

SBCC Strategy Guidance Manual



water for people
INDIA

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SBCC Strategy Guidance Manual

Water For People



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Introduction to SBCC in WASH Programs

1.1. Overview

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1.1 Overview

India has made significant progress in water and sanitation infrastructure and services in the last decade especially after the launch of Swachh Bharat Mission in 2014. The country has achieved open defecation free status. This achievement of India has contributed significantly to its global achievement.

The Swachh Bharat Mission, emphasize safe and accessible water and sanitation infrastructure and for all. The improved management of water and sanitation facility is key to public health along with social and economic progress. The improved infrastructure of water supply and sanitation facilitates in eradication of open defecation and adoption of positive hygiene behaviours. This further reduces the child morbidity, mortality and improved the health status of children.

The sustenance of open defecation free status in India needs adequate and appropriate social and behaviour change among community. For this, there is an urgent need to capacitate the key stakeholders to prepare the customized social and behaviour change communication (SBCC) Strategy as per the demand and geography of the intervention.

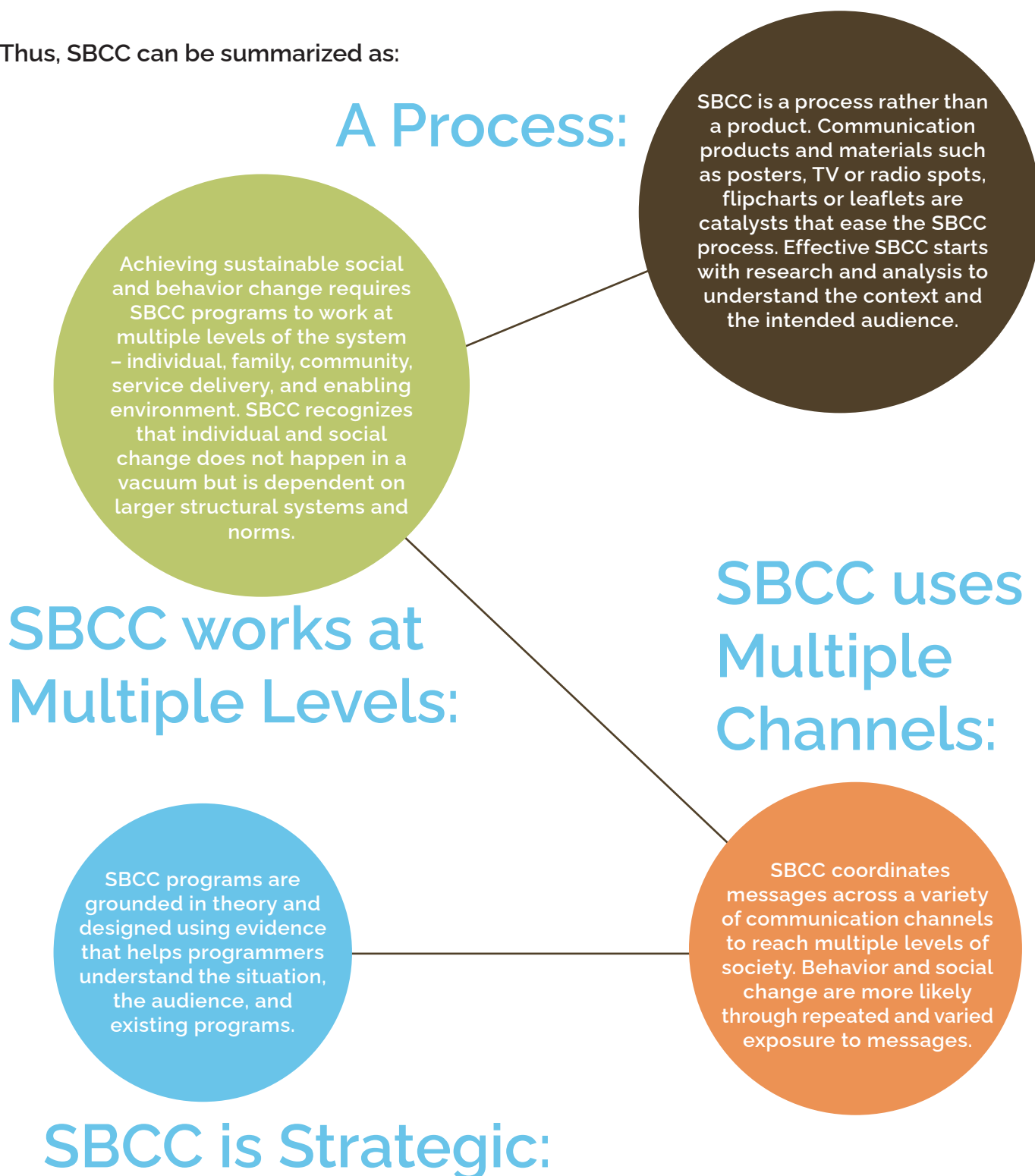
There have been many approaches of behaviour change and processes of development of communication strategy. This guide is an effort to support the development practitioner to develop a SBCC strategy to accomplish the desired change in behavior.

This manual 'A step-by-step guide to design SBCC Strategy' is an effort in this direction. This manual focus on understanding about SBCC, describes various models of SBCC strategy and also guide how to develop a WASH communication strategy. This guide discusses all the important behaviour change theory and process of SBCC strategy development in detail. The document has detailed out the steps of designing SBCC strategy in detail and supported with required templates which a practitioner would require while developing the SBCC strategy.

