CELL CHANGE

PRINCIPLES, TENDENCIES

AND OUR COMMUNICATION IMPERATIVE
COMMUNICATION FOR ENVIRONMENT

A researched and planned process, crucial for social transformation, operating through three main strategies:

1. **advocacy** to raise resources and political and social leadership commitment for development goals;

2. **social mobilisation** for wider participation and ownership; and

3. **behaviour change communication** for changes in knowledge, attitudes and practices of specific participants in programmes.
BCC

An evidence-based consultative process of
• addressing knowledge, attitudes, and practises through
• identifying, analysing and segmenting audiences and participants in programmes and by
• providing them with relevant information and motivation through
• well-defined strategies, using
• an appropriate mix of interpersonal, group and mass-media channels,
• including participatory methods.
ACAD

ASSESSMENT
SITUATION REPORT

COMMUNICATION
ANALYSIS
Problem Analysis/Statement
Behaviour
Participation
Channels/Media
Communication
Indicators

FORMATIVE RESEARCH
Develop Materials
Prefact and Revise
Develop Dissemination Plan
Develop Training Plan

Role of Partners
Select Channels
Approach
* Informing
* Persuading
* Educating
* Entertaining
* Empowering
Message Development
* Emotional/Rational
* Direct/Indirect
* Positive/Negative
* One/Two Sided
* Humorous/Serious
* Collective/Individual
* Source: Peer/Authority

DESIGN
STRATEGY PLAN
Advocacy
Social Mobilization
Programme Channels/Media
Communication
## Tendencies, Principles

<table>
<thead>
<tr>
<th>Tendency</th>
<th>Principle</th>
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<tbody>
<tr>
<td>Critical Parts Approach</td>
<td>Systems Approach</td>
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<tr>
<td>Assessment, Action; simplex</td>
<td>ACADA; complex</td>
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<tr>
<td>Fragmentation</td>
<td>Wholeness &amp; Coherence</td>
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<tr>
<td>Parts rarely make a whole</td>
<td>The whole is greater than the sum of its parts</td>
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<tr>
<td>Action-centred Strategies</td>
<td>Motivation-centred Strategies</td>
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<tr>
<td>Focus on <em>doing</em>; often unsustainabe</td>
<td>Focus on <em>being &amp; functioning</em>; auto-generative</td>
</tr>
<tr>
<td>Culture <em>versus</em> Development</td>
<td>Culture <em>and</em> Development</td>
</tr>
<tr>
<td>Culture as obstacle; marginal, static</td>
<td>Culture as dev’t; fundamental, dynamic</td>
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<tr>
<td>TENDENCY</td>
<td>PRINCIPLE</td>
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<td>------------------------------</td>
<td>-----------------------------------------------</td>
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<tr>
<td>Transferring Technology</td>
<td>Building Scientific Capacity</td>
</tr>
<tr>
<td>Tell-&amp;-Transfer, patronising, exogenous</td>
<td>Show-&amp;-Share, consultative, endogenous</td>
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<tr>
<td>Message-Driven Media</td>
<td>Medium-Driven Messaging</td>
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<tr>
<td>Vertical/Commanding: I need a spot, a leaflet</td>
<td>Horizontal/Conversive: We need a vehicle</td>
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<tr>
<td>Digital “First”</td>
<td>Multi-level, Multi-channel</td>
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<tr>
<td>Netizens only; privileges awareness</td>
<td>Comprehensive targeting; sustains for change</td>
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</tbody>
</table>
1. MESSAGE, INNOVATION
2. MESSENGER, COMMUNICATION CHANNEL
3. AUDIENCE, SOCIAL SYSTEM
4. TIME!

THREE MAIN ELEMENTS OF BCC
FOUR MAIN ELEMENTS OF BCC

TRUST
DIFFUSION

R&D

Number/Percentage of Adopters

Time

S-shaped diffusion curve

(Rogers)
TIME: STAGES OF CHANGE

COMMUNICATION CHANNELS

PRIOR CONDITIONS
• Previous practice
• Felt needs/problems
• Innovativeness
• Norms of the social systems

1. Adoption
2. Rejection

Continued Adoption
Later Adoption
Discontinuance
Continued Rejection

CHARACTERISTICS OF THE DECISION-MAKING UNIT
1. Socioeconomic characteristics
2. Personality variables
3. Communication behaviour

PERCEIVED CHARACTERISTICS OF THE INNOVATION
1. Relative advantage
2. Compatibility
3. Complexity
4. Trialability
5. Observability

TIME: STAGES OF CHANGE (Rogers)
TIME: VARIABLES DETERMINING ADOPTION RATE

PERCEIVED CHARACTERISTICS OF THE INNOVATION
1. Relative advantage
2. Compatibility
3. Complexity
4. Trialability
5. Observability

TYPE OF INNOVATION-DECISION
1. Optional
2. Collective
3. Authority

COMMUNICATION CHANNELS (e.g., mass media or interpersonal)

EXTENT OF CHANGE AGENTS’ PROMOTION EFFORTS

NATURE OF SOCIAL SYSTEM (e.g., its norms, degree of network, interconnectedness, etc.)

RATE OF ADOPTION OF INNOVATIONS

(Rogers)
IN OTHER WORDS...
BEHAVIOUR CHANGE RESULTS

Piecemeal programming won’t get them
Brilliant bits of IEC materials (a/v, print, or otherwise) won’t get them
Communicators trained by bad trainers trained by bad trainers of trainers supervised by disengaged bureaucrats won’t get them
Social mobilisation alone won’t get them (although it’s a powerful enabler)
Not tackling difficult & sensitive underlying & basic causes won’t get them
FROM PELL-MELL...
...to CELL
WILD FOR LIFE
thank you

Naysán Sahba
naysan.sahba@un.org

Lisa Rolls Hagelberg
lisa.rolls@un.org