



Select Strategic Approaches and Channels

Activity 6.1: Using Models and Frameworks to Select the Right Approaches

Objectives:

- Know the different approaches that can be used.
- Understand the importance of applying a gender perspective when selecting a strategic approach.
- Use the socio-ecological model as a basis for identifying the best approaches to reach your audience and meet your objectives.
- Use the *Pathways*™ framework to validate the selected approaches to meet your objectives and reach your audience.

Preparation:

Review the **key concepts** and **background research** to be sure your team has a good understanding of **behavior change and gender** and is aware of the gender-related social and behavioral determinants. Review the existing research and the information gathered during your situation and audience analysis to be able to identify the underlying conditions and causes that exist in relation to your health problem.

Gather the following program documents to help you go through this activity:

- Current strategy or marketing plan
- Formative research results (if available)
- Monitoring and evaluation results (if available)
- Other programmatic documents
- Activity Template (see below)
- Relevant resources from the I-Kit

Be sure you have enough copies of any templates, handouts or resources needed for this activity. Consider printing the **Gender-Related Social and Behavioral Determinants Handout** from the step page to use as reference during the activity.

Expected Outcome:

Completed Pathways Framework outlining key approaches and channels

Purpose:

The purpose of this activity is to guide you on how to use the socio-ecological model and Pathways™ framework to identify, select and validate the best approaches to guide your program to achieve the set objectives.

Introduction:

The strategic approach answers “how” you will achieve your objectives. Typically, a communication strategy will include several approaches, especially if addressing multiple audiences across the social ecological levels. The chosen approach(es) drive the SBCC program and help ensure consistency and coordination among partners and synergy across program interventions. There are a number of approaches that can be used to reach your audience and meet your objectives. See the handout for a list of the main approaches.

When considering which approach to use, your program should critically think about the gender and how this may impact access or use of a specific approach. Issues such as mobility and access, decision-making power and control, and potential consequences should be evaluated.

Instructions to complete this activity:

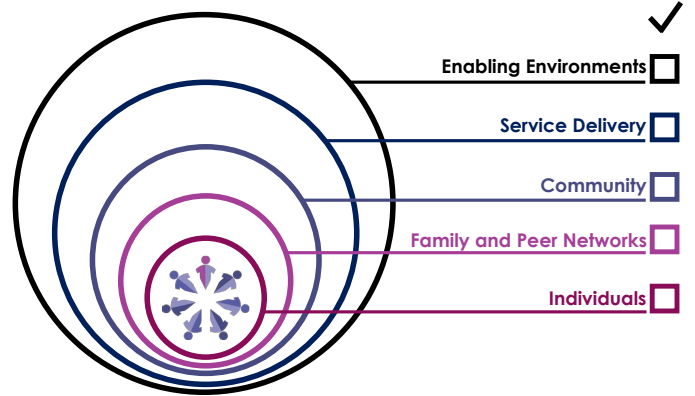
Your selection of strategic approaches should provide multiple opportunities for exposure through a consistent theme that links program activities together.

When selecting your strategic approach you should consider the following:

- Which approach is most effective for the priority audience? Think about past experience and impact, audience needs and preferences, and availability.
- How should the program combine the different approaches based on the advantages and disadvantages of each?
- What information is available on the resources and the time needed?

Key Steps:

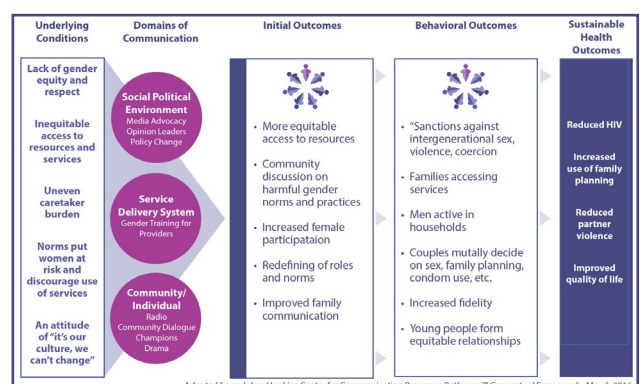
1. Draw the socio-ecological model on a large piece of flipchart paper and, as a group, determine which levels you are currently working or may need to work. Most SBCC programs work across different levels of the **socio-ecological model**, although they may not work at every level. Think about what you know from the previous research, current programming and the new gender-related information you uncovered. Consider those underlying causes and conditions, the gender dynamics, and the social and behavior determinants.



