Behavior Change & the Principles of Pride

Rocky Sanchez Tirona, Rare

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

Over the next hour…

Overview of the role of behavior adoption in development programs, and the basic principles of successful behavior adoption campaigns

1. Understand how behavior change can help projects achieve outputs and contribute to development outcomes, and the factors that can influence behavior adoption
2. Recognize the basic principles behind successful behavior adoption campaigns

Activity:

1. Presentation
2. Q & A

rare

Photo by Greenpeace in MWBuzz, http://mambulaoansworldwidebuzz.blogspot.com/

rare

Photo from The Guardian, 2010/

http://www.everythingcebu.com/lifestyle/public-services/media/govt-agencies-sign-off-health-programs-for-poor/

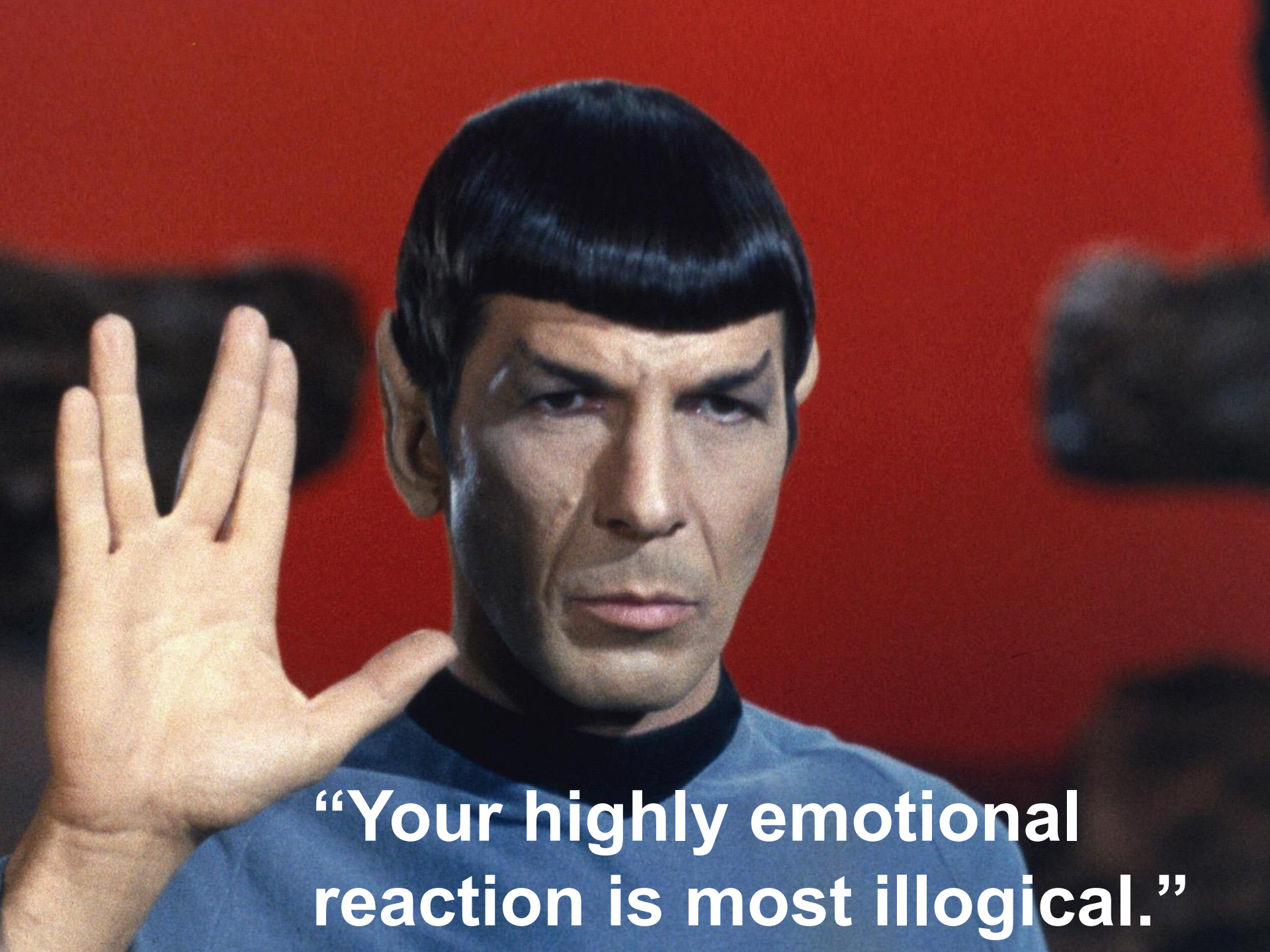
rare

The problems AND the solutions: It's all about human behavior

What does it take to change behaviors?

vs.

rare


“Your highly emotional reaction is most illogical.”

