

Internet Resources Digest  
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## **Resources on Behavior Change Communication**

*Behavior Change Communication (BCC) is a process of any intervention with individuals, communities and/or societies to develop communication strategies to promote positive behaviors which are appropriate to their settings. This in turn provides a supportive environment which will enable people to initiate and sustain positive and desirable behavior outcomes. The term Behavior Change Communication (BCC) specifically refers to community health seeking behavior, and was first employed in HIV and TB prevention projects. More recently, its ambit has grown to encompass any communication activity whose goal is to help individuals and communities select and practice behavior that will positively impact their health, such as immunization, cervical cancer check up, employing single-use syringes, etc.*

*(From wikipedia - [http://en.wikipedia.org/wiki/Behavior\\_Change\\_Communication](http://en.wikipedia.org/wiki/Behavior_Change_Communication))*

## **Behavior Change Communication Tools & Publications – from the Academy for Educational Development**

AED pioneered the field of health communication 25 years ago with national campaigns in Honduras and the Gambia to introduce the use of oral rehydration therapy to save the lives of children with diarrhea. The AED Center for Global Health Communication and Marketing (CGHCM) is dedicated to bringing about positive changes in the actions of individuals, communities, and institutions that will improve the health and well-being of vulnerable populations around the world.

**URL:** [http://www.globalhealthcommunication.org/tools/strategy/behavior\\_change\\_communication](http://www.globalhealthcommunication.org/tools/strategy/behavior_change_communication)

## **Tools for Behavior Change Communication**

The tools in this issue of *INFO Reports* are meant to help with planning and developing a BCC component in family planning programs. The same tools can be used for any health or development-related BCC program. This report is part of a set of publications on behavior change communication. Other publications in the set are *Population Reports*, “Communication for Better Health,” and *INFO Reports*, “Entertainment-Education for Better Health.”

*URL: <http://info.k4health.org/inforeports/BCCtools/>*

### **Introduction to behavior change communication - HIV/AIDS Prevention and Control for Humanitarian workers**

Course notes

*URL: <http://www.rhrc.org/resources/sti/hivaidmanual/resources/Day-2-Handouts/D2-Introduction-to-BCC.doc>*

### **Behavior change communication for HIV/AIDS: Strategic Framework (2002)**

In the context of the AIDS epidemic, BCC is an essential part of a comprehensive program that includes both services (medical, social, psychological and spiritual) and commodities (e.g., condoms, needles and syringes). Before individuals and communities can reduce their level of risk or change their behaviors, they must first understand basic facts about HIV and AIDS, adopt key attitudes, learn a set of skills and be given access to appropriate products and services. They must also perceive their environment as supporting behavior change and the maintenance of safe behaviors, as well as supportive of seeking appropriate treatment for prevention, care and support. 26 pp.

*URL: <http://www.hivpolicy.org/Library/HPP000533.pdf>*

### **Behavioral Change Communication (BCC) and the Response of Young Adults: The Case of Ethiopia**

Save Lives Ethiopia (SaLE) Relief & Development Organization. 2006. 48 pages

*URL: <http://sanford.duke.edu/centers/civil/papers/alebachew.pdf>*

### **Behavior Change Communication – South African Vaccination and Immunization Centre**

This is a communication module from the Kenyan Health Ministry's Reference Manual for Health Workers - Injection Safety Saves Lives. This module reviews techniques involved in effective communication.

*URL:*

*<http://www.savic.ac.za/backend/docs/Behavioral%20Change%20Communication%20RefModule%2013.pdf>*

### **A Guide to Participatory Monitoring of Behavior Change Communication for HIV/AIDS**

This guide on participatory monitoring (PM) aims to address a need in projects focused on behaviour change communication (BCC) for HIV/AIDS. It is designed to allow frontline workers and community partners to continually assess their efforts and to encourage programme staff and community members involved in BCC programmes to learn from the programme implementation process. This work was developed by PATH in partnership with Family Health International (FHI), with support from the United States Agency for International Development (USAID). 2005. 110 pp.

The guide addresses the following questions:

- Section I: What is participatory monitoring? This section explains what PM is and how it helps to improve the quality of programs. It describes the difference between traditional M&E and PM. It includes PM examples from the field.
- Section II: Why do participatory monitoring? This section discusses the benefits of PM and provides examples from the field.
- Section III: What are the steps involved in participatory monitoring? This section takes the reader through the steps needed to conduct PM, including how to:
  1. Prepare the groundwork.
  2. Decide who else should participate.
  3. Decide what information is needed.
  4. Determine indicators and benchmarks.
  5. Gather, share, and analyze information.
  6. Provide feedback and decide actions to improve program performance.

**URL:** <http://www.comminit.com/en/node/328562/347>

### **BCC for HIV and AIDS among young people**

Innovative BCC and approaches that ensure young people have the knowledge, skills, self-esteem and support (through youth-friendly comprehensive reproductive health services) to make appropriate and responsible sexuality decisions, can empower them to avoid HIV infection. Involving young people themselves, parents, teachers, the religious community and policymakers is essential in reversing the current trend and changing the epidemics course. 2008. Royal Tropical Institute (The Netherlands)

**URL:** [http://www.kit.nl/net/KIT\\_Publicaties\\_output/ShowFile2.aspx?e=1486](http://www.kit.nl/net/KIT_Publicaties_output/ShowFile2.aspx?e=1486)

### **C-Change – Communication for Change**

C-Change employs the following strategic approaches :

- Identify and influence the social determinants of behaviors.
- Improve the quality of SBCC interventions and streamline approaches and tools.
- Build the capacity of local institutions, including NGOs, CBOs, and FBOs.
- Conduct research and improve monitoring and evaluation to inform program development and implementation.
- Engage the media as a partner.
- Achieve scale and sustainability.

The web-site provides access to the following resources:

- C-Hub - [Communication materials for development](#)
- C-Modules - [A Learning Package for SBCC](#) - C-Change created this learning package for facilitated, face-to-face workshops on social and behavior change communication (SBCC). The package includes a series of six modules for communication practitioners working in development. A facilitator's guide accompanies each module.

- C-Capacity - [Capacity Strengthening Online Resource Center](http://c-changeprogram.org/) - C-Capacity is dedicated to providing the resources and opportunities needed to strengthen capacity in the important area of social and behaviour change communication (SBCC). C-Capacity offers: Resources, practical tools, and dialogue opportunities to strengthen capacity in the field of health and development communication focusing on SBCC, Supplemental training resources, exchange, and mentoring opportunities that support the C-Change learning package, Select listings of opportunities for SBCC support and dialogue, A bi-monthly newsletter that keeps you updated on new resources and training opportunities.

**URL: <http://c-changeprogram.org/>**

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#### Internet Resources Digest Forthcoming Topics [Provisional]

- EBM Journal Clubs
- PDAs for Clinical Use
- Social Media for Health Care

If you have a suggestion for a Digest topic, or would like to contribute information about Internet resources, then please contact [ibra\[at\]zadar.net](mailto:ibra[at]zadar.net)

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<http://www.eurasiahealth.org/eng/misc/publication3/>