



सत्यमेव जयते



Urban Health - Communication

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This session is about....



- **Urbanisation**
- **Urban Health**
- **Communication as a tool**
- **Strategic Planning, Implementation**
- **Information, Education and Communication**
- **Behaviour Change Communication**
- **Channels of Communication**
- **Success Stories**

Methodology: Brainstorming, Interaction, Experience Sharing, Question and Answers and Group Work

Time: 1hr 30 min





“A healthy city is one that is continually creating and improving those physical and social environments and expanding those community resources which enable people to mutually support each other in performing all the functions of life and developing to their maximum potential.”

.....**World Health Organization (WHO)**



A Healthy City aims to

To create a health-supportive environment,
To achieve a good quality of life,
To provide basic sanitation & hygiene needs,
To supply access to health care.





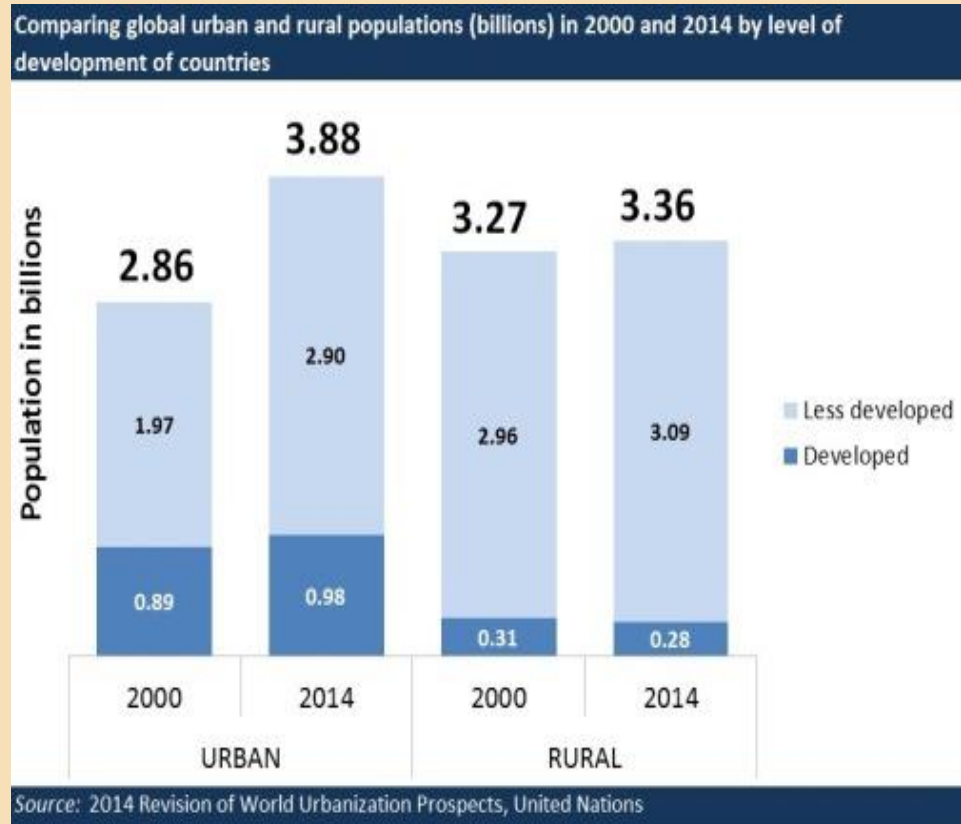
URBAN SCENARIO in India



Urban Population as per 2001 (Census): 286 million (27.8%)

Urban Population as per 2011 (Census): 387 million (31%)

Urban Population estimates by 2030: 600 million (40%)





- **Physical**
- **Social**
- **Availability and access to health services**



Urban Health – Global Scenario



Water born
diseases

Air borne
diseases

Heart attack/
Cancer

Traffic
injuries



Basic Concepts



- People may not
 - Understand the message
 - See themselves as **vulnerable**
 - Trust the bearers of the message

- People may
 - Think the **short-term benefits** of current behaviors outweigh the long-term risks
- Some “healthy choices” are **costly**
- Recommended behavior may **conflict with beliefs**
- After all, people believe that diarrhea is a common disease and is **not so serious**

Can you name more reasons?



- IEC is a process of working with individuals, communities and societies to develop communication strategies
- These strategies support positive behaviors that
 - Promote health
 - Are **appropriate** to their settings



BCC



Develops communication strategies

- To promote positive behaviors that are **appropriate** to their settings

AND

- Provides a **supportive environment** that
- Will enable people to initiate and sustain positive behaviors

What Makes an Environment Supportive?

