

The image features three women in traditional Indian attire (saris) in the foreground. The woman on the left is wearing an orange and black patterned sari. The woman in the center is wearing a yellow and purple checkered sari and is smiling slightly. The woman on the right is wearing a yellow and orange sari and is holding a baby. The background shows a corrugated metal wall. The Pathfinder logo is in the top right corner.

PATHFINDER

Best Practices in Community Engagement for FP Services in Rural & Urban Setting

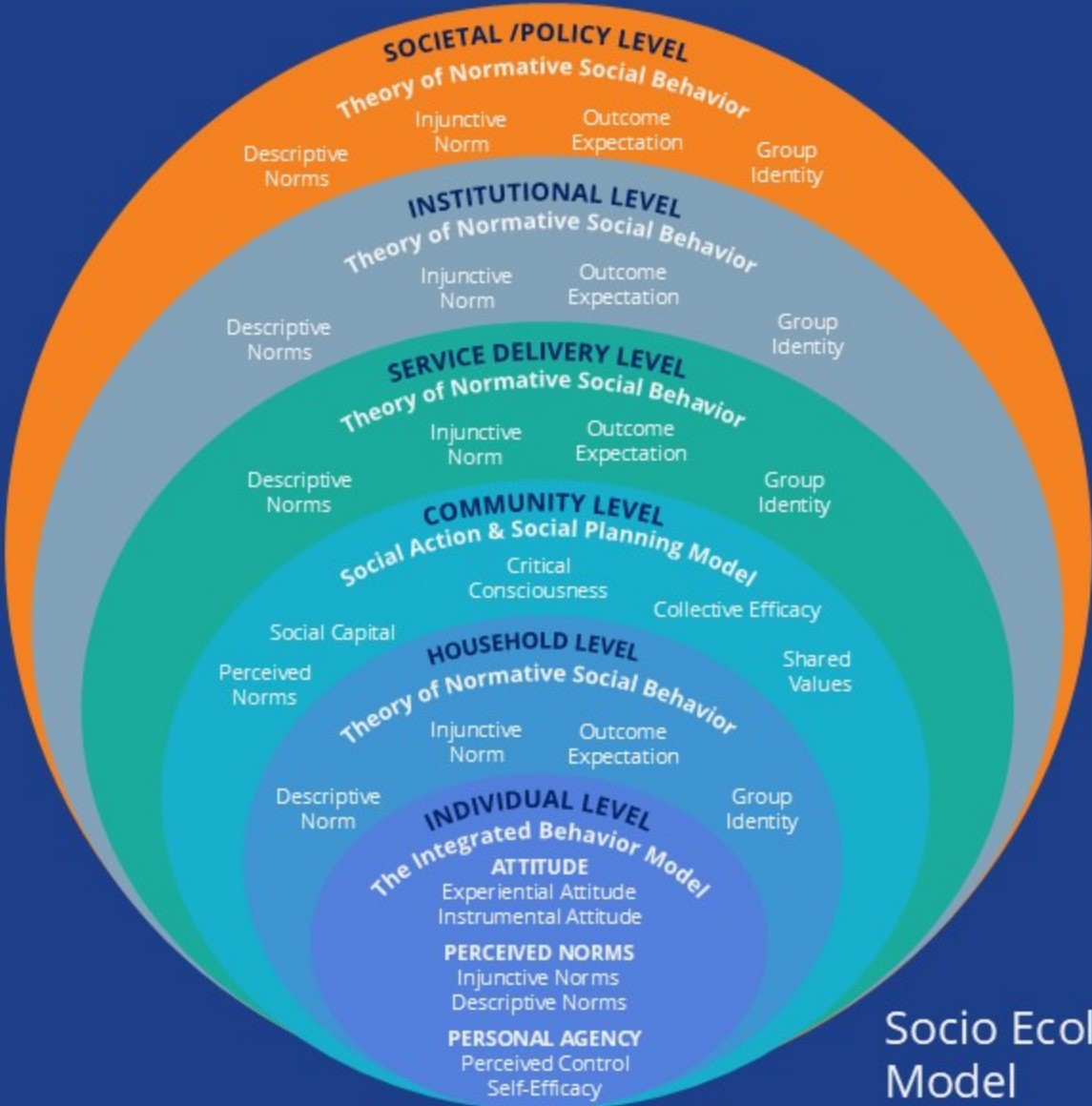
K Laxmikant, Sr Director SBCC, Pathfinder International

