IMAGINE BCC: DRC

Webinar: Make Me a Change Agent

23 June 2016
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Hygiene and Behavior Change Delivery Manager
IMAGINE COMPONENTS
IMAGINE BCC

Integrated care groups

Participatory street theatre

Radio campaigns and visual aids

Formative Research/DBC
Make Me a Change Agent

- Consultant Bonnie Kittle
  Trained MC and MoH staff in April 2015

- Utilization/Adaptation of MMCA in trainings during 2015-2016
Using MMCA

› Lesson 1: Behavior Change through Effective Communication
› Lesson 3: Negotiated Behavior Change
› Lesson 4: Home visits
› Lesson 6: Storytelling for Behavior Change
› Lesson 7: Learning through Cross Site Visits
› Advanced Lesson on QIVC and Giving Feedback
Trainings

Lesson 1 Handout 2: Respect Wheel

I know I am respected when...

MERCY CORPS
Post training survey
N = 231 / 1942 or 11.8%

What was the most interesting theme for you at the training?

- Steps of a CG meeting: 10%
- Roles & responsibilities CGVs: 6%
- HH visits: 1%
- Introduction to CGs: 7%
- Program IMAGINE: 44%
- Behavior change through effective communication: 32%
Visual Aids /Stories

Kutembeleana Nyumbani

1. KUSALIMIA: unapofika Salimiya kwamba wali ndani

2. KUULIZA kupitia maswali

3. Sikiliza vizuri

4. Kufikiriya suluhisho

5. Toa pendelezo ya Vizowioyo

6. Kuzungumuza kuhusu Vizowioyo

7. Sikiliza yale mama atakayo fanya

8. Kuchuka mpango ya siku ingine

Somo la 7: Kunawa/Unawaji wa mikono

1. Lengo

2. Mohazo

3. Kuwejo


? Ni nini inaweza tokeya kwa Chirezi na jamii lake astipo nawa mikono na sabuni kisha kugusa mavi wala uchafu na mbele ya kugusa chakula?


Chirezi: Mii sizowewe kunawa mikono muchana na siyangaka hata shida moja!


4. A kaanza kulisha Asha na ile mikono yake.

? Ni nini ingeweza fikiya Aicha kuoma giri Chirezi hakunawaka mikono?

5. Kisha muda muchache Asha, aka anza kuharisha hadi kupanga ku kihuluka ku kifu kya afya.

Chirezi hakunaweka kwamba ni aje aje sababisho kuhara kwa sababu hakukuwa na nawa mikono yake.

? Kwa sababu gani ni ya muhimu kubeba mtoto myene kujifunga magonjwa ya ku hara kwenye kituo cha afya?

? Ni nini unaweza patiya mtoto myene kukuheraka kwa kumuongezayia maji?
### QIVC and Giving Feedback

<table>
<thead>
<tr>
<th>Survey Date</th>
<th>Health Area:</th>
<th>Theatre Group:</th>
<th>Evaluator Name:</th>
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#### A. LOGISTICS

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Is the place adapted for women of children under five?</td>
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<tr>
<td>Did the troupe specifically take measures to attract mothers of children under five?</td>
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<td>Was there promotion for the performance ahead of time in the neighborhood?</td>
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<td>Was there at least 15 minutes of dance/song at the beginning to pull in the public?</td>
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<td>Did the piece start with a song about hand washing?</td>
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<td>Did the piece last 20-30 minutes with an additional 20-30 minutes of interaction with the public?</td>
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<td>Did the actors were the IMAGINE t-shirts and display the Mercy Corps/UKAID banners?</td>
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<td>Did the troupe give the correction introduction about IMAGINE/Mercy Corps UKAID?</td>
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<td>Were there at least six actors present with at least four actors playing in the scene?</td>
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Up to date:

Make Me a Change

› Health Zone + Mercy Corps Staff trained
› 60 promoters
› 2700 volunteers trained
› Training of about 3000 other volunteers ongoing
› Target = 90,000 households
Lessons Learned

- Simplify and cross check concepts
- Slim down the text
- Add images/cues
- Avoid too much material for the time
- Improves feedback