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Social and Behavior Change Communication to Support Early Grade Reading

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2015 Global Education Summit
@USAIDEducation

#LetGirlsLearn

#endpoverty



The evolution of health communication

- Information, Education and Communication (IEC)
- Behavior Change Communication (BCC)
- Social & Behavior Change Communication (SBCC)
 - BCC
 - Advocacy
 - Social mobilization



Knowledge is necessary, but not sufficient, for behavior change.



MAANDALIZI YA MWANAMKE MJAMZITO KUJIFUNGUA



NI MUHIMU KUSHIRIKISHA FAMILIA
KUHUSU MPANGO WAKO WA
KUJIFUNGULIA KITUO CHA HUDUMA
AFYA YA

UTANGULIZI

Kujifungua ni tendo la kawaida ni muhimu kufanya maandalizi ya kujifungua mapema, epukana na imani potofu zinazosema kwamba ukijandaa mapema mtoto anaweza kufa na hii sio kweli.

Maandalizi ya mapema katika mipango ya kujifungua, ni hatua muhimu kwa mwanamke mjamzito kwani uchungu wa kujifungua unaweza kutokea wakati wowote ule.

Baadhi ya wanawake, ujauzito unaweza kuleta hatari kabla, wakati, na baada ya kujifungua ambayo husababisha ulemavu wa kudumu au kifo kwa mama na mtoto.

Mandalizi wakati wa Kujifungua:

- Mwanamke mjamzito tambua/fahamu matarajio ya tarehe ya kujifungua.
- Mwanamke mjamzito amua/fahamu ni kituo gani cha Afya utakacho jifungulia na nani atakaye kusaidia kukuzalisha awe ni mtaalamu wa afya.

- Jadiliana na wanafamilia ili kujua ni kituo gani utakacho jifungulia.
- Mwanamke mjamzito unashauriwa jiwekee akiba ya fedha kidogo kidogo kwa ajili ya usafiri na maandalizi wakati wa kujifungua
- Uwaandae watu watakaoweza kukutolea damu endapo itahitajika.
- Mama utambue aina ya usafiri atakaoweza kutumia wakati wa dharura.
- Tambua ni mtu gani mwenyemamlaka katika familia yakutoa maamuzi utakaye fuatana nae kwenye kituo cha afya.
- mwanamke mjamzito unashauriwa awe karibu na kituo cha afya utakacho jifungulia kadiri siku za kujifungua zinapo karibia

Faida za maandalizi wakati wa kujifungua:

- Wewe na mzazi mwenzako mtakuwa na uwezo wa kutambua ni lini mtoto atazaliwa na mahitaji yake ni nini.
- Utatambua ni sehemu gani utakayo jifungulia

Parents,
love me.

The protection
you give me is
my only hope.



