



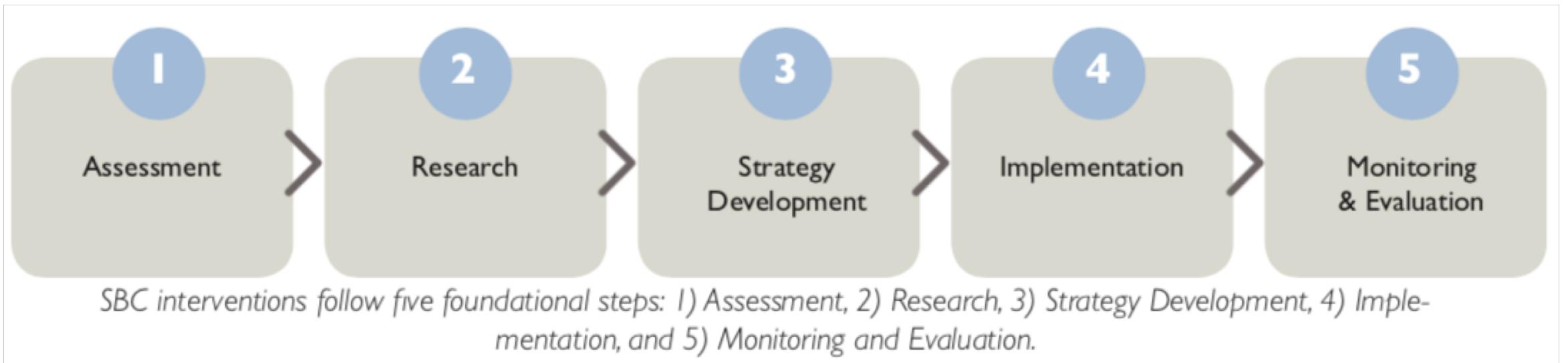
Social and Behavior Change: Democracy, Human Rights and Governance

Freedom House | July 2019

Social and Behavior Change Fundamentals

- Social and Behavior Change (SBC) is a process based on
 - Behavioral theories
 - Research –
 - quantitative, qualitative, assessments, demography, pre-testing to identify:
 - internal factors: motivations and beliefs, aspirations and fears
 - external factors: social and cultural norms; policy and regulations

5 Step SBC Process



Social and Behavior Change Fundamentals

- Multi-sectoral, a “whole systems” approach
- Audience segmentation
- Years of applied experience and evidence across all sectors – health, education, energy, environment, food-and nutrition-security, and DRG

SBC Pointers No One Told You – But We Will

- GENDER IS HUGE:
 - Men and Women ARE different
 - Look at normative factors and policy from a *gender* perspective
- If it does not already exist you must create an *enabling environment*
- Social and cultural norms, policies and regulations are the major barriers that prevent behavior change
- Change norms and/or policies and you will have sweeping change - much more efficient than changing behavior of one person at a time

The 4 A's

- Does the SBC resolve these areas among your audiences?

A Awareness

A Availability

A Affordability

A Access

SBC Pointers Mother Didn't Tell You (con't)

- Pre-test. Audience segmentation. M&E are critical elements to creating and implementing a successful program
- SBC campaigns are not stagnant, M&E is used to constantly, refine, modify, and tweak for maximum results
- No such thing as one size fits all. For one objective you will conduct multiple SBC campaigns – one for each audience segment

