

Training Report

On

Social & Behaviour Change for Disaster Risk Reduction

3 -5 July 2024



Introduction

The first national workshop on Social and Behaviour Change (SBC) for Disaster Risk Reduction (DRR) was organised during 3rd to 5th July 2024 by the National Institute of Disaster Management (NIDM) and facilitated by UNICEF. The workshop was held at the NIDM Training Centre, Rohini, New Delhi.

Context

India faces significant disaster risks, including earthquakes, floods, cyclones, and droughts, affecting over fifty million people annually and causing around 4,000 deaths. Children under five and pregnant or lactating mothers are particularly vulnerable. Recurrent disasters hinder economic growth, development, and poverty reduction, impacting progress towards the Sustainable Development Goals (SDGs). Effective SBCC can empower communities to adopt preventive behaviours, enhancing overall resilience and safety.

Behaviour change has long been accepted as the key goal towards which disaster preparedness and development interventions should aim. When humanitarian actors take on board the practice of disaster preparedness and risk reduction in decision-making, then their resilience is strengthened, and they have the means to adjust to changing circumstances and continue to reduce vulnerability and strengthen safety. Social and Behaviour Change (SBC) is the strategic use of communication approaches to promote changes in knowledge, attitudes, norms, beliefs, and behaviours. At the institutional level, SBC interventions are designed based on evidence and follow a systematic process of analysis to define barriers and enablers of change leading to a comprehensive set of tailored interventions that promote desired behaviours for disaster risk reduction (DRR).

The National Institute of Disaster Management (NIDM) and UNICEF came to enhance the abilities and skills of government functionaries and key stakeholders in Social and Behaviour Change (SBC) to address the social and behavioural aspects of Disaster Risk Reduction (DRR). The primary objective of this partnership is to empower service providers at various levels to understand the importance and core concepts of social and behaviours change and to integrate them into all forms of disaster risk management, including prevention, mitigation, preparedness, crisis response, and recovery.

As part of this endeavor, NIDM and UNICEF have developed:

- A SBCC 90 minutes module which can be combined with different trainings on DRR. Within the module 60 minutes is dedicated to core concepts of SBCC and 30 minutes to specific SBC needs of different disasters namely floods, cyclones, earthquakes, and public health.

- SBCC toolkit with key behavioral messages for different types of disasters (mentioned above) in key sectoral areas of health, nutrition, WASH, education, child protection etc. has also been developed and pilot tested.

This workshop is first in the series of capacity development workshops for SBC initiated by NIDM, facilitated by UNICEF to roll out the training modules and the communication toolkit.

Profile of Participants

Participants at the managerial and policy level were invited from various sectors of Health, Women and Child Development, Panchayati Raj, Social welfare Water and Sanitation, University network, Education and Disaster Management, Government of India. The idea is to introduce the concept of Risk Communication for Disaster management through all government ministries which will enable a 360-degree approach to Social and Behaviour Change taken up through various programs and platforms available for community outreach and community engagement.

Objectives of the Workshop

- 1 Understand Core Concepts and Importance of Social and Behaviour Change (SBC)
 - a. Understand basic models and principles of SBC.
 - b. Recognize the significance of SBC to achieve positive Behavioural shifts.
- 2 Integrate SBC into Disaster Risk Reduction (DRR) programming
 - a. Develop skills to incorporate SBC strategies in DRR planning, implementation, and monitoring.
 - b. Analyze case studies and best practices for effective SBC in DRR contexts.
- 3 Apply People-Centered Approaches to Programming
 - a. Implement participatory methods that prioritize community needs and perspectives.
 - b. Design programs that are inclusive and responsive to diverse populations.
- 4 Understand Community Feedback Mechanisms
 - a. Appreciate the role of community feedback in enhancing program effectiveness.
 - b. Develop systems for gathering, analyzing, and utilizing feedback from community members.
- 5 Identify Barriers and Enablers to Effective Communication
 - a. Examine common barriers to effective communication in SBC and DRR initiatives.
 - b. Identify and select appropriate communication channels tailored to specific audiences.
- 6 Utilize the SBCC DRR Toolkit
 - a. Gain proficiency in using the SBCC DRR toolkit for practical application.
 - b. Apply toolkit resources to design, implement, and evaluate SBC interventions in DRR.