Community in the context of SBCC

The world beyond 'Individual SELF' can be called a community. It could be in-laws, friends, peers, KOL, service providers.

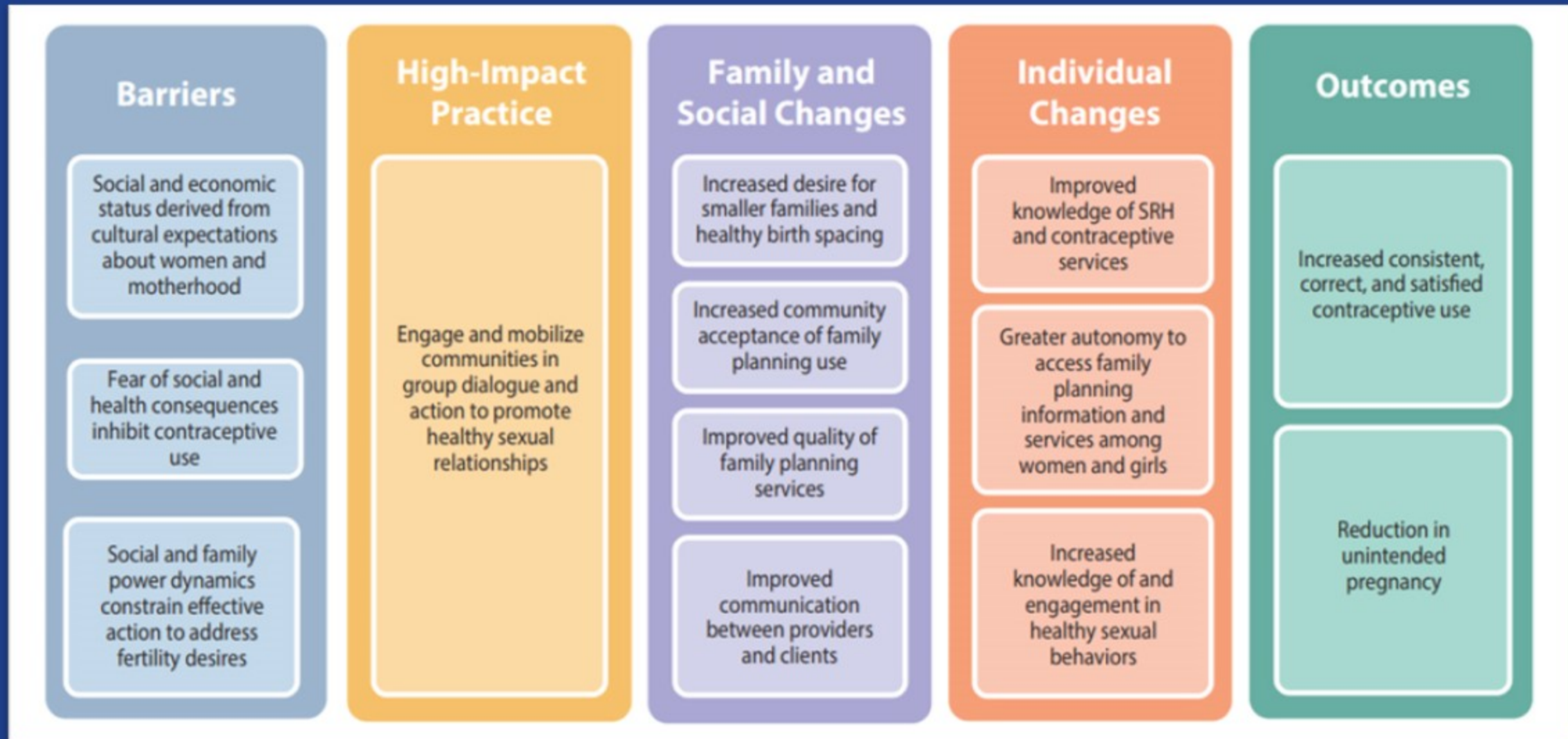
Community has a strong correlation to an individual's behavior outcome and therefore, community involvement is key for the success of any SBC intervention...