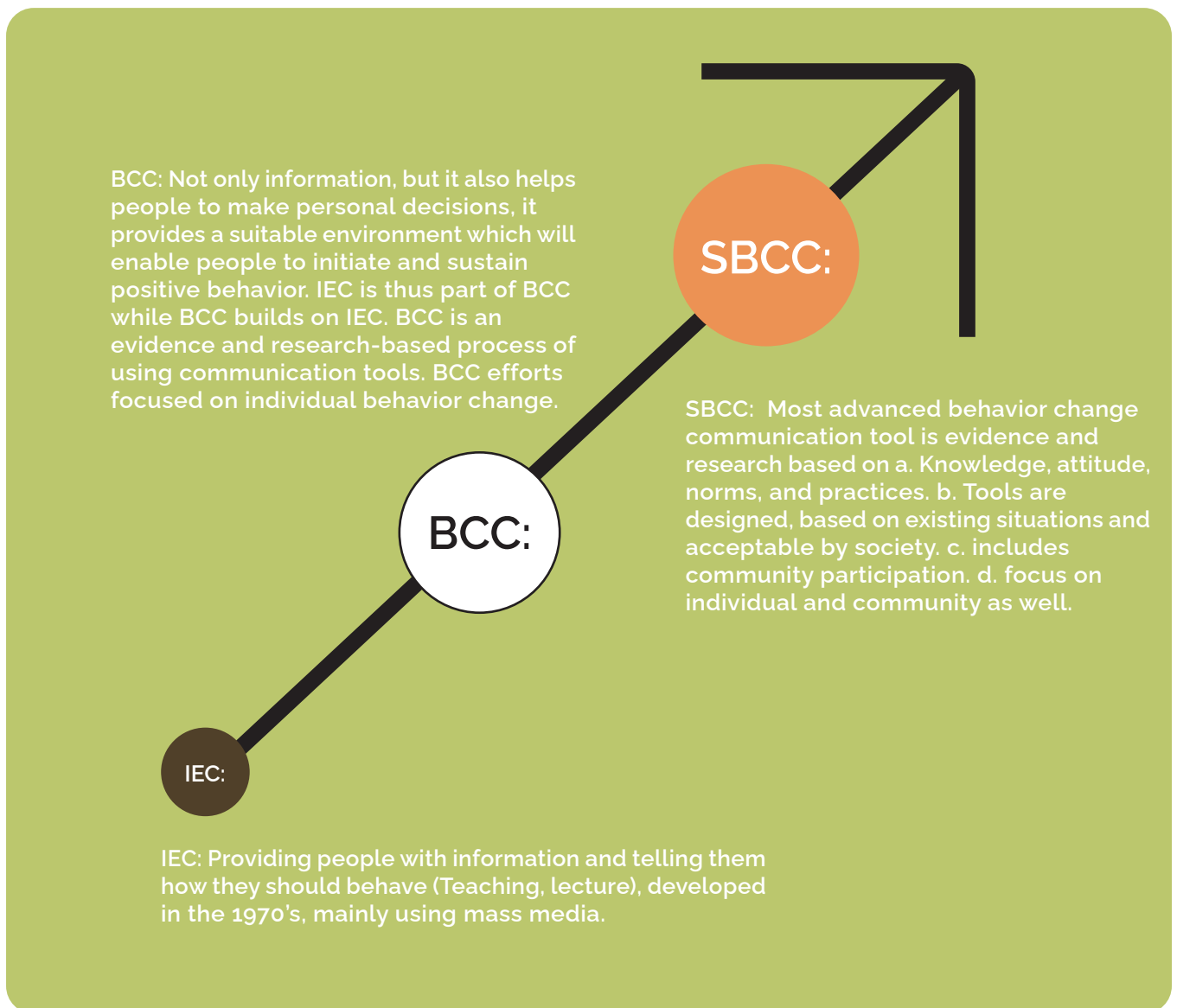
1.2 What is Social and Behaviour Change Communication (SBCC)?

SBCC is a process of promoting and sustaining behavior of individuals and communities through participatory development of appropriately tailored messages, and approaches, that are conveyed through a variety of communication channels.

Thus, SBCC can be summarized as:



1.3 Evolutions SBCC



“Moving from raising awareness to changing behavior”

1.4 Role of SBCC in improving WASH Services

WASH is fundamental to Human Development, and human behavior accounts for a huge deaths proportion of diseases, and deaths worldwide. Study shows that up to 53% of all diseases and deaths, and 22% of WASH-related diseases are due to human behavior. Thus human behavior change is so important, to curb the prevalence of disease like pneumonia, diarrhoea, under nutrition in our society. Unicef report says that a child dies every 2 minutes from diarrhoea.

By 2030, 69 million children under 5 years of age could die from “preventable causes”, such as lack of safe water, sanitation, & hygiene.

Sustainable water, sanitation, and hygiene do not only rely on the provision of technology and services, but also on proper usage. Behaviour Change is a critical component of improving access to and practices around water, sanitation, and hygiene. While traditionally, the WASH sector has focused primarily on the delivery of “hardware” solutions, it is becoming increasingly evident that the “software” component of WASH, such as Behaviour Change, must be prioritised. The provision of services alone is not enough to achieve the health outcomes associated with improved WASH, facilities must also be utilised habitually and properly at key times.

“Human behavior accounts for a huge proportion of diseases and deaths worldwide. Up to 53% of all diseases and deaths are due to human behavior and 22% of WASH-related diseases are due to human behavior”

1.5 Why we use behaviour change model for SBCC strategy development?

SBCC models are crucial for designing effective WASH programs because they offer-

- 1 A systematic framework rooted in evidence from social and behavioral sciences,
- 2 Guiding practitioners in understanding target audiences,
- 3 Crafting tailored messages,
- 4 And selecting appropriate interventions.

By addressing individual, interpersonal, and societal factors, these models promote holistic behavior change approaches adaptable to diverse contexts. Emphasizing participatory methods and evidence-based practices, SBCC models enhance the effectiveness, efficiency, and sustainability of WASH interventions, ultimately leading to improved public health outcomes. The Behavior change models guide the analysis of barriers and enablers associated with priority behaviors, facilitating the development of tailored communication strategies. The SBCC strategy plays a vital role in enhancing WASH service delivery by addressing demand-side gaps through community-based approaches.

II.