Workshop Facilitation

The workshop was facilitated by Ms. Shalini Prasad, SBC Specialist, UNICEF; Prof. Nisar Ahmad and Varsha Chanda from Envision Institute of Development; supported by the NIDM team led by Dr. Sushma Guleria.

Workshop Methodology

Workshop sessions were planned keeping in mind that at the end of the three days participants would be required to have utilized the content to contextualize it for their state. Participants were also expected to enhance their abilities to contextualize as per their objective of use. Mixed methods were used including presentations, vignettes, open discussions, role plays, games and activities that kept the participants engaged. Mentimeter was used for summarizing the sessions to understand the participants grasp of the main take away from each session.

Welcome Address and Inauguration

The workshop was inaugurated by the Executive Director of NIDM, Shri Rajendra Ratnoo, IAS. UNICEF was represented by the Chief of Social and Behaviour Change Section, UNICEF India, Mr. Dennis Christian Larsen and SBC Specialist Ms. Shalini Prasad. Joint Directors, JD North Region, Shri Surendra Thakur and JD South Region, Col P.S.Reddy also joined the session.



Shri Ratnoo spoke firmly about the need for Social and Behaviour Change for DRR. According to him Climate Change is becoming a reality and the impacts are being felt across the country even in places that never before witnessed any kind of disaster. Preparedness under such circumstances is a necessity for every citizen in this country. He highlighted that NIDM was flooded with nominations for participation from multi sectoral experts and managers from health, disaster, education, water and

sanitation, women and child development etc. which speaks volumes about the importance of people centric approach in DRR for the Government of India. He welcomed all the participants and wished them best for the three-day workshop.



Mr. Dennis reiterated the stand taken by the Executive Director, NIDM and said that UNICEF is pleased to collaborate with NIDM in reaching the last mile in Disaster Management with Social and Behaviour Change interventions. He reminded participants that for UNICEF every child was of paramount importance and that the 'E' in UNICEF stood for Emergency.

Disasters are an emergency for each child as keeping her family and community safe is to maintain safety of the child. He also mentioned that keeping people at the center of any intervention is what UNICEF work focuses on and during emergencies every effort should be made to prioritize the needs of the affected populations especially focusing on women and children.

Workshop Sessions

Key learning and take-aways from the sessions:

1. Social and Behaviour Change:

The foundations of Social and Behaviour Change (SBC) were discussed with the example of how the COVID-19 emergency was tackled in Dharavi, Mumbai, India.

Key takeaway: Interventions cutting across several layers of the social fabric and involving actors at each of these levels is necessary for effective response.

2. Socio Ecological Model

The Socio-Ecological Model (SEM) was discussed with examples of

- how COVID-19 vaccination was rolled out,
- how misinformation was managed,
- how flood relief work and preparation for flood is done.

Key takeaway: The communication approaches at each of the 5 levels of SEM is important for getting support. These approaches are Advocacy [for garnering required resources and collaborations within networks, Social Mobilisation [increases community participation, ownership and helps in increasing reach of services] and Behaviour Change Communication, including Interpersonal Communication [supports an individual to adopt a new behaviour or change an existing one, mobilises support for change through family, friends and community]

3. Behaviour Change Process

The session focused on the process of behaviour change; how new behaviours can be introduced and the strategies that can be used effectively for communicating to the communities.

Key Takeaway: Any disaster mitigation, preparation, response, or resilience will require behaviour change at the community level. Preparedness efforts focus on changing human behaviours in ways that reduce people's risk and increase their ability to cope with hazardous consequences. Preparing and responding successfully to emergencies require that evidence-based behaviour change communication strategies become an integral part of emergency preparedness plans and training. SBC efforts result in improved health, hygiene, protective and caring practices. It also supports positive collective action and informed demand among affected communities for emergency assistance, supplies and services. All these actions are crucial in protecting and promoting the well-being of children, women, and their families when a disaster strikes.

