



# Social and Behavior Change Communication amid COVID-19 pandemic

Presented by  
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## Presentation outline

- SBCC at a glance
- The Social Ecological Model (SEM)
- The Theory of Planned Behavior
- Diffusion of Innovations
- Family Heroes Against Covid-19 (Applied Model)



## SBCC at a glance - 1

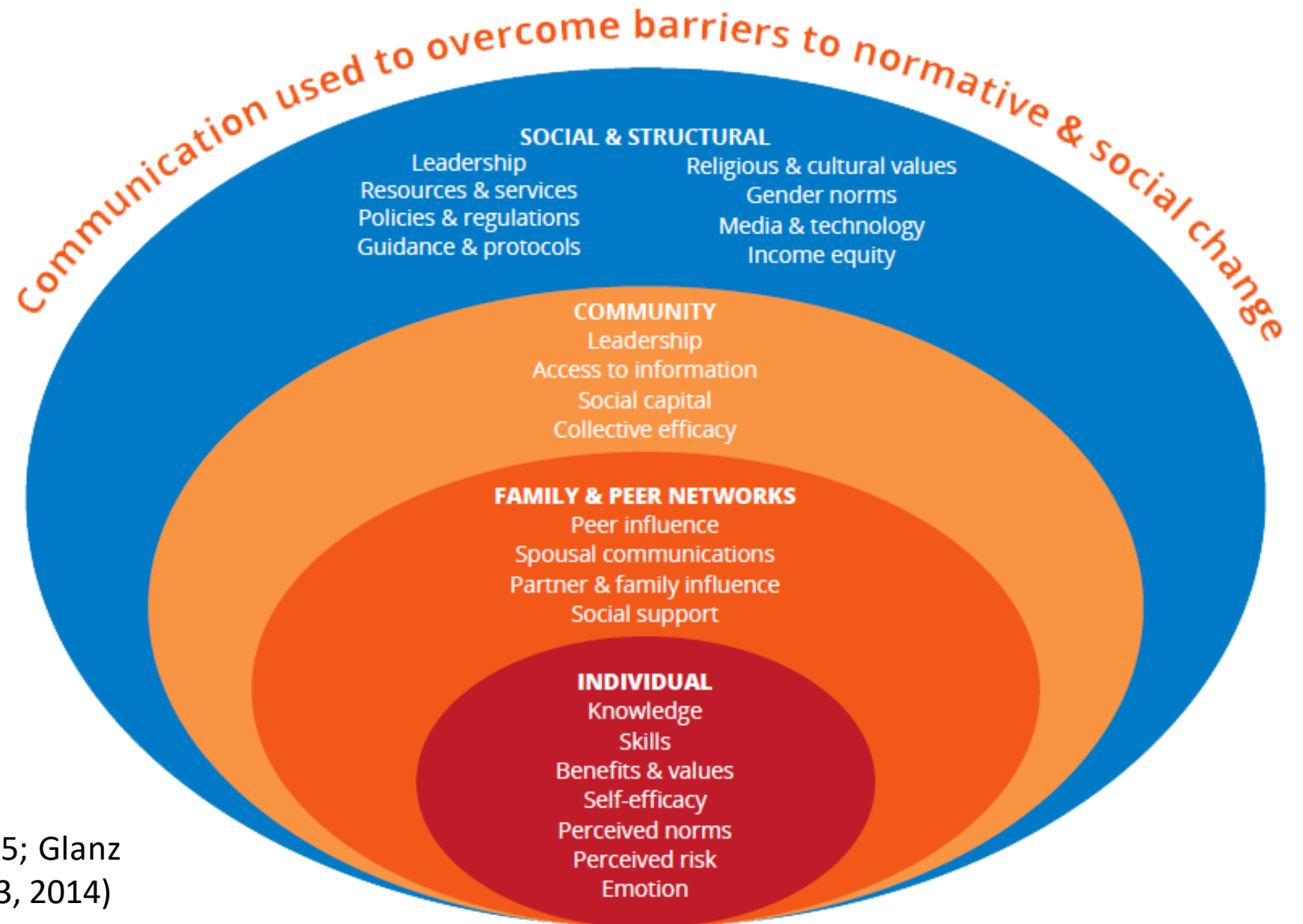
- Previously known as behavior change communication (BCC), **SBCC is the strategic use of communication approaches to promote changes in knowledge, attitudes, norms, beliefs and behaviors.**
- SBCC is grounded in theory and is evidence-based.
- Programs are designed on the basis of **existing data and they follow a systematic process, analyzing the problem in order to define barriers and motivators to change, and design a comprehensive set of tailored interventions that promote the desired behaviors.**
- **An SBCC strategy is the document that guides the design of interventions, establishing intended audiences, setting behavioral communication objectives and determining consistent messages, materials and activities across channels.**

## The Social Ecological Model

Bronfenbrenner's 1979 seminal work, recognizes **four levels of influence that interact to affect behavior:**

- 1. Individual,**
- 2. Family and peer networks,**
- 3. Community and**
- 4. Social/structural**

(Glanz & Rimer, 2005; Glanz & Bishop, 2010; HC3, 2014)



**Individual:** At this level behavior is affected by factors within the individual. Examples include knowledge, attitudes, skills, emotions and beliefs.

(Example: During an outbreak, for individuals to practice the desired behaviors, they need to know the risks of transmission and how to prevent it, they need to feel that they are at risk of transmission, and they need the skills to practice protective behaviors.)

**Family and peer networks:** At this level, individual behavior is affected by a person's close social and family circle. This includes influence from peers, spouse, partner, family and social support.

(Example: During COVID-19, individuals will be more likely to practice desired behaviors if their family and friends believe these are important, are supportive of the desired behaviors and vulnerable populations, have knowledge and skills, and are already practicing them)

**Community:** This refers to influences from the situational context in which the individual lives and in which social relationships are nested. The characteristics of the context are associated with risk and protective factors and include leadership, access to information, service provision, social capital and collective efficacy.