Social and Behavior Change Strategies



Training and
Capacity Building



Social
Mobilization



Community
Engagement



Community
Dialogues



Interpersonal
Communication



Advocacy



Digital
Communication



Mass
Media

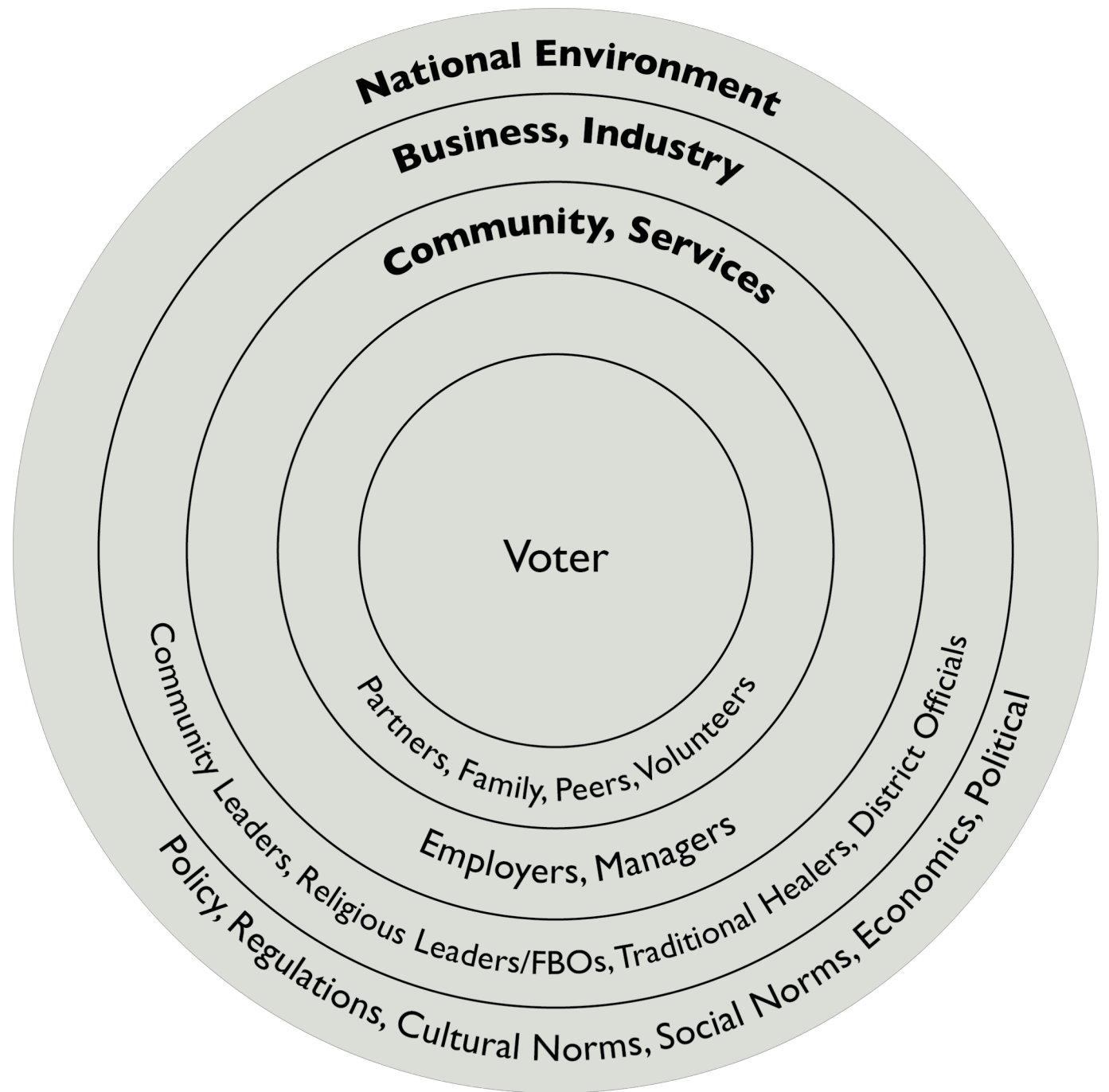


Social
Marketing

Audience Segmentation & Strategies

- Strategies
 - Each strategy will address one barrier for one outcome:
 - Mass media to create awareness
 - Advocacy to create enabling environment
 - Combination strategies targeted to one audience segment are most effective
- Audiences can be segmented numerous ways. A person often fits into more than one audience segment
 - Gender
 - Rural/peri-urban/urban
 - Age
 - Ethnicity
 - Religion or tradition
 - Doers vs Non-doers

Different Strategies for Different Audiences to Achieve a Specific Behavior



National Environment

Business, Industry

Community, Services

Voter

Neighbors, Family, Peers, Volunteers

Employers, Managers

Leaders, Religious Leaders/FBOs, Traditional Healers, District
Policy, Regulations, Cultural Norms, Social Norms, Economic

- Training and support
- Advocacy
- Public Relations
- Web site
- Materials

- Advocacy and Coordination
- Research and dissemination
- Advocacy materials

- Interpersonal Communication
- Limited Mass Media
- Communication Materials
- Public Relations

- Training
- Key Behaviours messages
- Communication Materials
- Social media
- Public Relations
- Advocacy
- Website
- Peer education

