



# Digital and Social Media for Social and Behavior Change Communication (SBCC)

## Executive Summary

Linda Raftree  
for iMedia Associates  
March 2019







# Context of Digital SBCC

- Expanded mobile access
- Growth of smart phones
- Borrowers vs owners
- New channels, platforms
- Growing interest from donors, INGOs, Governments, health agencies, social norm-focused organizations, mass media organizations



# Relevant theories

- Trans-theoretical (Stages of Change) Model
- Social Cognitive Theory
- Behavioural Economics & Nudge Theory
- Mental models
- Ecological Models of Behaviour Change
- Social Norm Theories
- Narrative Persuasion Theories
- Diffusion of Innovation Theory





# Evidence base

- Teens and youth are open to texts - appealing, culturally acceptable
- More effective when people are engaged on multiple levels, multiple channels (transmedia)
- Evidence varies re: online vs offline effectiveness of SBCC
- Users largely unaware of data privacy risks when sharing data
- Models for MERL are evolving



# Good Practice

1. Ground efforts in theory
2. Understand population and social context
3. Design for habits, preferences, interests
4. Watch out for cost and data limitations
5. Consider language and literacy
6. Determine the right frequency
7. Build trust, find right voice, messenger
8. Prepare with signposting and ensure capacity to respond to demand generated
9. Budget for moderation of content and comments
10. Don't be fooled by vanity metrics





# Safeguarding Considerations

1. Big picture (Is this ethical?)
2. Informed consent, privacy and security of data during formative or ongoing research
3. Privacy and security in platform, product or outreach design
4. Do benefits of collecting personal or sensitive data outweigh the privacy risks?
5. Country and global legal frameworks for data privacy and transmission across borders
6. Data protection throughout the process
7. Partner capacity for data protection
8. Safe and appropriate content, comments and moderation
9. Protection from online abuse, bullying, harassment, hate speech, violence, scams or grooming



# MERL for Digital SBCC

- Weak evidence base
- Need for rigorous designs and endpoints
- Emerging creative approaches such as:
  - 16 and Pregnant
  - East Los High
  - Voices for Change
  - Springster
  - HNI's 3-2-1
- Potential:
  - Interactive voice response for SBCC
  - Internet messaging platforms for SBCC
  - Big Data for monitoring and evaluation





**Thank you!**

**Full paper available at iMedia**

<https://imediaassociates.org/app/uploads/2019/07/Digital-and-Social-Media-for-SBCC-March-2019.pdf>

Linda Raftree  
for iMedia Associates  
March 2019

