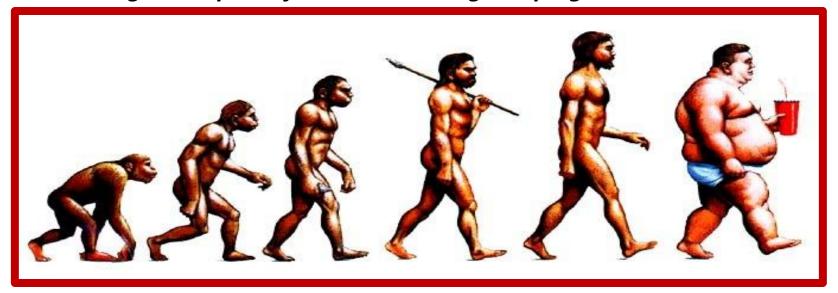
Behaviour Change Journey

Measuring the impact of social marketing campaigns



Source: Paulstowe.blogspot.com

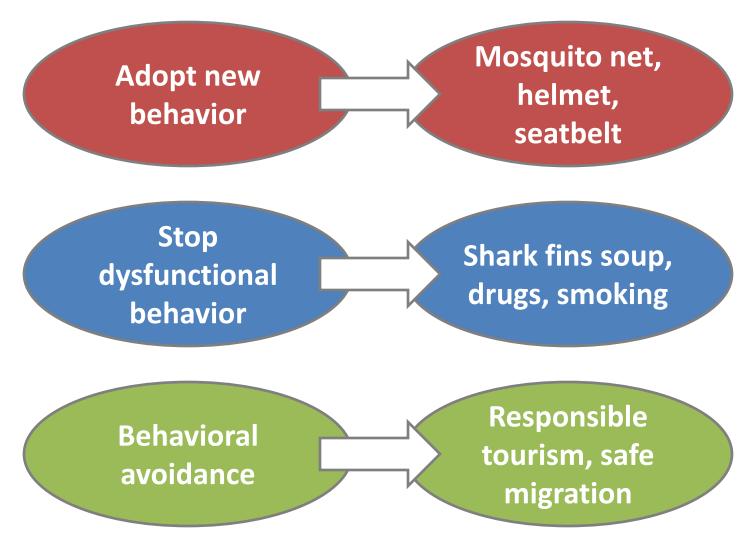
Evaluation Exchange

Presented by:

Rapid Asia



Behavior Change Takes Different Forms





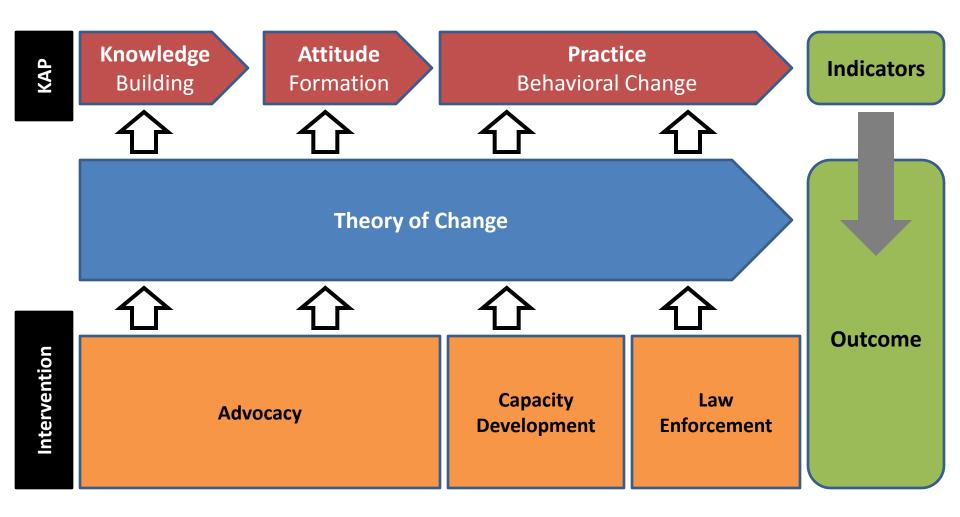
Implication for Program Strategy

Behavior Change Communication Knowledge **Unaware Belief** Attitude Intention **Behaviour** Change Indentify Develop attitude and barriers to **Build on Build awareness and develop** knowledge reinforce change success and knowledge and educate correct (e.g. law replicate behavior enforcement)





Conceptual Framework for BC





Case Study

Diabetic Retinopathy



Conceptual Framework for BC

Knowledge Attitude **Practice** KAP **Indicators** Building Formation Health Seeking Behavior Theory of Change **Awareness Examination** Eye (Note: Attitudes not addressed Referral **Treatment** by the program) **Outcome Eliminate** Intervention **Blindness Awareness raising Training of HCW** Grass roots activities **Equipment Referral System** Mass communication



Thank you!

Questions Welcome

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