(Example: Individuals are more likely to practice desired behaviors if leaders promote them, the whole community believes in their importance and if proper information and support are available and accessible.)

**Social/Structural:** This refers to the larger, macro-level environment which can either promote or deter behaviors. Examples include leadership, health systems, resources and services, policies, guidance and protocols, religious and cultural values, media and technology, gender norms and income equity.

(Example: During an outbreak, individuals are more likely to engage in desired behaviors if facilities exist that support those behaviors, if coordination mechanisms are in place, and if bylaws and policies are introduced to promote supportive norms around the desired behaviors.)

**As the field of BCC evolved, it placed greater emphasis on the socio-ecological context that grounds individual behaviors, and thus the preference for using SBCC as opposed to BCC.**



# SEM

Who?

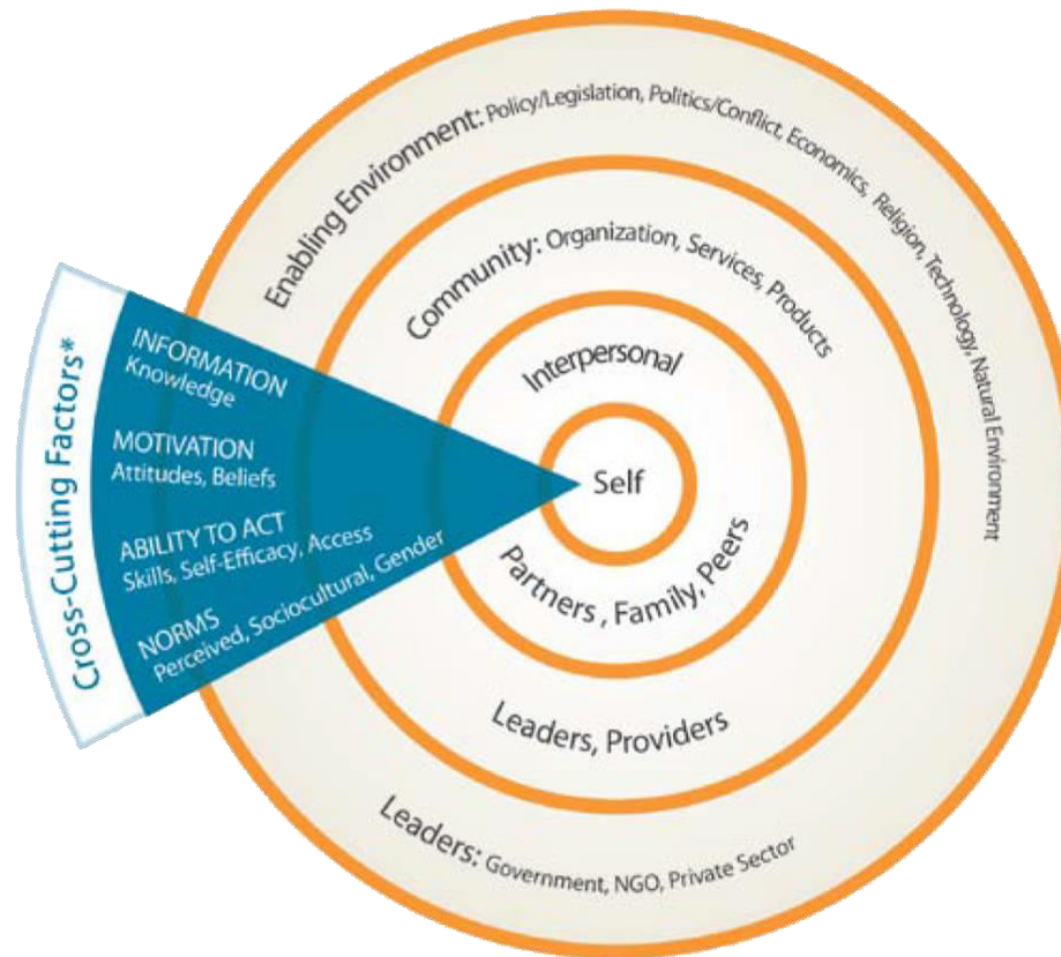
What?

When?

Where?

How?