Ulinzi
mtakaonipa
ndio tumaini
langu

Wazazi nipendeni

Tuma SMS neno “mtoto” BURE kwenda 15001 kwa taarifa zaidi

 **USAID**
KUTOKA KIWIA VIRTU
WA HABERKANI

 Center for
Communication
Programs™

 maisha

 Mwanasikilizi wa Tanzania wa Maoni

 **mHEALTH**
Tanzania
WITH A HEALTHY INVESTMENT

 **USAID** **CDC**
PRESIDENT'S MALARIA INITIATIVE

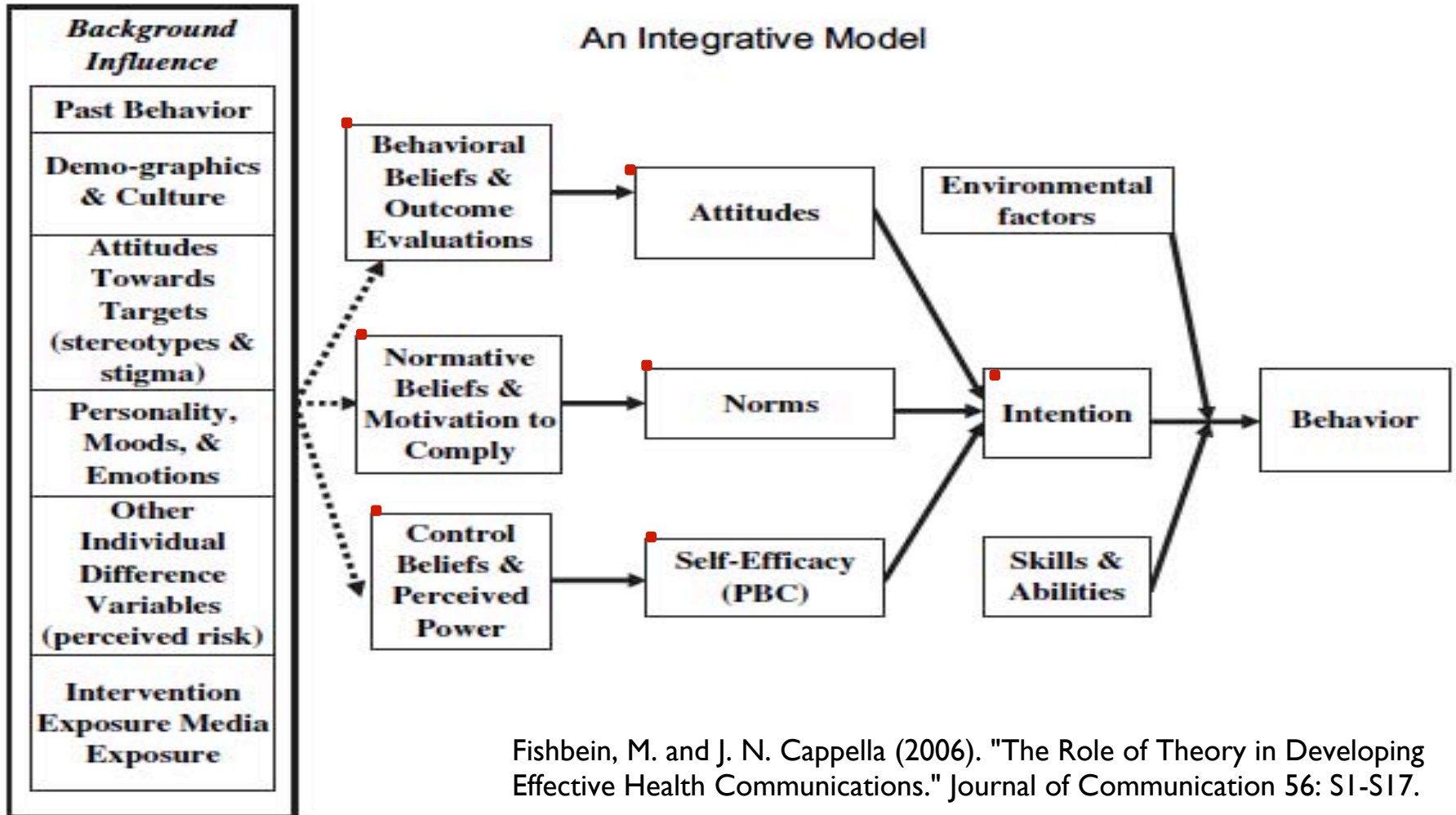


What is Social and Behavior Change Communication?

Social and Behavior Change Communication (SBCC) is the **systematic** application of interactive, **theory-based**, and **research-driven** communication processes and strategies to address **tipping points** for change at the individual, community and social levels.

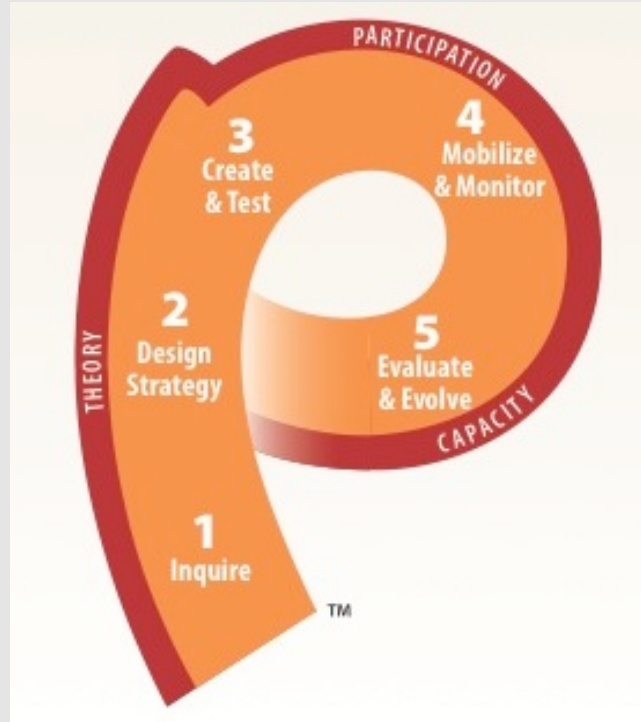
Source: C-Change/FHI 360, 2012

An Integrative Model



Fishbein, M. and J. N. Cappella (2006). "The Role of Theory in Developing Effective Health Communications." *Journal of Communication* 56: S1-S17.

