

Communication for Behaviour Change Program – SIAP SIAGA

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Goal

A five-year program (2019-2024) to **strengthen Indonesia's management of disaster risks and engagement between Australia and Indonesia**



Outcomes

1. Disaster management agency organisational systems are strengthened
2. Subnational governments better able to prevent, prepare for, respond to and recover from disasters
3. Strengthened cooperation between GOA and GOI on regional humanitarian preparedness and response
4. Strengthened learning, innovation, cooperation and inclusion for disaster management



Partners

- National and Provincial Disaster Management Agencies
- Ministry of Home Affairs
- Ministry of Social Affairs
- National and Provincial Development Planning Agencies
- National NGOs and Community-Based Organisations
- Ministry of Foreign Affairs

SIAP SIAGA aims to use the grant program as a way to test workable solutions for government in its scale up of inclusive local resilience investments.

Communication for Behaviour Change Program

- ✓ The objective of the program was to test a methodology that prompts behaviour change rather than simple awareness through communications activities
- ✓ implemented by MDMC and LPBI-NU in partnership with the Behavioural Insights Team
- ✓ Serangkaian pembelajaran dan pengetahuan untuk ketahanan lokal yang lebih inklusif yang dapat diadopsi pemerintah pusat dan daerah

Pulih Bersama Program

- ✓ The objective of the program was to enhance community health responses and to improve access to livelihoods support to meet basic needs post Covid 19
- ✓ 10 civil society partners across SIAP SIAGA's four target provinces applied the approach to health and economic recovery and resilience

Challenges

01

To change mindsets

The biggest challenge faced by both partners was to open their minds to a new approach – a communications program that could be measured and worked towards specific targets.



02

To employ persuasive approach

An in-depth understanding of the community, including its dynamics, socio-economic status, cultural influences, and beliefs are vital ingredients.



03

Manage expectations on the amount of time it will take to implement the program to achieve the intended results.



Communication for Behaviour Change Implementation Locations





- Outcome 1: To communicate disaster risks during COVID-19
- Outcome 2 : To increase capacity of local program staff in disaster management and coordination
- Outcome 3 ; To increase effectiveness of community-based prevention of COVID-19



- Outcome 1 : Targeted districts have better understanding of and capacity to implement risk communication, health protocols and appropriately handle a confirmed case during COVID-19 pandemic.
- Outcome 2 : Stakeholders among education authorities, disaster management authorities and task-force units of COVID-19 in districts/cities are able to coordinate on disaster risk reduction for COVID-19 in the education sector.
- Outcome 3 : MDMC leaders, staff, and facilitators are able to facilitate capacity building in communicating the risk, implementing health protocols and handling incidents during the Covid-19 pandemic using a behaviour change approach.

How the Program was conducted





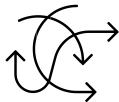
A full BI project has five stages: TESTS

Target		Define the problem. We help you to narrow down the exact behaviour you will be addressing, agree who your target group is, and determine measurable outcomes for success. We'll guide you on which behaviours are likely to be easier to shift, and help balance this against your priority behaviours.
Explore		Understand the problem. We will map out the current process or behaviours, and identify the likely barriers and motivators for the desired behaviour. This might include reviewing your existing research and data, conducting interviews and focus groups, or going through the process ourselves.
Solution		Design the intervention(s). We'll use findings from the Explore phase, BI literature and our in-house expertise to propose interventions. We'll then work with you to narrow them down and adapt them.
Trial		Evaluate what works. We'll set out how to evaluate the changes in the most robust way, guide you through the implementation of the trial, and conduct the final analyses.
Scale		Increase adoption of effective interventions. We'll help you to scale up any successful interventions, or conduct additional research to identify how an intervention could be improved before rolling-out.

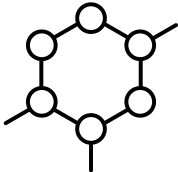
Reflection from CfBC Program



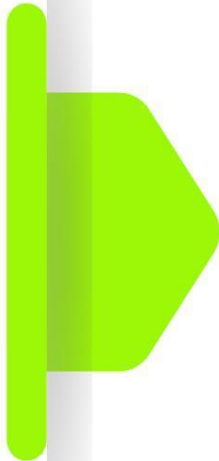
The participatory nature of the approach is more effective than normal communications campaigns.

