

Recap



Virginia Williams

President, New View Media, LLC

Email: virginia@newviewmedia.tv

Skype: [newviewmedia](#)

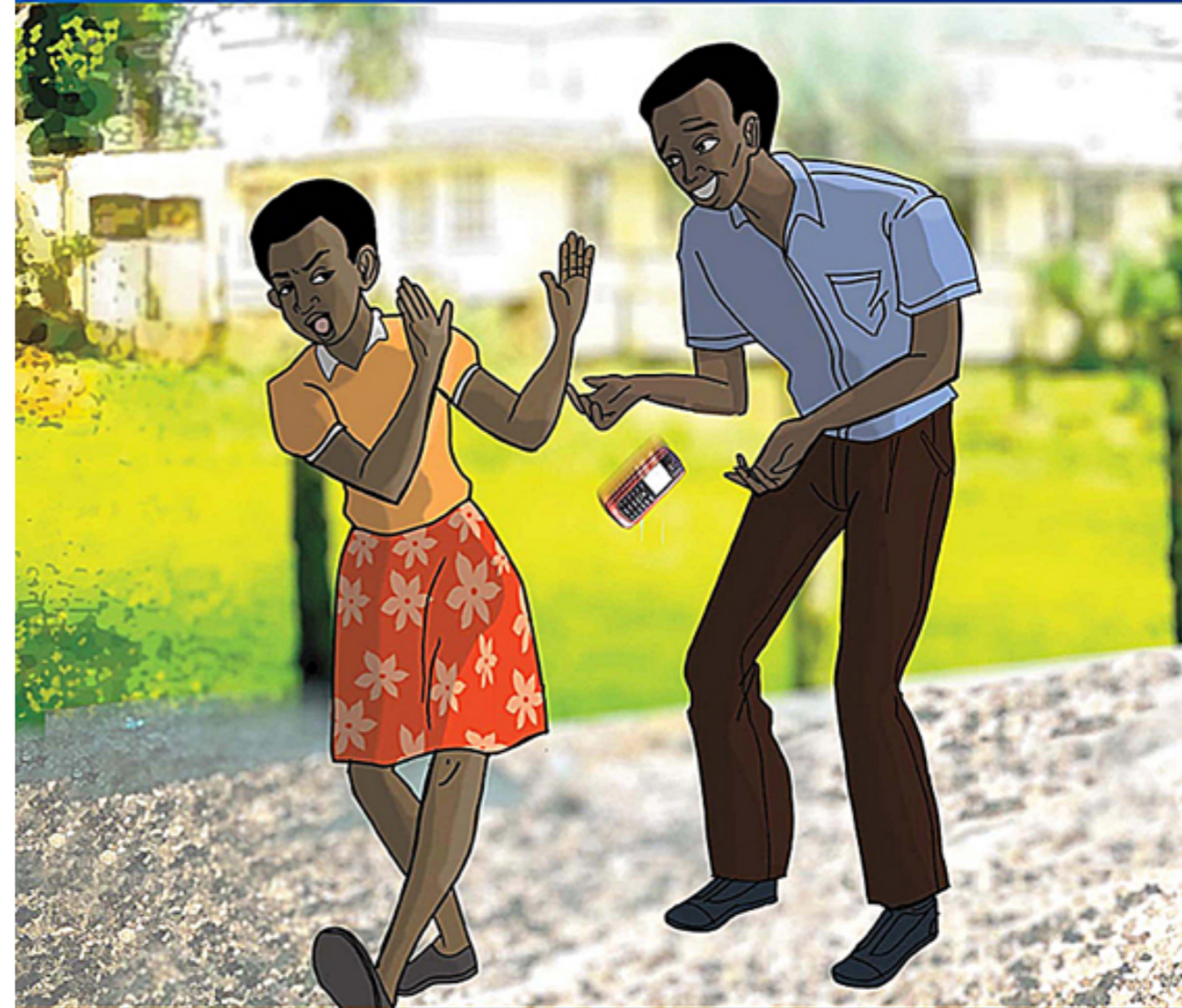
STOP RAPING

OUR GREATEST RESOURCE



POWER TO WOMEN AND GIRLS OF DEMOCRATIC REPUBLIC OF CONGO

My mother taught me that
MY BODY IS NOT FOR SALE



Have you warned your children about
"Something for Something" Love ?