- What can Families do?
- Resident Welfare Associations do?
- Local organizations do?
- Community leaders do?
- Health workers and managers do?
- Policymakers do?





Therefore, BCC is...



- ...a process of promoting and sustaining healthy changes in behavior in individuals and communities
- This process calls for participatory development of appropriately tailored health messages and approaches
- These messages and approaches are conveyed through a variety of communication channels

7 Steps of BCC

1. Un Aware
2. Aware
3. Concerned
4. Knowledgeable
5. Motivate to change
6. Trial Change Behavior
7. Sustained behavior change



BCC and Diarrhea



Before individuals can reduce their risk/change behaviors they need to

- Understand basic facts about water born diseases
- Develop favorable attitudes toward preventive interventions
 - Hand wash
 - Drinking tap water
 - Sanitation
- Learn a set of skills to implement interventions
- Have access to appropriate commodities and services
- Perceive their social, economic and political environment to be supportive of practicing diarrhea prevention behaviors



What can BCC do?



- Increase knowledge about diarrhea
- Stimulate community dialog to stop diarrhea
- Promote essential attitude change toward diarrhea prevention
- Reduce stigma and discrimination against poor people who suffer frequently from diarrhea or other water borne diseases
- Create demand for information and diarrhea services
- Advocate for more diarrhea resources
- Promote services for prevention, care and support
- Improve skills and sense of self-efficacy in using diarrhea interventions



Different BCC methods address different challenges



Method	How Method Helps Change Behavior
Posters, counseling cards, brochures	Provide information
Radio, TV, songs	Remind people about diarrhea action
Stories, dramas, plays	Present role models for behavior change
Discussions	Provide opportunities to plan for solving problems
Peer groups	Provide encouragement



Visual aids



Visual aids help to enhance understanding

Visual aids include

Posters

Counseling cards

Flip charts

Videos





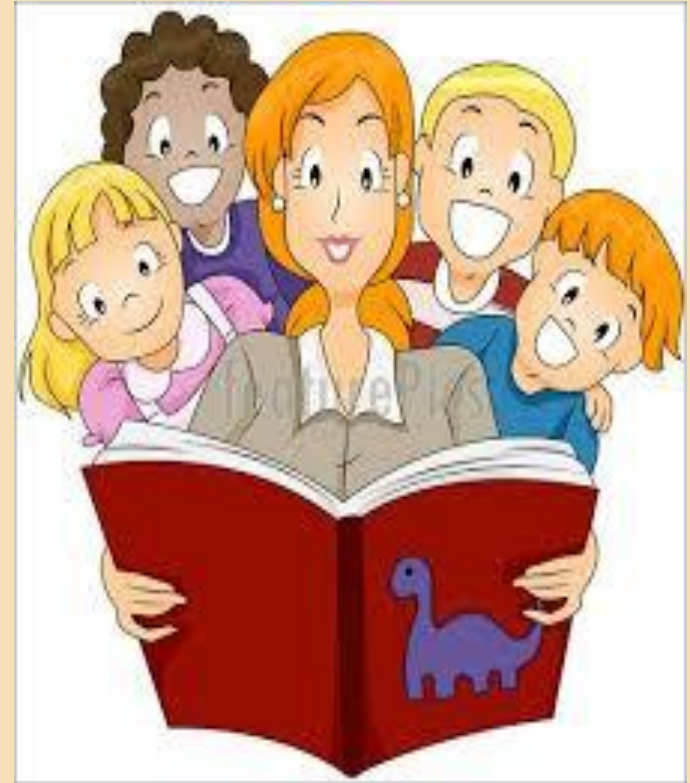
Story telling



Stories facilitate understanding and are used to pass down a society's traditions, values and norms to future generations

Stories could include

- Folktales relating to diarrhea disease, (e.g., how misunderstanding the cause of diarrhea led to the death of a child or pregnant woman)
- Testimonials
- Cartoon stories





Composing Songs



- Songs reinforce knowledge and help to internalize understanding
- Adapting or composing songs about prevention, complete treatment can help the people
- Songs composed in the local language convey ownership and make issues indigenous





Role Play, drama



- Theories about behavior change, for example, propose that people develop confidence and willingness to perform a new behavior when they can observe others in their community doing the same
- Therefore, role play and drama can build people's confidence in performing a new skill or practice





Thanks

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