P-Process



Step 1: Inquire

Step 2: Design strategy

Step 3: Create and test

Step 4: Mobilize and monitor

Step 5: Evaluate and evolve

SBCC to Promote Family and Community Support for Early Grade Reading in Kaolack, Senegal



- Proof of concept study
- Study population: Households with a student in the ARED French-Wolof bilingual program for grades 1 to 3
- 13 intervention communities in Kaolack
- 13 control communities in Rufisque
- Pre- and post-campaign surveys measure behavior, attitudes, beliefs
- Three-month campaign launched Oct. 1

Step 1: Inquire



Step 2: Design strategy

Communication Objectives

- Enhance perception of the value of reading for children's success in school and to ensure a better life in the future (behavioral belief > attitude)
- Promote reading and literacy of children as a pleasure and a shared responsibility, with benefits for individuals and families (normative belief > norms)
- Strengthen the confidence of parents in their ability to improve children's success in reading, even if they are not literate (control belief > self-efficacy)

Step 3: Create and test



Combines art and science:
engage artists, scriptwriters,
musicians, theatre groups, ad
agencies, etc. to create
content:

- Radio spots
- Radio programs
- Posters, banners, flyers
- Theatre sketches
- Characters
- Logo

Objectifs de Communication

Valoriser la maîtrise de la lecture pour le succès des enfants à l'école et pour leur assurer

Renforcer la confiance parents dans leurs capacités à améliorer la réussite des enfants en lecture, même s'ils ne sont pas alphabétisés

jafe. jafe aduna du lere njaboot gi dugal loxoom ci njàng mi

Croyances d'efficacité

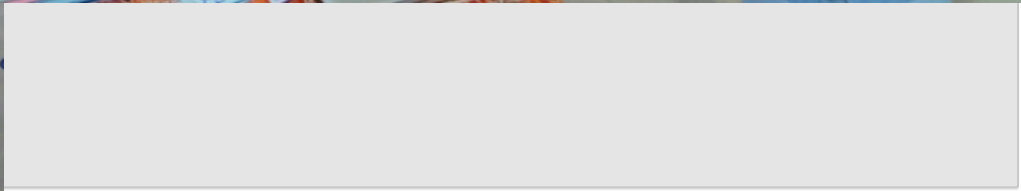
Renforcer la confiance parents dans leurs capacités à améliorer la réussite des enfants en lecture même s'ils ne sont pas alphabétisés

Waajur sama, a Taxawaay bu wër ci sama njàng, doonte jàngoo

Su ngéen ma gungee ci njàng mi, dungeen ko réccu.