Young Empowered And Healthy, an Initiative of Stakeholders Coordinated by Uganda AIDS Commission



Figure 2. Ugandan campaign poster. Population Services International (PSI) distributes campaign posters such as this to raise awareness about cross-generational sex and the increased risk of HIV infection.



Module 3

Social and Behavior Change Communications

Module 3: First Things First: Formative Research

Social and Behavior Change Communications

Module 3: First Things First: Formative Research

- **Defining the issue**
- **Defining the audience**
- **Establishing a baseline for evaluation**



**FIRST: Define your AUDIENCE, and the
PROBLEM through RESEARCH**

Baseline research can help identify:

- nature of the problem/issue and people affected
- behavior, attitudes, norms around issue
- potential target audiences
- potential target behaviors/norms
- audience values
- potential messages/messengers/channel factors
- key behavior determinants via a doer/non-doer (barrier) analysis

Literature Review

An analysis of all existing research and similar efforts and/or campaigns related to your issue.

Literature Review

Collect information on issue from:

- Internet
- Scientific Journals/databases
(i.e. Lancet, Pub Med, CINAHL)
- Related organizations in your region
- Other organizations in similar regions



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Ownership and use of insecticide-treated nets during pregnancy in sub-Saharan Africa: a review

Megha Singh, Graham Brown and Stephen J Rogerson | 01 Aug 2013
Malaria Journal

Over the past decade, significant gains have been made in the implementation of malaria prevention measures in pregnancy in sub-Saharan Africa, including the distribution of insecticide-treated nets (ITNs). These have been shown to cause a reduction in the incidence of malaria and its consequences such as maternal anaemia, stillbirths and intrauterine growth restriction. Currently most nations in Africa have policies for distributing ITNs to pregnant women through various mechanisms, however coverage remains well below the targets. This review summarizes recent evidence regarding the correlation between ownership and use of ITNs and the determinants of both, in pregnancy in sub-Saharan Africa, and reviews interventions directed at improving coverage. A review of the literature using Pubmed, CINAHL and scanning of reference lists was conducted in October 2012 and 59 articles were selected for final review. The research obtained was a mixture of national and district level surveys, and a narrative synthesis of the data was undertaken. Ownership of ITNs varied from as low as 3% to greater than 80%, and the main determinants were found to be education

Literature Review - Summarize Findings

Social norms marketing aimed at gender based violence:
A literature review and critical assessment

Elizabeth Levy Paluck and Laurie Ball

with Chloe Poynton and Sarah Sieloff

Conducted for the International Rescue Committee



May 2010

Executive Summary

This review focuses on programs that employ *social norms marketing* as a means of reducing gender based violence (GBV) around the world but particularly in conflict-affected areas. Social norms marketing refers to traditional marketing techniques, including mass media and face to face campaigns, that are designed to alter individuals' perceptions about which attitudes and behaviors are typical or desirable in their community. These perceptions—that certain attitudes and behaviors are considered typical or desirable—are called social norms.

Of all the social norm marketing interventions aimed at GBV that were reviewed for this report (listed and summarized in the table in Appendix I), many do not rely on social norms theories or on previous research, and others have never evaluated their programming. Many existing evaluations are uninformative for the goals of knowing whether an intervention had a causal effect on its targeted audience.

The review provides an overview of social norms theory with special attention to its application in the GBV context. It presents three case studies of major social norms marketing programs that targeted GBV. These programs are informative with respect to the strategies used to address social norms surrounding GBV, and with respect to the populations and behaviors they targeted. This combination of social norms theory and previous social norms marketing experiences informs a concluding list of important considerations to guide the design and evaluation of future social norms interventions aimed at GBV.

Baseline Study

Use a **mix** of qualitative and quantitative methods in your research, as an effective and responsive program requires a combination of research approaches.