## Socio-Ecological Model for Change

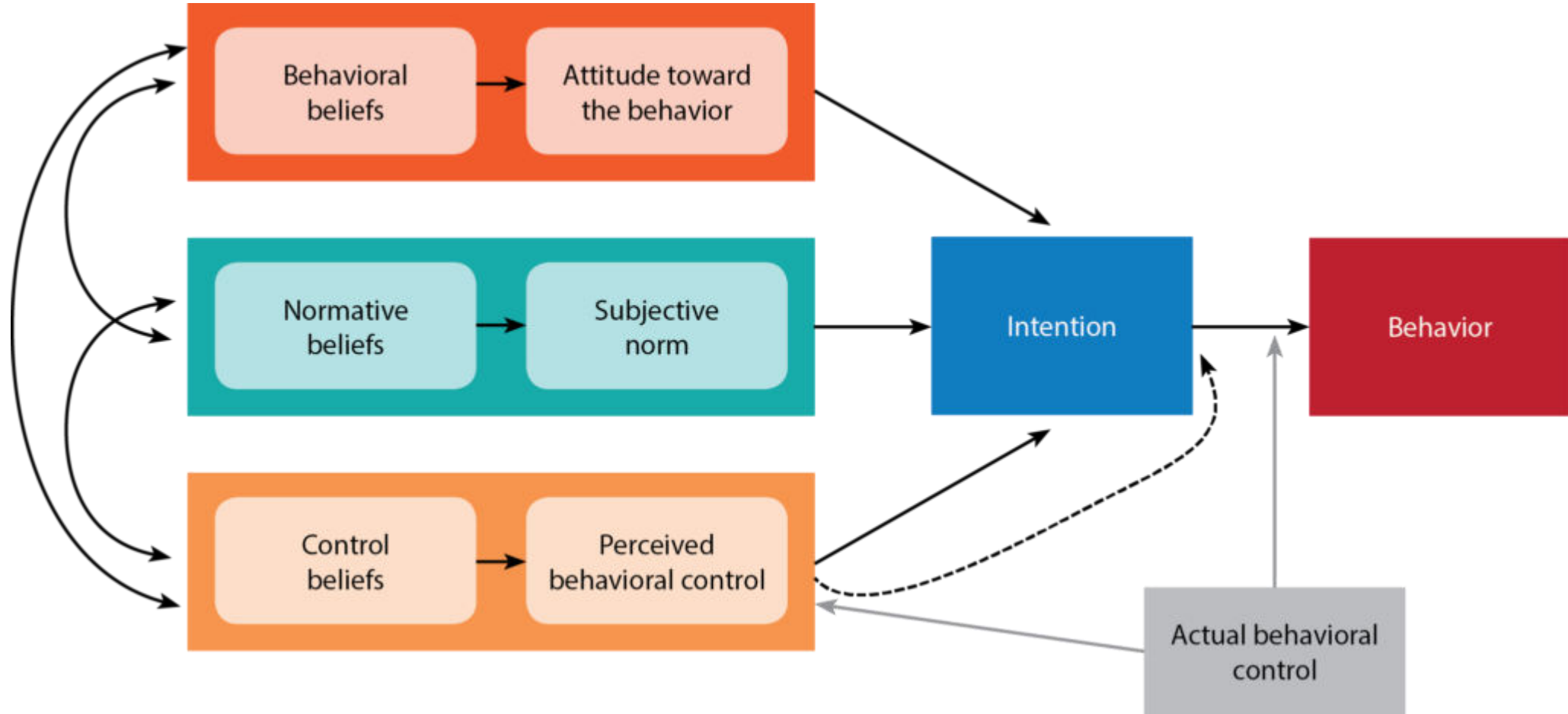


\*These concepts apply to all levels (people, organizations, and institutions). They were originally developed for the individual level.

SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)

### THE THEORY OF PLANNED BEHAVIOR

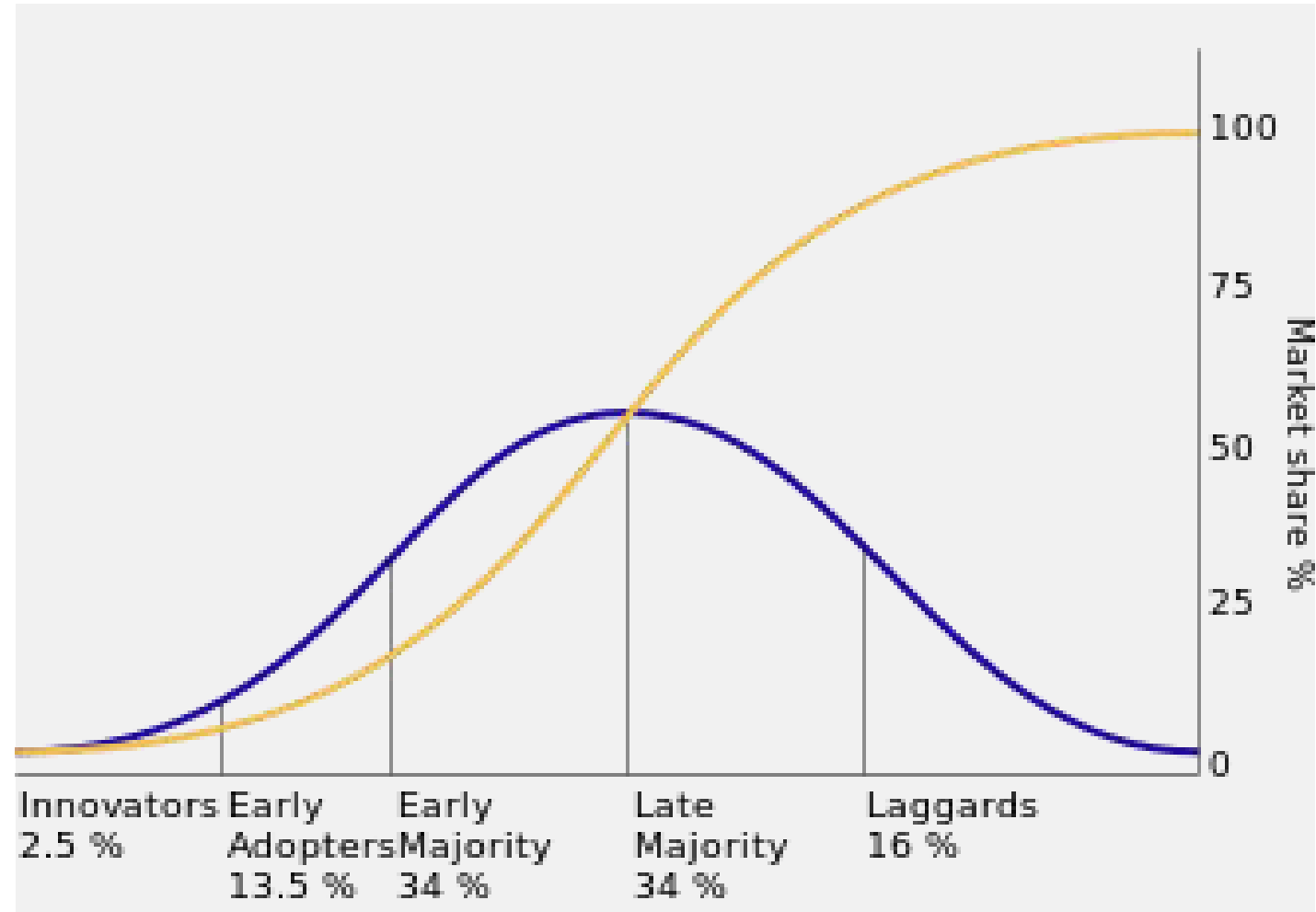
The theory of planned behavior acknowledges the individual's role in changing a behavior (attitude and perceived ability), as well as the influence of significant others (subjective norms) (Ajzen, 1991; Glanz & Rimer, 2005).





