



# How can strategic communication help increase demand for CRVS?

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# What is Civil Registration and Vital Statistics?



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## Creative task 1

What do you mean when you say “I want my child to be happy”?





## Action area 4: public engagement and demand creation

### What can we do?

- One CRVS comprehensive assessment
- One CRVS multi-stakeholder working group
- One CRVS plan of action

And every CRVS plan under **Action area 4** will have a one CRVS national strategic communication plan as a key element



## What do we mean through strategic communication?

We mean CRVS communication programmes that:

1. are not just focusing on raising awareness and informing people but convincing people to make the effort, take the time and act –change but also (VIP) maintain their new behaviour
2. are planned and designed involving all national CRVS stakeholder but also development partners and private sector
3. are implemented at the National Level using evidence based communications methodologies such as Communication for Behavioural Impact

# What is COMBI?

- 50 YEARS OF TRADITIONAL HEALTH COMMUNICATION

- IEC and Advocacy
  - Need for information, education, community involvement, mobilized society, committed government

- Educational sensibility

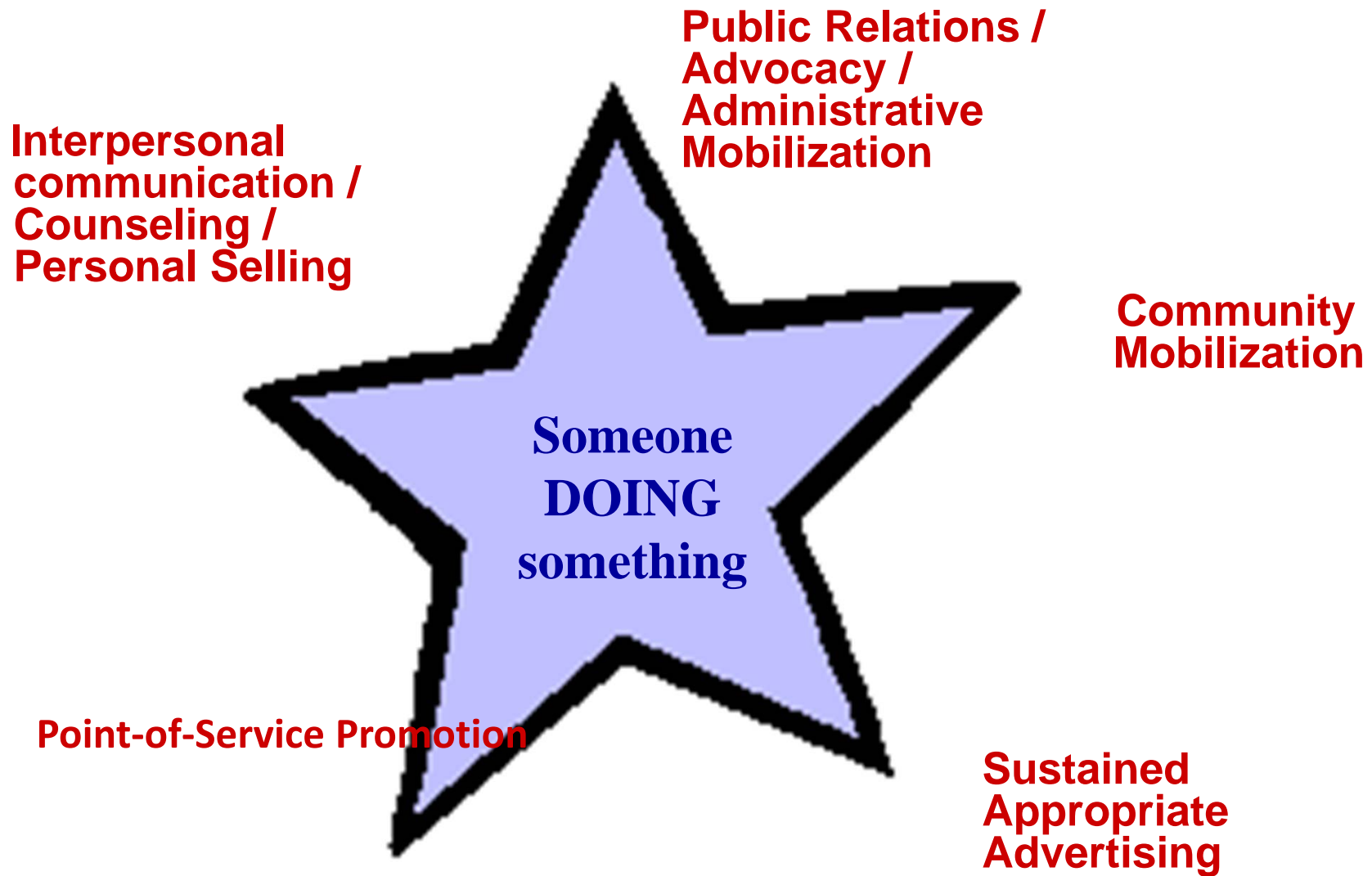
- **PLUS** 100 YEARS OF PRIVATE SECTOR MARKET RESEARCH AND CONSUMER COMMUNICATION

- **PLUS** Behaviour as the ultimate goal
  - Directed at mobilizing all societal and personal influences on prompting the target group to take a specific action.

