



Define Gender Transformative Communication Objectives

Activity 5.1: Setting SMART (and Transformative) Communication Objectives

Objectives:

- Review your current objectives
- Set SMART communication objectives
- Understand and set transformative communication objectives
- Apply the gender-related social and behavioral determinants

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)
- Information and results from previous exercises
- 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:

Revised communication objectives that apply the gender-related social determinants.

Purpose:

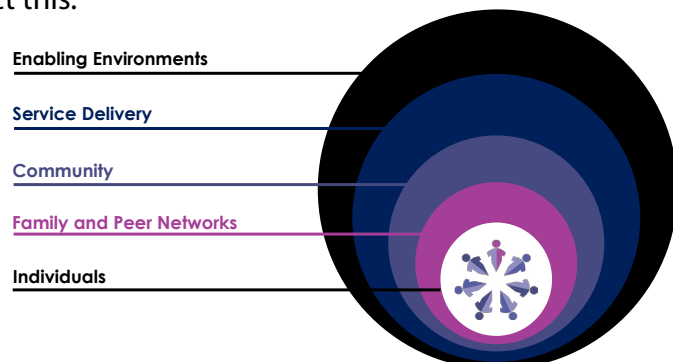
The purpose of this activity is to guide your team on how to adjust your current objectives or set new objectives that apply the gender-related social and behavioral determinants that are SMART. Once you establish specific, measurable and realistic objectives that consider the gender-related social and behavioral determinants, you will be able to better integrate gender into the design, implementation, monitoring and evaluation of your program.

Introduction:

Communication objectives are one step in the process to achieving your gender transformative vision. In order to be effective they must relate to the vision and focus on tackling those core challenges that prevent your program from reaching the vision. Communication objectives need to take into consideration audience and contextual factors and should clearly and concisely state:

- The desired change in behavior, social norms or policies – What do we want to happen?
- The intended effect of the change – How will this change affect the individual, community and society?
- The timeframe required for the change – When do we want these changes?

Gender transformative communication objectives recognize that an individual does not live in isolation. Therefore, the desired change may need to happen at multiple levels of the socio-ecological model. Your communication objectives should reflect this.



They should also consider the gender-related social and behavioral determinants, which seek to address issues such as decision-making, power dynamics within the family or household, social status, mobility, attitudes about sexual norms, etc.

Instructions to complete this activity:

Before revising your communication objectives, review your gender transformative vision, your root cause analysis results and your audience personas.

Key Steps:

1. Lead your group through a guided imagery exercise that will help them visualize how communication can contribute to achieving the new vision:

“Picture the persona your team created for your priority audience. Imagine that this person is walking on a path that leads to our vision. The inspiring future is visible ahead, but there are large boulders that block the way forward. These boulders represent the core challenges that keep our audience from reaching the vision. Now ask yourselves these questions:

- “What needs to change so that the audience can continue down the path toward the vision?”
- “What can be done to remove the boulders that block the path?”

2. Ask participants to write their answers down on cards. Place the cards on a large board so everybody can see them.
3. As a group, discuss which of the ideas can be addressed using communication. Keep ideas that can be addressed with communication interventions. These ideas can be refined into communication objectives.
4. Review your current communication objectives. Determine what changes and additions need to be made to ensure they are applicable to the health needs of men and women and reflect the gender-related social and behavioral determinants.
5. Using the ideas your team produced, revise and/or create new communication objectives to match your vision and audience. Remember, all communication objectives have these four elements:

Audience <i>Who?</i>	Desired Change <i>What?</i>	How Much Change <i>How Much?</i>	Timeframe <i>When?</i>

6. Fill out each element of the communication objectives table. Remember, as you refine your desired change, it is helpful to consider ideational factors and gender-related social and behavioral determinants.
7. Using the content from this table, craft your revised or new communication objectives. Use the format:

Socio Ecological Level	
Audience Segment	
Desired Change	
How much Change	
Time	

8. Communication objectives should be Specific, Measurable, Appropriate, Realistic, and Time-bound (SMART). Use the checklist below to check the quality of each revised communication objective.

	Category	Explanation
<input type="checkbox"/>	Specific	Does the objective say who or what is the focus of the effort? Does this objective say what type of change is intended? Does the objective cover only one challenge?
<input type="checkbox"/>	Measurable	Can your objective be measured in some way? Does the objective include a verifiable amount or proportion of change expected?
<input type="checkbox"/>	Appropriate	Is the objective sensitive to audience needs and preferences? Is the objective sensitive to societal norms and expectations?
<input type="checkbox"/>	Realistic	Can you realistically achieve the objective with the time and resources available? Is the degree of expected change reasonable given these conditions?
<input type="checkbox"/>	Time-bound	Does the objective state the time period for achieving change?
<input type="checkbox"/>	Gender-sensitive	Does the objective take into consideration gender-related social and behavioral determinants and the needs of both men and women?
<input type="checkbox"/>	Addresses core challenge	Does the objective focus on tackling the core challenges the team identified during the root cause analysis?
<input type="checkbox"/>	Related to vision	Does the objective contribute to achieving the vision?
<input type="checkbox"/>	Related to audience	Does the objective consider audience factors?

9. Update your communication objectives in your strategy.



Template 5.1.1: Identify the Key Elements

Audience	Desired Change	How Much Change	Timeframe
<i>Who?</i>	<i>What?</i>	<i>How Much?</i>	<i>When?</i>



Template 5.1.2: Communication Objectives Table

Socio Ecological Level	
Audience Segment	
Desired Change	
How much Change	
Time	

Socio Ecological Level	
Audience Segment	
Desired Change	
How much Change	
Time	

Socio Ecological Level	
Audience Segment	
Desired Change	
How much Change	
Time	

Socio Ecological Level	
Audience Segment	
Desired Change	
How much Change	
Time	