### DIFFUSION OF INNOVATIONS

This theory describes the process by which new ideas (innovations) are spread through a community or social structure (Glanz & Rimer, 2005).



### WHY IS SBCC IMPORTANT IN EMERGENCIES? (□□□□□□□□□□□□□□)

- Communities need to be informed, motivated and equipped to practice the necessary protective behaviors, and this can be achieved through effective SBCC programming.
  - ✓ Provide accurate, clear, relevant and timely information to the public on how to contain the emergency and protect themselves
  - ✓ Identify and address myths and misconceptions that may lead to detrimental practices
  - ✓ Maintain public trust
  - ✓ Prepare communities for emergency response actions
  - ✓ Reassure the public
  - ✓ Support communities and countries to recover and rebuild themselves after an emergency

#### **FLIP-FLOP (80/20 rules)**

- At the start of Pandemic (Awareness 80/ Behavioral change 20)
- In the middle of a Pandemic (Behavioral change 80/ Awareness 20)  
(Continue informing changes, Promote Protective Behaviors)

**HABIT FORMING>>>SUSTAINED PROTECTIVE BEHAVIOIRS>>>NEW NORMAL**

# Accelerating Public Health Activities in Yangon: “FAMILY HEROS AGAINST COVID-19”

(XXXXXXXXXXXXXXXXXXXX-XX  
XXXXXXXXXXXX)

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## Creating Family Peers



Family reminding messages

One family member will be assigned as  
“COVID-19 Protector” aka. **“A FAMILY HERO”**

Messages following KISS Principle

- **Do** Wash your hand, Watch your distance, Wear your masks  
(3W)
- **Avoid** close contact, crowded places, enclosed places  
(3C)

Checklist type IEC for Each  
Apartment/Household

# Creating Family Peers and networking

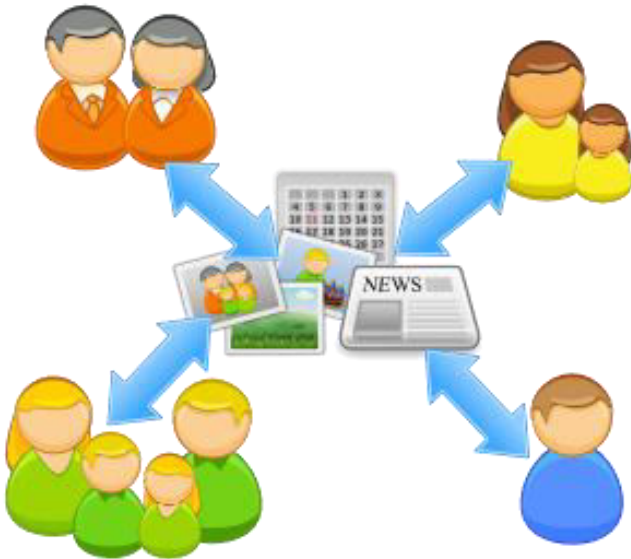


## Family information and communication Messages

- **Self-Isolate elderly peoples**
- **Uninterrupted drug treatment for those with NCDs**
- Family doctor phone number (.....)
- Building responsible person/volunteer's phone number (.....)
- Street administrative authority phone number(.....)
- Ward administrative authority phone number(.....)
- Nearest hospital/health center phone number(.....)
- Call centers/hot line numbers
- Building Messenger group entry
- One IEC for this type

# Stratified Community Peer networks-1

The first stratum (Family level and Building level)



- Recruit a volunteer from each family (**A FAMILY HERO**)
- Recruit volunteers who are responsible persons for each building (e.g., one volunteer for 16 apartments)
- Connect together
  - Messenger networking with family member and building level volunteer

# Stratified Community Peer networks-2



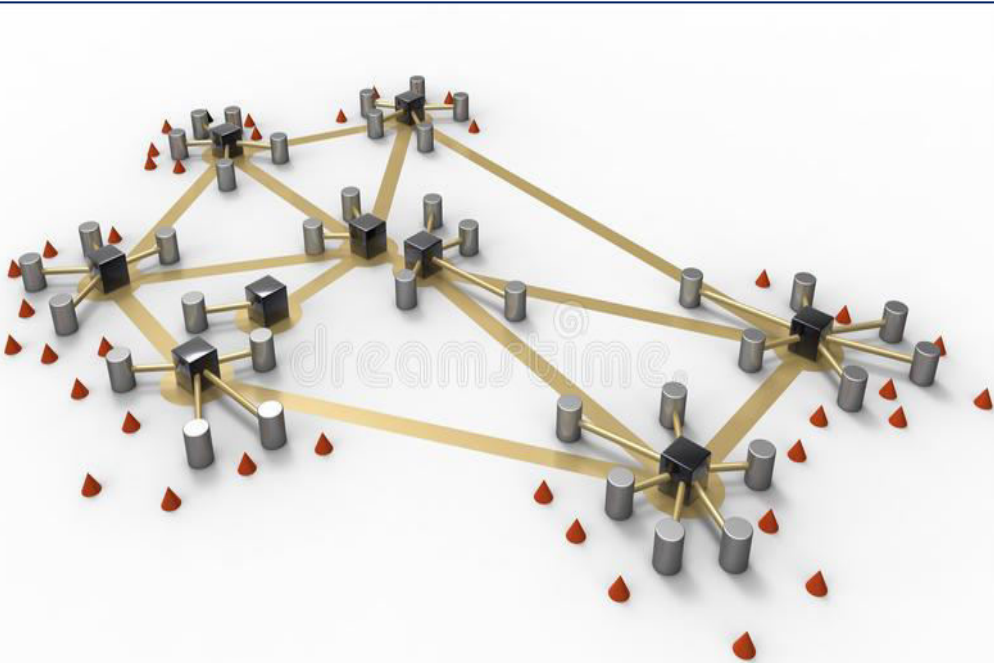
The second stratum (building level and street level)