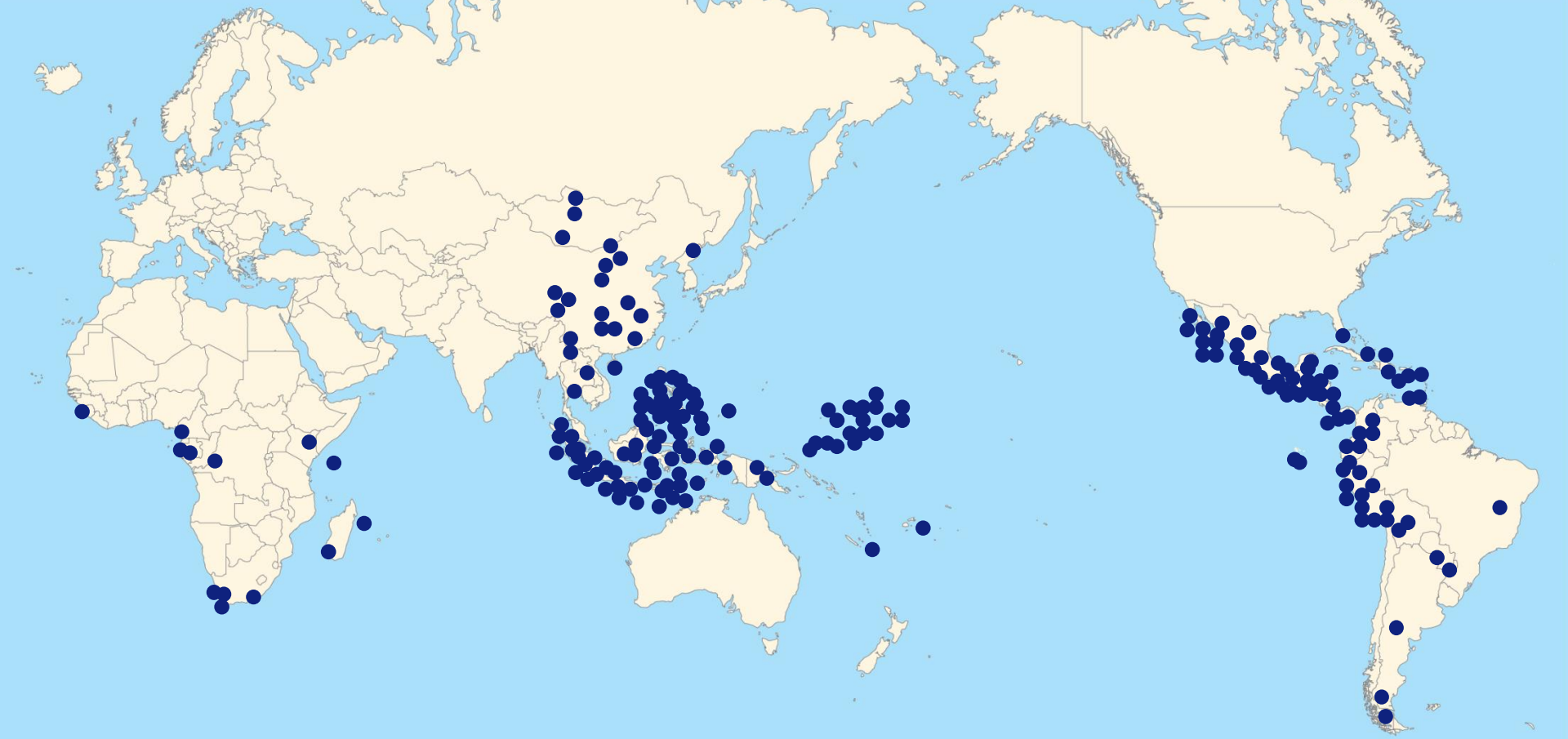
Behavioral Approaches

apply a **holistic understanding of human motivation** and decision-making
and an **in-depth engagement with a specific target audience** to deploy strategies that **promote positive behaviors** or social norms which are supportive of a social goal.

rare

A **Pride campaign** inspires a community to change **social norms** around how its natural resources are used in everyday life.

Integrate early into a project's design



328 Pride campaigns launched to date

57 Countries • 250+ Local Partners

rare

A theory for behavior change

Improve Knowledge

Shift Attitudes

Spark Conversation

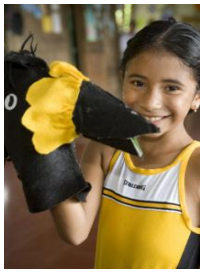
Remove Barriers

Change Behaviors

Reduce Threats

Advance Conservation

rare



What knowledge is needed to increase awareness and shift attitudes?

What attitudes need to shift for conver-sations to take place?

What conver-sations are needed to encourage adoption of new behaviors?

What are the other barriers to adoption other than K, A, IC? Social? Political? Economic?

Other elements of project are critical

Which behavior by which group needs to change in order to reduce the threat?

What are the main threats? Which ones can you reduce?