Social and Cultural Norms

- Social norms are those dictated by the governing environment
- Cultural norms are customs or mores: religion, ethnicity, and traditions

Case Study I
**The Campaign for
Young U.S. Voters that
Encouraged the
Highest Turnout in
Decades**

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

- Civic Nation (www.civcnation.org), a nonpartisan civic action organization, with support from a coalition of partners – including MTV's +I the Vote – successfully launched the **#VoteTogether** advocacy campaign to increase voter turnout for the 2018 US midterm elections



#Vote Together

The logo features the text "#Vote Together" in a blue, sans-serif font. To the right of the word "Vote" is a blue icon of a megaphone with three curved lines above it, suggesting sound or broadcast.

Case One

SBC Lessons Learned – Understanding & Addressing the Policy, Regulatory and Political Context

Building on pioneering research to inform the SBC approach

- In 2016-2017 Civic Nation ran a pilot program with Columbia University to measure the impact of community celebrations on voter participation
- The idea of voting festivals builds on historical references to voting parties going back as far as the 18th century
- The research found voter participation increases between 1 – 4% when the local community comes together in a celebration of democracy and civic pride
- Civic Nation and MTV then sought to apply SBC tools to change voter behavior by recreating this enthusiasm and positive energy around voting.

Voter Registration Interventions Explored

- **#VoteTogether** sought to increase youth voting by transforming voting from a “chore” into a celebration of civic engagement
- By making election season celebratory, fun, and inclusive it used a community-driven participatory approach
- **#VoteTogether** sought to change the cultural barriers of voting by removing the barriers that limited participation and the stigma of voting as a “chore”
- Civic Nation and MTV engaged with 150 other public and private sector partners, and applied SBC approach to mobilize youth for the U.S. midterm elections

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step I - Assessment

Trends denote a significant decrease in voter mobilization in the U.S. especially among young people.

- In 2014, turnout among eligible voters was just 36.4% – the lowest overall participation level for midterm elections since World War II.
- Among African Americans and Hispanics, voter turnout was 40.6% and 27%, respectively.
- Although 62.2% of students were registered to vote, just 18% made it to the polls.

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 2 – Qualitative Research

Identifying the various barriers to why young people were not voting and determining motivators:

- Survey commissioned by MTV in 2018 showed half of young Americans were aware and contemplating voting
- 63% polled said voting in the midterm elections would allow their generation to impact change in government

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 2 – Qualitative Research

Identifying the various barriers to why young people were not voting and determining motivators:

- Underlying question for young people was: “how do I as one person provoke change?”
- Viacom (MTV’s parent company) Velocity’s Culture of Proximity 2.0 study revealed 95% of young people felt “being immersed in a shared experience was one of the most amazing moments of my life.”

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 2 – Qualitative Research

A key obstacle to low voter turnout for young people – lack of perceived enjoyment and fulfillment

- Low participation, especially among youth, a result of negative socio-cultural dynamics surrounding voting
- Voting perceived as arduous and dutiful not communal and festive
- The research showed making voting about peer-to-peer, neighbor-to-neighbor, and friend-to-friend engagement had a significant and positive impact on voter participation (the desired behavior).



Courtesy of www.civcnation.org

Case One

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 3 – Strategy Development

Core advocacy strategy employed by #VoteTogether and MTV focused on how to cultivate positive social dynamics surrounding elections and youth voting. Utilizing a combination of SBC strategies to target youth mobilization through collective civic action:

- Social media (digital communications/websites)
- Mass media (television/radio/PSAs)
- Public meetings/events (interpersonal communications)
- Celebrity champions/influencers
- Broad coalition of over 150 partners (social mobilization)

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 4 – Implementation

Critical to the implementation process of motivating young voters to the polls was first meeting the target audience where they reside, ONLINE.

- Understanding the target audience's social media-oriented, digital media was used to push, pull, and cajole peers, friends, and family members
- MTV's +I the Vote launched a digital experience that enabled young people to register to vote and activate unregistered friends to join them at the polls
- MTV provided online resources to access sample ballots, find polling place locations), and created an interactive elections map.



Courtesy of www.civcnation.org

Case One

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 4 – Implementation

An MTV explainer video series featuring celebrities breaking down the importance of midterm elections along with celebrity PSAs encouraged youth to “celebrate the voting experience” with friends and family.

