Fifty years of development communication: What works

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Alphabet soup of approaches in development communication

- Communication for development
- Communication for social change
- Information, education and communication
- Behavior change communication

- Social mobilization
- Media advocacy
- Strategic communication
- Participatory communication
- Strategic participatory communication
Development communication, definitions

- Instrument in development projects.
  - Methodologies and tools to spread information and contribute to behavior change.
- The end of development.
  - Improve opportunities for community dialogue and access to information.
  - Communication as citizenship, participation in political communities.
Development communication, definitions

- Process of identifying, segmenting and targeting specific groups and audiences with particular strategies, messages and training programs through various mass media and interpersonal channels, traditional and non-traditional (McKee 1992).
A process of dialogue, information sharing, mutual understanding and agreement, and collective action (Rockefeller Foundation 2000).
Common misconceptions about communication in development

- **ROLE**
  - Communication is only necessary for a short period of time.
  - Communication as add-on to general planning and funding.

- **IMPACT**
  - Information is enough to change behavior.
  - Unrealistic expectations about time of effects.

- **STRATEGY**
  - Media training is sufficient to address communication problems.
  - New communication technologies solve information and behavior problems.
Changes in practice of development communication

- Shift to strategic approaches.
  - Use data to set goals and strategies.
  - Define target audiences.
  - Research barriers, benefits and perceptions.
## Vaccination Coverage of Children from 12 to 23 months

<table>
<thead>
<tr>
<th>Project Site (Time period of activities)</th>
<th>Before Level (n)</th>
<th>After Level (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peru (1 month)</td>
<td>25% (1,600)</td>
<td>37% (251)</td>
</tr>
<tr>
<td>Ecuador (18 months)</td>
<td>28% (510)</td>
<td>52% (369)</td>
</tr>
<tr>
<td>Philippines (6 months)</td>
<td>54% (446)</td>
<td>64% (461)</td>
</tr>
<tr>
<td>Zaire (3 months)</td>
<td>77% (418)</td>
<td>82% (427)</td>
</tr>
</tbody>
</table>

Source: HealthCom/AED
# Cochabamba Reproductive Health Project

## Knowledge Shifts

<table>
<thead>
<tr>
<th>Access</th>
<th>Before</th>
<th>After</th>
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</thead>
<tbody>
<tr>
<td>Women who had heard or seen a message relating to prenatal care</td>
<td>42%</td>
<td>71%</td>
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<thead>
<tr>
<th>Knowledge Shifts</th>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>Women who remembered that edema was a danger sign during pregnancy</td>
<td>2%</td>
<td>64%</td>
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<tr>
<th>Practice</th>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>Women who recognize danger signs during pregnancy</td>
<td>26%</td>
<td>43%</td>
</tr>
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Source: The Manoff Group
Condom use in the last three months among youth
Dominican Republic 1999-2002
Source: AcciónSida/AED
What works: Five key ideas

1. Focus on individual and contextual factors in behavior change
2. Integrate top-down and bottom-up approaches
3. Have a tool-kit approach
4. Combine media and interpersonal communication
5. Community empowerment should be the goal
1. Focus on individual and contextual factors

- Comprehensive approach to address factors that affect behavior.
- Focus on individual, family, community, and policy levels.
2. Integrate top-down and bottom-up approaches

- Combination of actions by governments, donors, and civil society.
- Use of communication strategies at multiple levels.
Integrated communication strategies

Experiences in HIV/AIDS, Polio prevention
- Combination of actions by governments, donors, and civil society.
- Use of multiple communication tools.

Programme communication
Social mobilization
Advocacy
Political & social commitment
Building intersectoral alliances & participation
Targeted communication/training for behavioural change
Service delivery
Service delivery
Planning continuum

change
3. Have a tool-kit approach

- Use different techniques in different contexts according to problems, priorities, and target groups.
3. Tool-kit approach (Cont.)

- **Conventional mass media** to reach large populations, particularly during emergencies (e.g. outbreaks).

- **Social marketing** for audience segmentation, identify perceived benefits, build program brand and create demand.

- **Social mobilization** to bolster participation from a variety of organizations and support outreach efforts.

- **Media advocacy** to gain support from governments and donors, validate the relevance of a subject, and put issues in the public agenda.

- **Popular/folk media** to generate dialogue and activate information networks.
4. Combine media and interpersonal communication

- Media
  - Important to raise awareness and knowledge.
  - Massive reach.
  - Stimulate social networks and peer conversation.
  - Mobilize those predisposed to engage in desired behaviors

- Interpersonal communication
  - Decisive for behavior change.
5. Community empowerment

- Community empowerment should be the goal of interventions.
  “Ciudadania en salud” – community ownership of health projects in Peru.

- How is empowerment measured?
  Need to develop and refine indicators.
Next challenges

- Measure long-term impact of communication programs.
- Measure different effects
  - “Delayed effects”
  - “Indirect effects” – “social diffusion” model
  - “Unexpected effects”
  - Changes in social norms
- Replicate results and scale up.
- How to reach the “hard to reach” and convince the “hard to convince”?