4. Disaster Communication

The sessions on disaster communication focused on the three main communication approaches that are used for Social and behaviour change. Two short documentaries were shown to the participants and then four groups discussed on how SBC was used at various levels and communication approaches that were used.

Key Takeaway: The NIDM 60-minute module on SBC for DRR was used in the background for explaining how SBC plays an important role in the four phases of a Disaster viz; Mitigation, Preparedness, Response and Recovery. The role of SBC in the four phases to address: Advocacy, Fear Management or Crisis communication behaviour change has been accepted as the ultimate goal towards which disaster preparedness and development of interventions should aim. When individuals and communities take on board the practices of disaster preparedness and risk reduction in their own decision-making, then their resilience is strengthened, and they have the means to adjust to changing circumstances and reduce vulnerability.

5. People Centered Approach

The session on People Centered Approach focused on how a centralised and hierarchical model of management generally exists for DRR. However, the last decades have seen extensive discussions about the most appropriate ways to manage the potential consequences of natural hazards and to transform disaster risk reduction policies towards more pro-active investments in prevention and preparedness. There have been moves away from this top-down, 'command and control' style of DRM to approaches that are 'people-centred' and include, among others, increased stakeholder participation, responsibility shifts from the authorities to the public, greater transparency in risk/uncertainty communication and social/institutional capacity building. Two case studies were discussed on PCA facilitated by Shalini Prasad from UNICEF.

Key takeaway: Along with PCA the session also spoke on monitoring mechanisms and the importance of monitoring communication/SBC initiatives. Monitoring and collecting feedback from communities who are affected is important for ensuring effective and efficient response.

6. Core Humanitarian Standards

The nine Core Humanitarian Standards (CHS) were discussed in this session and linkage between the CHS and People Centered Approach were shown through a case study of the Kerala Floods- JPPI or *JanakiyaPankalithavumPunarnirvanvum Initiative* or Building Back Better with voices of the affected population.

The nine Core standards were discussed in details along with importance of convergence and community engagement principles.

Key Takeaway: There are several parameters for sector specific Rights in Crisis analysis that needs to be undertaken as an integral part of the disaster response strategy. These are enshrined in the nine Core Humanitarian Standards (CHS).

The importance of access to rights and entitlements that need to be ensured to the affected populations during the various phases of the immediate response and relief, sector specific recovery interventions and integration, taking feedback from affected people and acting on the feedback as part of Disaster Risk Reduction Strategy were emphasized.

7. The SBC DRR Communication Kit

The last session of the workshop was on the SBC DRR Communication kit. Copies of the kit materials were shared with the participants. The four groups were given four situations and then asked to do a role play on how the situation is likely to unfold and how the materials will be used by the participants in preparing and reaching out to the community in those circumstances. They had to demonstrate how the materials would be used.



Key takeaway: Knowledge of the key messages, platforms at which the messages are to be given are critical for planning. Tools

like the planning checklist and user guide are available to support in planning, implementing, and monitoring SBC interventions.

Workshop Valedictory

Three days of working together to bring about a sustainable change in the way disaster communication is managed saw some great enthusiasm and motivation among the participants in taking back and applying the learnings of SBC. The closing was addressed by the Executive Director, NIDM, Shri RajendraRatnoo, Joint Director, Northern Region, Shri Surendra Thakur and UNICEF Specialist Ms, Shalini Prasad.

Taking feedback from the participants on the sessions and how they would like to apply it back in their departments and states, a good response was received and NIDM and UNICEF have promised handholding support in terms of contextualisation of the training and the communication kit for state specific requirements. The Certificate of Participation was handed over to all the participants and a Vote of Thanks proposed by Dr.SushmaGuleria.