- **PLUS** Consumer sensibility
  - Value vs. “Burden”
  - Needs (or wants or desires)

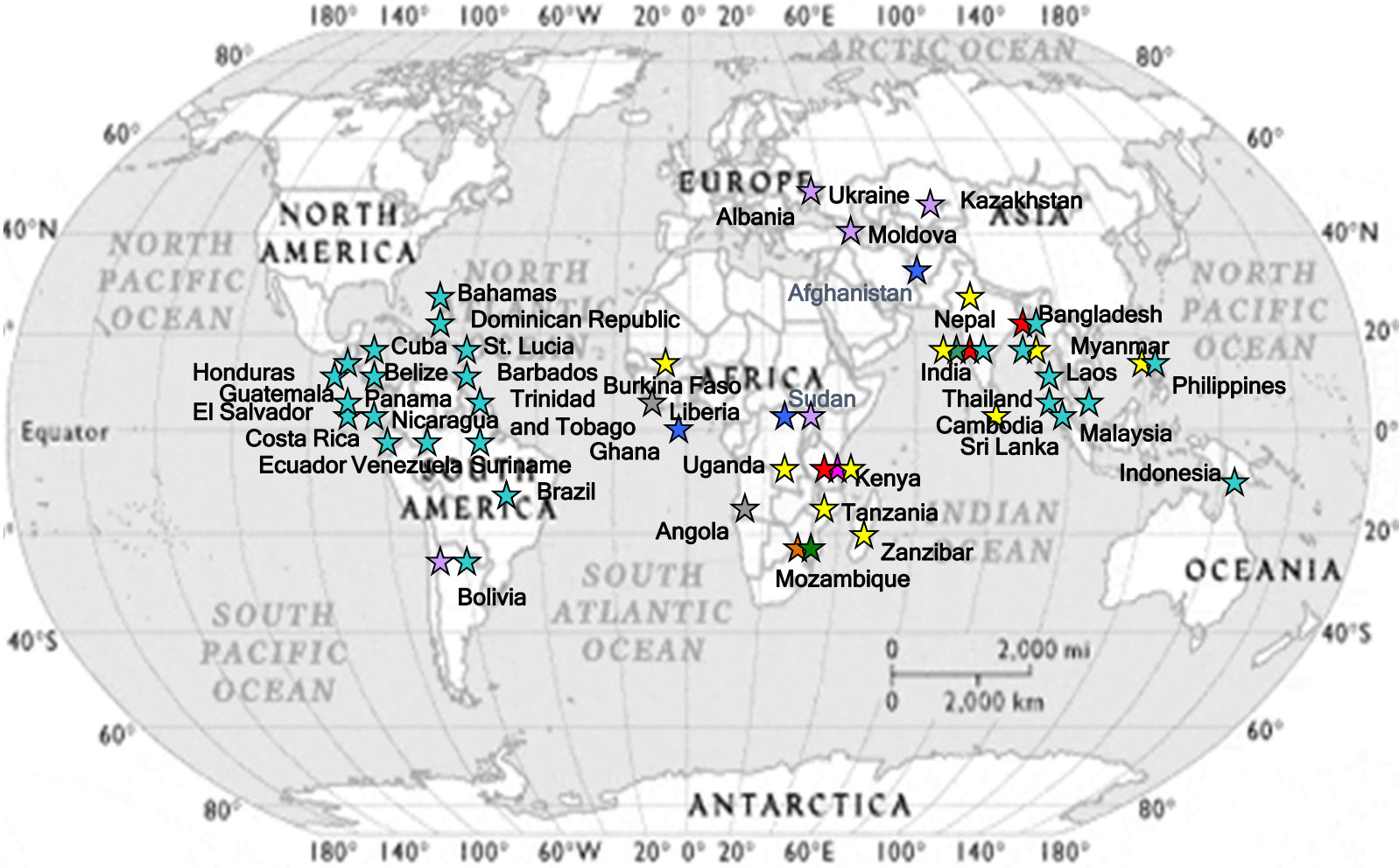
**It is social mobilization with a ‘behavioural bite’**

# The five integrated communication actions areas



# COMBI in Action

- Lymphatic Filariasis
- Dengue Fever
- Leprosy
- Tuberculosis
- Malaria
- HIV/AIDS
- Other





# Does COMBI work?

- State of Bihar, India, COMBI programme dramatically improved the number of people self-reporting with skin leprosy – 69% average, 73% women.
- Johor Bahru, Malaysia, three-month COMBI Programme on dengue resulted in 85% of households checking mosquito breeding sites around their homes over a 12-week period. Three months later, 70% were still maintaining the checks
- COMBI prompted 75% of the entire population of 6 countries to prevent lymphatic filariasis. Kenya and Sri Lanka – over 80%. The behaviour: to accept the hand-delivered set of pills and to swallow these pills in the presence of a health worker/volunteer (on a specific date).

# Does COMBI work?

Moldova COMBI Plan on Perinatal Care;

Source: Perinatal Care Evaluation, 2004, 2005 & 2006

| <b>Promoted behavior</b>                                   | <b>Before 1</b> | <b>Before 2</b> | <b>After</b> |
|--|-----------------|-----------------|--------------|
| Seeing a doctor in the first 12 weeks of pregnancy         | 60%             | 69%             | 81%          |
| Taking folic acid in the first 12 weeks of pregnancy       | 13%             | 32%             | 76%          |
| Taking iron tablets for at least 2 months during pregnancy | 38%             | 62%             | 88%          |
| Knowledge of danger signs                                  | 50%             | 59%             | 91%          |



## How can INGO's like Plan International help?

- Capacity building for national partners on COMBI for CRVS and strategic communication planning
- Development of communication materials
- Engaging private sector in disseminating key messages
- Monitoring and Evaluation
- Coordinating partners and inputs
- Managing various implementing partners
- Sustaining communication activities

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# Thank you