What are you trying to conserve?

Also applicable to other types of outcomes (eg maternal survival, democratic processes, etc.)

rare

Behavior Change: the tools and the terms

- Advocacy
- Lobbying
- IEC (Information, Education and Communications)
- Behavior Change Communications
- Social Marketing

    - Mass media
    - Face-to-face /Interpersonal communications
    - Social media

THE PRINCIPLES OF PRIDE

Elements of an Effective Behavior Adoption campaign

Principle 1

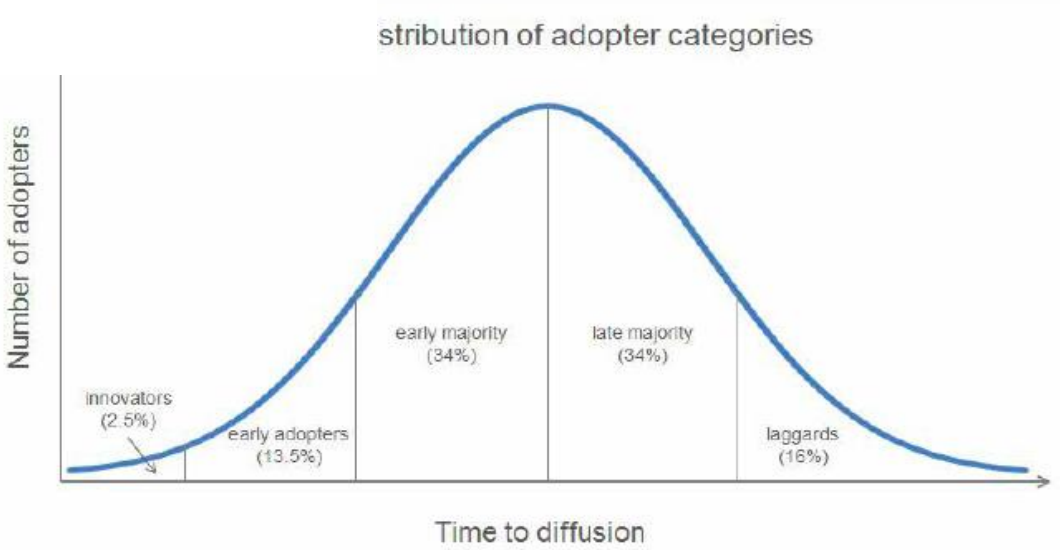
Conservation is about behavior

Human behavior change can mitigate or reduce threats to the environment, in turn delivering sustainable conservation and socioeconomic results.

Principle 2

Cross the chasm

Different individuals in a seemingly homogenous group adopt new ideas and behaviors at different rates. To be effective and sustainable, a new behavior must cross the chasm from innovators and early adopters to the broader majority.



The probability distribution function (bell curve) shows the approximate distribution of the adopter subgroups within the population. (adapted from Rogers 2003)

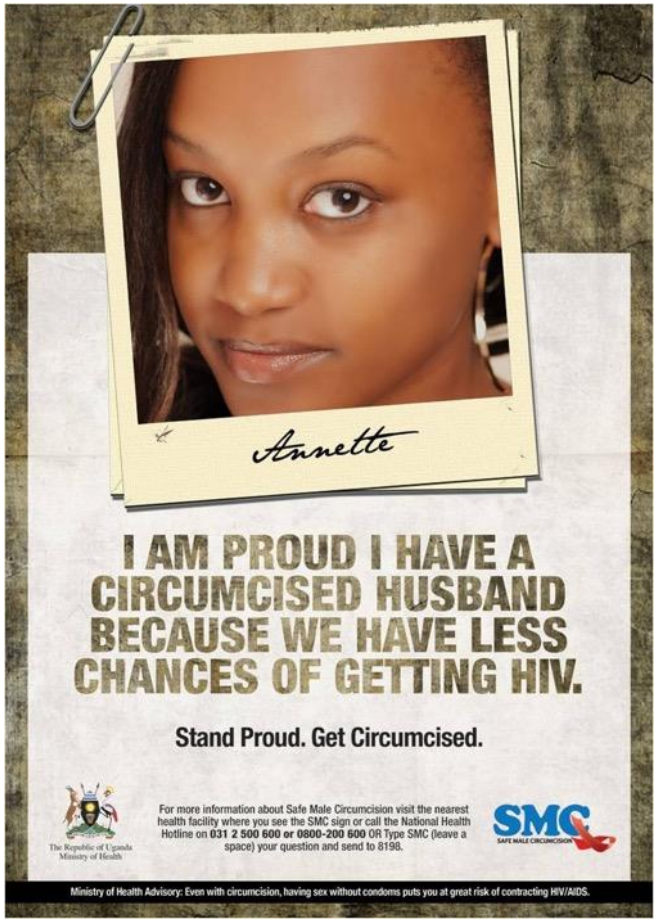
rare

Principle 3

Know your audience

Different groups within a population have distinctive characteristics that influence the extent to which they pay attention to, understand and act on different messages.

