

Principles and practice of effective responses

Presentation Overview

- ▶ Principles
- ▶ Behaviour and Social Change
- ▶ Change Framework
- ▶ Interventions

Principles

- ▶ Participation is not optional
 - Don't assume you know what is needed or how to do it
 - Analyse the problems and challenges together
 - Design, plan, implement, monitor and evaluate together
- ▶ Be honest – explain what you can and cannot do
- ▶ Agree expectations of participation

Principles 2

- ▶ Design and planning are essential for success
- ▶ Partnerships and collaboration
 - Identify which organisations have a common vision/ambition
 - Working together can often mean you achieve more
 - Solidarity is both a means to achieve a common goal and an end in itself

Principles 3

- ▶ Sensitise and train staff/team
 - Training team needs to include MSM as facilitators

- ▶ Design programmes that respond holistically to people's needs
 - Link prevention, support, care and treatment services

Behaviour and social change

- ▶ Behaviour is influenced by, among other things
 - beliefs/world view – psychology – experience – education and learning – stage of life – observing others – domestic situation – sense of agency and power (efficacy) – sense of threat/fear
 - socio-economic status – position in society
 - the context/situation – prevalent social and religious norms
 - laws and policies – political governance

Behaviour and social change

- ▶ In order for change to happen we need to intervene at multiple levels (change theory), with multiple interventions (dose effect) and with sufficient coverage (scale)
- ▶ Interventions need to be based on a *hypothesis* about how the intervention will effect/produce change and, where possible, should be based on *evidence*

Behaviour and social change

- ▶ Evidence is informed by
 - Programme learning (*from monitoring and evaluation, experience, operational research*)
 - Good and emerging practice (*tools, resources and case studies*)
 - Theories of change
 - Quantitative and qualitative research

Change Framework

- ▶ Is useful to ensure that you have thought systematically through what you want to achieve and how you might get there
- ▶ Provides a structure to help organise thinking about *why* you are doing what you are doing
- ▶ Is transparent and democratic i.e. It helps everyone involved understand the rationale for what you are doing

Change Framework

- ▶ Recognises that change needs to happen at multiple levels
- ▶ Dynamics between internal and external drivers of behaviour are explicitly addressed
- ▶ Helps identify the most appropriate intervention at the right level to achieve the overall goal

Change framework

Project goals	Change needed at different levels	Intervention	How will this intervention help make the change happen?	How will we know that the intervention has worked?	Challenges/risks anticipated in implementation	How will I mitigate or overcome these challenges?
	<u>Individual</u>					
	<u>Social normative</u>					
	<u>Service</u>					
	<u>Structural</u>					

Programme design

- ▶ Must be based on participatory situational/needs analysis triangulated with other sources of information/data
- ▶ Realistic and achievable given context
- ▶ Needs to identify potential unintended consequences of interventions and how they will be identified early
- ▶ Needs to take into account what donors are willing to fund
- ▶ Share risks

Individual level

- ▶ Increase accurate perception of risk/threat
- ▶ Increase efficacy to mitigate that risk and access commodities and services
- ▶ Decrease isolation
- ▶ Increase social capital

Individual level: approaches

- ▶ Community outreach
 - Peer – peer health promotion and condom distribution
 - Services at hotspots
- ▶ Informed service user
 - Health and treatment literacy
 - How to get the most out of services
- ▶ Support self–help groups and CBOs
 - Resource materials and training
 - Organisational development
 - Small grants

Social normative level

- ▶ Address societal factors that inhibit and limit self-determination to create an enabling environment
 - stigma and ignorance
 - discriminatory practices and behaviours
 - homophobia
 - harmful gender norms

Social normative: approaches

- ▶ Participatory reflection
 - PLA type activities (peer reflection)
- ▶ Community drama
 - Street theatre
 - Story telling (stories/accounts of transformation)
- ▶ Mass media
 - Radio spots and soaps and discussions/phone ins
 - TV spots, discussion forums
- ▶ Training of influentials/gatekeepers
 - Religious and civic leaders

Service

- ▶ Increase access of populations to commodities and services
- ▶ Ensure services are able and equipped to meet needs of populations

Service: approaches

- ▶ Procurement of essential commodities e.g. Water-based lubricants and condoms
 - often based on a partnership between public providers e.g. MoH, NAC and NGOs
- ▶ Effective distribution channels
- ▶ Synergise services and institutionalise regular communication
- ▶ Training of health care and other service providers (e.g. Police)
 - Involve MSM where possible and safe

Structural

- ▶ Address laws and policies that discriminate and limit self-determination
- ▶ Promote public health and human rights
- ▶ Promote and monitor the rational allocation of resource to meet needs

Structural: approaches

- ▶ Media monitoring
- ▶ Journalist training
- ▶ Commission reports and document case studies of abuses and successful approaches
- ▶ Advocacy training to improve participation of civil society on decision-making bodies and fora
- ▶ Monitoring resource distribution
- ▶ Produce policy briefings where appropriate

Thank You