developed 11 innovative solutions to prevent human trafficking, including 6Degree.org, which allows the public to donate directly to victims of human trafficking.
COMMUNICATION FOR DEVELOPMENT (C4D)
WHERE DOES C4D COME FROM?

• Hand washing with soap
• Condom use (HIV/AIDS prevention)
• Immunization campaigns
• Malaria prevention
• Exclusive breastfeeding
• Etc.
It is a PARTICIPATORY PROCESS where organizations work with communities to come up with communication-focused solutions to local problems.

Understanding of people’s knowledge, attitudes and practices around an issue guide strategic communication interventions.
C4D LOOKS INTO QUESTIONS LIKE:

DO PEOPLE KNOW EVERYTHING THAT THEY SHOULD?

WHAT DO PEOPLE THINK OR FEEL ABOUT AN ISSUE?

HOW COME PEOPLE KNOW BUT DON’T ACT?

HOW COME WE BUILD SERVICES BUT PEOPLE DON’T USE THEM?
COMMUNICATION FOR DEVELOPMENT (C4D)

5 STEPS

1. ANALYSIS
2. STRATEGIC DESIGN
3. DEVELOPMENT & TESTING
4. IMPLEMENTATION
5. MONITORING & EVALUATION
Interpersonal dialogue to inform, motivate, problem solve and/or to promote or sustain behaviours.
Engagement of groups, communities and networks for a **supportive environment** for optimal behavioural and social change.
Engagement of decision-makers and social/cultural influencers to influence decisions and create discussion for support, action and larger public discussion.
The steps to getting to change
QUESTION 1.
What’s the problem?
Situation analysis

1. Evidence-based analysis

- Primary data (interviews, surveys, tailor-made research, observations)
- Secondary data (research papers, articles, policy papers, laws, reports, etc.)
Goal + objective setting

2. Selection of priority problems that you want to address and objectives you want to achieve with your interventions

-what’s the most critical issue?
-what’s relevant to your programme work and expertise?
-what is realistic to do and achieve? (scope, geographic area, schedule, human and monetary resources, partnerships, etc.)
BEHAVIOURAL OBJECTIVES

Examples:

• Increased number of people are **calling** a domestic violence helpline

• Increased number of mothers are exclusively **breastfeeding** their babies for six months

• More parents are **refusing to marry** their under-aged daughters

• More people are **reporting rape** to authorities

• More people are **systematically using the safety helmet** when on a motorbike
QUESTION 2.
Who do we need to target/engage to solve the problem?
TARGET AUDIENCES

Target audience characteristics:

• Location
• Age
• Sex
• Language
• Education and literacy levels
• Socioeconomic status
• Ethnicity and religion

The more specific, the easier it is to develop targeted messages and activities.
Three groups of audiences

Primary group

Whose behaviour must change for you to reach your programme/project goal?

Who are the most critical target groups for creating the desired change?
Selective group
Who are influencing the primary group’s behaviours with their own knowledge, attitudes and practices?

Tertiary group
Who are making decisions that impact the everyday lives of the secondary and primary groups?
Target audiences
by levels of influence

Individual
(knowledge, attitudes, behaviours)

Interpersonal
(families, friends, social networks)

Community
(relationships between organizations)

Societal
(organizations and social institutions)

Primary
(BCC)

Secondary
(social mob.)

Tertiary
(advocacy)
GET TO KNOW YOUR AUDIENCES

Knowledge
Attitudes
Practices
Stand up if....
People might know, but...

It's not relevant to me—*the risk is not personal*.

I am willing to take the risk—*potential benefit is worth more than the possible harm*.

I cannot change what will happen—*just unlucky, others make decisions*.

*I heard about it, but I am not interested*—*competing interests and priorities*.

Knowledge  ATTITUDE  Practice
Knowledge OR Attitude?
Human trafficking happens all around the world.
No one I know is at risk of human trafficking.
Only uneducated people get trafficked.
Men, women and children can all be victims of human trafficking.
You need a passport to migrate regularly (legally) across borders.
<table>
<thead>
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<td>• You need a passport to migrate regularly (legally) across borders.</td>
<td>• Victims of human trafficking are just unlucky; it can’t be prevented.</td>
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Behaviour Change
BEHAVIOUR CHANGE JOURNEY

Pre-contemplation
Unaware of problem/issue

Contemplation
Are aware and concerned about issue

Deciding to Act
Ready/motivated to change

Action
Trying new behaviour

Maintenance
Have tried new behaviour are repeating or continuing.