It is possible that based on the new information you discovered your team feels they need to expand their work to have the desired impact. Remember, most likely you will not be able to do it all but you can identify opportunities to link or partner with different programs and organizations.

2. Once you identify the different levels, brainstorm a list of the different approaches at each level that can be used in your program. There are a number of different approaches that can be used. When developing your list, consider:
 - What are your current approaches? Do they help to reach your behavior objectives and outcomes?
 - How does your priority audience prefer to receive health information? This may be different between women and men, girls and boys.
 - What are the different habits of your audience and how does he/she spends his/her time?
 - What is your audience's literacy level? Consider the differences in literacy and education between women and men, girls and boys.
 - What are the potential barriers for women and men, girls and boys?
3. Once you identify the different approaches available, consider the benefits and risks of each. Go through each approach and challenge your team to identify how they may be impacted by different gender dynamics.
4. Determine if the gender dynamic prohibits or prevents your audience from participating or accessing information. If yes, decide if and how the approach can be adapted to be more inclusive or if there is a better approach that can be more effective.
5. When you have a good understanding of the different approaches, how they can be used and what impact gender dynamics may have, use the **Pathways™** Framework to lay out your program to see how the approaches may or may not contribute to your objectives and ultimately your health outcomes.

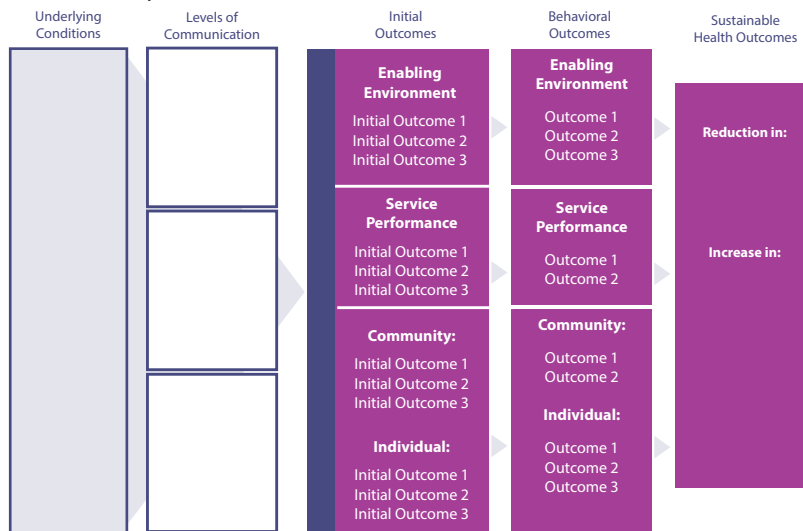
To do this, start by filling in the underlying conditions. Be sure to include those gender-related social and behavior determinants you discovered during your situation and audience analysis. The underlying



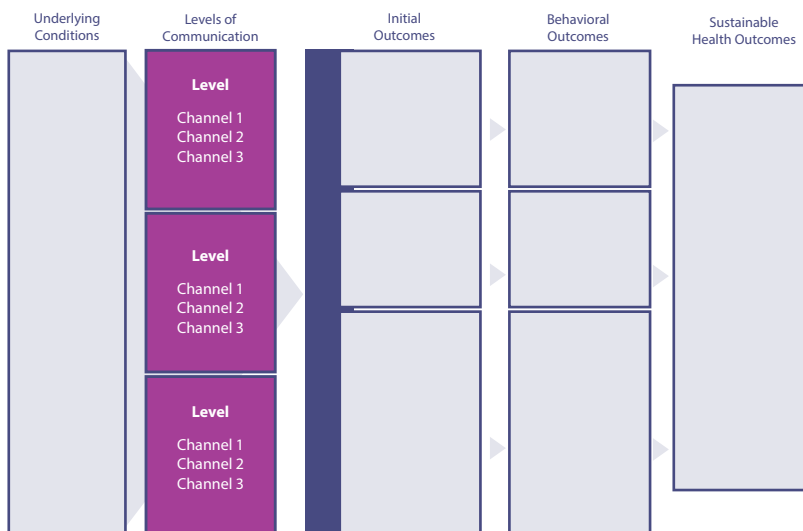
conditions include both the context and resources, and can include:



