

## Module 7 – Social and Behaviour Change- Child Protection

### Session 2: Introduction

Duration: 4:48 minutes

#### Learnings from the story

Let us recap some of our learnings from the story.

- During her first visit to Nandini’s house, the teacher was able to create ‘awareness’ as well as ‘desire’ in Nandini about the scholarship scheme and to continue her education. But her parents influenced her and dissuaded her from going ahead. She also gave them ‘knowledge/skills’ on how to fill the form and where the form would be available.
- On the second visit with the headmistress, they were able to get Nandini’s parents to test the ‘desired’ behaviour by agreeing to ‘try out’ filling the scholarship form.
- But, again, the fact that Nandini’s cousin was struggling to get the scholarship even after an year of submitting the application and also her father’s belief that the schemes were good only on paper, encouraged the family to go ahead with Nandini’s wedding plans.
- Nandini’s teacher again influenced and motivated the family by bringing in the Sarpanch and Ranoo’s mother and was successful in convincing the family to go ahead with completing the scholarship application process.
- In this manner, Nandini’s parents realized that it was good to get their daughters to complete their education and follow the advice of her teacher. Therefore, they continued her school and also enrolled her for armed forces training, thereby ‘sustaining’ the behaviour change.
- Understanding Behaviour Change Process

Let us understand different steps involved in behaviour change process.

Step 1 in the change process is to become AWARE of a change that needs to take place.

Once the same message is heard several times one develops a DESIRE to test the change. This is Step 2 of the change process.

Step 3 is acquiring the necessary skill or knowledge to make the behaviour Change.

Step 4 is e to TRY OUT that change.

Individuals analyse the experience of trying out the new behaviour and if the assessment is negative, the person drops out from the process. If it is positive, the tendency is to try it out once again. In other words,

REPEAT the action. This is Step 5 of the cycle.

If the experience of Step 5 was good, one will tend to repeat the action, in other words MAINTAIN (Step 6) the behaviour and soon it becomes a SUSTAINED (Step 7) BEHAVIOUR CHANGE or a habit.

### Social Inclusion

It is extremely important that any SBCC initiative recognizes social inclusion as a basic tenet and ensures that we target those who are discriminated against and are most vulnerable.

- There are many inequities that still remain within our communities. Large sections of our children remain discriminated against.
- The problem is acute in the case of children suffering from or children of HIV and leprosy patients, widows, dalits and tribals; girls in general are subjected to discrimination in almost all walks of life.
- The Constitution gives every individual equal rights, irrespective of the religion, caste, gender or social status s/he belongs to.
- The Universal Declaration of Human Rights, the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW) and the Convention on the Rights of the Child accepted all over the world recognize that everyone is born equal and guarantee the fulfillment of human rights.
- The Government of India, over the past several years, has made human rights central to development programming – the right to food, the right to livelihood, the right to education and healthcare and the right to information are all directed towards bringing about equity and social justice within our communities.

### Creating a Supportive Learning Environment

Creating a Supportive Learning Environment is essential to ensure that behaviour change process is successfully completed. Some of the key points to remember while creating such environment are:

- Most people require endorsement and motivation from others to act or behave in a new way, especially approval or backing of their peers.
- Understanding that people are reluctant to adopt a new behaviour even when they are convinced of the benefits, as they are afraid of the consequences.
- While it is difficult to deal with rationalization, it is far more difficult to deal with emotional attachments that people have with the stand that they take on an issue.
- Keeping the window of dialogue open and nurturing this course of action is the key to success.
- Perseverance and genuine interest in people to understand them and then help them to see for themselves the benefits is the underlying principle that cuts across all approaches of dialogue for change.
- Practicing a gender equitable approach is also important to create a supporting environment.

We need to focus on inclusion in all the activities that we undertake, including home visits (select houses of the poor and marginalized), group meetings (focus on the discriminated and ensure that they participate and share their views), service delivery (ensure that the poor and vulnerable are given priority and are covered) etc.