Becomes an Advocate
Practices behavior routinely; Becomes advocate.

RELAPSE

COMMUNICATION ACTIONS

Adopted from Prochaska & DiClemente’s Stages of Change/ Transtheoretical Theory.
BEHAVIOUR CHANGE REQUIRES:

• Positive cost-benefit outcome

• Link with a person’s needs, wants and values

• Simplicity of adoption, do-able actions
What strategies or tactics have been used in the following three videos?
https://www.youtube.com/watch?v=XwdUXS94yNk
BEHAVIOUR CHANGE

https://www.youtube.com/watch?v=owGykVbfgUE
Barriers & Enabling Factors
Barriers – Things that can prevent target audiences from adopting the desired behaviour/s
EXAMPLES OF BARRIERS

Social norms
• Women’s restricted movement outside of their homes in Afghanistan (socially acceptable behaviours)

Traditions (practices, beliefs)
• Preference of boy over girl child in India (nutrition/ education/ early marriage)
• Influence of highly respected in-laws/ grandparents

Poverty
• Access: long distances to services, transport costs, unofficial service costs, etc.

Security
• Access: conflicts, etc.
Positive or enabling factors – Things and opportunities that may help target audiences to practice desired behaviours
EXAMPLES OF POSITIVE FACTORS

Social norms
• Breastfeeding is considered natural

Existing social networks
• e.g. the Red Cross and Scout Movements across the country/world
• Religious movements

Traditions
• Hygiene traditions before mosque prayers
QUESTION 3.
What do our target audiences need to hear?
What are the different information needs of the intended audiences of these two videos? Where in the behavioural journey are they?
TARGET AUDIENCES

https://www.youtube.com/watch?v=NJa7VUsz1vY
You’ve seen something.

https://www.youtube.com/watch?v=XwdUXS94yNk
Message development
DIRECT
CONCISE
POSITIVE
RELEVANT
DO-ABLE
<table>
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<th>TYPICAL MESSAGE</th>
<th>ACTION MESSAGE</th>
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<td>Stop malaria!</td>
<td>Prevent malaria by sleeping under a bed net each night.</td>
</tr>
<tr>
<td>Beware of illegal migration!</td>
<td>Check to make sure a job is real before you migrate. Call the labour hotline at 1486.</td>
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ACTION MESSAGE OR SLOGAN?

PLASTIC BAGS KILL – KEEP OUR OCEAN CLEAN
ACTION MESSAGE OR SLOGAN?

CERTAIN THINGS HANG ON FOREVER
EVERY 60 SECONDS A SPECIES DIES OUT.
ACTION MESSAGE OR SLOGAN?

SLOWER IS BETTER.
ACTION MESSAGE OR SLOGAN?

STOP THE VIOLENCE. DON’T DRINK AND DRIVE.
Be smart!
Check to make sure a job is real before you migrate. Call the labour hotline at 1486.
DEVELOP & TEST MESSAGES…

…WITH YOUR TARGET AUDIENCE!!
QUESTION 4. How will our target audiences best be reached?
Communication
channels
CAPTIVATING AUDIENCES
BUT WHERE ARE THEY?
COMPREHENSION
Are the messages / materials understood by the priority audience? Do they recognize the benefits of taking suggested action?

ATTRACTIVENESS
Do the materials capture audience’s attention?

MOTIVATION / PERSUASION
Do the audiences understand the calls to action and are they inspired to act?

ININVOLVEMENT
Does the audience identify with the material? Does it ‘feel right’ to them?

ACCEPTANCE
Is there anything that is inappropriate or culturally offensive?

BELIEVABILITY
Are the materials believable and realistic?

IMPROVEMENT
Is there anything that can be done to improve the materials? Any specific suggestions?

RELEVANCE
Are the materials related to the issues faced by the audiences?
QUESTION 5.
How well are we doing?
What did we achieve?
What can we learn?
Monitoring & Evaluation
WHAT IS C4D?
GROUP WORK:
Get to know your audiences

ATTITUDE, KNOWLEDGE AND BEHAVIOUR ANALYSIS

CHANNEL ANALYSIS
THANK YOU.