- Messenger networking among the Building level Volunteers
- Messenger networking the Building level Volunteers and street level authority or street volunteer in each street

# Stratified Community Peer networks-3

The third stratum (Street level to Ward level)

- Messenger networking among the street level Volunteers
- Messenger networking among the street level Volunteers and ward authority





# Connecting Stratum

The first stratum (Family level and Building level)



The second stratum (building level and street level)



The third stratum (Street level to Ward level)

Ward-1



The first stratum (Family level and Building level)



The second stratum (building level and street level)

Ward-2

The third stratum (Street level to Ward level)



The first stratum (Family level and Building level)



The second stratum

Ward-3

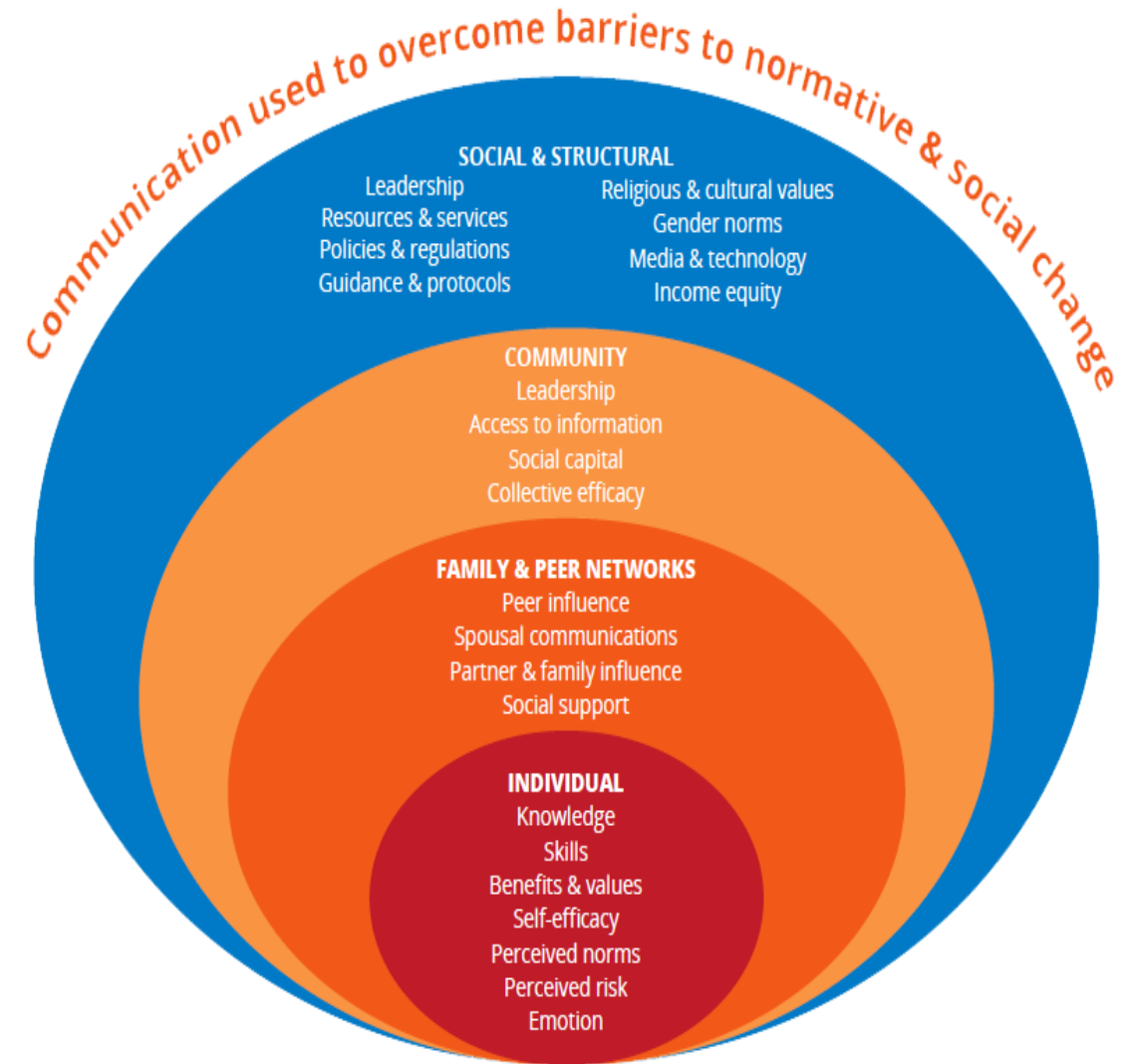
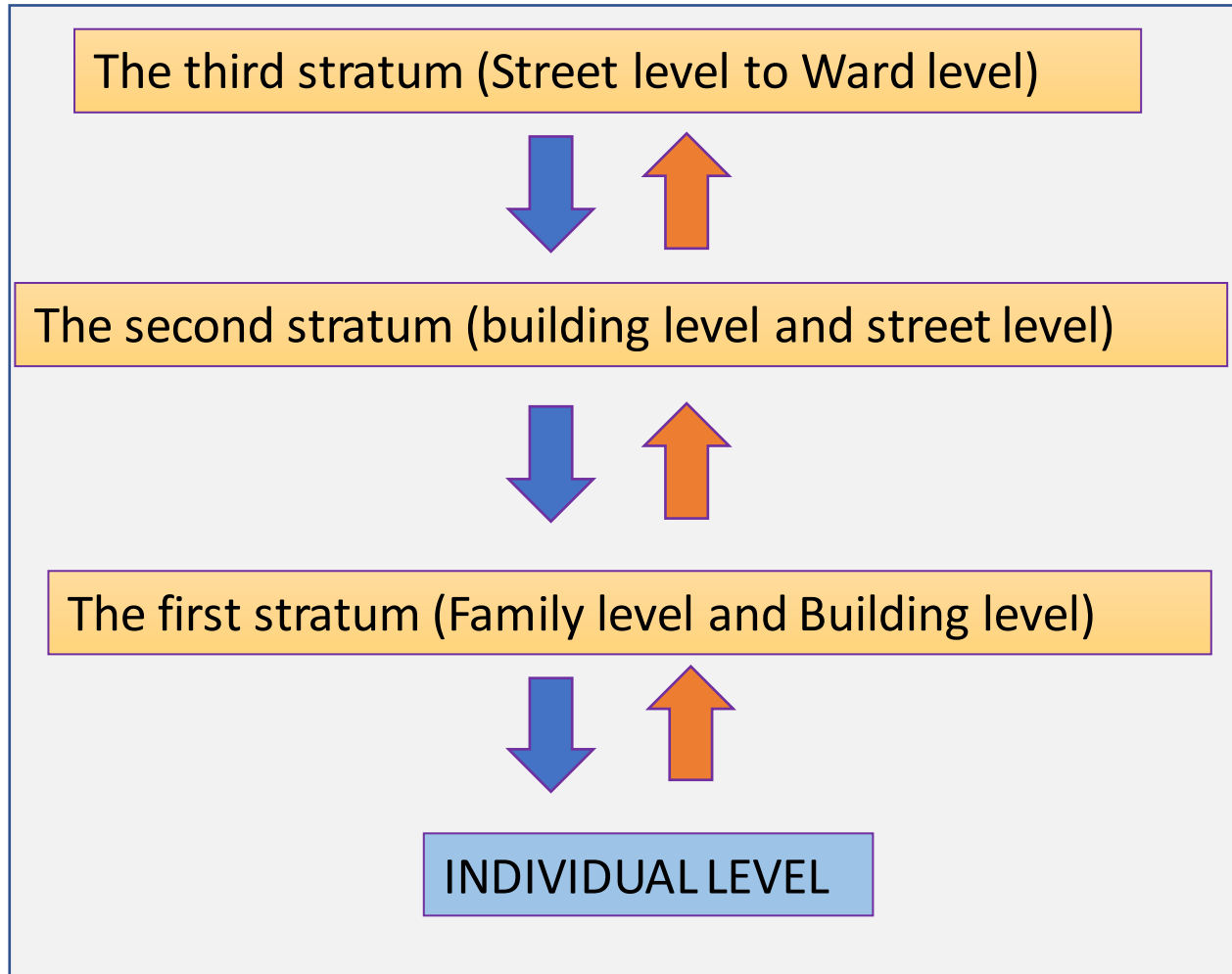
The third stratum (Street level to Ward level)