- <https://www.viacom.com/news/the-campaign-for-young-voters-that-encouraged-the-highest-turnout-in-decades>



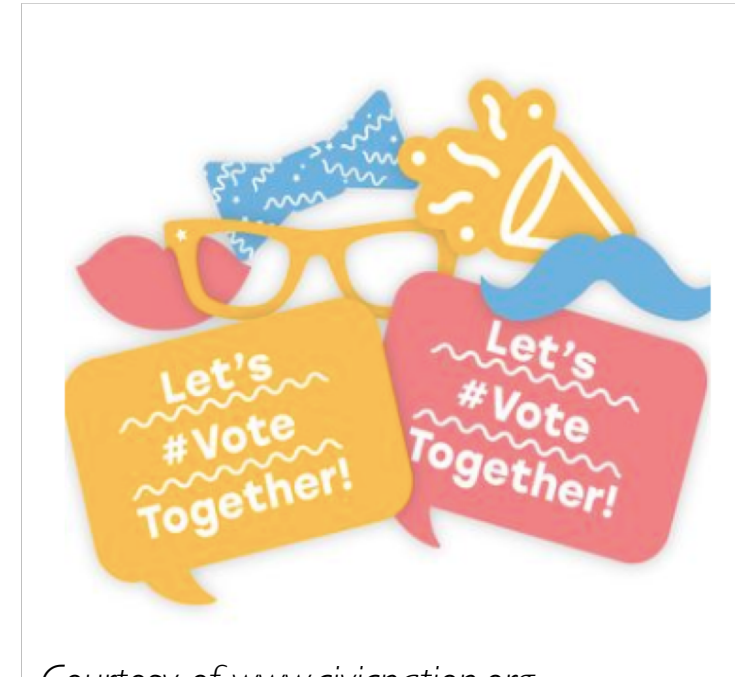
Case One

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 4 – Implementation

#VoteTogether with MTV built consensus through a broad coalition of more than 150 public and private partners across the country to promote and organize “celebrations” to mobilize youth voting.

- Thousands of nonpartisan events promoted via social media networks and the web, hosted at polling places, community centers, city halls, and backyards across the country, *#VoteTogether* partners brought together families, friends and neighbors on Election Day in a celebration of civic engagement and the act of voting.

