



Evidence of Social and Behavior Change Communications' Effectiveness in Enhancing Development Outcomes

PCI Media's Approach to SBCC

Our approach to communications for change is built on the following principles:

- Convening a local coalition of partners that facilitate and sustain change past the life of the program
- Authentic participation of local coalition in program research, design, and implementation
- Grounded in local realities and needs
- Love Not Loss, leveraging the power of aspirational narrative-intervention to promote change

PCI Media's programs are effective because they are designed *with* our audiences. This ensures the necessary emotional bond between media and audience for sustained behavior change.

Our Process



Formative research and coalition building. Identify barriers and drivers for behavior change. Bring together the agents that facilitate and sustain change.



Program design. Ensure a participatory and inclusive program



Production. Develop high-quality and locally resonant materials, in partnership with local creative teams.



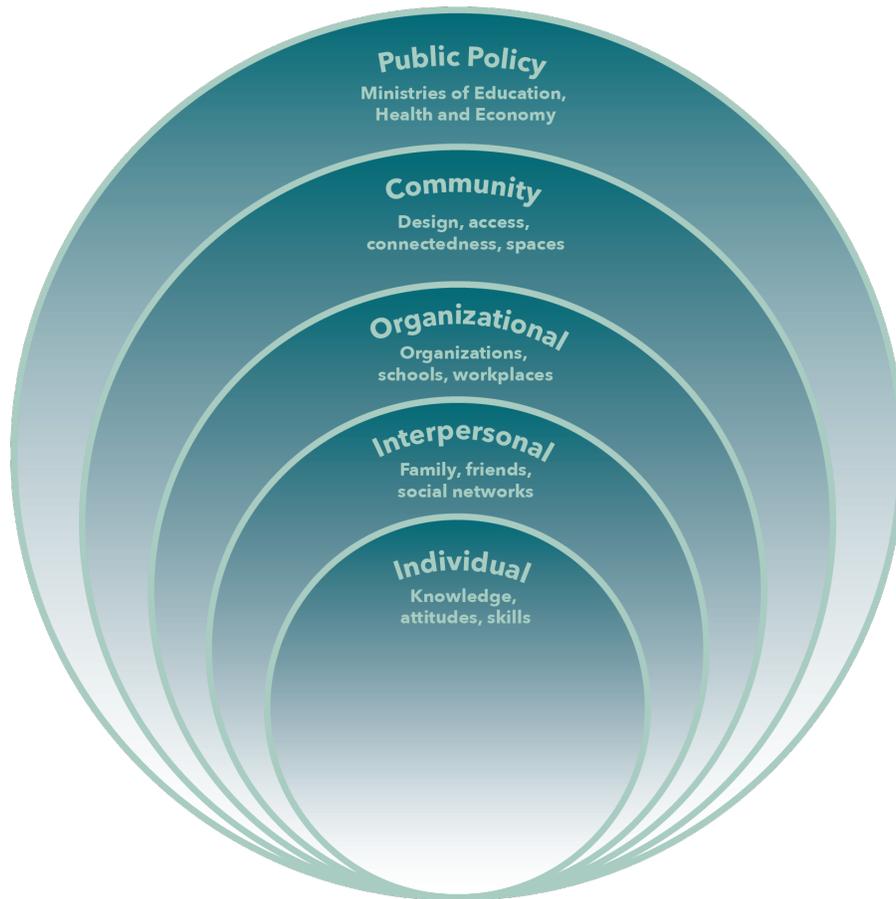
Broadcast and mobilization. Engage audiences through call-in shows, community-based activities and social media to open space for dialogue and action.



Monitoring, Evaluation and Learning. Leverage accountability for learning

Leveraging Different Social Spheres for Change

Actors in different spheres of society play important roles in changing individual and group behaviors as well as shifting societal norms. The relationship across spheres impact behavior outcomes. For example, attitudes and behaviors across civil societies working in a community can influence individual behavior on an issue. Identifying and engaging the most influential social spheres and working to catalyze change in multiple spheres is an important part of our approach in ensuring program effectiveness.