The “P-Process” Model for designing Behaviour Change Communication Strategy

2.1. Steps of P-Process

2.2. Step 1: Inquiry

2.3. Step 2: Design Strategy

2.4. Step 3: Create and Test

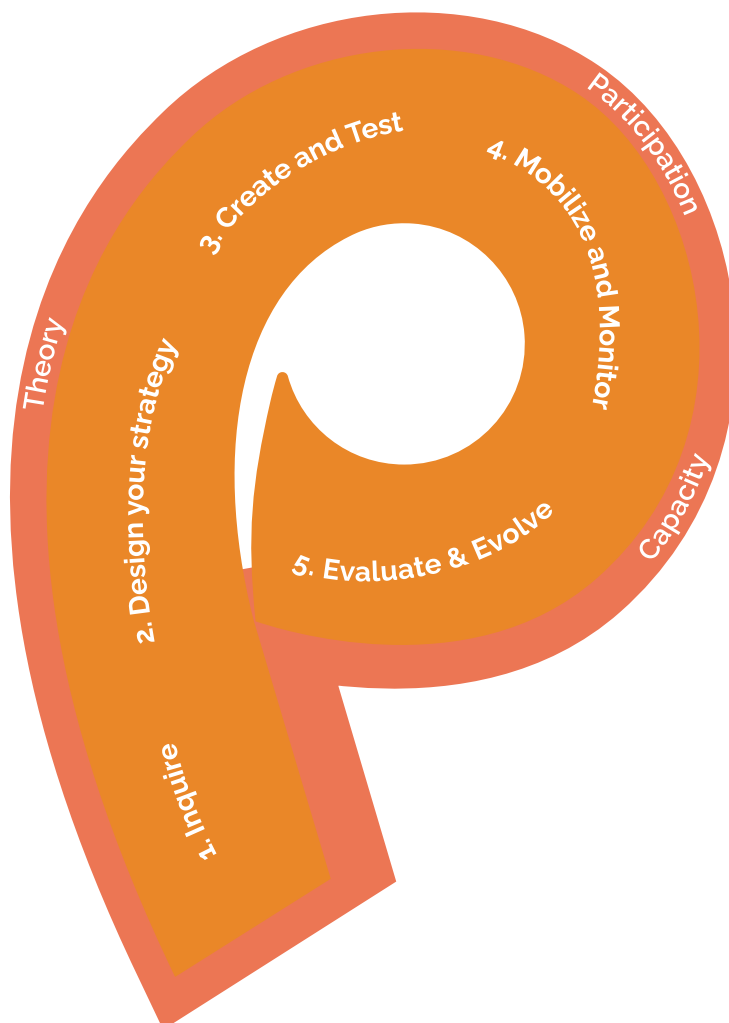
2.5. Step 4: Mobilize and Monitor

2.6. Step 5: Evaluate & Evolve

P-Process Model

Several communication planning models exist to develop strategic planning process. While different organizations may prefer one model over another, certain stages or steps are fundamental components of most models. The widely used planning models are the P-Process, C-Planning, and Participatory Communication Development Planning. It is widely recognized that programmes that are grounded in theory, data and evidence are more likely to achieve results.

The P-Process tool is the most widely used to develop evidence-based communication strategy for a communication program which includes design, implementation, monitoring and evaluation of a communication strategies, materials, and programs.



2.1 Steps of P-Process:

The P-process tool is the most widely used to develop evidence-based communication strategy by the health communication programs. It is a step-by-step roadmap that can guide you from a loosely defined concept about changing behaviour to a strategic and participatory program that is grounded in theory and has measurable impact.

The process of designing of SBCC strategy through P-process involves five steps:

1. Inquire:

The step involves detail Situation analysis, audience segmentation, behavioural barrier and enabler analysis and deciding the behaviour change objective.

2. Design Your Strategy:

This step involves the development of SBCC strategy by mapping the access of necessary hardware & Technology, promoting healthy behaviours including Communication, capacity building, and social mobilization planning, and plan Support for long-term sustainability (policies, Advocacy, Institutional development and financing), development of SBCC activity calendar.

3. Create and Test:

This step involves the development of IEC Tools and training materials.

4. Mobilize and Monitor:

This step involves the implementation of SBCC strategy programme and its monitoring.

5. Evaluate and Evolve:

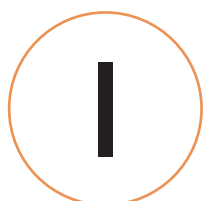
This step involves measurement of outcomes and impact and its dissemination.

2.2 Step 1: Inquiry

2.2.1 Conduct a situation analysis

A situation analysis or environmental analysis is the fundamental first step in the social and behavior change communication change (SBCC) process. It involves a systematic collection and study of health and demographic data, study findings and other contextual information in order to identify and understand the specific health issue to be addressed. It examines the current status of the health issue as well as the social, economic, political and health context in which the health issue exists and establishes the vision for the SBCC program. Understand the existing knowledge, attitudes, and practices related to WASH among the target audience. Identify key barriers and drivers for behavior change.

A complete situation analysis gathers information on four areas:



THE PROBLEM, ITS SEVERITY, AND ITS CAUSES



THE PEOPLE AFFECTED BY THE PROBLEM (POTENTIAL AUDIENCES)



THE BROAD CONTEXT IN WHICH THE PROBLEM EXISTS



FACTORS INHIBITING OR FACILITATING BEHAVIOR CHANGE

The situation analysis sets the stage for an SBCC intervention by outlining the current state of WASH issues globally, nationally, and locally. It provides crucial insights into challenges, resources, and opportunities. Quality analysis is vital for successful SBCC efforts.

2.2.2 Identify & segment target audience

Crafting a Social and Behavior Change Communication (SBCC) strategy requires understanding the behavior change model's significance. This model guides effective addressing of health or social issues by tailoring activities and messages to specific audience segments through segmentation based on similarities like needs, behaviours, and values. Segmentation prioritises receptive segments for resource optimization. The behavior change model assesses segments against population significance, public health importance, and receptivity to communication messages, ensuring efficient resource allocation. Encouraging segments practising desired behaviors to advocate for them amplifies community engagement and message reach.

2.2.3 Prioritize key behaviours

Table 2.1: Key behaviours, target audience and determinants

Key Behaviours	Target Audience				Determinants	
	Primary	Secondary	Influencers	Barriers	Drivers	
Safe water Storage & Handling Practices	Women	Adolescents	Teachers Elders AWW	The custom of using a ladle is not followed.	The ladle is available in the form of 'tisni' in the local market.	

Table 2.2: Detailed Behavioural, Barriers and enablers Analysis and prioritization of behaviour

Key Behaviour: Toilet usage.						
Target Audience	Ideal Behaviour	Existing Behaviour	Barriers to desired behaviour			
			Socio-Cultural	Service & Infra.	Environmental	Economical
People who practice OD	Construct a latrine and use at all times.	Practices OD	Orthodox old age people prefer defecating in open	Limited space	Cost of HH latrine is very high for the population	Flood prone area, drought area, hard basement rock
				Enablers to desired behaviour	Secondary influencers for desired behaviour	Feasible Behaviour
				Government incentives for construction of toilet and its regular use.	Friends, FLWs, PRI members, Social Media, Faith Based Groups, mass media	Use latrine at all times. In absence of HH latrine use shared latrine of community latrine


2.3 Step 2: Design Strategy

2.3.1 Establish communication objectives

After selection of priority behaviour and detailed behaviour analysis, the next step is to define the outcome objectives that detail the kind and amount of change that is expected to be achieved for the different specific population segments within a given time frame. The behaviour change objectives shall be derived from the desired behaviour which will be the outcome objective. The objectives should be SMART. Design overall objective and then specific objectives to accomplish the overall objective. For each specific objective define an indicator to measure the change.

Determine the specific behavioural objectives aligned with the project goals, such as handwashing with soap, safe water storage, proper toilet use, etc.

Specific Objectives:



Within X years, 50% of the HH have access to safe drinking.

Increase the proportion of households that practise safe water storage from 65% to 85% by XXXX.

Within the next X years, increase the proportion of the population that use a household latrine from 30% to 95%.