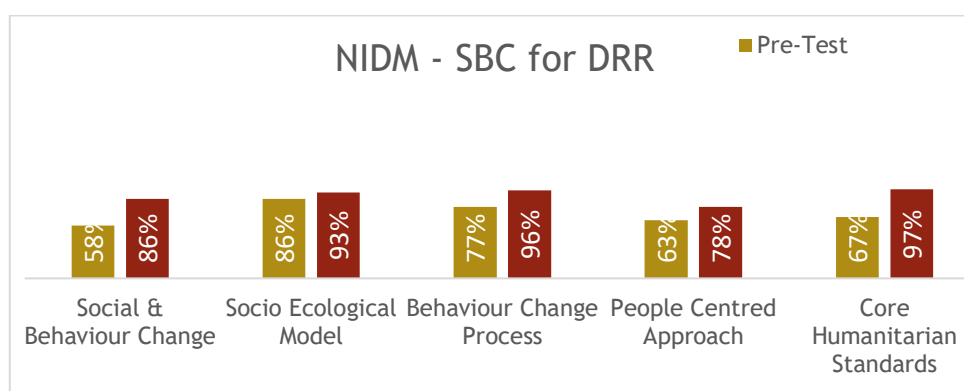
Feedback from Participants

A regular day wise feedback was taken from participants. Mood meters were handed out to all the participants and if they felt at any point of time that they could not keep up with the sessions, they could display these on their tables



Pre and Post Assessment

A pre and post assessment was conducted with the participants to understand how well the concepts have been internalised. The assessment included 12 statements that were given to the participants against which they had to give their opinion if they agreed with the statement or disagreed with it. Topics around which the statements were prepared focused on the five main topics that were being discussed in the workshop. While the change in pre and post is good in three of the five topics, two topics: SBC and People Centred Approach may require some more inputs.



KEY TAKEAWAYS

- The communication approaches at each of the 5 levels of Socio-Ecological Model (SEM) is important for getting support.
- Any disaster mitigation, preparation, response, or resilience will require behaviour change at the community level.
- The role of SBC in the four phases to address: Advocacy, Fear Management or Crisis communication behaviour change has been accepted as the ultimate goal towards which disaster preparedness and development of interventions should aim.
- Monitoring and collecting feedback from communities who are affected is important for ensuring effective and efficient response.
- There are several parameters for sector specific Rights in Crisis analysis that needs to be undertaken as an integral part of the disaster response strategy.

- Knowledge of the key DRR messages, platforms at which the messages are to be given are critical for planning.

Next Steps

Recognising the importance of systems strengthening, it is important that State Units of Disaster Management (SDMAs) are updated and skilled on SBC. When services are in place, it is important that affected people know where they can receive support. It is proposed that NIDM and UNICEF will conduct 4 Regional ToTs that will build a pool of SBC practitioners and planners who understand depth and importance of the SBC approach to disaster management.

The IEC materials in the DRR Communication Kit were much appreciated by all the participants and many discussed ways of contextualising and using them in their states. NIDM will support and handhold the states for the contextualisation in terms of technical support.

Some states also requested for training of their district staff to enable coordination and convergence activities at the state level. UNICEF in discussion with NIDM will support the process of conducting the training for implementing staff and provide supportive supervision for cascading training to the frontline workers.

UNICEF will also support in providing the simpler version of the training modules to be uploaded on the IGOT platform through NIDM.

AGENDA				
Training on Social & Behaviour Change for Disaster Risk Reduction 3 -5 July 2024 NIDM Rohini Campus, New Delhi 110042				
From	To	Session	Content	Resource Person
Day 1				
09:00	09:30	Registration		
09:30	10:00	Introductionto the program and participants	Know the programme, agenda & participants	NIDM/EID
10:00	10:45	Context Setting for SBC in DRR	SBC in 4 phases of DRR	EID
10:45	11:05	TEA BREAK		
Foundations of Social and Behaviour Change applied to DRR				
11:05	12:05	SBC in the Context of DRR	Overview of SBC, Communication and Channels, Planning & Monitoring	EID
12:05	13:15	An oasis in Rajasthan and a mangrove in Odisha	SEM in action: Case studies of communities fighting drought and cyclone	Group work, EID
13:15	14:15	LUNCH		
Inauguration				
14:15	14:45	Welcome and Inauguration	Welcome Inaugural Address: Dennis Christian Larsen, Chief, SBC, India Country Office, UNICEF Keynote Address; Shri. Rajendra Ratnoo, ED, NIDM Vote of thanks: Dr. Sushma Guleria	NIDM& UNICEF
Communication Approaches for SBC				
14:45	15:15	Communication approaches for SBC in DRR	Group work on communication approaches aligned to SEM	EID
15:15	16:15	Communication media, platforms and monitoring	Use of appropriate media and platforms in the SBC Plan and its Monitoring	EID
16:15	16:35	TEA BREAK		
16:35	17:15	Identifying and engaging with influencers, Foundations of Networking	Influencers' mapping, engagement and convergence and networking for multi-dimensional communication for community outreach including children and adolescents. Activity and presentations	EID