“Since its inception, EE has focused on the importance of storytelling. A body of research demonstrates that characters model desired behavior and allow for social learning. Utilizing characters with whom the audience has developed parasocial relationships fosters familiarity and ease of understanding new information,” says Amy Henderson Riley,¹ health communications expert.

¹ Amy Henderson Riley, Angeline Sangalang, Elizabeth Critchlow, Neemesha Brown, Radharani Mitra & Brenda Campos Nesme (2021) Entertainment-Education Campaigns and COVID-19: How Three Global Organizations Adapted the Health Communication Strategy for Pandemic Response and Takeaways for the Future, *Health Communication*, 36:1, 42-49, DOI: 10.1080/10410236.2020.1847451

Case Studies from Our Portfolio

Impact Areas



HEALTHY LIVING

Healthy families are the foundation for prosperous communities.

- Maternal & Child Health
- Infectious Diseases
- Chronic Diseases
- Nutrition



Teen radio producers



EMPOWERED PEOPLE

Societies thrive when minoritized groups are fully included.

- Women and girls
- LGBTQ+ Rights
- Migrants and Refugees



Icche Dana focus group participant



LIVABLE PLANET

The climate crisis demands action from all of us, for all of us.

- Climate Resilience
- Biodiversity Conservation
- Clean Air, Water, and Land
- Sustainable Food Systems



Farmer tending a nursery in the village of Sedinai, Guinea

Health Outcomes in Mozambique

Ouro Negro (Black Gold)

Issue: Mozambique has a high rate of child stunting and maternal deaths. Child nutrition is a particular problem in the region, where 43% of children under 5 suffer from chronic malnutrition and 6% from acute malnutrition.² Lack of access to sexual health information and services, poor prenatal and maternal care, and inadequate infant and child nutrition create a situation in which children struggle to live beyond the age of 5.

Our Response

Since 2015, PCI Media has partnered with UNICEF Mozambique and Radio Mozambique on a multi-platform communication initiative, *Ouro Negro (Black Gold)*, that takes on these issues by providing access to information, creating the conditions for shifts in attitudes, and connecting listeners to the services they need.



Impact

According to a third-party evaluation from GeoPoll³ and Viamo⁴:

- **4 million** audience members
- **87%** of the audience reported behavior change such as seeking prenatal care, breastfeeding, getting tested for STIs, using contraception, spacing children, and seeking prenatal care
- **93%** of producers use learnings from *Ouro Negro* in other radio activities
- **94%** of listeners reported behavior change in COVID-19 related health practices
- **80%** of radio stations in the country air the show
- **116** radio stations have increased capacity in production skills and program design

² "Nutrition." UNICEF, <https://www.unicef.org/mozambique/en/nutrition>.

³ 2021 quantitative survey of 2,578 respondents across all provinces in Mozambique

⁴ Automated telephone survey between November 2020 and August 1, 2021

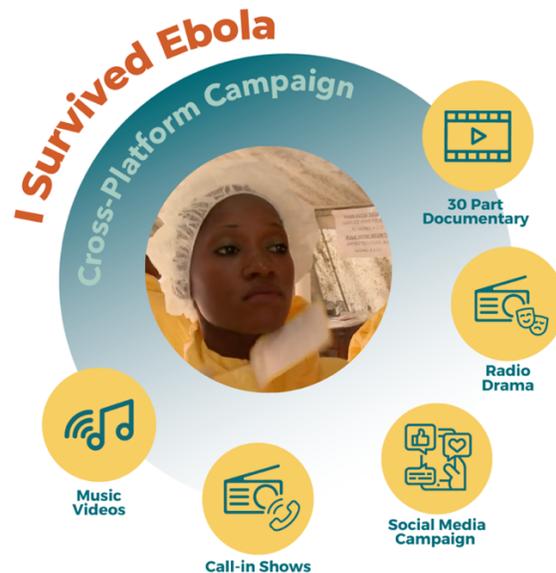
Response to Epidemics and Pandemics

#ISurvivedEbola

Issue: The 2014 West African Ebola outbreak killed over 11,000 people in Liberia, Guinea, and Sierra Leone, and survivors faced persistent stigma. Fear of the virus prevented necessary conversations from taking place within communities and contributed to negative sentiments of despair and distrust. In some countries, we even found a high level of mistrust in centrally produced media when it came to public health information.

