

Resource 4.9: Example campaign strategy

Communication channel	Activity	BCT	Targeted factor
Household visit	Together with the promotor, participants complete a puzzle of the diarrhoea infection diagram (F-diagram). In a second step, they add pictograms for protective behaviours, thereby transforming the infection diagram into a prevention diagram.	BCT 1: Present facts	Factual knowledge
	Participants imagine washing their hands and try to become aware and express their feelings towards handwashing. In a second step participants actually wash hands and again express their feelings. Feelings are noted on a template.	BCT 9: Describe feelings about performing and about consequences of the behaviour	Feelings
Community meeting	The village leader speaks to the community and clearly expresses her approval of community members starting to perform the new behaviour. She demonstrates how she herself performs the new behaviour.	BCT 15: Inform about others' approval / disapproval	Other's approval
	She invites everyone to join the movement. Those community members who commit to the new behaviour stand up and give a public pledge together by shouting the campaign slogan.	BCT 13: Prompt public pledging	Other's behaviour
	The village leader invites everyone to a small theatre show. She tells everyone to participate and clearly shows her approval to perform the new behaviour.	BCT 15: Inform about others' approval / disapproval	Other's approval
	The play shows how the new behaviour can be performed with material existing in this very community	BCT 24: Demonstrate and model behaviour	Confidence in performance
	The theatre highlights positive feelings related to the target behaviour and negative feelings related to the undesired behaviour	BCT 9: Describe feelings about performing and about consequences of the behaviour	Feelings