Interpersonal Communication & BCC

State Institute of Health & Family Welfare, Jaipur
Listen to Learn

Learn to Listen
IEC

IEC – A one-way process

- Focused on “messages”
- Implicit assumption that awareness creation will automatically lead to behavior change
- Emphasis on creating messages, entertainment and media
BCC

BCC (Behaviour Change Communication)

- Outcome oriented
- Research-based
- Consultative process of addressing knowledge, attitudes, and practices through
  - Identifying
  - Analyzing
  - Segmenting audiences and participants
  - Relevant information and motivation
- Using an appropriate mix of interpersonal, group and mass media channels
- Participatory methods
Behavior change

- K - Knowledge
- A - Approval
- I - Intention
- P - Practice
- A - Advocacy
## IPC v/s Mass Communication

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>IPC</th>
<th>Mass communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature</td>
<td>Personal</td>
<td>Impersonal</td>
</tr>
<tr>
<td>Reach</td>
<td>Fast</td>
<td>Very fast</td>
</tr>
<tr>
<td>Audience</td>
<td>Specific</td>
<td>General</td>
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<tr>
<td>Message</td>
<td>Focused</td>
<td>Generalized</td>
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<tr>
<td>Purpose</td>
<td>Helping decision taking</td>
<td>Create awareness</td>
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<tr>
<td>Cost</td>
<td>Expensive</td>
<td>Cheap</td>
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<td>Feedback</td>
<td>Instant</td>
<td>Delayed</td>
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<tr>
<td>Message retention</td>
<td>Long time</td>
<td>Short time</td>
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<tr>
<td>Support of other media</td>
<td>Makes it effective</td>
<td>Supplements</td>
</tr>
</tbody>
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SIHFW: an ISO 9001: 2008 certified Institution
Classification of Communication Methods

- Inter-personal communication
  - Friends / Neighbors/ Influential
  - Mahila mandals/Voluntary organizations
  - Health functionaries
- Use of traditional media
  - Puppetry
  - Street plays/Dramas
  - Dances
  - Drum Beating
  - Tamashas/Story Telling
Group communication

- Meetings/Group Discussion/Lectures
- Seminars/Workshop/Panel Discussion
- Melas/Festivals/Exhibitions
- Campaigns

Mass communication

- Radio
- Television
- Printed Materials
Process of Communication

Source
- Knowledgeable
- Respectable
- Credible
- Trustworthy
- Fulfilling the promises
Process of Communication

Target audience

- Homogenous Group
- Segmentation of Audience
- Intended and Un-intended Audience
- Sociological/Psychological/Cultural Value system
- Knowledge
- Exposure to Media
- Willingness to change
- Social Participation
Attributes of message: 7C’s

- Command Attention
- Cater to the Heart and Head
- Clarify the Message
- Communicate a Benefit
- Create Trust
- Convey a Consistent Message
- Call for Action
IPC Skills

Listening

- Keep your mind open
- Be flexible
- Find area of interest
- Listen to ideas
- Judge content, not delivery
- Resist distractions
- Hold your fire
- Work at listening
- Capitalize on thought speed
Speaking

- Face the audience
- Maintain eye contact
- Use appropriate aids, if you can
- Use appropriate language
- Focus on the needs of the audience
- Be brief, to the point, without ambiguity
Interviewing/questioning

- Understand the audience profile
- Put questions in such a way the audience understand and reply favorably
- Start questions from simpler to complex
- The way you ask questions is important
- Do not put questions in such a way which may embarrass you
Initiating IPC

- Introduce yourself
- Explain the purpose of visit
- Establish mutual understanding
- Allow the audience to speak more and facilitate
- Win the confidence of the audience
- Understand his/her problems
- Analyze whether your interest and his/her problems are the same or different
- Do not make false promises/pose yourself
Sustaining IPC

- Create conducive atmosphere
- Be knowledgeable about the subject
- Ensure confidentiality of issues shared
- Clarify the queries raised
- Give complete information
- Check whether the receiver has understood as explained
Terminating IPC

- Leave good impression of yourself
- Have issues for next meeting
- Identify contact people/influencers
- Develop sense of belongingness
- Give an opportunity for the audiences to come with their real problems
Barriers to Behaviour Change

Socio-Cultural Barriers

- Gender discrimination; son preference
- Norm of early child bearing/early marriage
- Colostrums feeding & other new born care practices
- Dietary pattern of eating two meals a day, women eat last
Health Services

- Lack of regular outreach services at the village level
- Health provider attitude and low motivation levels
- Lack of trust in public sector services
Socio-Economic and Infrastructure

- Transport constraints
- Households with food insecurity

BCC

- Too much focus on awareness creation
- Limited reach of mass media in rural areas
- Weak systems for BCC supervision
- Community based BCC (IPC, group meetings, community events) is limited
- Uncoordinated mass media campaigns
Priority Areas for a BCC Strategy

- Antenatal Care
- Institutional Deliveries
- Post Natal & New Born Care
- Married Adolescents
- Gender discrimination (female feticide, infant girl, under 5 girl, son preference)
- Unmet need for family planning
- Nutrition through the life cycle (infant, under three, adolescent, woman)
- Routine immunization
- Hygiene and safe water practices
- Marginalized groups and households including urban poor
- Need for supportive supervision of ASHAs
- Capacity building of BCC skills for service providers across NRHM
- Workload definition and structuring of workload for the ASHAs
Messages to be Addressed

- Age at marriage > 18 yrs
- Delay first pregnancy till 21 years
- Eat three times a day (women and adolescent girls)
- Eat 3-4 times a day (pregnant women)
- Early registration <12 weeks
- 3 ANC check ups
- Institutional Delivery
- Stay in the hospital for 24 hrs after delivery
- Immediate health seeking behaviour
- Immediate and exclusive breast feeding within one hour of birth
➢ Continue exclusive breast feeding up to six months
➢ Keep the newborn warm with skin to skin care
➢ Complete Immunization/ Booster / Vitamin A
➢ Complementary feeding from six months 4-5 times a day in addition to breast feeding
➢ Wash hands with soap after defecation and prior to feeding child
- Increase birth interval to three years
- Adopt any limiting method after two children even if both are girls
- Early detection of TB
- Empty and dry water containers once a week
BCC Activities in Rajasthan

- MCHN Day
- Home visits by ASHA.
- Group meetings by ASHA and ANM
- Swasthya Camps at the block level with video vans (Pilot basis)
- Child to community BCC for hygiene behavior, routine immunization and prevention of mosquito breeding sites
- Folk performances and Nukkad Nataks
Thank You

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