rare



Source: Swaziland HIV campaign

Principle 4

Simplify the choices

The ability to accomplish a targeted change in behavior is an inverse function of the available behavioral options – to be effective, a campaign should promote only one specific solution.

rare

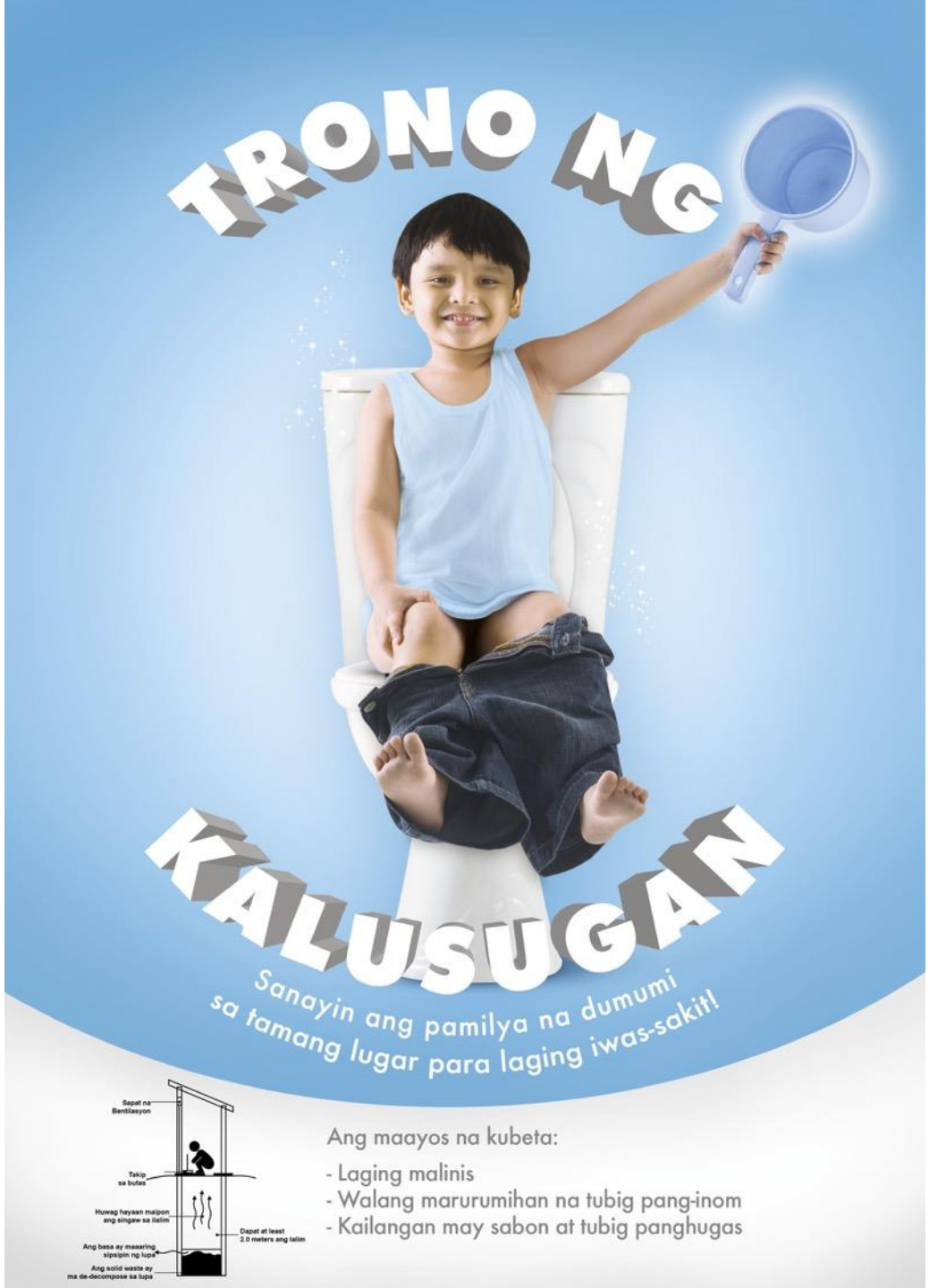
Be a responsible hunter.

Follow the 5 rules of hunting: Use traditional weapons, hunt the right species, in the right areas, during the right seasons,
and for eating purposes only

Principle 5

Make change worth it

Human behavior change is achieved through an improved exchange, or transformation, of the real and perceived costs and benefits of the prevailing and target behaviors.



'Throne' of good health

Get your family used to defecating in the right place so you can avoid illnesses

Source: Campaigns & Grey / SuSEA

A bountiful livelihood. Our future will be more bountiful if we support our fishers in practicing the right way to fish.

Principle 6

Go beyond knowledge

Addressing the knowledge and attitudes of target audience(s) is necessary but alone not enough to transform the real and perceived costs and benefits of prevailing and target behaviors.

