

Digital EORE Bite-sized Contents



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Topic: Behaviour Change Communications for EORE

- # • Social and Behaviour Change Communications (SBCC)

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EORE AG
Explosive Ordnance Risk Education
Advisory Group

Background

Summary



UNMAS Afghanistan piloted an SBCC project to **motivate behavior change** of men, women, boys, girls and travelers. This project is interesting as it partners a humanitarian organization with **the private sector**, combining thematic expertise in EORE and SBCC. The methodology uses **the P-Process**, a step-by-step roadmap that can guide projects from a loosely defined concept about **changing behavior to a strategic and participatory program** that is grounded in theory and has **measurable impact**.

The methodology used in this project follows the five steps of the P-Process:

- Analysis
- Strategy Design
- Development and Testing
- Implementation and Monitoring
- Evaluation and Re-Planning

Methodology



Three main subjects are analysed:

- 1) The problem, people at risk, and available communication channels** in Afghanistan
- 2) Current EORE practices**
- 3) The country situation** via a political, economic, socio-cultural and technological lens

- Secondary data included: mine, ERW and VOIED accidents from the past five years; an existing KAP survey; and current victim trends. Primary data included a survivor's survey.
- Using the results of the analysis, **general profiles of the target groups** were developed exploring **psychological, sociological and environmental factors** of the target groups.

Methodology



- A Strength, Weaknesses, Opportunities and Threat (**SWOT**) of the current EORE practices in Afghanistan was made.
- An **evaluation** of current EORE materials and **suggestions** for improvement was also done.
- All of these factors were then used to design the SBCC approach.



EORE needs to be based on Behaviour Change Communications, adopting the following

approaches:

- **Positive messaging**
- **Interactive messaging**
- **Mass-media messaging**
- **Emotional messaging**
- **Relevant and empathetic messaging**



Recommendations



Further recommendations to the EORE programming in Afghanistan were made:

- Consider the psychological, sociological and environmental drivers and barriers of behaviour **for each target audience** group, i.e. girls, boys, women, men and travellers.
- Develop and produce **high-quality visuals**.
- Encourage **positive behaviour vs. negative consequences**.
- Communicate **messages that are personal** and appeal to the **audience's emotions** vs. the technical aspects of EO.
- Utilise **multiple and diverse channels** to communicate.
- Focus on **community participation** and ownership, along with **narratives emphasizing** the personal and real-world effects of EO.



Recommendations



- **Acknowledge and empathize** with the structural challenges faced by Afghans to **improve trust** between the operators and communities, and **increase the likelihood that target audiences take the messages seriously.**
- **Prioritize messaging** and **priority-setting mechanisms** first and foremost based on **recent casualty data** up to the last 24 months.
- **Systematically field test** material, messages, activities.
- Promote **a mix of bottom-up and top down approaches** to develop an EORE strategy.

Key Takeaways



EORE should be grounded on SBCC theories and approaches

Where expertise may be lacking or limited, considering a partnership with a more specialised organisation could result in more effective EORE. EORE practitioners should **consider exploring private sector partners, academic institutions and think tanks**

When conducting an analysis of EORE, think beyond the standard, typical questions of baseline surveys. For example, **include questions on:** understanding **the barriers and motivators to behaviour change;** understanding **key influencers for target groups;** understanding **media trends amongst the target groups**

A deep **understanding of the community, including survivors, their challenges and context** is also important to build empathy and develop trust

This bite-sized content was based on...

UNMAS in Afghanistan-Behaviour Change Communication for Explosive Ordnance Risk Education

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Read more

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- **For further queries on UNMAS Afghanistan**

<https://www.globalprotectioncluster.org/wp-content/uploads/UNMAS-in-Afghanistan-Behaviour-Change-Communication-for-Explosive-Ordnance-Risk-Education.pdf>

- **About the P-Process:**

https://www.thecompassforsbc.org/sites/default/files/strengthening_tools/P%20Process%20Eng%20%26%20Fr.pdf

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