

Social Change Communication & Innovation

Ensuring that communication for
development makes a contribution to
the MDGs.

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For every child
Health, Education, Equality, Protection
ADVANCE HUMANITY



Human rights principles relevant to CFSC:

Self determination

Participation

Equity and Inclusion

Communication Concepts for CFSC

Voice

Space

Connectivity

Innovation required to be relevant to the MDGs:

Scale and impact

Monitoring and Evaluation

Implementing CFSC at scale:

Maximize impact and geographic reach by:

- Generating as much community dialogue as possible, leading to community action
- Extending the reach of community voices through the mass media
- Supporting community action with appropriate information, service delivery and policy from government and development agencies.

CFSC in Action

Zambia:

Social movement to know your HIV status, through:

- Community dialogue on HIV status & stigma by Neighborhood Health Committees & church groups
- Use of mass media to reflect community and youth viewpoints at the national level
- Revision of policy and service delivery based on community-generated ideas

Result: creation of the social environment necessary for Anti retroviral therapy and support to “3 by 5”

CFSC in Action

Senegal

Collective abandonment of female genital cutting, by:

- Non-directive programme of dialogue & discussion on the rights and responsibilities of all community members
- Dialogue results in social action on a wide range of issues
- FGC abandonment is achieved through public declarations by intra-marrying groups
- Scale is achieved because it is in a community's interest to increase the size of the group that has abandoned FGC

Result: the first measurable success in FGC programming. 1,300 Villages out of 5,000 that practice FGC have now made declarations

Measuring the effect of CFSC

- Evaluating process as well as outcome
- Integrating qualitative and quantitative measurement
- Balancing participatory monitoring and evaluation with expert analysis
- Achieving social learning for participants as well as quality control for managers