

Module 7 – Social and Behaviour Change- Child Protection

Session 1: Learnings from the Activity

Duration: 1:41 minutes

Activity 1.1 showed us that the inner most circle comprises of an adolescent girl.

The second circle comprises her immediate family members and people whom she interacts with on a day-to-day basis.

The third circle comprises of relatives, neighbours, friends, peers or community members who live in the same area.

The fourth circle includes service providers and duty bearers and organisations working for adolescent girls.

The fifth circle represents stakeholders that formulate and influence policies and programmes for adolescent girls.

The activity reveals that SBC is the result of supportive environment provided by all the levels that help an individual to not only adopt healthy behaviours but also maintain their practice. This is based on SEM.

At every level of the SEM, there is need for different types of communication.

For example, at the individual level the type of communication would be IPC.

At the interpersonal level of the SEM, it would be IPC and intergenerational communication.

At the community level, group communication and social mobilization is carried out through community engagement.

At the organization level, capacity building of service providers is carried out.

Finally, at the policy level, advocacy is done.

Key messages

To bring about change in a particular norm, for example in case of child marriage, communities must be approached for sustainable behaviour change.

This is possible only when supportive and enabling environment is provided by all the levels.