Now start to work backwards. What is the health outcome you are looking for? What are the behavioral outcomes that must happen in order to achieve this outcome? And what are the initial outcomes that must happen in order to reach your behavioral outcomes? Your framework should be almost complete.



It is now time to identify your domains of communication and the approaches you need to take at within each domain. Your domains of communication should match the different levels of society you identified earlier. Under each domain or level, place the approach (or approaches) you need to take in order to have the initial and behavior outcomes you have identified.



6. Once you have your framework complete, ask your team the following questions:

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- Does this picture make sense?
 - Will we be able to reach our audience through these approaches?
 - Will these domains and approaches help us to meet our initial and behavioral outcomes?
 - Have we fully considered the underlying conditions and gender dynamics such as mobility and access, decision-making power and control, and potential consequences?

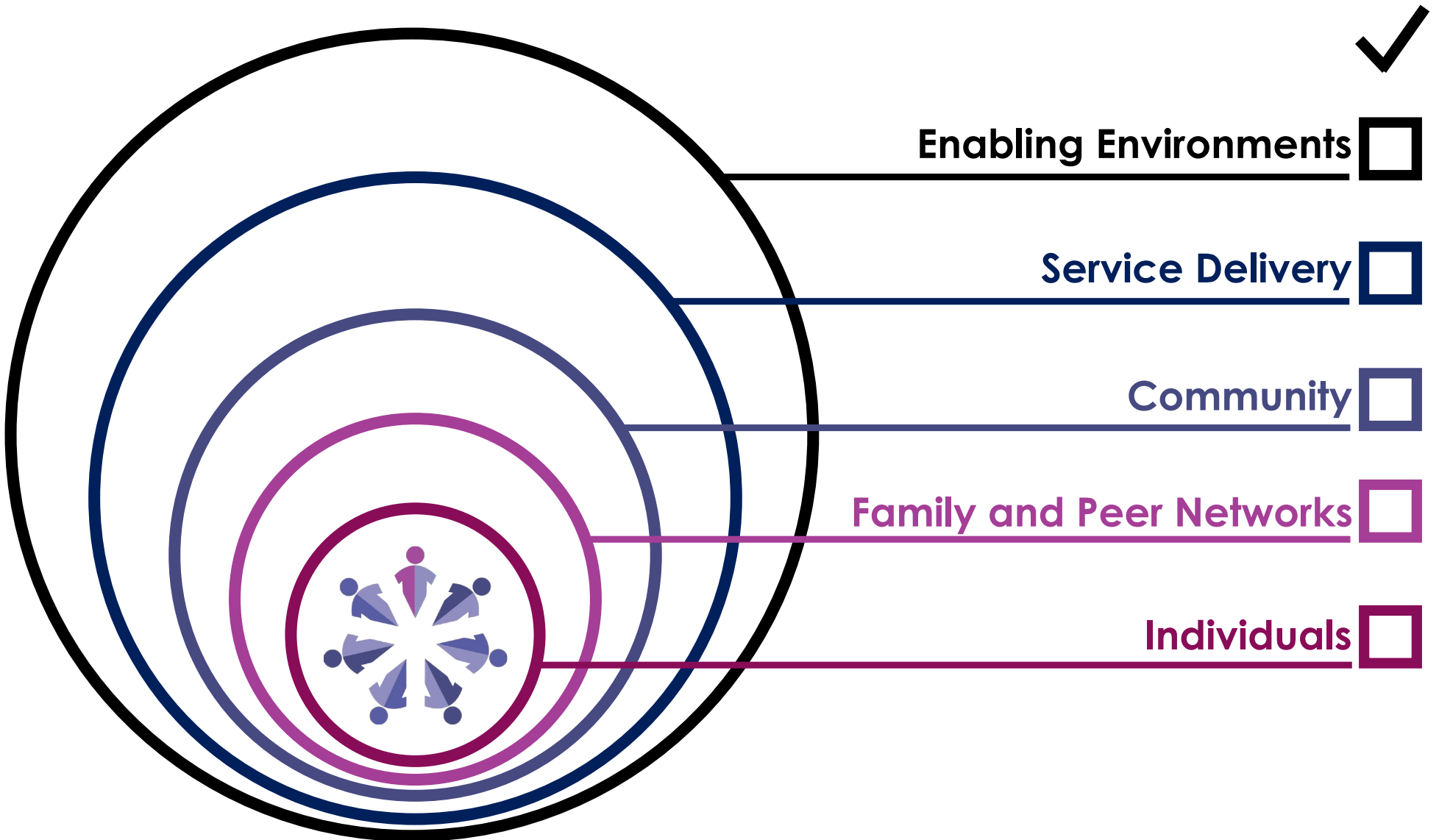
The **Pathways**[™] framework provides a powerful tool to design health communication programs. It ensures that you address not only the immediate drivers of change, but also the contextual factors that determine outcomes. The **Pathways**[™] framework also links inputs (your approaches and activities) to programmatic outcomes by guiding you in the selection and mix of approaches and channels that will best reach your audience and meet your program objectives. The **Pathways**[™] framework encourages you to not only consider the underlying conditions, but also to select those approaches that will reach your target audience across the different levels of the socio-ecological model.