COROLLARY PRINICPLE:
Just because you tell me doesn't mean I will believe it.

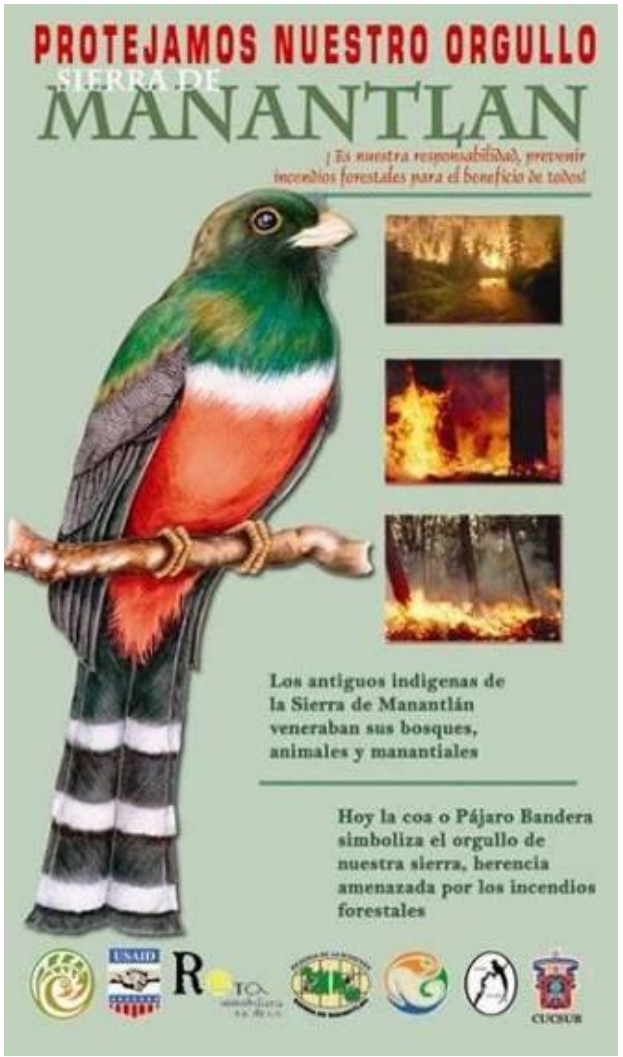
rare

ЗАБОРОНЕНО
палити у переході!

Principle 7

Speak to the heart

A new behavior is rarely evaluated purely from a rational or economic standpoint; rather, subjective and emotional perceptions of the innovation strongly influence diffusion and adoption.


PROTEJAMOS NUESTRO ORGULLO
SIERRA DE
MANANTLAN
¡Es nuestra responsabilidad, prevenir incendios forestales para el beneficio de todos!
Los antiguos indígenas de la Sierra de Manantlán veneraban sus bosques, animales y manantiales
Hoy la coa o Pájaro Bandera simboliza el orgullo de nuestra sierra, herencia amenazada por los incendios forestales
USAID
CUCSUR

rare

Principle 8

Get people talking

People generally adopt a significant new behavior only after they have validated it with their peers – interpersonal communication is therefore essential to behavior change.

rare

Source: www.iworry.org

Principle 9

Build a movement

A new behavior is more likely to be adopted and sustained if it becomes a "social norm" and if it is supported and enforced by the wider community.

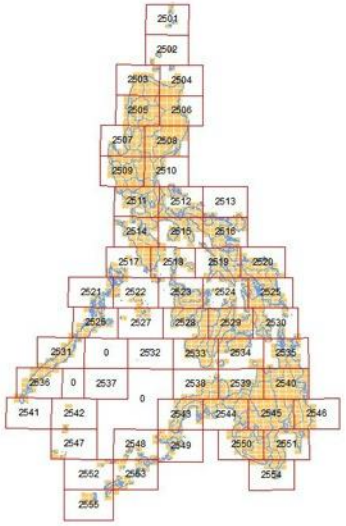
Source: Campaigns & Grey/ P & G

Fish
Sanctuary

Principle 10

Remove barriers

Key barriers that block or hinder the acceptance of a new behavior must be removed or the targeted change will likely not occur.