Our Response

PCI Media tapped into the voices of Ebola survivors to help curb the outbreak. Our award-winning #ISurvivedEbola campaign amplified stories of survival to spread health messages and combat stigma in Guinea, Sierra Leone, and Liberia. Our partners on this project included Vulcan Productions, CDC and UNICEF.



Impact

According to a third-party evaluation from Focus 1000, there was a significant positive association between people listening to the radio dramas and taking measures to protect themselves from Ebola.

- **9.5 million** audience members
- **15% of people increased** prevention behaviors such as regular handwashing
- **18% increase** in knowledge on Ebola
- **14% increase** in trust in the Ministry of Health
- **22% changed** their attitudes about Ebola and survivors



Still from a video that counters Ebola survivor stigma

"There is a survivor very close to us. We were afraid of him before, but now we all socialize together and plan things together..."

– Anonymous listener response

Countering Violent Conflict in Somaliland

Dallaalimo

Issue: Years of conflict in Somaliland has resulted in mass ownership of unregistered guns that are unsafely stored, causing accidental shootings and deaths that escalate to more violence. Every household owns at least one gun.

Our Response

In partnership with Mines Advisory Group, PCI Media created a 10-episode radio drama program and communication campaign that was designed to shift attitudes and behaviors, increase gun registration, and reduce the number of injuries and deaths.



Impact

Interactive Voice Response (IVR) was used to monitor audience engagement with the program and evaluate behavior change. IVR is an accessible, phone-based polling system that engages directly with caller's voices. It allows callers to answer questions and leave comments 24/7. Over an 18-day period, the dedicated call line received 12,000 calls and logged 23,000 answers to our survey questions.

- **400,000** audience members
- **300% increase** in gun registrations⁵
- **60% increase** in gun registration knowledge
- **75% increase** in individuals who intend to register guns
- **74% increase** in awareness of gun safety practices
- **78% increase** in individuals who intend to safely store guns

"I was amazed by questions and inquires raised by citizens when I attended two radio call-in shows as a guest speaker. As a result of the educational awareness campaign, many men and women are now openly talking about the risks of small weapons." – Somaliland Ministry of Interior

⁵ Jackson, Will, "Radio Saves Lives in Somaliland," *Redtech Magazine*, June 2021, 8

Social Inclusion and Access to Education for Girls

Icche Dana (On the Wings of Wishes)

Issue: In Bangladesh, adolescent girls face one of the highest child marriage rates worldwide and high exposure to sexual harassment.⁶ Girls' health also suffers from misunderstandings about menstruation and nutrition.

Our Response

Since 2018, PCI Media has partnered with UNICEF Bangladesh, the Government of Bangladesh, and local partners, in a transmedia initiative to end child marriage and change social norms surrounding these issues. The well received television drama, *Icche Dana* (Wings of Wishes), and a series of public service announcement videos, titled *Raise the Beat* are helping to change national attitudes and behaviors about girl's access to education, healthcare, and right to choose their own future.



Impact

BRAC University (located in Dhaka, Bangladesh) conducted a baseline/end line survey to track exposure to the program and changes in knowledge, attitudes, and behaviors.

- **1.6 million** viewers
- **45% increase** in preventing child marriage
- **81% agree** that girls are NOT responsible for sexual harassment

The research found significant improvements impact when linking exposure to the program to positive perceptions around ending child marriages. The study also recorded a notable increase from baseline to end line in self-reported steps taken to prevent child marriages - paired with increased exposure to the show as well.

⁶ 65% of girls are married before the age of 18. UNICEF, "State of the World's Children 2015: Executive Summary," November 2014.