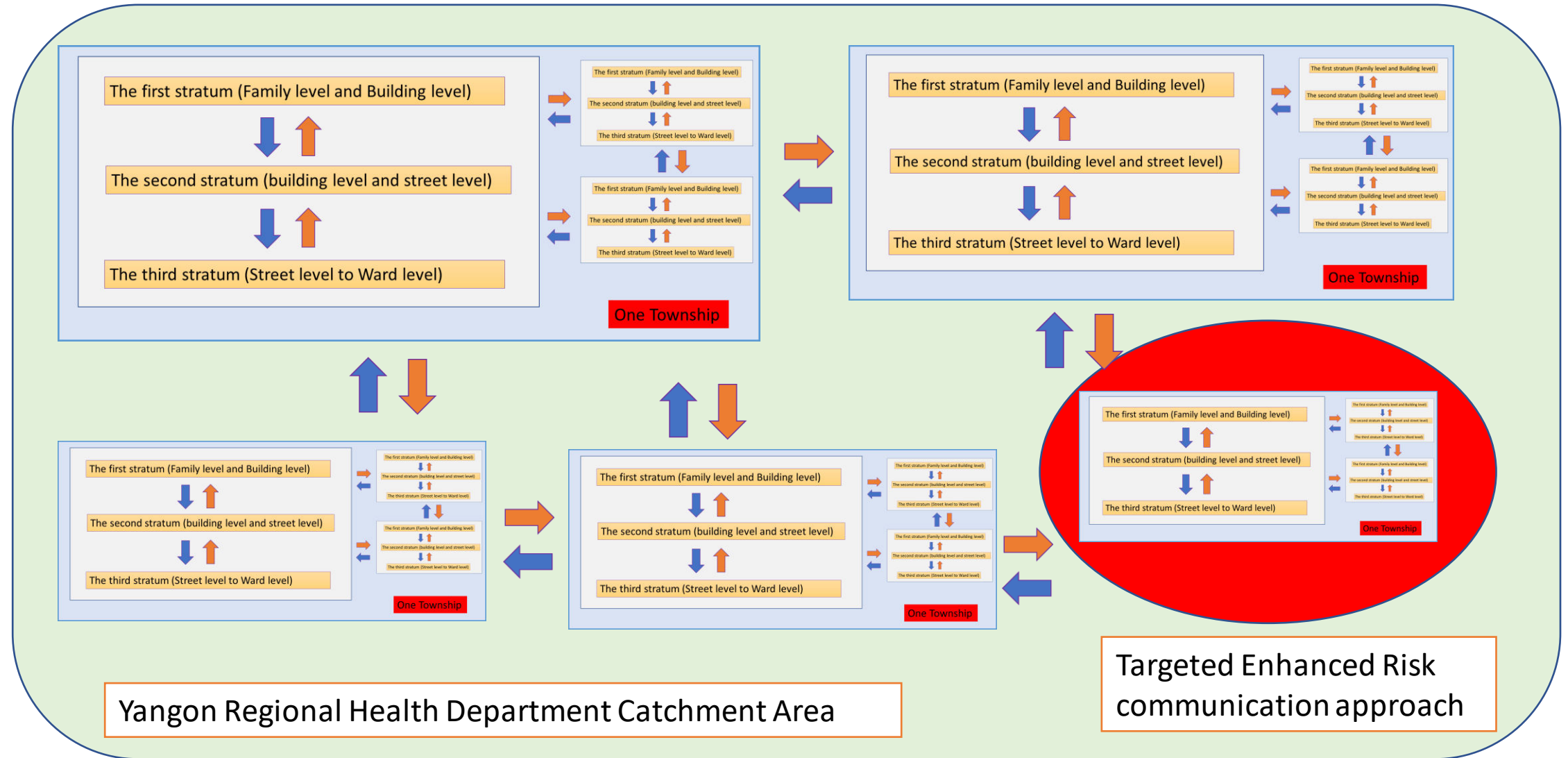
One Township



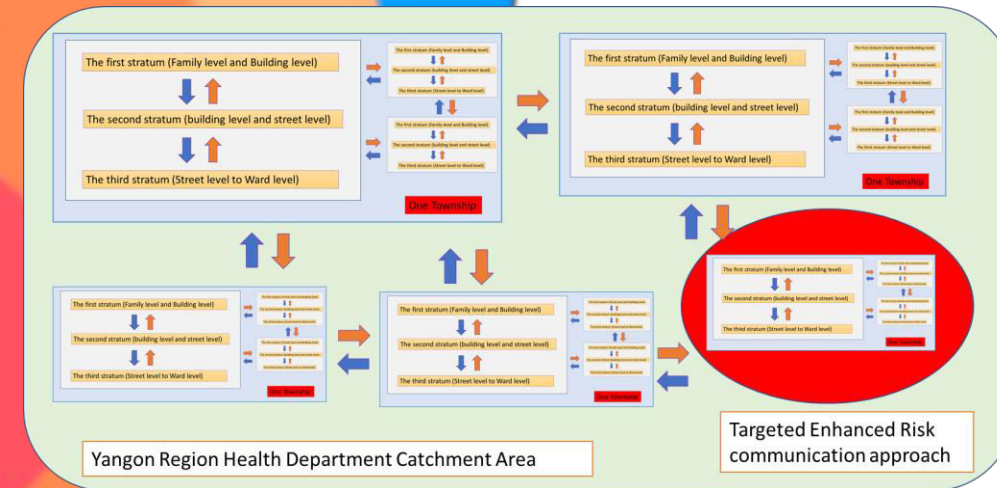
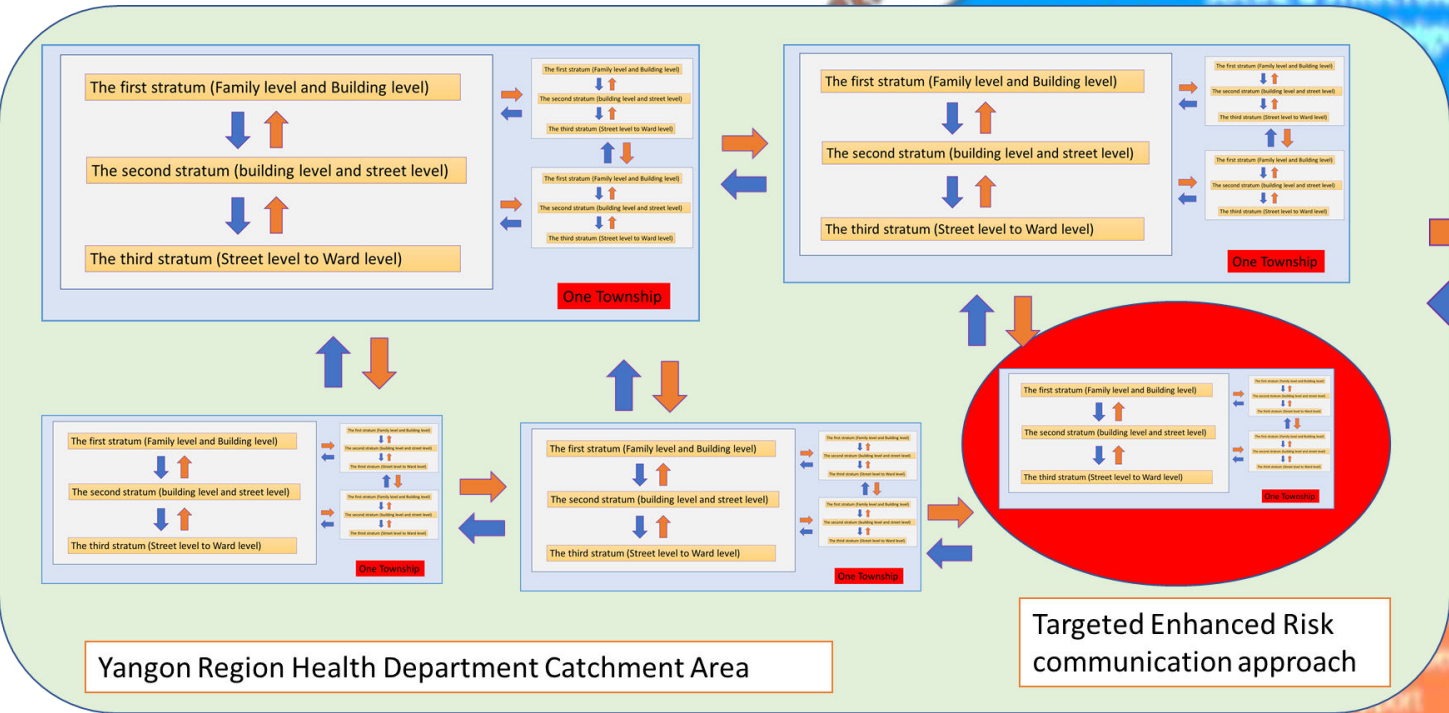
# Applied Campaign Model



# Linking Stratum Groups



# Linking with MoHS/MoI (Social and Structural)



# Creating Supportive and Enabling Environment

- 2 IECs per Apartment
  - Mask campaign (Surgical or Cloth Mask)
- Subsidized mask selling through volunteers (Social Marketing)
- Phone bill lottery
  - Drug supply for NCDs (home delivery services)
  - Tele-consultation for NCDs
  - Ask any help and support through hot lines
  - Information getting from hotlines/2019 call centers
  - Public awareness raising campaigns (Markets, Public Places)
    - Hand speakers campaign
    - Social Media
    - Mass Media





