



# The art of social change

Participatory communication  
and  
working with stakeholders

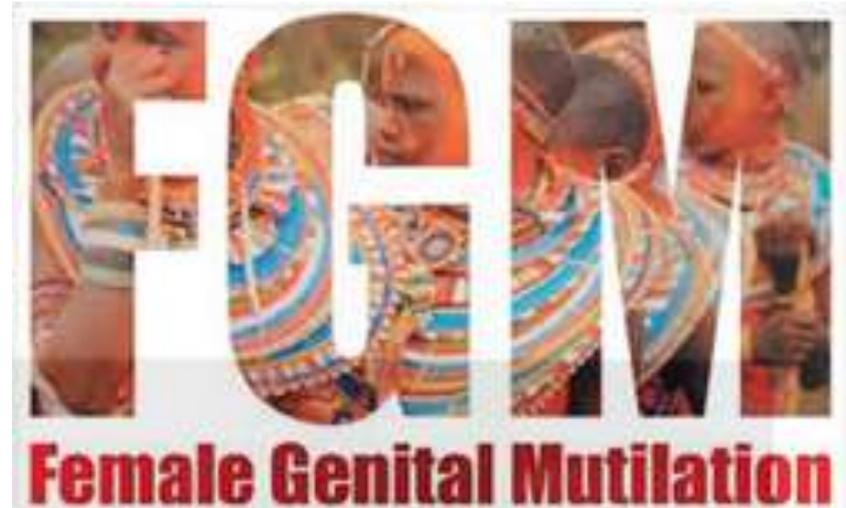
Caroline Liou  
Manager, Strategic Communication  
RECOFTC

September 18, 2013

# How does change happen?



Ended in early 1900s



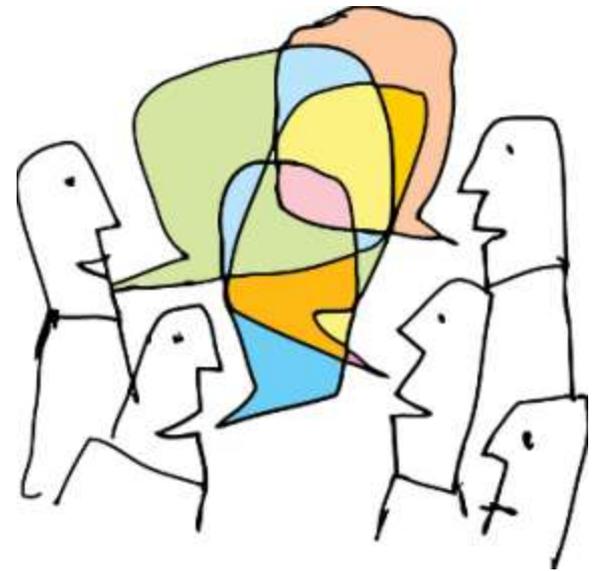
Persists today

# Overview

1. What do we mean by participatory communication?
2. What communication approaches are likely to bring about change?
3. Example of a participatory communication project

# What is participatory communication?

An approach that uses dialogue to lead to collective problem identification, decision making, and community-based implementation of solutions to development issues



# What communication approaches are likely to bring about change?

**BCC**

**Social  
Marketing**

**IEC**

**C4D**



**Communication  
for Social Change**

# What communication approaches are likely to bring about change?

## Social marketing



- Born in 70's
- Same marketing principles used to sell products can be used to sell ideas
- Individuals/ community seen as consumers, objects of change, not agents of change

## Information, Education, Communication (IEC)

- Grew out of health education
- If people have accurate and relevant information they will change
- Seeking to empower individuals through education to make decisions, modify behavior and improve social conditions



# What communication approaches are likely to bring about change?



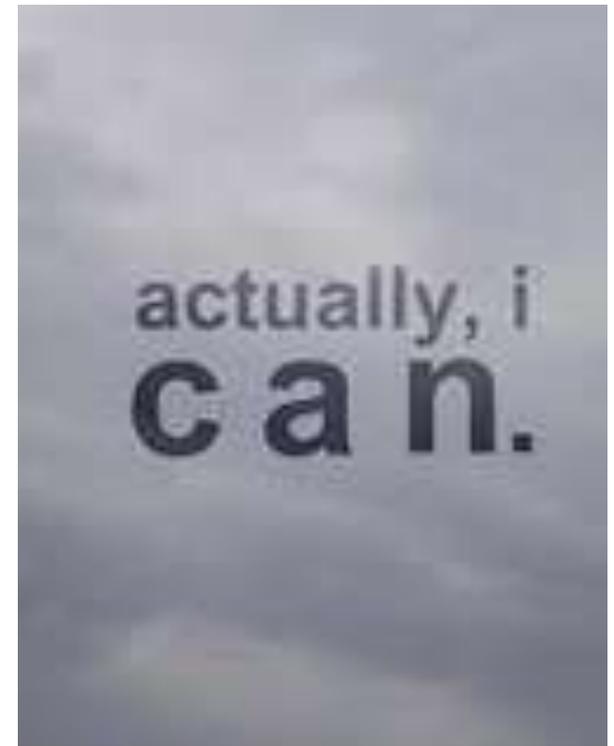
# What communication approaches are likely to bring about change?