Promoting Environmental Awareness West Africa Biodiversity and Climate Change (WABiCC)

Issue: West Africa's coasts, forests, and wildlife are particularly vulnerable to the effects of climate change as a result of weak governance, ineffective policies, and natural resource degradation. This collection of behaviors is threatening West Africans' ability to survive and thrive in the face of worsening climate change impacts.

Our Response

PCI Media designed and implemented communications for the five-year USAID funded WA BiCC Program. Our website, radio drama, workshops, social media, and policy convenings raised awareness about climate change, wildlife trafficking, and pollution, and promoted sustainable behaviors.



Impact

A team of independent evaluators with the West Africa Analytical Support Services and Evaluations for Sustainable Systems (ASSESS) Project assessed WA BiCC and found that community members reported a noticeable improvement in community cohesion as a result of the program.⁷

- **2 million** audience members
- **43,000** people mobilized
- **8 radio stations** with improved production capacity
- **3 regional bodies** and **15 local organizations** with improved communications capacity

"We consider the radio drama to be a very important tool to advocate...for a call to action by state actors. At the end of the drama, we expect that our state actors and local councils will develop wetland laws that will protect our environment." - Mayor of Bonthe (Sierra Leone)

⁷ "Mid-Term Performance Evaluation, West Africa Biodiversity Climate Change Program," USAID, May 2019, 9 . The team visited 13 of the 26 targeted coastal communities to conduct interviews and focus groups discussions with key stakeholders (422 total participants).

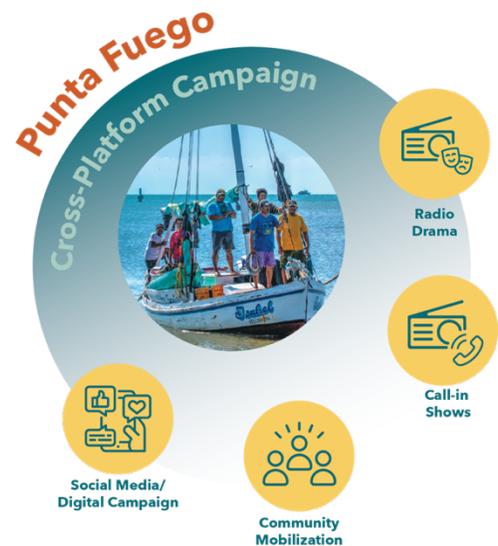
Sustainability and Marine Conservation in Belize

Punta Fuego (Point Fire)

Issue: Overfishing and absence of regulated replenishment zones have contributed to the declining populations of aquatic species in Belize, a problem which will devastate marine life and threaten the livelihoods of those dependent on these resources.

Our Response

PCI Media partnered with the Wildlife Conservation Society Belize to develop a radio program, called *Punta Fuego*, aimed at ending adverse fishing practices in Belize. The program promoted positive change in knowledge, attitudes, and behaviors towards replenishment (or “no-take”) zones and marine protected areas (MPAs).



Impact

We conducted our own evaluation of the programming using a combination of pre-/post-test surveys and key informant interviews with eight active listeners of the program. We determined that there is strong evidence that slightly more than half of all fishers in Belize were exposed to the program. Overall, the program was successful in shifting perceptions and enhancing knowledge that certain fishing practices (such as fishing out of season and fishing with banned gear) are bad and should be avoided.

- **388,000** audience members
- **22.6% increase** in those who joined a fishing association
- **26.8% increase** in awareness of benefits of replenishment zones
- **31% increase** in desire to protect zones

“I will be honest, I used to fish in the zones from time to time, but now I think about what I hear in the show and I don’t think I will be doing that again.” - Fisherman/listener

Punta Fuego was integrated with community mobilization activities, such as the celebration of Caribbean Fisherfolk Day and the hosting of a *Punta Fuego* "Fisher of the Year" Contest.



Promotional posters for the Punta Fuego radio drama



**For more information, visit www.pcimedia.org
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