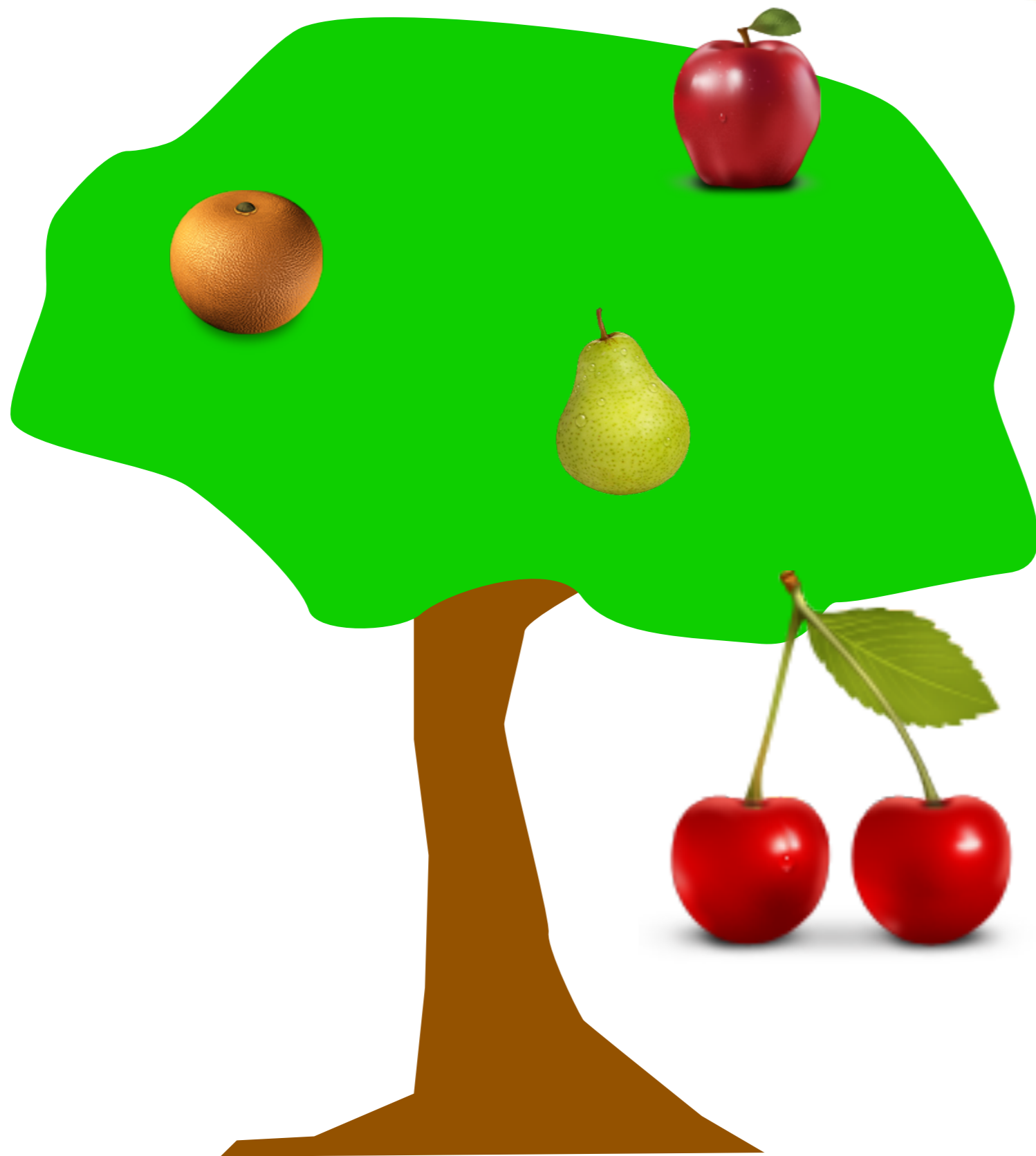
Methods and Metrics

Qualitative

- Focus Group(s)
- Observational Studies
- Key Informant Interviews

Quantitative

- KAP Survey
- Channel Usage



Q & A



new infections linked with commercial sex work.⁵ Sex between men is recently emerging as another major route of transmission in Caribbean countries. Cultural and behavioural practices (such as early initiation of sexual acts, and taboos related to sex and sexuality), gender inequalities, lack of confidentiality, stigmatisation and economic need are some of the factors influencing vulnerability to HIV and AIDS in the Caribbean.