Croyances d'efficacité

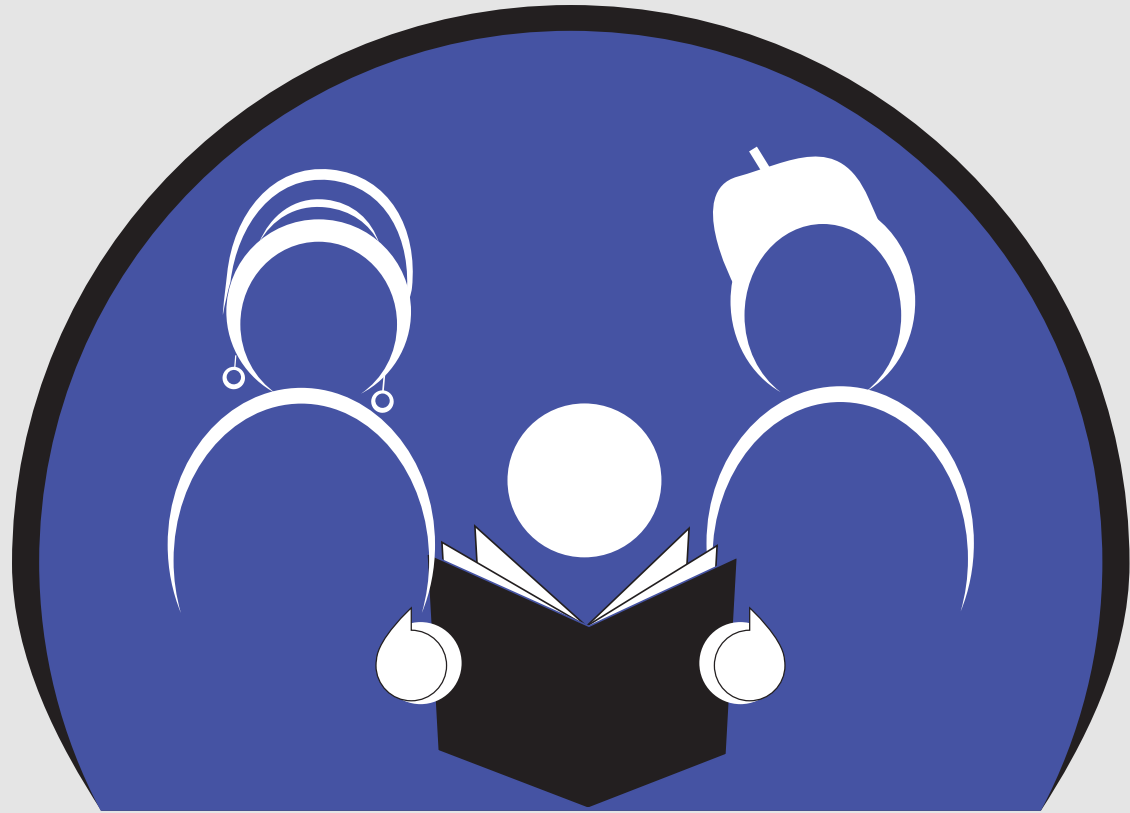
Parce que nous sommes avec vous en lecture





*Reading is the
root of
knowledge.*

*Dear parents, read
with me!*



LIIFANTU REENU XAM-XAM

WAAJUR SAMA, JÀPPALEEL SA DOOM!

*The time
that you
give me
will create
my
success.*



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DU PEUPLE AMERICAIN

**SA JOT BI NGA MAY JAGLEEL
CI SAMA LIIFANTU DINA JUR SAMA TEKKI.**



Household chores should not be an obstacle to a child's learning to read.



**LIGGÉEYI KËR GI DUÑU TERE NJABOOT GI
DUGAL SEEN LOXO CI LIIFANTU.**



*If you read
with me,
you won't
regret it!*



**SU NGEEN MA GUNGEE CI SAMA LIIFANTU,
DU NGEEN KO RECCU !**



Papa: Kéba why are you crying?

Kéba: My classmates make fun of me because I don't know how to read. "Kéba can't read! Kéba can't read!"

Papa: Dry your tears! From now on I'm going to take all my time to help you learn to read. And I'm going to tell your brother, your sister, your uncle, your aunt and your grandmother to spend some time with you, even if it's just 20 minutes a day.

Reading is the root of knowledge. Dear parents, read with me!