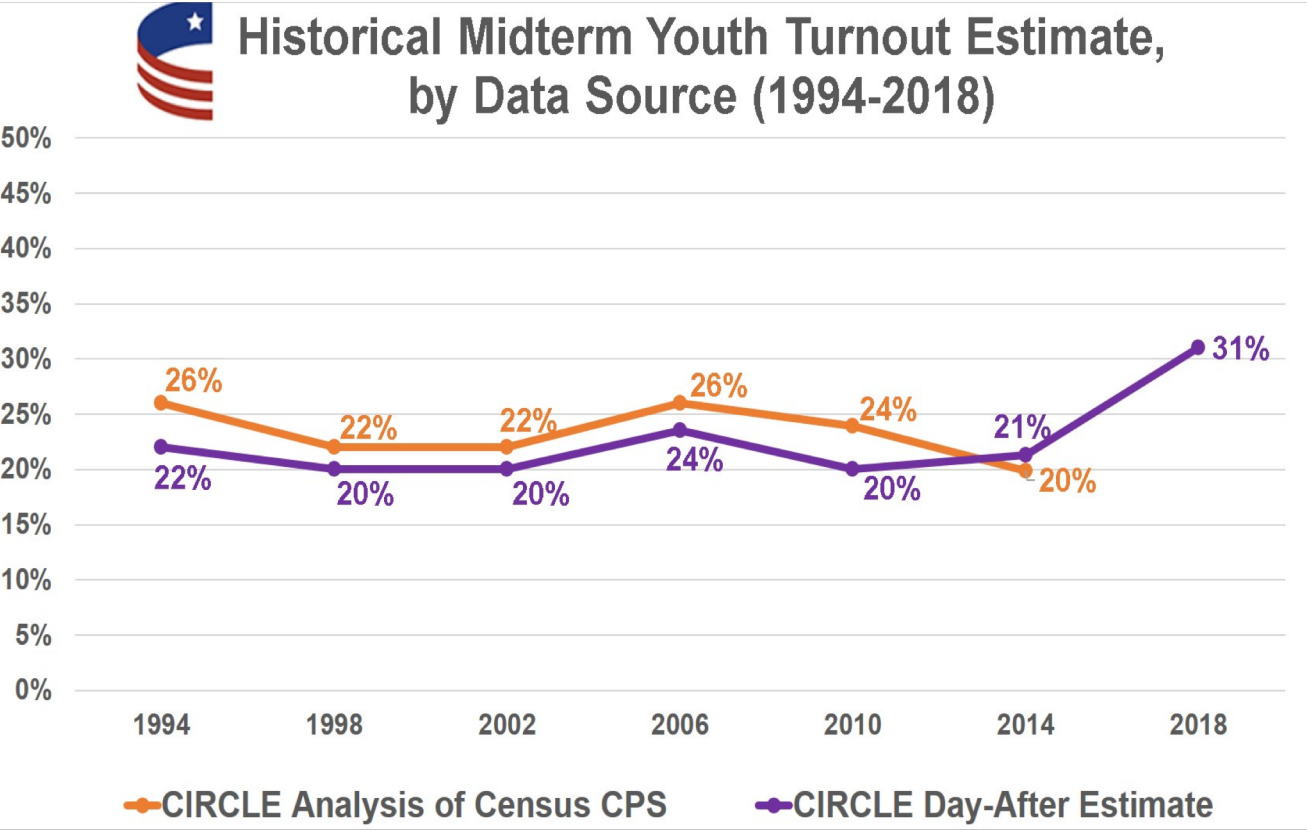


Courtesy of www.civcnation.org

Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 5 – Monitoring and Evaluation

Young people demonstrated newfound levels of engagement and enthusiasm that have historically been unusual in a midterm election.



Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Step 5 – Monitoring and Evaluation

#VoteTogether and *+1 the Vote* (MTV) were able to demonstrate young people in the U.S. showed up to the polls in droves, breaking records for youth voter turnout in a midterm election.

- According to the Center for Information & Research on Civic Learning and Engagement (CIRCLE), Tufts University, 28.2% of youth (ages 18-29) turned out to vote in the 2018.
- This represents millions more young people voting.
- An extraordinary increase over 2014, when CIRCLE's day-after exit poll calculation suggested that 21% of eligible young voters went to the polls.
- This is the highest youth turnout in the last seven midterm elections monitored by CIRCLE.



Successfully Applying Social and Behavior Change Principles to Voter Mobilization Advocacy

Summation

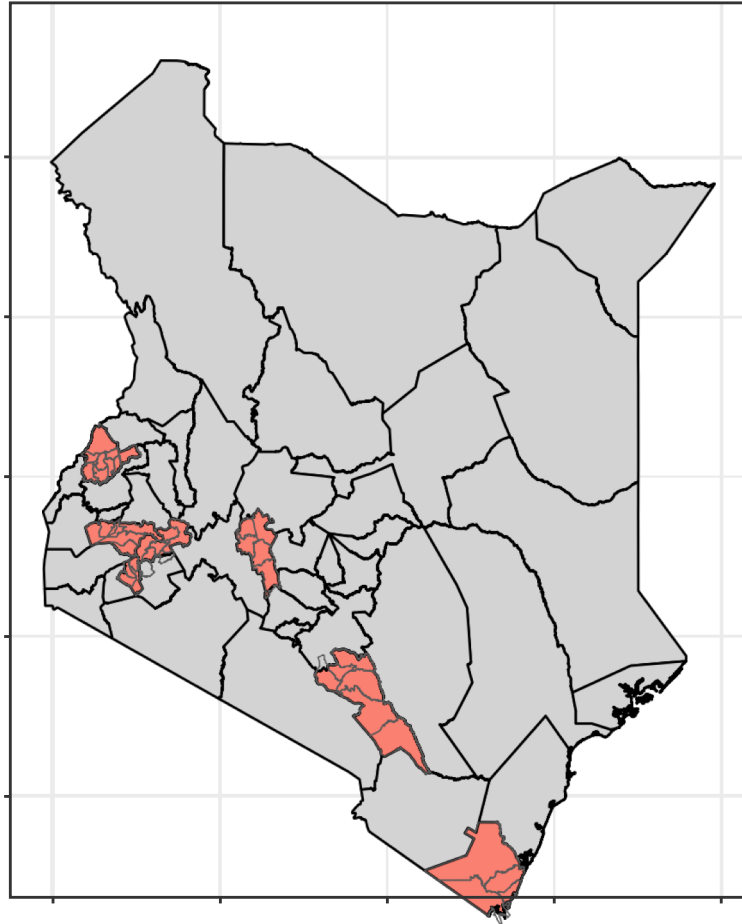
By taking an evidenced-based approach, understanding the audience, building partnerships, and targeting social engagements, #VoteTogether with MTV initiated a way of increasing voter mobilization for young people that was unique, highly-effective and predicated on successful SBC.

