

## Behavior Change Communication: What's your mobile strategy?

Ninety six percent of the world's population has access to a mobile phone—and 70 percent of those living in low-resource settings. Mobile penetration is transforming the field of social and behavior change communication (SBCC) by enabling organizations to send targeted information to the hardest-to-reach people in an instant and receive real-time feedback.

### Demand generation



Increase awareness and uptake of products and services by using voice messages and SMS. Two-way communication between service providers or distributors and people is proven to improve interaction, shift social and cultural norms that influence behavior, and encourage appropriate use of commodities and services.

*Viamo has powered HNI's 3-2-1 Service in countries across Africa and Asia, providing free, on-demand via mobile phone. Messages are provided in local languages via IVR, SMS, USSD, and Web channels. INGOs, government ministries, and local CSOs drive demand for particular services, from antenatal care to voter registration.*

### Social norming



Mobilize citizens to take action and overcome barriers to change. Leverage the power of peer influence through positive deviance stories, Q&A with peers and experts, debates and public pledging. Assess levels of public commitment and support for behavior change campaigns in real-time at community and national levels.

*UNICEF and IPA leveraged Viamo's IVR system to influence behaviors proven to reduce maternal and child mortality. Messages sent in peer voices were more likely to influence behavior than expert voices.*

### Salience and Reminders



Tailor messages to individual subscribers to meet their specific needs. Increase salience and acceptability of target behaviors by sending "push" messages to support stages of behavior change through reminders, feedback and Q&A.

*FHI 360 and Viamo are improving patient management of hypertension in Ghana. Leveraging the power of IVR, patients connect with health workers to improve case management and treatment adherence.*

### Edutainment



Deliver behavior change messages via IVR by using serialized soap operas, celebrity interviews and songs. Enhance audience engagement and monitor uptake of messages through IVR-powered feedback, quizzes and polls, and Q&As with experts. Target edutainment programs to users based on demographic profiles to ensure maximum reach and impact.

*Farm Radio International developed a feedback system powered by Viamo that enables youth in Tanzania to comment on a mental health radio drama designed to decrease stigma. Users leave comments and agree or disagree with characters' actions or decisions, indicating what they would do differently.*

### Gamification



Use an audio adventure that empowers participants to choose their own path and determine the story's outcome. This strategy transforms educational themes into entertaining and relatable context-specific stories with multiple possible outcomes.

*PVI created an interactive, storytelling game where users shape a story, winning or losing based on choices made. Assessment indicates significant game knowledge transfer at 95 percent CL and positive correlation between game playing and indicators of adoption.*

### Research and Consultation



Conduct formative research and community consultations with hard to reach populations to design behavior change campaigns and determine knowledge, attitudes and practices. Collect feedback from citizens through polls and get a jumpstart on evaluation by embedding self-reported assessment questions into outgoing calls.

*SafAids, CHAI and VOTO are collaborating to combat HIV among youth in Zimbabwe. IVR collects data and identifies preferences, attitudes and HIV-related knowledge used to design personalized audio magazines about relationships, sex and health.*