2.3.2 Identify communication channels.

Determine the most effective channels to reach the target audience (e.g., community gatherings, mass media, social media, interpersonal communication), from Table 2.3.

Table 2.3 List of communication channels for mix media approach

Interpersonal	Community-based	Digital Media	Mass Media
Home visits	Folk theatre	App based	Television
Peer education	Community meetings	Mobile based	Radio
Counselling	Short films	Social media	Print

2.3.3 Design key messages.

The development of key messages is the core of behavior change communication, delivering the right messages through the right channel with the right approach to the right audience increases the probability of acceptance and sustained desired behavior. The messages must be aimed at the identified target groups in such a way as to provoke the desired effect. The what and the why: What is the change expected and what is the interest of the target group to adopt this change.

- The where, when and the how: Where to go, at what time and what has to be done for the behaviour to be adopted?
- The guarantee and support: The elements which give the message its credibility.

Table 2.4 Sample exercise of designing culturally appropriate messages

Existing Behaviour	Desired Behaviour	Target Audience	Barriers to desired behaviour	What needs to be done?	Key Message	What channels to be used?	What material/ tool will be used?
Lack of safe water storage and handling practices	People practise safe water storage and its handling	Women and adolescents	Lack of awareness	Awareness generation	Fetch water from safe source, clean container, cover container, use ladle	Mix media	Film screening Wall painting Street play



2.4 Step 3: Create and Test

The production of communication materials is a multifaceted endeavor requiring substantial resources and the collaboration of diverse partners, such as content specialists (covering areas like WASH, climate change, WRM, gender, agriculture, health, and the environment), communication experts, and members of target groups.

Ensuring the active participation of all stakeholders is crucial, often facilitated through workshops dedicated to material design and stakeholder training. During these workshops, a comprehensive production plan is meticulously crafted. This collaborative and inclusive approach ensures the creation of impactful, relevant, and engaging materials that resonate deeply with the target audience.

Table 2.5 Template for details of communication materials

Type of communication material	Objective of communication material	What channels/ platforms to be used?	Target Audience	Key Message

2.4.1 Pre-Test Interventions

Once the draft communication materials are ready it should be pre-tested with target audiences as defined in creative brief. Pretest of the communication creatives shall be done as per the template given below as illustration:

Table 2.6 Template for materials' pre-test and a list of proposed question

Type of Communication Material	
Objective of communication material	
Which channels/platforms to be used?	
Questions	Response
Is the message of the communication material being clear as per the objective? Yes/No	
What are the key messages of the communication materials? Descriptive	
Do the materials contain more than one message? If yes, what are those?	
Does the message motivate you for action?	
Do the creatives long? Very long, very small or appropriate	
Does the language used in the material match the language you speak? Yes/No	
Do you connect yourself with the content or message or the character shown in the material?	
Does the content or any word hurt the emotions of any group or community? Yes/No	
Would you be able to remember the message of the material shown to you?	
Overall descriptive observation/ feedback recommendations of the professional who conducted the pertest.	

2.5 Step 4: Mobilize and Monitor

2.5.1 Designing SBCC Monitoring Systems

Regularly monitor the implementation of SBCC interventions and assess their impact on knowledge, attitudes, and practices related to WASH, to know that we are meeting tasks and results as planned. Use both qualitative and quantitative methods to measure behavior change and adapt strategies as needed.

- Monitoring- to improve on-going activities.
- Evaluation- to measure impact.

Table 2.7 Detailed MEL plan of the project

Projected Outcomes	Indicator	Indicator Definition	Baseline	Target	Method of Collection	Frequency	Data Analysis	Responsibility
Sustainable access and use of the WASH facilities	% of HHs using basic sanitation services	An improved sanitation facility	48.5% of HH members use latrine	80%	HHs Survey	2 times: Mid and end of the project	Quantitative	MEL team through an agency

2.5.2 Monitoring & Evaluation of SBCC Activity

In monitoring & evaluating SBCC activities, two types of indicators are used: Process Indicators and Outcome Indicators. Outcome Indicators assess behavioural change, while Process Indicators measure the execution and quality of activities aimed at achieving those outcomes.

Table 2.8 Detailed MEL plan of the project

Activity	Total target in number	Achieved in the period	Coverage (Outreach)/ Target audience participation	Monitoring method (App based/ monthly report)	Means of verification (Photo/ attendance sheet)

"Focus demands sacrifice"

"Solve problems in stages"

2.6 Step 5: Evaluate & Evolve

Evaluation can be of outputs and of outcomes or of the impact. The final step of P-process involves following task:

1. Measure the outcomes and assess the impact through surveys and other evaluation techniques as per plan.
2. Disseminate the results (even if not entirely positive) with donors, partners, key stakeholders and decision-makers, media, and other interested individuals and organisations; and
3. Prepare a final report indicating future opportunities, how to apply lessons learned, where follow-up is needed, and how results could be scaled up or replicate.

2.6.1 Development of Capacity Building Plan

In order to implement the communication strategy and achieve the objectives of communication strategy all the stakeholders or audience need to be capacitated to bridge the skill gaps. The capacity building plan is detailed in Table-2.9.

Table 2.9 Template for details of capacity building plan

Capacity building for whom (Participants)	Topics of capacity building	What needs to be done? (Orientation, workshop, or training)	Who will do it?	Frequency of the training	Required training materials?

2.6.2 Support for long-term sustainability

This may even involve the creation of new local institutions such as Hygiene Management Committees or build the capacity of such existing institutions. Adequate sustainable *Financing* will need to be provided to relevant institutions, agencies, programs and projects to enable them to play their respective roles effectively.

2.6.2.1

Document best practices: Capture lessons learned, success stories, and challenges faced during the SBCC implementation for future reference and knowledge sharing.

2.6.2.2

Review of government policies and strengthen institutions: Relevant policies related to WASH at national and state level must be reviewed that they explicitly incorporate suggestions of SBCC strategy to create a more favourable environment for people to practise desired behaviours of WASH.

2.6.2.3

Advocate for sustainability: Engage local stakeholders, including community leaders, government line departments, and development partners, to institutionalize and sustain SBCC efforts beyond the project timeline.

2.6.2.4

Build local capacity: Strengthen the capacity of local organizations and relevant institutions need to be developed to provide leadership and guidance on systems and organisational structures needed to support WASH BCC effort.

2.6.2.5

Dissemination plan to share project results with: Prepare a dissemination plan to share the quantitative and qualitative results of the project intervention periodically with the concerned stakeholder:

2.6.3 SBCC Implementation Plan, & Timeline

Action	When												Responsibility	
	Year 1				Year 2				Year 3					
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Formative Research for situational analysis														
SBCC design workshop for sharing of situation analysis and draft SBCC strategy and finalization of BCC strategy														
Resource Mobilization														
Formation of SBCC cell														
Recruitment of professional staff in SBCC cell and revised JD of existing staff														
Production of communication tools and training materials														
Capacity Building of stakeholder's staff and stake holders														
SBCC roll-out workshop and field implementation of BCC plan														
Monitoring and Evaluation														

III.