The screenshot shows a blue background with the +1thevote.com logo in the top left. The main heading reads "THANKS FOR VOTING WITH A +1!". Below this, a message says "If you haven't voted yet – there's still time. Grab a friend and find your polling location:". A yellow-bordered button labeled "POLLING LOCATOR" with a right-pointing arrow is centered below the message. Further down, it says "Check out these +1 the Vote partners that you can connect with year round:". A row of partner logos follows, including Alliance for Youth Organizing, CIRCLE, TurboVote, and #VoteTogether. A second row of logos includes glad, 350, Hillel International, The Representation Project, Young Invincibles, and Planned Parenthood. A third row of logos includes Women's March Youth Empower, Generation Progress, United We Dream, and Mpower Change.

Case One

Case Study 2
**Field Testing Voter
Registration in Kenya –
Validating the SBC
Process**

Overcoming Barriers to Voter Registration



Courtesy of NYU/Abu Dbahi

Problem statement:

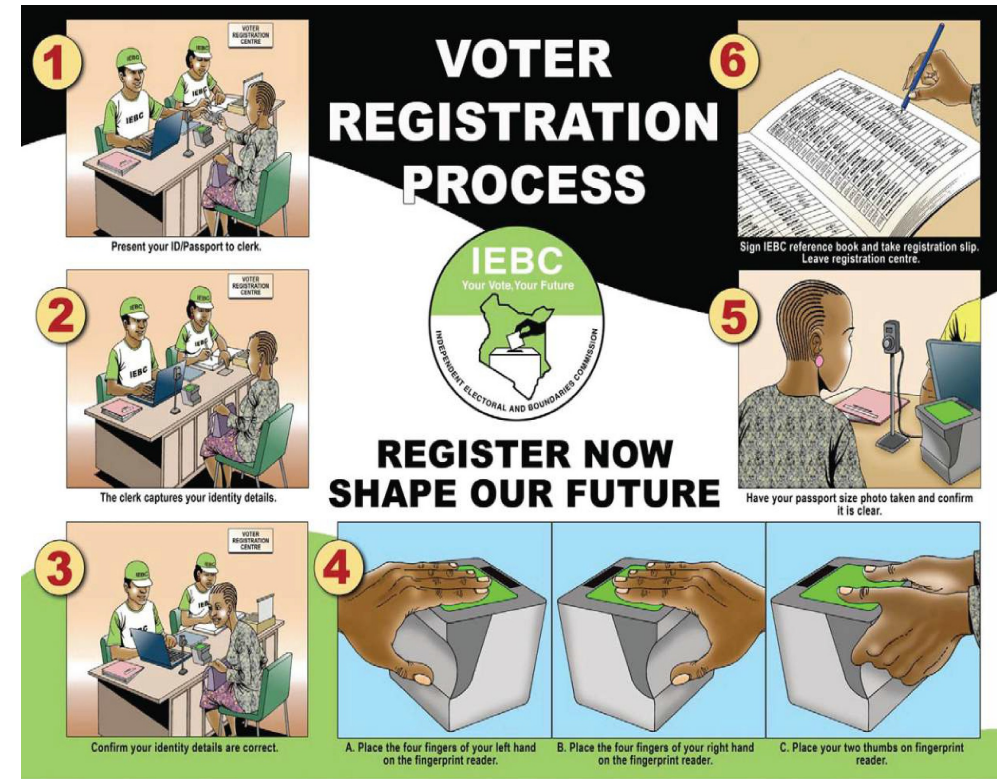
25% of Kenyans do not register to vote

- Large-scale randomized study - 2017
- Experimental research
- Seven counties selected - variation in poverty, distance, and population density 1,674 polling stations assigned specific
- Awareness-building interventions to motivate voter registration
- IEBC undertakes voter registration interventions to examine viability and impact

Case Two

Voter Registration Interventions Explored

- Information/awareness-building campaigns
- Canvassing (social mobilization with communication materials)
- SMS messaging (digital) reminders to vote
- Touring IEBC staff with portable voter registration boxes
- Integrated combinations (of the above) interventions



Research Findings

- Public awareness campaigns (limited mass media and digital media) promoting voter registration had low impact on increasing voter registration
- SMS was an affordable way to reach large number of citizens in rural areas and inform them about voter registration
- SMS did not affect change and increase voter registration when used exclusive

Research Findings (cont.)