This activity was adapted using the following resources:

Health Communication Capacity Collaborative (HC3). Designing a Social and Behavior Change Communication Strategy.

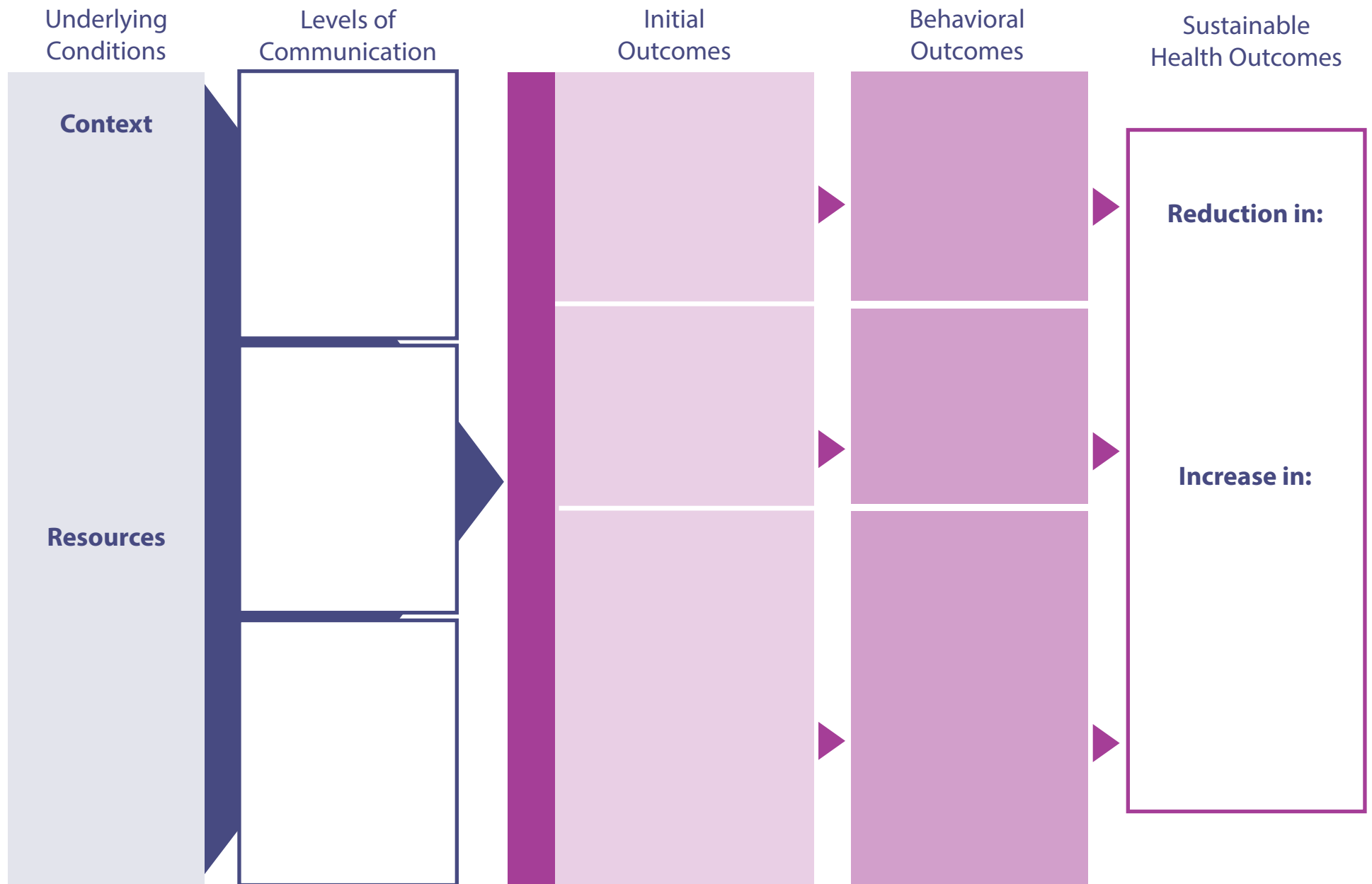


Template 6.1.1: The Socio Ecological Model





Template 6.1.3: Pathways Model





Handout 6.1.1: Common Communication Channels

- **Advocacy** works to mobilize resources and political and social commitment for social change and/or policy change. Resources can include political will and leadership as well as money to fund the implementation of policies or programs. Advocacy aims to create an enabling environment at any level to ask for greater resources, encourage allocating resources equitably and remove barriers to policy implementation.
- **Community-based media** reaches communities through locally established outlets. Such outlets include local radio stations and community newsletters/newspapers as well as activities such as rallies, public meetings, folk dramas and sporting events.
- **Community mobilization** is a capacity-building process through which community individuals, groups or organizations plan, carry out and evaluate activities on a participatory and sustained basis to improve their lives, either on their own initiative or stimulated by others.
- **Counseling** is based on one-to-one communication and is often done with a trusted and influential communicator such as a counselor, teacher or health provider. Counseling tools or job aids are usually also produced to help clients and counselors improve their interactions, with service providers trained to use the tools and aids.
- **Distance learning** provides a learning platform that does not require attendance at a specific location. Rather, the students access the course content either through a radio or via the internet and interact with their teacher and fellow classmates through letters, telephone calls, SMS texts, chat rooms or Internet sites. Distance learning courses can focus on training communication specialists, community mobilizers, health educators and service providers.