## Behavior Change Communication (BCC)

Seeks to promote positive behaviors for individuals and communities that are appropriate to their settings

Understand people's situations and provide alternatives, and a supportive environment that enable people to initiate and sustain positive behaviors.

Often it is left up to the individual to decide whether or not to change

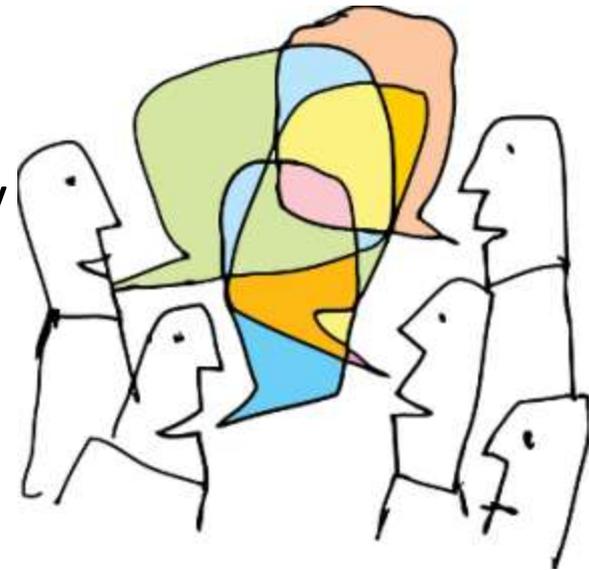


# What communication approaches are likely to bring about change?

Communication for Social Change/  
Communication for Development (C4D)

A **process** of public and private **dialogue** through which people themselves define who they are, what they need, and how they will work together to get what they want and need in order to improve their lives and their communities.

Believes that success can only be achieved through the meaningful engagement of key stakeholders so local voices are heard and acted on.



# Example: *RECOFTC's Grassroots Capacity Building for Climate Change*

## Communication objectives

To raise awareness among local communities on causes and impacts of climate change, and possible ways that forests can help combat climate change

To link local communities with media & policymakers



# Example: Participatory Communication



National training on climate change and interview skills/techniques for 20 students



Trainees conduct their own training for local students



Students put new learning and skills into practice: Interviewed villagers on their experiences with climate change and the role that forests play in their lives.



Students compiled the information, the recorded interviews, and wrote summaries of what they learned from villagers.



Interviews aired in local radio programs about climate change and forests, told through the experiences shared in the community interviews.

# Example: Participatory Communication

Fostering a media 'champion' in Nepal:  
Journalist participated in RECOFTC  
training on impacts of climate change



Trainee conducted a training for 16  
journalists - mobilized, guided, and  
trained local journalists to write, edit,  
and publish articles on environmental  
issues, including climate change.



Journalists conducted 5 one-day  
workshops, reaching over a hundred  
community reporters



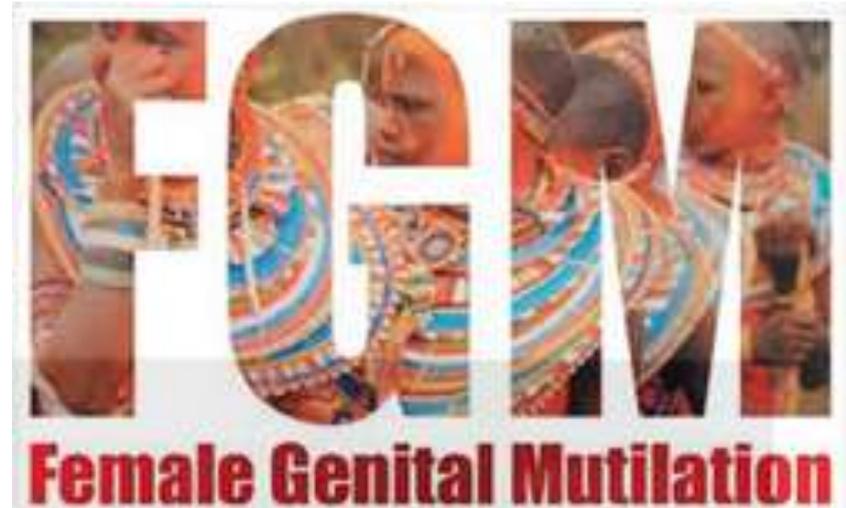
# Rethinking Communication Approaches – Principles

- ✓ Recognizes that individual change is essential but goes beyond to promote social change
- ✓ Introduces and frames issues
- ✓ Avoids messaging -- stimulates critical thinking
- ✓ Promotes change by positive example and encouragement
- ✓ Empowers and persuades
- ✓ Gets personal, provides options, alternatives
- ✓ Inclusive, non-confrontational yet challenging
- ✓ Benefits-based
- ✓ Recognizes process of change

# How does change happen?



Participatory approaches used



Top-down, 'outsider' - imposed approaches backfire; FGM becomes a symbol of 'culture'

**Thank You**