From	To	Session	Content	Resource Person
17:15	17:30	Wrap up Summary & Q&A	Day's summary through Mentimeter based Q&A	
Day 2				
09:30	09:45	Open Session: Feedback from day 1		NIDM
Core Humanitarian Standards & People Cantered approach				
09:45	11:15	Key Principles: Core Humanitarian Standards (CHS) and People Centred Approach (PCA)	1. CHS: driven by crisis affected people with special focus on vulnerable populations like children, adolescents and women 2. Understanding and Integrating the People Centred Approach. Ensuring institutional accountability using CHS Group Work on Disaster and Post Disaster Needs Assessment	UNICEF / EID
11:15	11:30	Tea Break		
11:30	13:00	Convergence with Health & WASH: The A ³ Loop	Providing Health & WASH services as per the A ³ loop: Assess, Act and Advise	UNICEF / EID
13:00	14:00	LUNCH		
Change: Community Feedback Mechanisms				
14:00	15:00	Community Feedback Mechanisms (CFM)	1. Understanding, Implementing and Managing CFM	EID
15:00	16:00	ASSIST	MOD: Learning disaster response and responsibility	ASSIST team
16:00	16:15	TEA BREAK		
16:15	16:45	ASSIST (Contd)		
16:45	17:15	Wrap up Summary & Q&A	Day's summary through Mentimeter based Q&A	
18:00	19:00	Cultural Evening (Informal)	Bonding Activity	NIDM
Day 3				
09:30	09:45	Open Session : Day 3 Feedback		
09:45	10:45	DRR SBC Toolkit	Introduction to the DRR-SBC toolkit- its importance and expectation from participants for its use	UNICEF / NIDM

From	To	Session	Content	Resource Person
10:45	11:00	Tea Break		
11:00	12:30	DRR Toolkit: How to use demonstration	Demonstration of the 30 and 60 minutes training sessions	EID
12:30	13:30	DRR Toolkit: Planning checklist	Group work to do one plan including monitoring indicators	EID
13:30	14:30	LUNCH		
14:30	15:30	Convergence and way forward		UNICEF / NIDM / EID
15:30	16:00	Feedback and Closure		
16:00	16:15	Tea Break and goodbyes		

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52.	Dr. Alka Sharma Faculty Member DeenDayal Upadhyaya State Institute of Rural Development, Bakshi Ka Talab, Lucknow – 226202 U.P.	Mob: 7355699510 dralkasharma703@gmail.com	B	10	U.P.
53.	Ms. Rajni Pandey ISA/IEC State Coordinator State Water & Sanitation Mission Lucknow, Uttar Pardesh	Mob: 8795274091 pandeyrajni12@gmail.com	A	2	U.P.
54.	Ms. Shilpi Singh IEC State Co-ordinator, State Water & Sanitation Mission Lucknow, Uttar Pradesh	Mob:8953035529 shilpisinghswsm527@gmail.com	B	2	Uttar Pradesh
55.	Shri Manish Kr. Bhagat IEC Expert	Mob: 9068790303 manishbhagat5@gmail.com	B	10	Uttarakhand