P-Process

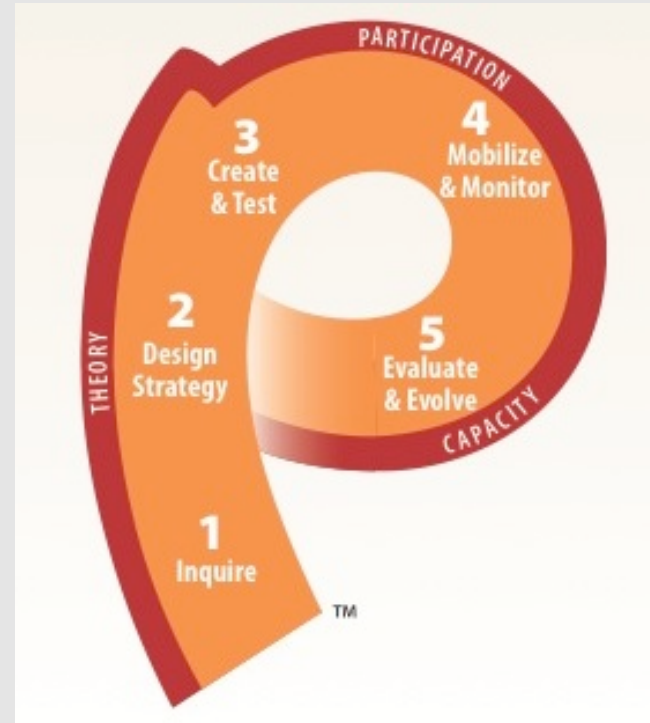
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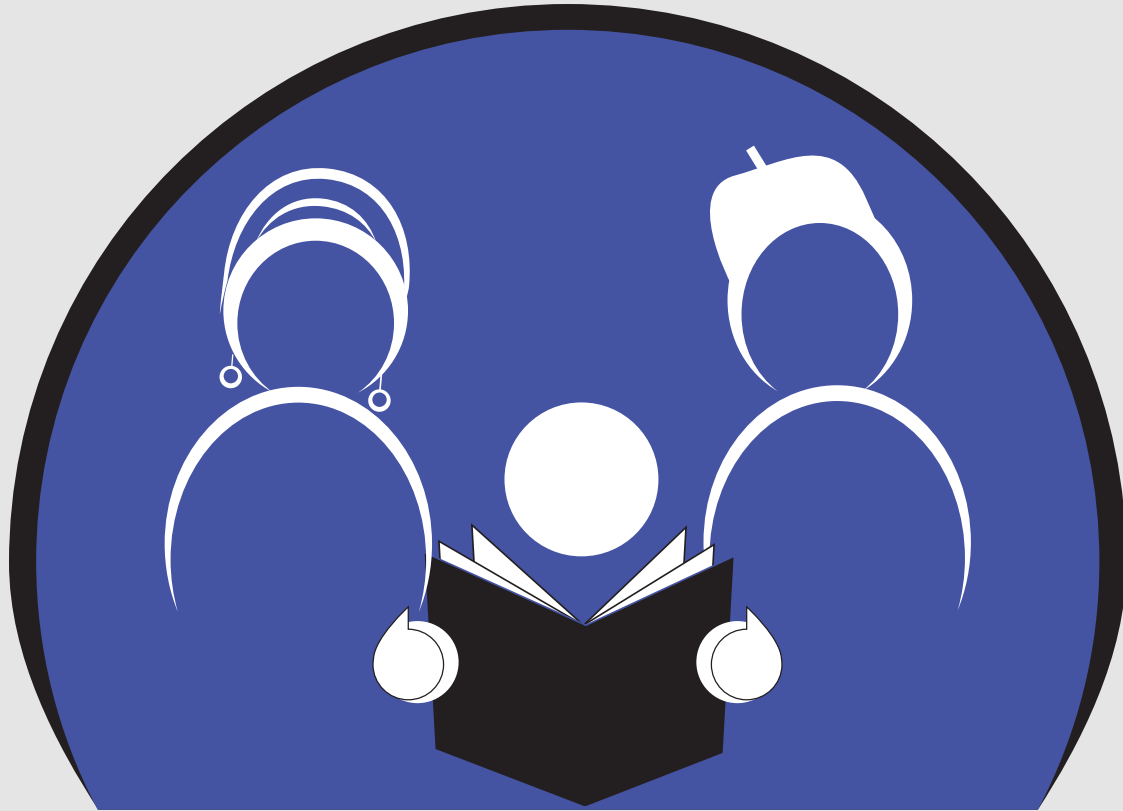
Senegal Baseline Survey: Selected Kaolack Results

- How often do you help your child with his/her schoolwork?
 - Every day: 47%
 - Never: 37%
- Do you usually ask your children about his/her school day?
 - Yes: 73%
- How do you help your child with school? (unprompted)
 - Tell him/her to do his/her work: 35%
 - Ask him/her questions about the school day: 22%
 - Ask him/her to read to me: 17%
 - Read to him/her: 7%

Senegal Baseline Survey: Selected Kaolack Results

- **Attitudes:** What role can parents play to help their child with school? (unprompted)
 - Meet with teacher: 67%
 - Buy school supplies: 42%
 - Do homework with child: 16%
 - Read with child/Ask child to read: 12%
- **Self efficacy:** Can you help your child learn to read?
 - Yes: 67%
- **Norms:** Do your friends and neighbors read with their children?
 - Yes: 59%

Jëréjéf!



LIIFANTU REENU XAM-XAM

WAAJUR SAMA, JÀPPALEEL SA DOOM!



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