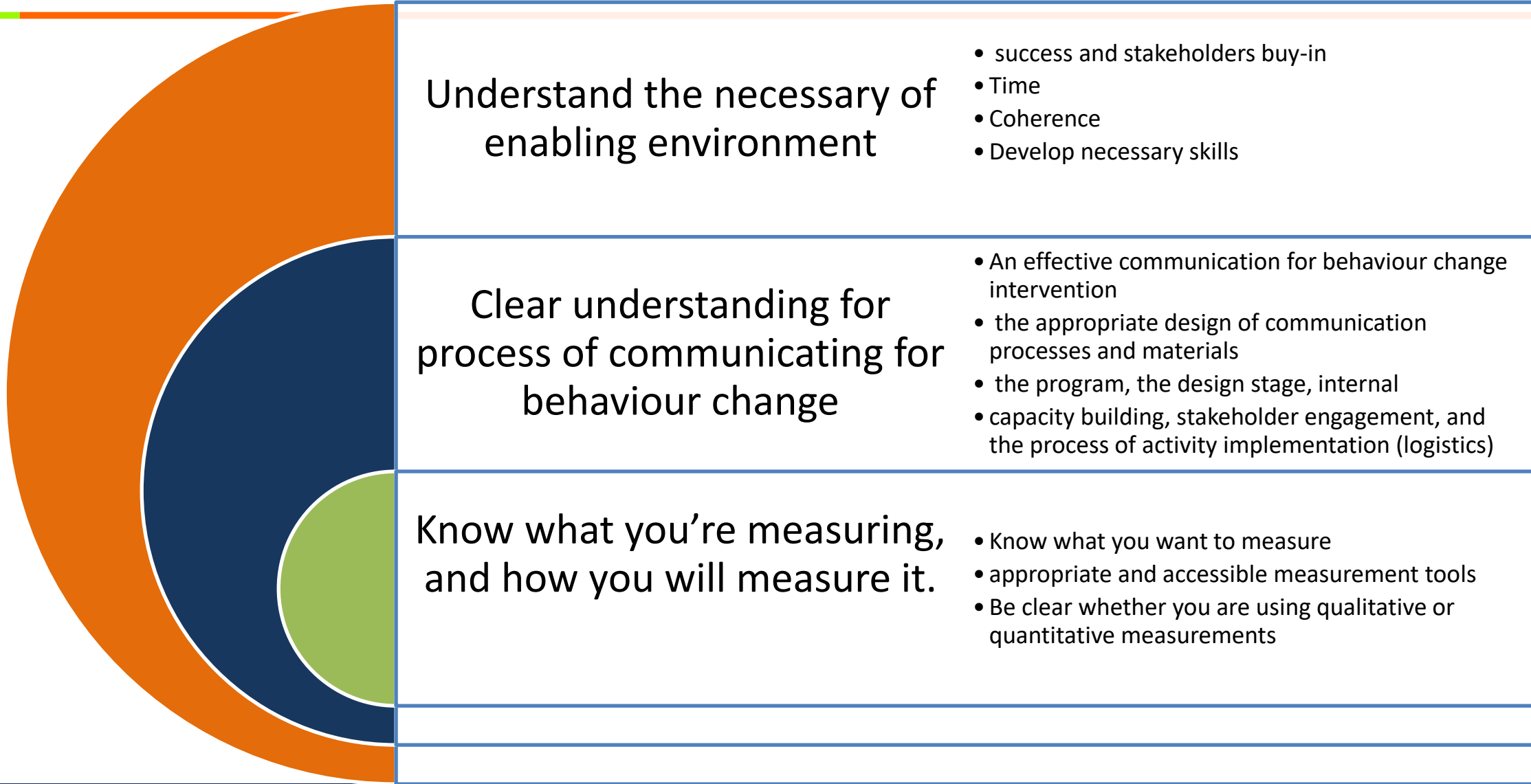


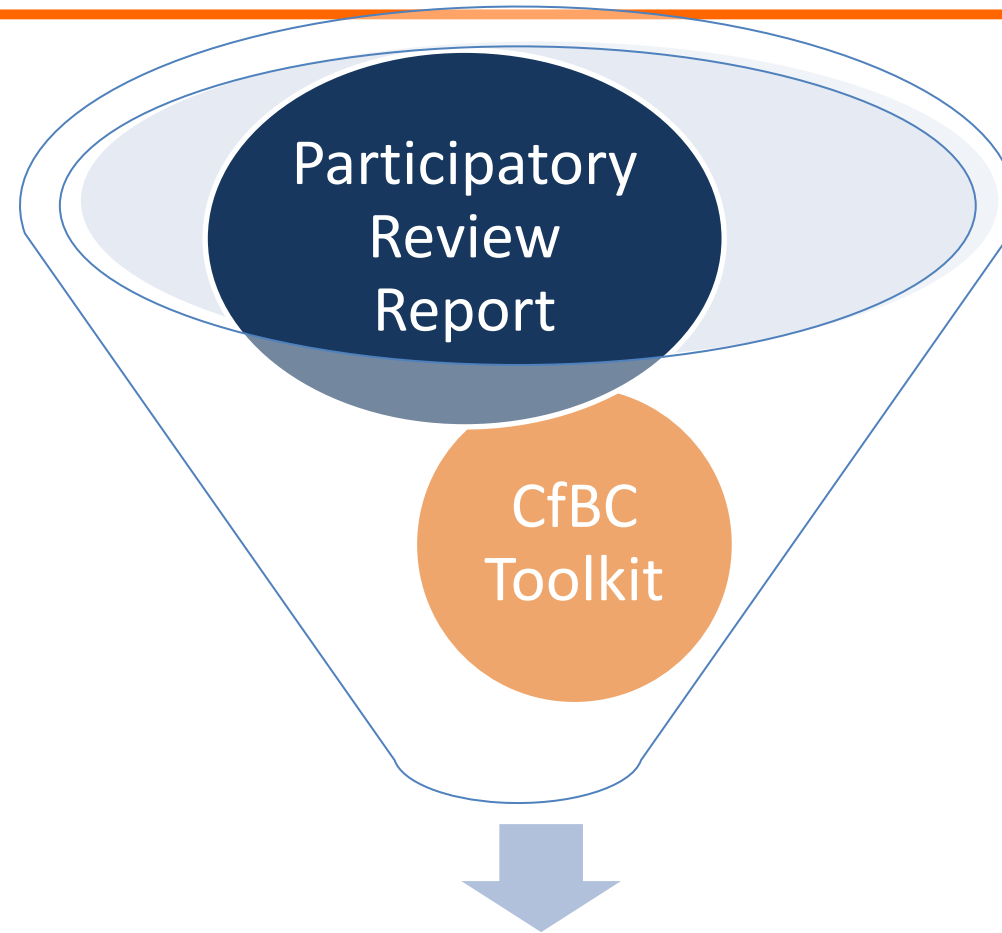
The approach allows for flexibility in communication, meaning the approach can be replicated while the messaging is tailored to local contexts and needs.



It is an approach that can be measured, creating space to learn about what works and what does not in communication initiatives.







The development of NSPK on
Comms, Info and Education in DRM

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Thank you