



# STRATEGIC BEHAVIORAL COMMUNICATION

LESSONS LEARNED  STORIES TOLD

[Full-length Video](#)

[Video Opening](#)

[Understand Your Audience](#)

[Ask Them to Participate](#)

[Surround Them With Support](#)

[Involve PLHA](#)

[Choose Change Agents](#)

[Pick Powerful Partners](#)

[Mobilize Leadership](#)

[Link Supply & Demand](#)

[Communication Saves Lives](#)

[Create Surround Sound](#)

[Address the Root Causes](#)

[Listen to the Pulse of Your Program](#)

[Change is Contagious](#)

[Enjoy Your Success](#)

Click on the links above  
to watch each video segment.

[Click to Exit.](#)





For more information on  
FHI Strategic Behavioral Communication  
programs, visit  
[www.fhi.org](http://www.fhi.org)

## STRATEGIC BEHAVIORAL COMMUNICATION



## LESSONS LEARNED— STORIES TOLD

### DVD DISCUSSION GUIDE



4401 Wilson Blvd., Suite 700  
Arlington, VA 22203 USA  
Tel: 1.703.516.9779  
Fax: 1.703. 516.9781

### I. THE IMPACT PROJECT

From 1997 to 2007, IMPACT, one of the world's largest and most ambitious HIV/AIDS programs, provided comprehensive prevention, care, and treatment services to 75 countries. Across the globe, IMPACT extended lives, prevented disease, allowed infants to enter the world free of illness, cared for orphans, helped adolescents make life-saving choices, and enabled others to die with dignity. By strengthening the capacity of local governments and institutions, IMPACT, led by FHI with funding from USAID, ensured that developing countries will benefit from the work for years to come.

## II. HOW TO USE THIS GUIDE

This discussion guide is meant to help you use the “Lessons Learned—Stories Told” DVD as a catalyst for discussion around designing behavior change interventions. Whether the discussion is part of a training session or a means of sharing FHI’s Strategic Behavioral Communication (SBC) strategy with current and potential donors, partners, or new employees, this guide will enable facilitators to discuss best practices in an informal, interactive, and entertaining way.

### *Tips to a successful discussion:*

- Start with a baseline: Ask participants about their level of involvement in BCC programs, program planning, and implementation.
- Provide an overview of the DVD prior to showing it.
- First show the DVD in its entirety and, if time permits, return to individual segments for discussion.
- After viewing the video, lead an open discussion that links lessons learned featured in the DVD with participant’s own experience.
- Take notes on a flipchart or on cards to summarize and reinforce examples/ key points brought up by participants.

## III. PREPARING FOR YOUR SESSION

### *Facilitator Checklist:*

- ✓ Read through the discussion guide and watch the full video.
- ✓ Return to each segment and familiarize yourself with the segment and suggested talking points that follow.

- ✓ Test your DVD equipment, including audio levels, before starting.
- ✓ Create handouts or activities to supplement your session.

## IV. DISCUSSION QUESTIONS

Following are suggested questions and talking points linked to segments in the DVD. These questions are meant to guide you through a substantive and interactive discussion with viewers. To ensure that discussion is relevant to your group, feel free to add or revise questions accordingly.

### **AFTER SHOWING THE FULL DVD, ASK:**

- Which, if any of the segments, reminded you most of your own experience?
- When referring to behavior change programs, especially in HIV/AIDS prevention, care and treatment, are there any more important lessons learned that you would add?
- What images or sound bites from the DVD do you remember most? (Why?)
- If you were designing an SBC strategy for other public health issues such as malaria, TB, family planning, or chronic disease, which of the lessons learned would be most relevant? Why?

### **AFTER SHOWING EACH SEGMENT, ASK:**

#### **SEGMENT ONE: *Understand Your Audience***

1. Why is it important to understand your audience?
2. What is most important to learn before designing a behavior change intervention?

3. What is the purpose of audience segmentation?
4. What, if anything, do MARPS (Most At-risk Populations) have in common? Would you target them the same way or differently?
5. What kind of insights have you gained about the audiences that you've targeted? Is there anything that you've learned that you'd like to share with the group?

#### **SEGMENT TWO: *Ask Them to Participate***

1. What are the benefits of involving the audience in the design of your programs?
2. What is meant by 'audience participation'?
3. What are some ways to get your audience to participate?
4. What have you found to be most useful?
5. How do you ensure that your SBC (BCC) strategy reflects your audience's needs and the local reality?

#### **SEGMENT THREE: *Surround Them with Support***

1. What is meant by an 'enabling environment'? What does it take to create an enabling environment.
2. Why is an enabling environment important?
3. How do social norms affect individual behavior?
4. What have you done in your programs to successfully shift social norms?
5. What are your biggest challenges?

#### **SEGMENT FOUR: *Involve PLHA***

1. Have you worked with PLHA groups in your program design?
2. What, if anything, did you learn by working with this group?
3. What were the benefits and what were the challenges of involving PLHA?
4. What role does stigma play in designing programs to prevent and treat HIV/AIDS?
5. What have you done to successfully reduce stigma in your community?

#### **SEGMENT FIVE: *Choose Change Agents***

1. How would you define a change agent? What are some qualities change agents have in common?
2. How would you go about identifying change agents?
3. What role have they played in your programs?
4. How important is it to engage peers as messengers or educators in behavior change programs?
5. What are some of the challenges of working with peer educators and how have you successfully faced them?

#### **SEGMENT SIX: *Pick Powerful Partners/ Mobilize Leadership***

1. Why is it important to include partners in behavior change programs?
2. What kind of partner relationships have you brokered that benefited your program? How did you engage the partners?
3. Have you worked with the government? If so, what was the biggest challenge?
4. What have you learned in your work with partners, especially political partners?

### **SEGMENT SEVEN: *Link Supply and Demand***

1. Why is it important to link supply and demand?
2. What are some ways to do it? (Which, if any side, should come first?)
3. Why involve service providers in demand generation and BCC?
4. What role, if any, does branding play in service delivery?

### **SEGMENT EIGHT: *Communication saves lives***

1. How have you used SBC strategies in care and treatment programs?
2. Has it been different than applying SBC principles to prevention?
3. What is 'health literacy' and how does it affect interventions aimed at impacting treatment behavior?

### **SEGMENT NINE: *Create surround sound***

1. In your programs, which channels do you use to communicate your messages?
2. What are the most efficient ones? Why? Are certain target audiences more receptive to certain channels? Give examples.
3. What are some new ways of reaching youth and mobile populations?

### **SEGMENT TEN: *Address Root Causes***

1. Why is it important to understand and the address root causes of public health problems?
2. Can you identify the root causes that drive the health problem addressed in your program?
3. What strategies have you implemented to address these root causes?

### **SEGMENT ELEVEN: *Listen to the Pulse of your Program***

1. When is it best to design an M & E plan?
2. How, if at all, do you involve community partners in M & E?
3. Have you ever made changes in implementation mid-stream? If so, why and what kind of changes?
4. How can M & E improve program results?
5. How can we gather evidence that behavior change programs have an impact when funding only allows for process evaluation?

### **SEGMENT TWELVE: *Change is contagious***

1. How, if at all, have you benefited or changed from working on behavior change programs?
2. Can you give concrete examples of change that you witnessed?
3. Can you remember moments in your work when you really felt like you were making a difference?
4. What, if any, behavior change theories have been helpful in your program planning?

### **LAST SEGMENT: *Enjoy your Success***

1. What have been the greatest successes in your behavior change programs?
2. What still needs to be done?
3. How can you build on your past success and lessons learned to help shape future programs?