BAGONG NAYON II ELEMENTARY SCHOOL
ANTIPOLO CITY
DOH
REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF HEALTH
IMMUNIZATION DAY
for GRADE ONE PUPILS
Bakuna
para sa Kabataan
Proteksyon
para sa Kinabukasan
August 22, 2016
8:00AM TO 5:00 PM
Bagong Nayon II Elementary School, Covered Court

Principle 11

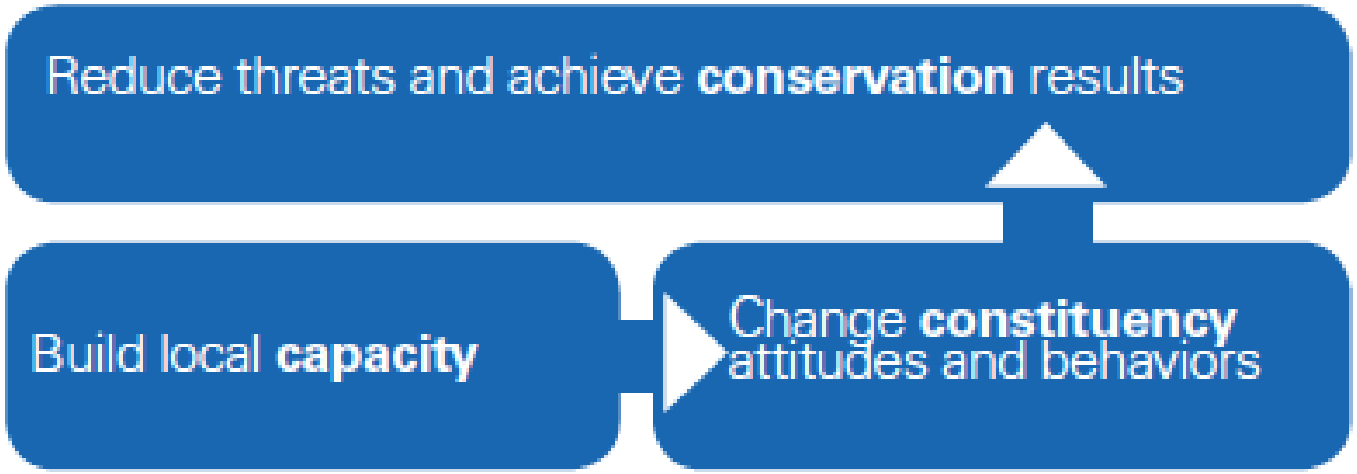
Measure, monitor, and manage

Robust monitoring and evaluation, based on a Theory of Change with clear and specific logic, are critical to adaptive campaign management and the sustainability of change.

Principle 12

Plan for the long haul

Behavior change takes time and must be sustained for enduring conservation and social impact.



rare

07 21 2014

MINGGG

Local Chief Executives are bought in and committed

rare

CASE STUDY

Batan Islands
Babuyan Islands
120° E
Luzon
Pacific Ocean
Philippine Sea
Dagupan
Baguio
Tarlac
Cabanatuan
Angeles
Polillo
Olongapo
Manila
Marinduque
Manila Bay
San Pablo
Batangas
Catanduanes
Lagaspi
PHILIPPINES
Calapan
Sibuyan Sea
Masbate
Mindaro
Calbayon
Calamian Group
Cadiz
Samar
Boracay
Visayan Sea
Roxas
Tacloban
South China Sea
Panay
Cebu
Palawan
Bacolod
Siargao
Puerto Princesa
Negros
Bohol
Cebu
Butuan
Bohol Sea
Iligan
Sulu Sea
Davao
Mindanao
Basilan
Moro Gulf
Sulu Archipelago
General Santos
Davao Gulf
Celebes Sea

Pilar Pride Campaign, Philippines

Knowledge	Attitude	Interpersonal Communication	Barrier Removal	Behavior Change	Threat Reduction	Conservation Result
Improve knowledge of the sanctuary and its ability to protect the fish resource base.	Promote pride in the marine environment and social value of participation in marine stewardship .	Promote conversations about the benefits of the marine sanctuary and responsibility to protect it.	Install sinkers, marker buoys and guardhouses and train community patrol units.	Promote compliance with marine sanctuary regulations amongst fishers and increase participation in community patrolling.	Reduce intrusion by fishers into the marine sanctuary and use of destructive fishing gear.	Increase the abundance of fish in the Pilar Municipal Marine Park.

rare

PILAR PRIDE CAMPAIGN

Pilar, Camotes Islands, Cebu

rare

MOOD BOARD

Name: *Pilar Pride Campaign*

Slogan/Message:

Sa saktong panagat, SIKAT!

1	2	3	4	5
#0AA0F7	#1DB52C	#EE008F	#F6D73E	#B61616

Fonts:

Times New Roman

Constantia

Century gothic

Kingthings organica

AGENT ORANGE

Lucida calligraphy

Comic Sans

Giddyup Std

USAID FROM THE AMERICAN PEOPLE

Mandatories

PILAR PRIDE CAMPAIGN

rare

Flagship species

Character & Tone

Mascot

- A champion or star fisher; hook & line fisher; leader fisher
- Sanctuary markers w/ printed messages
- Abundance of fish
- Fun & easy to do
- Vibrant
- Call to action