ANNEXURES

3.1. The Story Behaviour Change in Sheohar

3.2. Organizing Community Events

3.3. Templates and Formats

3.4. List of IEC/BCC Materials And Specifications For Its Usage

3.5. DBC Template

3.1 The Story Behaviour Change in Sheohar

Water For People has used social behaviour change communication strategies in several WASH projects and has seen tangible behaviour changes. Water For People launched 'Project Sheohar' in Sheohar district of Bihar in 2011 with the aim of providing safe drinking water and sanitation facilities to the people. Water for People worked on individual and collective behaviour change in the community through local arts and stories to drive behaviour change.

The systematic behaviour change strategy has increased the uptake of behaviour 'safe storage and handling practices of water' from 17.5% to 80%, 'toilet use' from 14% to 62% and 'handwashing with water and soap' from 5.3% to 90% in Sheohar district. These efforts of Project Sheohar have brought about a remarkable change in the lives of people in Sheohar.



3.1.1 Key processes involved in production of theatre/storytelling performances

- Identification and onboarding of local artists and training agencies.
- Key messages, storyline and script development.
- Co-creation workshop with local artists and key stakeholders.
- Preview show for program management unit and possible adjustments, if any.
- Roll-out of the performance in community along with monitoring format and exit interview formats.
- Strengthening legal compliances for linkages with govt. and partners.
- Refresher training for realignments and adjustments

3.1.2 Development of Capacity Building Plan

It is widely recognized that behaviour change plays a vital role in achieving long term impact and sustainability for any program. Therefore, allocating sufficient budget for awareness generation and behavior change communication (BCC) activities is essential to ensure these initiatives are implemented in a systematic and effective manner. While the upfront costs of behavior change may appear high, it is a cost-efficient approach in the long term, leading to sustainable outcomes and minimizing future expenses.

Budget Allocation Considerations:

- **SBCC Design Workshop:** At the project's onset, allocate budget for a Social and Behavior Change Communication (SBCC) design workshop to identify key behaviors, communication objectives, target audiences, messaging, and Monitoring, Evaluation, and Learning (MEL) strategies.
- **BCC Activities:** Ensure sufficient budget is available for a comprehensive media mix of BCC activities, including mass media, mid-media, print-digital materials, and interpersonal communication (IPC).
- **Capacity Building Training:** Allocate funds for capacity-building training for staff and stakeholders involved in the SBCC program, ensuring they are equipped to implement and manage the activities effectively.
- **Co-Creation Workshop:** Budget must be reserved for a co-creation workshop to engage artists, priority groups, and influencers in the development of tailored communication strategies.

3.2 Organizing Community Events

To effectively conduct Social and Behavior Change Communication (SBCC) activities in the field, it is crucial to follow a systematic approach for maximizing impact and achieving desired results. Below is a structured outline of the steps to organize community events, broken down into pre-event, during-event, and post-event activities:

Pre-Show:

- Site selection
- Meeting with village influential
- Role Models- village champions identification
- Community mobilisation
- Puplicity through Micking

Show:

- Song and music for warm up
- Introduction
- Performance
- Photography
- Observation

Post-Show:

- Role Model recognition
- Quiz competition & prize distribution
- Monitoring format
- Exit interview format
- Follow up

3.3 Templates and formats

3.3.1 मोनटरिंग फॉर्म

(कार्यक्रम/शो की गणवत्ता जाँच के लिए हर शो में एक (1) मोनटरिंग फॉर्म भरा जायेगा)

शो के स्थान का विवरण

Storytelling

शो का विषय	<input type="text"/>	ब्लॉक का नाम	<input type="text"/>	दिनांक	<input type="text"/>
गाव का नाम	<input type="text"/>	पंचयत का नाम	<input type="text"/>	वार्ड नंबर	<input type="text"/>

दर्शक का विवरण

दर्शक की संख्या	पुरुष	<input type="text"/>	घर का मखुखिया	<input type="text"/>
	महिला	<input type="text"/>	महिला (15-49 वर्ष)	<input type="text"/>
	बच्चे	<input type="text"/>	मदर (केयर गिवर)	<input type="text"/>

प्रतिनिधि की उपस्थिति	नाम या पद लिखे
पी.आर.आई. सदस्य	
आशा वर्कर	
आंगनवाडी वर्कर	
शिक्षक	
WFPI ज़िला ऑफिस	
पार्टनर ऑफिस	
फिल्ड फसिलिटेटर	
कम्युनिटी मोबीलाईज़र	
राज्य प्रतिनिधि	

शो का विवरण

शो शुरू होने का समय	<input type="text"/>	शो समय से शुरू हुआ ?	<input type="radio"/> हाँ	<input type="radio"/> नहीं
शो खत्म होने का समय	<input type="text"/>	अगर नहीं तो देरी का कारण	<input type="text"/>	
गाँव में शो के पहले मार्किंग/प्रचार-प्रसार हुआ ?			<input type="radio"/> हाँ	<input type="radio"/> नहीं
क्या शो शुरू होने से पहले शो का उद्देश्य बताया गया ?			<input type="radio"/> हाँ	<input type="radio"/> नहीं
शो के दौरान कलाकारों ने प्रॉप्स (Props) का सही इस्तेमाल किया ?			<input type="radio"/> हाँ	<input type="radio"/> नहीं
क्या कलाकारों की आवाज सभी दर्शकों तक पहुँच रही थी?			<input type="radio"/> हाँ	<input type="radio"/> नहीं
क्या शो के बाद आदर्श ग्रामीण को सम्मानित किया गया ?			<input type="radio"/> हाँ	<input type="radio"/> नहीं
आदर्श ग्रामीण का नाम	<input type="text"/>	पिता-पति	<input type="text"/>	
संपर्क नंबर	<input type="text"/>	पेशा	<input type="text"/>	
क्या शो लक्षित सन्देश पहुंचाने में सफल हुआ ?			<input type="radio"/> हाँ	<input type="radio"/> नहीं
क्या शो के बाद कुड़ज़ प्रतियोगिता किया गया ?			<input type="radio"/> हाँ	<input type="radio"/> नहीं
कुड़ज़ प्रतियोगिता में कितने लोगो को सम्मानित किया गया ?			<input type="text"/>	
शो को और बेहतर बनानेके लिए आपके क्या सझाव हैं?	ग्रामीण एक ग्रामीण से नाटक को बेहतर बनानेके लिए सझाव ले	<input type="text"/>		
	फील्ड स्टाफ़ फ़िल्ड स्टाफ़ जो उस जी.पी. के लिए जिम्मेदार है कार्यक्रम से संबंधित अपना फीडबैक लिखें	<input type="text"/>		