Estimated HIV prevalence, deaths due to AIDS, and ART coverage to end 2011

Country	Living with HIV/AIDS		Deaths due to AIDS during 2011	ART Coverage
	All people	Adult (15-49) prevalence %		
Bahamas	6,500	2.8	<500	40
Barbados	1,400	0.9	<100	no data
Belize	4,600	2.3	no data	62
Cuba	14,100	0.2	<200	>95
Dominican Republic	44,000	0.7	1,700	80
Guyana	6,200	1.1	<500	82
Haiti	120,000	1.8	5,800	58
Jamaica	30,000	1.8	1,600	60
Suriname	3,400	1.0	<500	53
Trinidad and Tobago	13,000	1.5	<1,000	no data

Level of Investment to Change Behavior

(conceptual)

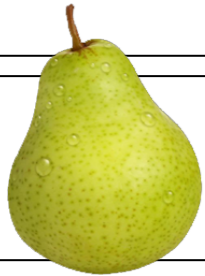


Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

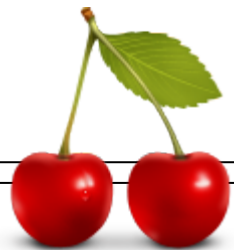
Stages of Change

Not aware condoms are an option

Thinking about using a condom



Tried a condom once or twice



Consistently use a condom

Use condoms and encourage others

Group Activity 2: Audience Segmentation



Why Act?

Some Behavior Determinants:

Perceived Risk

Perceived Consequences

Emotions

Social Norms

Knowledge

Intention

Self-Efficacy/Skills

Why Act?

3 Key Behavior Determinants:

- 1) **Perceived Consequences** ("I get rewarded.")
- 2) **Self-Efficacy/Skills** ("It's easy, I know how to do it.")
- 3) **Social Norms** ("It's what everyone is doing/ I'm supposed to do.")

ACTIONS:

- **Fun**
- **Easy**
- **Popular**

Why Act?

3 Key Behavior Determinants:

1) Perceived Consequences ("I get rewarded.") **FUN**

2) Self-Efficacy/Skills ("It's easy, I know how to do it.") **EASY**

3) Social Norms ("It's what everyone is doing/ I'm supposed to do.") **POPULAR**

Doers / Non-doers



Caribbean Data # 1

■ Survey of youth and young adults

All the respondents who agree

Cannot tell by looking that someone has HIV 75% (Knowledge)

75

Yes, I am at risk for HIV/AIDS. 26% (Perceived Risk)

26

I can use a condom. 59% (Self Efficacy)

59

My friends think I should use condoms. 47% (Perceived Social Norm)

47

My partner will distrust me, think I'm sleeping around, 45% (Perceived Consequences)

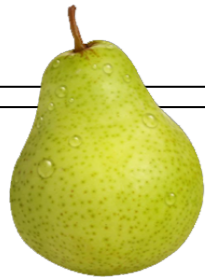
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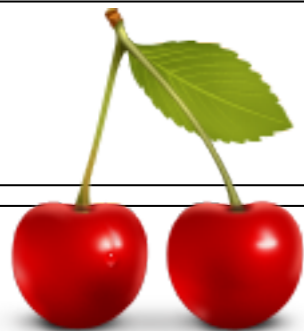
Stages of Change