rare

Pilar Pride Campa
Dasigon ang mga Pilaranon aron

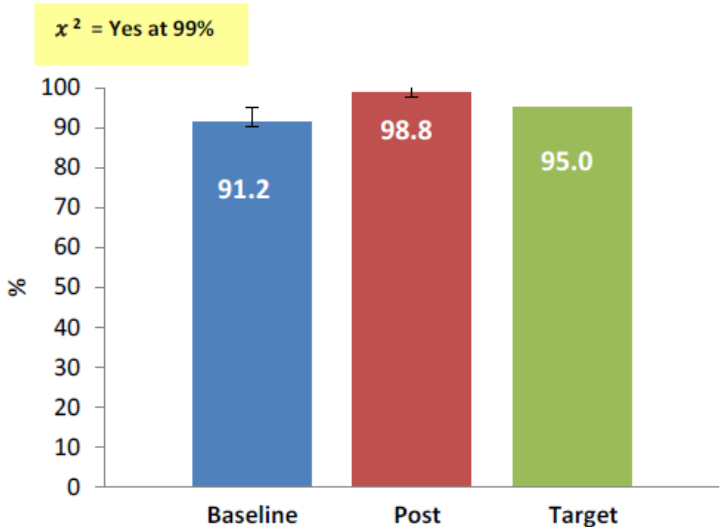
K + A + IC +
Knowledge
Attitude
Interpersonal Communication

PILAR PRIDE CAMPAIGN
Sa saktong Panagat...
Sikat!
JANUARY 2014
SUN MON TUE WED THU FRI SAT
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31
FEBRUARY 2014
SUN MON TUE WED THU FRI SAT
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28
Pilar Pride Campaign Slogan:
"Sa saktong panagat SIKAT!"
USAID
FROM THE AMERICAN PEOPLE
rare

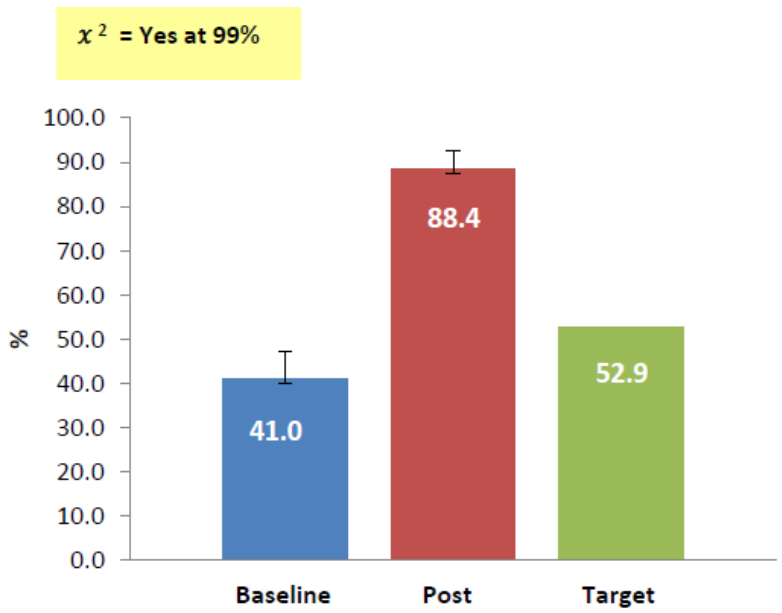
rare

BR
Barrier
Removal

Pilar Pride Campaign, Philippines



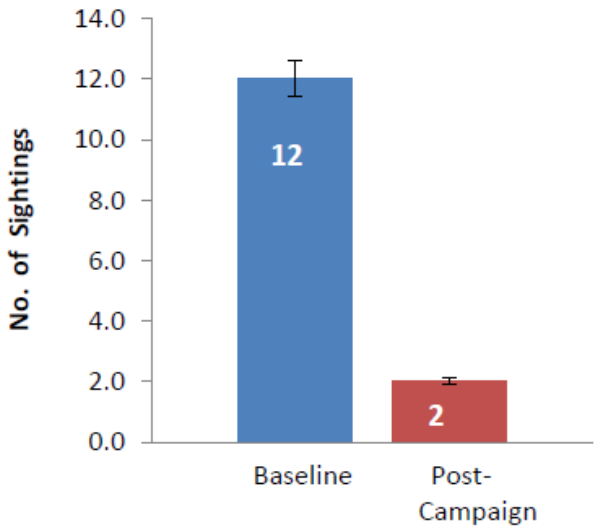
Percentage of fishers who know the benefits for the local community from having a No Take area in the barangay.