हस्ताक्षर

दिनांक

3.3.2 एगजिट इंटरव्यू

(प्रत्येक शो के बाद 3 एगजिट इंटरव्यू भरा जायेगा। एगजिट इंटरव्यू के लिए उत्तरदाता चयनित करते समय आयु और महिला-पुरुष की भागीदारी का ख्याल रखें। इसे भरने के लिए कलाकारों की मदद ले सकते हैं।)

शो का विषय	<input type="text"/>	ब्लॉक का नाम	<input type="text"/>	दिनांक	<input type="text"/>
गाव का नाम	<input type="text"/>	पंचयत का नाम	<input type="text"/>	वार्ड नंबर	<input type="text"/>
उत्तरदाता का नाम	<input type="text"/>	लिंग	<input type="radio"/> पुरुष	<input type="radio"/> महिला	

कार्यक्रम फीडबैक

1.	इस शो के बारे में आपको कहाँ से पता चला ?	<input type="checkbox"/> प्रचार-प्रसार के द्वारा <input type="checkbox"/> दोस्तों से <input type="checkbox"/> संस्था के कार्यकर्ता के द्वारा <input type="checkbox"/> अन्य
2.	ये लोककथा प्रस्तुति आपको कैसा लगा?	<input type="checkbox"/> बहुत अच्छा <input type="checkbox"/> अच्छा लगा <input type="checkbox"/> ठीक-ठाक <input type="checkbox"/> अच्छा नहीं लगा
3.	इस लोककथा यानि कहानी में मुख्य सन्देश क्या था? (कृपया उतरों को ना पढ़ें-इनमें से सही उतर को चुने)	<input type="checkbox"/> शौचालय का उपयोग करना चाहिए <input type="checkbox"/> शौचालय उपयोग न करने के निक्सन <input type="checkbox"/> शौचालय के उपयोग के फायदे <input type="checkbox"/> दो गड़ढ़े वाका शौचालय संबंधी जानकारी <input type="checkbox"/> अन्य
4.	शो (लोककथा) में आपको सबसे अच्छा क्या लगा?	<input type="checkbox"/> नटुआ दयाल की खानी <input type="checkbox"/> शौचालय का उपयोग से सम्बंधित सन्देश <input type="checkbox"/> गीत-संगीत <input type="checkbox"/> कलाकारों का प्रदर्शन <input type="checkbox"/> कलाकारों का पोशाक <input type="checkbox"/> अन्य
5.	आपको शो में सबसे कम क्या पसंद आया ?	कहानी समझ नहीं आया सन्देश साफ़ नहीं था गीत-संगीत में मज़ा नहीं आया एक्टिंग अच्छी नहीं थी पोशाक अच्छा नहीं था अन्य

6.	बहुरागोरिन 1400 बारातियों को बगुला क्यों बना देती है?	<input type="checkbox"/> खुले में गंदगी फैलाने के कारण <input type="checkbox"/> बारातियों द्वारा गलत व्यवहार के कारण <input type="checkbox"/> अपना वर्चस्व स्थापित करने के कारण <input type="checkbox"/> जादुई शक्ति को दिखाने के कारण <input type="checkbox"/> अन्य
7.	बहुरागोरिन नटुआ दयाल से कितना प्रश्न पछूती है?	<input type="checkbox"/> तीन <input type="checkbox"/> पांच <input type="checkbox"/> सात <input type="checkbox"/> केवल एक <input type="checkbox"/> अन्य
8.	डगरीन को प्रसूति के लिए जाते समय रास्ते में क्यों परेशानियों का सामना करना पड़ता है?	<input type="checkbox"/> लहंगा पटौर और गलत मांग के कारण <input type="checkbox"/> बाढ़ आने के कारण <input type="checkbox"/> गाँव में शौचालय नहीं होने के कारण <input type="checkbox"/> परै टूट जाने के कारण <input type="checkbox"/> अन्य
9.	शौचालय उपयोग से क्या-क्या फायदा है ?	<input type="checkbox"/> पेट की बीमारी नहीं होती है <input type="checkbox"/> जीवन को बेहतर और स्वस्थ बनाया जा सकता है <input type="checkbox"/> पसौ और समय की बचत होती है <input type="checkbox"/> गले में संक्रमण नहीं होता है <input type="checkbox"/> अन्य
10.	आपने लोककथा देखा, अब आप अपने जीवन को बेहतर बनाने के लिए आगे क्या कदम उठाएंगे ?	<input type="checkbox"/> खुले में शौच नहीं करेंगे <input type="checkbox"/> दो गड्ढावाला शौचालय बन्वायेने <input type="checkbox"/> अपने परिवार में चर्चा करेंगे <input type="checkbox"/> सपरिवार शौचालय का उपयोग करेंगे <input type="checkbox"/> कुछ नहीं करेंगे
11.	ये जो आपने कहा (ऊपर वाले प्रश्न के उत्तर से संबंधित) वो कब से शुरु करेंगे ?	<input type="checkbox"/> आज से <input type="checkbox"/> कल से <input type="checkbox"/> एक हफ्ते के अदरं <input type="checkbox"/> एक महीने के अदरं <input type="checkbox"/> तीन महीने के अदरं <input type="checkbox"/> अभी सोचा नहीं है
12.	शो को बेहतर बनाने के लिए कृपया आप अपना सझाव दें।	

हस्ताक्षर

दिनांक



3.4 List of IEC/BCC materials developed by Water For People

S.No.	Topic	Material Type	Language	Theme
1.	Piped Water Scheme-Jal Chaupal	Leaflet	Hindi	Water
2.	Rainwater Harvesting	Wall painting	Hindi	Water
3.	PWSS Tariff Collection	Wall painting	Hindi	Water
4.	Water Conservation	Wall painting	Hindi	Water
5.	Forestation	Wall painting	Hindi	Climate Change
6.	Ground Water Recharge	Wall painting	Hindi	Water
7.	Safeguarding of Water Bodies	Infographics	Hindi	Climate Change
8.	Source Sustainability	Infographics	Hindi	Water
9.	Guidelines of MMGPNY	Flipbook	Hindi	Water
10.	Fecal Oral Transmission	F-Chart	Hindi	Sanitation
11.	Introduction of MMPNY	Animation film	Hindi	Water
12.	Segregation of waste at source	Animation film	Hindi	Water
13.	Jal Chaupal	Animation film	Hindi	Water
14.	Water quality	Short film	Hindi	Water
15.	Toilet usage	Short film	Hindi	Sanitation
16.	Personal Hygiene	Short film	Hindi	Hygiene
17.	School WASH	Short film	Hindi	School WASH
18.	Flipbook on WASH	Flipbook	Hindi	WASH
19.	Safe water storage and handling practices	Poster	Hindi	Water
20.	Toilet usage	Poster	Hindi	Sanitation