## Additional benefits

- Early detection of PUI cases
- Contact Tracing
- Case Mapping
- Any Surveillance information

မိမိတို့သက်ဆိုင်ရာ မြို့နယ်၊ ရပ်ကွက်၊ ကျေးရွာများအလိုက် ပြည်သူများတွင်  
ရောဂါလက္ခဏာများပေါ်ပေါက်လာပါက နေအိမ်ပြင်ပသို့သွားခြင်းမျိုး မလုပ်ဆောင်စေဘဲ  
ရောဂါစောင့်ကြပ်ကြည့်ရှုရေးအဖွဲ့များမှ ဆက်သွယ်ရေးလမ်းကြောင်းများ၊ ပြည်သူများ၏  
သတင်းပေးပို့မှုများမှတစ်ဆင့် ရှာဖွေဖော်ထုတ်ကာ သက်ဆိုင်ရာနေရာများသို့ အချိန်မီလွှဲပြောင်းခြင်းဖြင့်  
စောစီးစွာကုသမှုခံယူနိုင်ရေး၊ နောက်ဆက်တွဲရောဂါပြင်းထန်ခြင်းနှင့်သေဆုံးမှု တို့ကိုလျော့ချနိုင်ရေး  
ချိတ်ဆက်ဆောင်ရွက်ခြင်း။

# Sample Messages

**မိသားစုအတွင်းမှ ကိုဗစ် - ၁၉ သူရဲကောင်းများ**

- မဖြစ်မနေအိမ်အပြင် ထွက်ရတဲ့သူတွေကို အောက်ပါအချက်တွေ မမေ့မလျော့လိုက်နာဖို့ တိုက်တွန်းပြောကြားသူတွေဟာ ကိုဗစ် - ၁၉ ရောဂါအန္တရာယ်ကနေ မိသားစုကို ကာကွယ်ပေးတဲ့ သူရဲကောင်းများဖြစ်ပါတယ်။

- အခြားသူများကို တိုက်တွန်းပြောကြားသလို မိမိကိုယ်တိုင်လဲ လိုက်နာရမှာဖြစ်ပါတယ်။

**လုပ်ဆောင်ရမည့် (၃) ချက်**

- ☐ ပါးစပ်နှင့်နှာခေါင်းစည်း (Mask) မဖြစ်မနေတပ်ပါ
- ☐ လူတစ်ဦးနှင့်တစ်ဦး(၆)ပေအကွာ ခပ်ခွာခွာနေပါ
- ☐ လက်သန့်စင်ဆေးရည်ဆောင်သွားပါ။ စက္ကန့်(၂၀)ကြာ စနစ်တကျလက်ဆေးပါ။

**ရှောင်ကြဉ်ရမည့် (၃) ချက်**

- ☐ အခြားသူများနှင့် နီးနီးကပ်ကပ်မနေပါနဲ့
- ☐ အလုပ်ပိတ်အခန်းများကို ရှောင်ကြဉ်ပါ။
- ☐ လူစုလူဝေးရှောင်ကြဉ်ပါ။

- အိမ်အပြင်ထွက်တဲ့သူတိုင်း အထက်ပါအချက်တွေကို မဖြစ်မနေ သိရှိလိုက်နာခြင်းဖြင့် မိသားစုကို ကာကွယ်ပေးနိုင်မှာဖြစ်ပါတယ်။



# Sample Messages



## မိသားစုအတွင်းမှ ကိုဗစ် - ၁၉ သူရဲကောင်းများ

မိသားစုအတွင်းရှိ သက်ကြီးရွယ်အိုများ၊ နာတာရှည်ရောဂါအခံရှိသူများကို ကိုဗစ် - ၁၉ရောဂါ အန္တရာယ်မှ ကာကွယ်စောင့်ရှောက်ပေးသူများဟာ မိသားစုအတွင်းမှ ကိုဗစ် - ၁၉ သူရဲကောင်းများဖြစ်ပါတယ်။

သက်ကြီးရွယ်အိုများ၊ နာတာရှည်ရောဂါအခံရှိသူများကို

- အိမ်တွင်သီးခြားနေထိုင်နိုင်ရန်ပံ့ပိုးကူညီပေးပါ
- ပုံမှန်သောက်သုံးနေကျဆေးဝါးများ ပြတ်လပ်မှုမရှိစေဖို့စီစဉ်ပေးပါ
- မိသားစုဆရာဝန်/အထူးကုဆရာဝန်နှင့် အွန်လိုင်း (သို့မဟုတ်) ဖုန်းဖြင့်ဆွေးနွေးတိုင်ပင်စေပါ

မိသားစုအတွင်း ကိုဗစ် - ၁၉ သံသယလက္ခဏာများ (ဖျားခြင်း၊ ချောင်းဆိုးခြင်း၊ အသက်ရှူရခက်ခဲခြင်း၊ ရုတ်တရက်အနံ့အရသာပျောက်ဆုံးခြင်း) နှင့် အရေးပေါ်ကျန်းမာရေးအခြေအနေတစ်ခုပေါ်ပေါက်လာပါက အောက်ပါအမည်နှင့် ဖုန်းနံပါတ်များကို ချက်ချင်းဆက်သွယ်နိုင်ရေး ဖြည့်သွင်းထားပါ

- မိသားစုဆရာဝန် -----	- နီးစပ်ရာ ဖျားနာကုဆေးခန်း -----
- တိုက်တာဝန်ခံ -----	- နီးစပ်ရာဆေးရုံ -----
- လမ်းမှူး -----	- Call Centre နံပါတ် - 2019 -----
- ရာအိမ်မှူး -----	- အရေးပေါ်ဆက်သွယ်ရန် (၁) -----
- ရပ်ကွက်အုပ်ချုပ်ရေးမှူး -----	- အရေးပေါ်ဆက်သွယ်ရန် (၂) -----










# THANK YOU

Welcome questions comments and suggestions