- **Information Communication Technology** (ICT) is the fastest growing and evolving approach, with an increasing reach throughout the world. This approach includes digital media such as web sites, e-mails, listservs, Internet news feeds, chat rooms, virtual learning and e-Learning, eToolkits and message boards. Digital media is unique in being able to disseminate highly tailored messages to the intended audience while also receiving feedback from them and encouraging real-time conversations. Social media is a sub-set of digital media, and examples include Facebook, Twitter, Linked In, blogs, eForums and chat rooms.
- **Interpersonal and peer communication** are based on one-to-one communication. This could be parent-child communication, peer-to-peer communication or communication with a community leader or religious leader.
- **Mass media** can cost-effectively reach large audiences through radio, television and newspapers. Mass media campaigns that follow the principles of effective campaign design and are well-executed can have a small to moderate effect not only on health knowledge, beliefs and attitudes, but on behaviors as well. Given the wide reach of mass media and the potential to reach thousands of people, a small to moderate effect size will have a greater impact on public health than would an approach that has a large effect size but only reaches a small number of people.
- **Mid-media** can include posters, brochures and billboards and is typically used in partnership with mass media.
- **Social mobilization** brings relevant sectors such as organizations, policymakers, networks and communities together to raise awareness, empower individuals and groups for action, and work towards creating an enabling environment and effecting positive behavior and/or social change.