S.No.	Topic	Material Type	Language	Theme
21.	Handwashing	Leaflet	Hindi	Hygiene
22.	School WASH	Poster	Hindi	School WASH
23.	Water Point maintenance	Poster	Hindi	Water
24.	WATSAN Committee-Water	Poster	Hindi	School WASH
25.	WATSAN Committee-Sanitation	Poster	Hindi	School WASH
26.	WATSAN Committee-Hygiene	Poster	Hindi	School WASH
27.	O&M of school toilet block	Wall painting	Hindi	Sanitation
28.	Personal hygiene at schools	Wall painting	Hindi	Hygiene
29.	O&M of school water point	Wall painting	Hindi	Water
30.	Safe water storage and handling practices	Wall painting	Hindi	Water
31.	Toilet usage	Wall painting	Hindi	Sanitation
32.	Handwashing	Wall painting	Hindi	Hygiene
33.	O&M of community water point	Wall painting	Hindi	Water
34.	O&M of community water point	Standee	Hindi	Water
35.	Toilet usage	Standee	Hindi	Sanitation
36.	Handwashing	Standee	Hindi	Hygiene
37.	O&M of water point	Standee	Hindi	Water

*IEC/BCC materials can be obtained from Water For People for repurposing and use in any development projects. Write to SBCC Specialist at sali@waterforpeople.org.

3.4.1 IEC Kit and Materials

नल के जल का सही उपयोग करें इस्तेमाल के बाद सुरक्षित निपटान करें

गंदला जल यानी खोटाटा: रसोई, स्नान, कपड़े धोने व घर की अन्य साफ-सफाई के उपयोग के बाद वाला पानी।

किचन गार्डन **सोखा गड़दा**

सोखा गड़दा और किचन गार्डन के द्वारा गंदले जल का प्रबंधन आसानी से किया जा सकता है।

लोक स्वास्थ्य अभियंत्रण विभाग, बिहार सरकार द्वारा जनहित में जारी • कॉन्सेप्ट एन्ड डिजाइन: वॉटर फॉर पीपल इंडिया

पेयजलापूर्ति संबंधित शिकायत निवारण अवधि

शिकायत	शिकायत निवारण अवधि
कमजोरी/रोकना में दिक्कत	12-24 घंटे
क्षमताएं (Minor)	3-5 दिन
क्षमताएं (Major)	24 घंटे
क्षमताएं	24 घंटे
डीप फ्लॉट में समस्या	24 घंटे
जल प्रेशर की समस्या	15 दिन, यदि प्रेशर 6 मंजूर में कम हो जाय तो 30 दिन
नया नए नए सोखक/नए नए ट्यूबिंग/विद्युत	3 दिन यदि pipeline प्रेशर के अंदर है 30 दिन यदि pipeline प्रेशर जल से अलग है
जल मुक्तता की जांच	03 दिन

समस्या के समाधान के लिए टोल फ्री नम्बर

पर शिकायत दर्ज कराएँ

उपरोक्त शिकायत निवारण के लिए: **शिकायत (पारिवारिक):** क्वीट अभियंता/सहायक अभियंता **शहरी/ग्रामीण/रिजर्वेशन:** क्वीट अभियंता

लोक स्वास्थ्य अभियंत्रण विभाग, बिहार सरकार द्वारा जनहित में जारी • कॉन्सेप्ट एन्ड डिजाइन: वॉटर फॉर पीपल इंडिया

यदि चाहते हैं बेहतर कल तो बचाएं वर्षा जल

यदि आप चाहते हैं कि आपके गांव में जल संकट न आए तो वर्षा जल संयोजन के तरीके अपनाएँ और पानी बर्बाद होने से बचाएँ।

वर्षा जल संग्रह करने के उपाय!

- घर वर्षा जल संग्रह तकनीक
- सड़क जल संग्रह तकनीक
- मृगियत टैंक तकनीक
- जल संग्रह जलाशय तकनीक

जल संयोजन आप को समय की सबसे बड़ी आवश्यकता है। इसे वर्षा जल संयोजन और उसके उपयोग के प्रति जागरूक होना है।

लोक स्वास्थ्य अभियंत्रण विभाग, बिहार सरकार द्वारा जनहित में जारी • कॉन्सेप्ट एन्ड डिजाइन: वॉटर फॉर पीपल इंडिया

बस 30 रुपये की बात है, स्वच्छ जल की सौगात है

समझें अपनी जिम्मेदारी, न होने दें पानी की बर्बादी।

"हर घर नल का जल" गाँव के सभी लोगों के लिये है, इसलिए हम सभी की भागीदारी जरूरी है।

सभी हिस्साकर प्रति माह 30 रुपये उपभोक्ता शुल्क नियमित रूप से जमा करें, ताकि स्वच्छ पेयजलापूर्ति होती रहे।

शिकायत एवं जांचकारी हेतु अपने पंप ऑपरेटर/अव्ययक से संपर्क करें अथवा टोल फ्री 1800-1231-121 पर फोन करें।

लोक स्वास्थ्य अभियंत्रण विभाग, बिहार सरकार द्वारा जनहित में जारी • कॉन्सेप्ट एन्ड डिजाइन: वॉटर फॉर पीपल इंडिया

मेरा कूड़ा, मेरी जिम्मेदारी

गीला, सूखा व हानिकारक कचरा घर पर ही अलग-अलग कूड़ेदान में डालें और सफाई कर्मियों की मदद करें।

- फली और सब्जियों के छिलके
- बन गए कचरा
- पीस
- अंडों के छिलके
- फसलों के अवशेष
- खट्टे व सौंठ के छिलके
- सूखी कोंकरी
- सड़ी
- कोय का सफाया
- सूखी लुगो
- अनाद
- बीजकालक के छिलके
- कमर/टाइल
- सुरक्षात्मक की चीजें और किराने

कचरे को परेले स्तर पर जमाक करने के लिये

ग्रामीण संरक्षकों का संरक्षण

अव्ययक में कमी

रिजर्वेशन

बिहार सरकार द्वारा जनहित में जारी • तकनीकी सहयोग: वॉटर फॉर पीपल इंडिया

अपने पेयजल की शुद्धता की नियमित जांच कराएं!