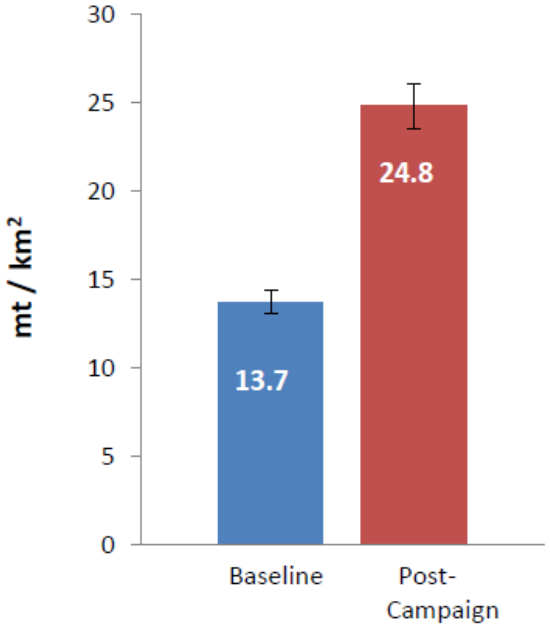
Percentage of fishers who strongly agree that fish net fishing should not be allowed in the PMMP reserve.

rare

Pilar Pride Campaign, Philippines



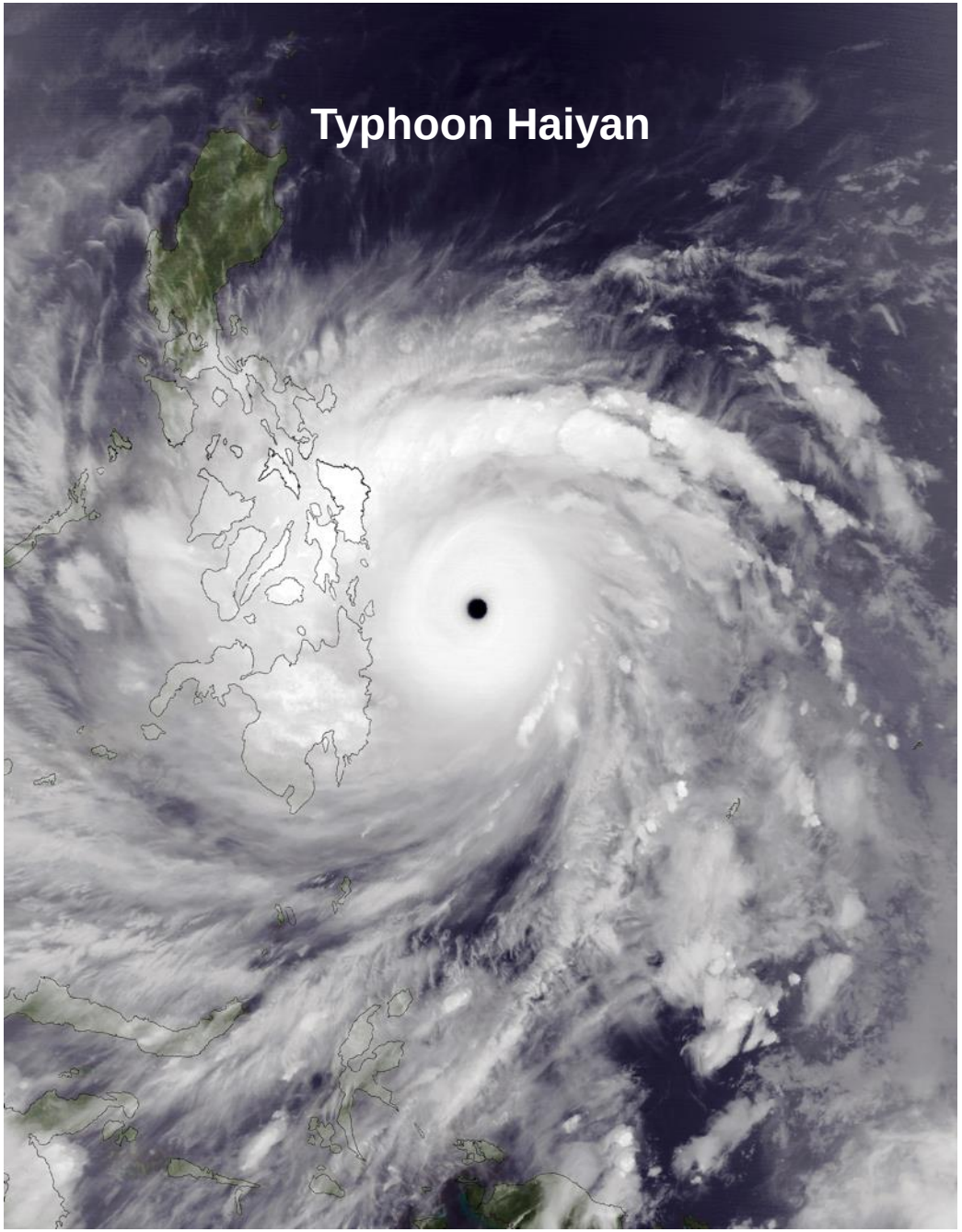
Number of reported sightings in the PMMP No Take area



Fish biomass inside the reserve

rare

It also had impact on social resilience…



rare

RARE

Readiness
Trust
Institutions for collective decision-making

Questions & Answers

rare

Thank you!
Rocky Sanchez Tirona
rtirona@rare.org