Theoretical Framework



Socio Ecological Model

Theory of Change



Benefits of CGE

AT INDIVIDUAL-FAMILY-COMMUNITY LEVEL

- Social support to individual women and man; couple
- Community acceptance of your desired behaviour
- Enhances knowledge
- Male participation
- Couple communication

CGE Best Practices: Perspectives

Strategic Design/Planning Perspective

- Preparatory Or Conceptualization stage; this stage requires approaches which delivers a theory driven and evidence-based SBC program design.

Implementation Design Perspective

- Execution or Implementation stage; this stage requires approaches which improves the message delivery mechanism of the SBC intervention

Best Practices: Strategic Design/Planning

KEY PRACTICES

- **Audience Insight:** Formative study; CNA, media landscape study; market research, secondary data review are some of the best practices which contributes in developing a comprehensive audience archetype and gathering of audience insight for better SBC designing .
- **Audience Segmentation:** Audience segmentation approach helps in higher targeting efficiency and impact; apply segmentation tools for reach and frequency calculation for better cost optimization;
- **Human Centric Design (HCD):** HCD approach for CGE design is a proven best practice; possible prototyping ensures higher efficiency.
- **Digital CGE:** Technology integration have higher affinity (especially among male) and reach; Immersive tech integration.

Best Practices: Activity Planning Perspective

KEY ACTIVITY: URBAN

- **Market Activation:** Market based shows and events like mobile van activity with interactive engagement games; digital tools like VR glass shows for male engagement
- **Digital Media:** Digital Community engagement; WA/ FB groups; Microsite; AI-Bot.
- **Influencer Marketing:** Rope in a local micro/micro influencer; youth icon.
- **Integration** with established government health program events.
- **Conventional activities** such as-- Family Planning Day Event; Couple Meet; *Saas-Bahu* Meet; Doctor-in-the-Community Event.

Best Practices: Activity Planning Perspective

KEY ACTIVITY: RURAL

- **Village Day Event:** Design events which integrates services like NCD (BP/DM)/YOGA and family planning messages and data collection for follow up.
- **Influencer Marketing:** KOL and religious leader engagement (depending on the sensitivity of the region).
- **Community Radio:** For youth engagement; HCD approach; narrowcasting.
- **Village Road Shows:** Use of movie-based tools; *nukkad natak*; puppet shows; local folk shows.
- **Integration** with government health program events; SHG.
- **Digital Campaign:** Integrate with digital campaign for follow up.

-

Suggestive Key Words

- Landscape study for audience insight
- Segmentation approach for higher target efficiency
- Capacity building of SBC cadre; Coaching approach
- Stewardship for SBC sustainability
- Tech Innovation and Integration
- Documentation and MEL

The image shows three young girls walking towards the camera in a narrow, unpaved alleyway between brick and mud walls. They are dressed in traditional Indian attire, including colorful dresses and shawls. The girl on the left wears a floral dress with a yellow shawl. The girl in the middle wears a patterned dress with a white shawl and holds a blue book. The girl on the right wears a brown dress with a yellow shawl and holds a green book. They are all smiling and looking down at their books. The background is slightly blurred, showing more of the alleyway and buildings.

PATHFINDER

THANK YOU



@PATHFINDERINT



@PATHFINDERINTERNATIONAL



@PATHFINDERINT

PATHFINDER.ORG