- Canvassing (social mobilization & community engagement) are more costly but increased registration by 2.4%
- Portable voter registration boxes were the most effective in increasing voter registration by 113%
- Portable stations when combined with canvassing increased registration by 135% and when combined with SMS by 145%
- Women were not specifically targeted and therefore disproportionately did not benefit from the voter registration interventions

SBC Lessons Learned – Awareness Alone Does Not Create Behavior Change

- Global health and other sectors undertaking SBC programs provide evidence that awareness or being directed to do a specific act rarely leads to behavior change
- The majority of barriers needed to be change are from internal and external social and cultural norms
- To affect large-scale change, SBC strategies should address social and cultural norms, and/or policy and regulatory conditions
- Integrated SBC strategies

SBC Lessons Learned – Awareness Alone Does Not Create Behavior Change

- Integrated SBC uses a combination of targeted strategies (digital technology, interpersonal, social mobilization, and community engagement) to reach its audiences, citizens of voter age
- The integrated SBC approach had the most impact on increasing voter registration
- One-size-fits-all strategies via mass media public awareness campaigns or large-scale SMS messaging were not successful in increasing voter registration
- SMS messaging and social mobilization (canvassing) encouraging citizens to register based on improved “know how” messaging had minimal impact

SBC Lessons Learned – Audience Segmentation: One Size Does Not Fit All

- Each individual is different but they share similar aspirations, dreams, fears, and values with others. These similarities allow SBC practitioners to categorize them into different audience segments
- Segmentation of audiences based on targeted qualitative research is critical information used to design a tailored SBC campaign that addresses an audience segment's fears or worries (barriers) and identify motivations (incentives) to lead to adapting change
- Segmentation identifies early acceptors or “doers” and “non-acceptors” or “non-doers” – early acceptors become influencers on the desired behaviors or practices a campaign emulates

SBC Lessons Learned – Audience Segmentation

Targeting Specific Gender Constraints

Increasing women's electoral participation in Kenya begins with removing social and cultural norms that are barriers to female voter registration:

- Patriarchal culture
- Religious framework
- Household responsibilities and/or hierarchical power dynamics
- Illiteracy
- Lack of female leadership
- Lack of legal documentation
- Lack of access to financial resources
- Physical safety
- Lack of awareness/empowerment

SBC Lessons Learned – Audience Segmentation

- Before beginning an effective SBC program to increase voter registration, it is necessary to create an enabling environment by addressing the social and cultural barriers to open-up voter registration to all citizens especially women
- Specific SBC strategies targeting youth registration (utilizing social media platforms, events/concerts with on-site voter registration, celebrity influencers, and youth social mobilization) promote access to youth and encourage and increase voter registration

SBC Lessons Learned – Understanding & Addressing the Policy, Regulatory and Political Context

Successful SBC Requires an Enabling Environment

- A clear understanding of underlying political interests, policies and regulations, and the cultural context is critical
- Most sweeping change happens when norms are affected and policy and regulations are amended, e.g. how and where to register to vote in Kenya
- Addressing the factors influencing target audiences' decision-making and behavior requires strategies that remove the barriers and achieve a broad consensus among key stakeholders

SBC Lessons Learned – Understanding & Addressing the Policy, Regulatory and Political Context

In the case of Kenya, policy changes to overcome citizen disenfranchising effects include:

- The IEBC is the only body legally allowed to carry out voter registration
- Continuous Voter Registration (CVR) regulations in Kenya require citizens to travel from their residence to the constituency election office to register, creating significant logistical and cost constraints.
- Citizens can register to vote at any time during the year at the local constituency election office but CVR has historically registered few voters
- Citizen-born costs (travel) of registration are a major barrier to increasing voter registration, especially for youth and women

Select Resource References

- www.egap.org
- www.civicnation.org
- www.plus1thevote.com
- www.votetogetherusa.org
- www.viacom.com
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- www.papers.ssrn.com

another  option