अब आप अपने पेयजल में आप फील्ड टेस्टिंग किट (FTK) द्वारा पेयजल की शुद्धता की जांच करा सकते हैं।

शिकायत एवं जांचकारी हेतु अपने पंप ऑपरेटर/अव्ययक से संपर्क करें अथवा टोल फ्री 1800-1231-121 पर फोन करें।

लोक स्वास्थ्य अभियंत्रण विभाग, बिहार सरकार द्वारा जनहित में जारी • कॉन्सेप्ट एन्ड डिजाइन: वॉटर फॉर पीपल इंडिया

व्यवहार परिवर्तन क्यों जरूरी है?

आज का समय एक तेजी से बदलते हुए समय है। हमारे जीवन में जो परिवर्तन हो रहे हैं, वे हमारे जीवन को बेहतर बनाने के लिए हैं। हमें इन परिवर्तनों को समझना और उनसे निपटारना जरूरी है।

व्यवहार परिवर्तन की कहानी?

आज के समय में हमारे जीवन में जो परिवर्तन हो रहे हैं, वे हमारे जीवन को बेहतर बनाने के लिए हैं। हमें इन परिवर्तनों को समझना और उनसे निपटारना जरूरी है।

IEC KIT व्यवहार परिवर्तन समग्रियाँ

Water For People India
Field Office: House of A's Kumar, Chh. Opp. Central Bank of India, Ghazipur, Patna-800 001, India.
Country Office: UICB, Ground Floor, H.S.C. Business Park Building, "Ok" a residential Estate, New Delhi-110070, India.

आई.ई.सी. किट का उद्देश्य

वॉटर फॉर पीपल और बिहार सरकार के सहयोग में 'वॉटर फॉर पीपल' योजना के अंतर्गत जन और व्यवहार परिवर्तन कार्यक्रम की अंतिम अवधि में आयोजित की गई थी।

आई.ई.सी. सामग्रियों की सूची

क्र.सं.	सामग्री	विवरण	अवधि/उपयोग
1	विवर्तन किट	आज तक विचार का किट	2 दिन
2	विवर्तन किट	आज तक विचार का किट	11 दिन
3	विवर्तन किट	आज तक विचार का किट	11 दिन
4	आज तक विचार का किट	आज तक विचार का किट	11 दिन
5	आज तक विचार का किट	आज तक विचार का किट	11 दिन
6	आज तक विचार का किट	आज तक विचार का किट	11 दिन
7	आज तक विचार का किट	आज तक विचार का किट	11 दिन
8	आज तक विचार का किट	आज तक विचार का किट	11 दिन
9	आज तक विचार का किट	आज तक विचार का किट	11 दिन
10	आज तक विचार का किट	आज तक विचार का किट	11 दिन
11	आज तक विचार का किट	आज तक विचार का किट	11 दिन
12	आज तक विचार का किट	आज तक विचार का किट	11 दिन
13	आज तक विचार का किट	आज तक विचार का किट	11 दिन
14	आज तक विचार का किट	आज तक विचार का किट	11 दिन
15	आज तक विचार का किट	आज तक विचार का किट	11 दिन
16	आज तक विचार का किट	आज तक विचार का किट	11 दिन
17	आज तक विचार का किट	आज तक विचार का किट	11 दिन
18	आज तक विचार का किट	आज तक विचार का किट	11 दिन
19	आज तक विचार का किट	आज तक विचार का किट	11 दिन
20	आज तक विचार का किट	आज तक विचार का किट	11 दिन

लोक स्वास्थ्य अभियंत्रण विभाग, बिहार सरकार द्वारा जनहित में जारी • कॉन्सेप्ट एन्ड डिजाइन: वॉटर फॉर पीपल इंडिया

3.5 DBC Template

Designing For Behavior Change (DBC) Framework

Key Decisions		Description
Behaviour		Micro Behaviour
Safe Water Storage and handling practices		<ul style="list-style-type: none"> • After fetching drinking water from community source bring it safely to the household i.e. vessel covered with fine clean cloth or use containers with lid • Cleaning drinking water container with soap/ cleaning agent regularly • Take out drinking water in a manner so as not to put hands/fingers into drinking water, i.e. using containers with a tap, long-handled ladle etc. • Treatment or purification of drinking water using low-cost water treatment methods such as chlorine treatment (through tablets/ dispensers), boiling, sieving etc.
Target Audiences	Secondary	
	Secondary	
	Influencers	
Determinants	Barriers	
	Drivers	
Key Activities		

Glossary of Terms

Attitude	It's an evaluative disposition towards a behavior, a person or an object
BCC	Behaviour Change communication
Collective action	Action which is mutually agreed upon by the community
Collective efficacy	Collective efficacy is defined as "a group's shared belief in its conjoint capabilities to organize and execute the courses of action required to produce given levels of attainments" (Bandura, 1997, p. 477)
Custom	A pattern of behaviour such that individuals prefer to conform to it unconditionally because it meets their needs.
Descriptive norms	It is a pattern of behaviour such that individual prefer to conform to it on the condition that they believe that most people in their reference network conform to it.
Digital media/Social media	All such platforms which are being used to share information to a social network or group like WhatsApp, Facebook, Twitter, Instagram etc.
Empirical Expectations	What I expect people to do and I know they expect me to do.
Folk arts	All such platforms which are being used to share information to a social network or group like WhatsApp, Facebook, Twitter, Instagram etc.
IEC	Information Education and Communication
Independent Behaviour	A behaviour which is not motivated by what other people do
Interdependent Behavior	What actors expect others to do and what others expect actors to do
IPC	Inter Personal Communication
Mass media	It is a technology by means of which a large audience are reached
Mid media	Mid Media communication is an active or engagement oriented that reaches out to groups of people through locally conducted interactive media formats like folk drama and folk performance, street theatre, puppet shows, video vans, and also fairs and exhibitions.
NFHS	National Family and Health Survey

Personal Normative beliefs	What a person believes he/she should do or other should do.
Primary Audience	The primary audience is the core group of people that you try to reach for desired behaviour
Reference network	Network of people whose action influence your behaviour
SBCC	Social Behaviour Change Communication
Secondary Audience	Responsible for facilitating the desired action towards successful behaviour change.
Self-efficacy	People's beliefs in their ability to influence events that effect their lives.
SEM	Socio Ecological Model
Social Network	Social networks are formed of all people one person interacts with.
Social norms	Social norm is a rule of behaviour such that individual prefer to conform to on condition that most people in their reference network conform to it, that they believe that most people in their reference network believe they ought to conform to it.
Tertiary audience	Responsible for providing an enabling environment for sustained behaviour change.

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