Not aware condoms are an option

Thinking about using a condom



Tried a condom once or twice



Consistently use a condom

Use condoms and encourage others

Non-DOERS

DOERS

Caribbean Data # 2

Analyzed by Doers/Non-Doers

■ Doer ■ Non-doer

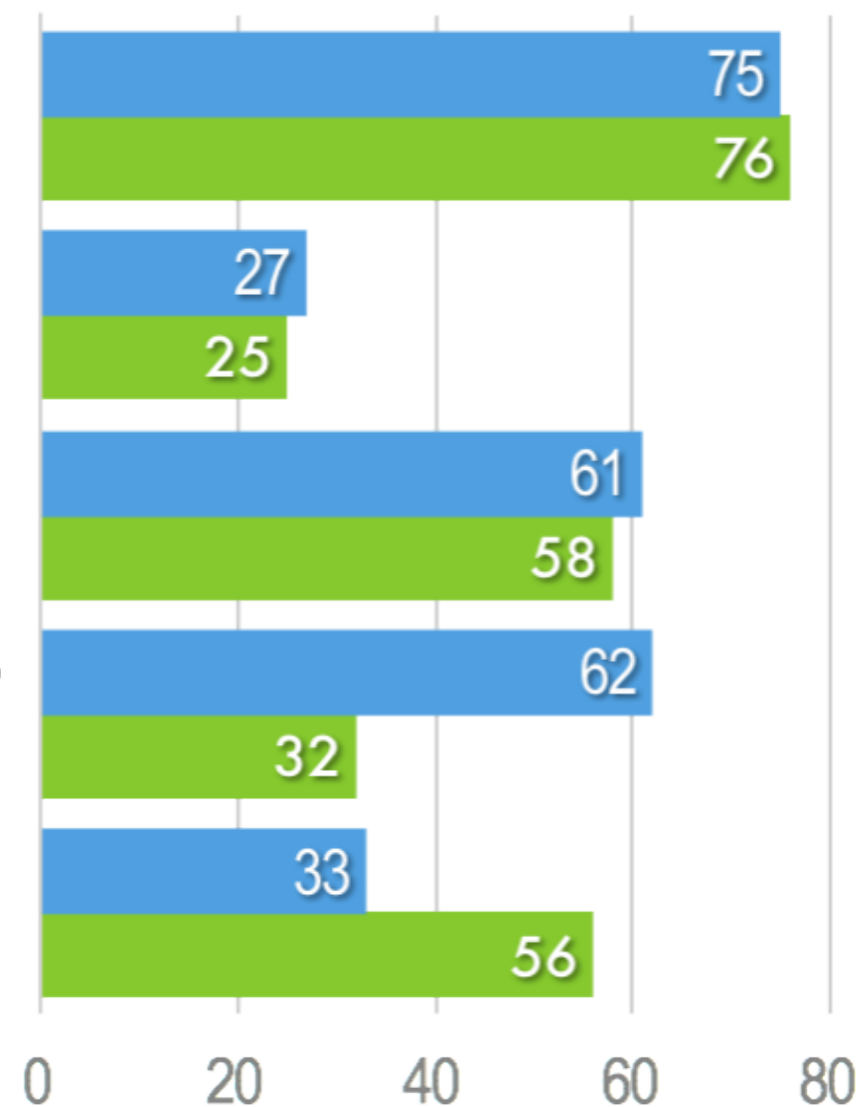
Cannot tell by looking that someone has HIV (Knowledge) D 75%
ND 76%

Yes, I am at risk for HIV/AIDS. (Perceived Risk) D 27% ND 25%

I can use a condom. (Self Efficacy) D 61% ND 58%

My friends think I should use condoms. (Perceived Social Norm) D 62%
ND 32%

My partner will distrust me; think I'm sleeping around. (Perceived
Consequences) D 33% ND 56%



Why Act?

3 Key Behavior Determinants:

- ★ **1) Perceived Consequences** ("I get rewarded.") **FUN**
- 2) Self-Efficacy/Skills** ("It's easy, I know how to do it.") **EASY**
- ★ **3) Social Norms** ("It's what everyone is doing/ I'm supposed to do.") **POPULAR**

Doers / Non-Doer Analysis



**6 Questions based on our
3 Key Behavior Determinants**

Doer/Non-doer Analysis (Barrier Analysis)

6 Questions based on our 3 Key Determinants:

- 1) What do you see as advantages or good things about [using a condom consistently with your main partner?] (Perceived Consequences- FUN)
- 2) What do you see as the disadvantages or bad things about [using a condom consistently with your main partner?] (Perceived Consequences- NO FUN)
- 3) What makes it easier for you to: [use a condom consistently with your main partner?] (Self Efficacy – EASY)

Doer/Non-doer Analysis (Barrier Analysis)

6 Questions based on our 3 Key Determinants:

- 4) What makes it more difficult for you to [use a condom consistently with your main partner?] (Self Efficacy – NOT EASY)
- 5) Who do you think would approve or support you if you [use a condom consistently with your main partner?] (Social Norms – POPULAR)
- 6) Who do you think would disapprove or object if you [use a condom consistently with your main partner?] (Social Norms – UNPOPULAR)

Decision: Which Determinants Work for Your Program?

- Use research with group members
- Look for differences
- Don't waste resources on those factors that don't distinguish Doers from Non-doers
- Emphasize positive consequences group members care about
- How likely is the determinant to influence the behavior?
- How effectively can your program activity influence this determinant?

Group Activity 3: Barrier Analysis



Good Research



Effective Evaluation

Wrap Up, Q&A

Coming Up

Module 4: Crafting a Campaign: The 4 Ps

Thank you!