	Uttarakhand State Disaster Management Authority, 36 IT Park, Dehradun U.K.				
56.	Dr. Manish Pal Gupta Medical Officer Department of Medical health & Family Welfare, Govt. of Uttarakhand	Mob: 8765553063 hellomanish2003@yahoo.co.in	B	11	Uttarakhand
57. .	Shri Ramesh Chandra Assistant Project Director Rural Development Department Govt. of Uttarakhand	Mob: 7351885262 rcpds2011@gmail.com	A	11	Uttarakhand

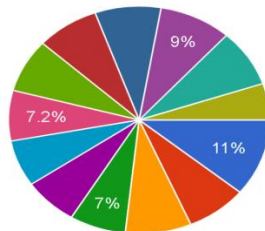
GROUP PHOTO



FEEDBACK

Select name of the Session

502 responses

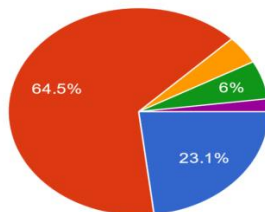


- Session 1 - Context Setting for SBC...
- Session 2 - Context Setting for SBC...
- Session 3 - An oasis in Rajasthan a...
- Session 4 - Communication approac...
- Session 5 - Communication media,...
- Session 6 - Foundations of Networki...
- Session 7 - Key Principles: Core Hu...
- Session 8 - Convergence with Healt...

▲ 1/2 ▼

Select Resource Person

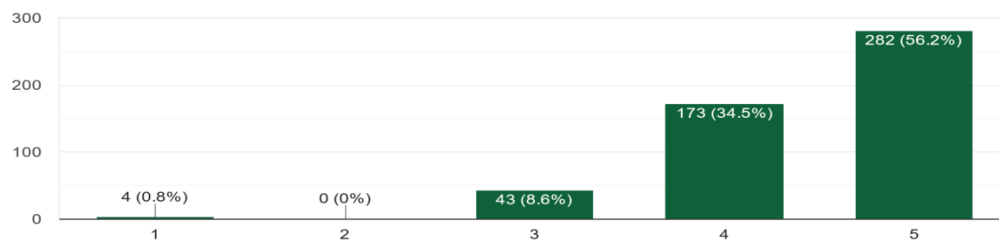
502 responses

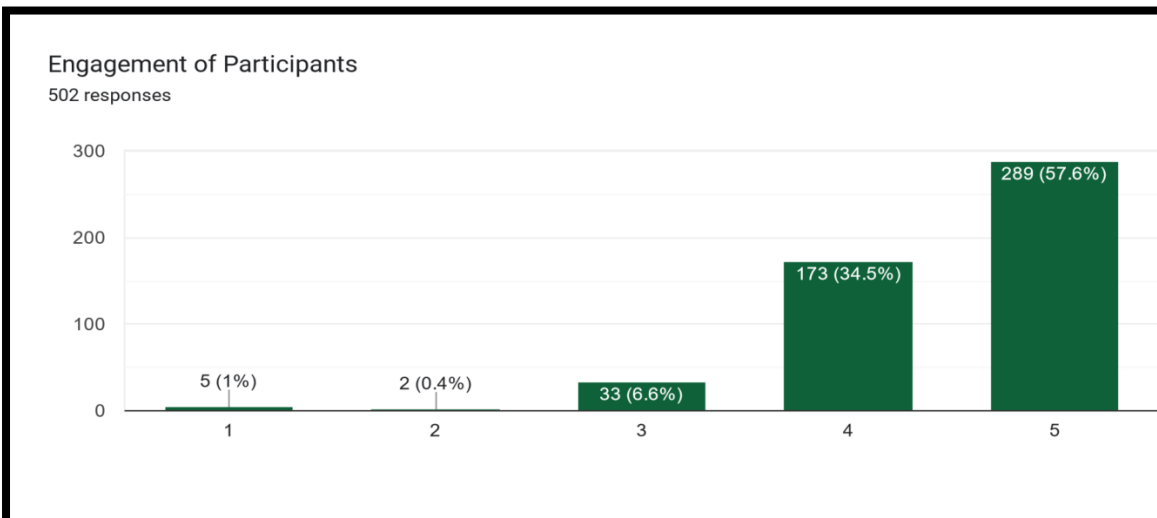
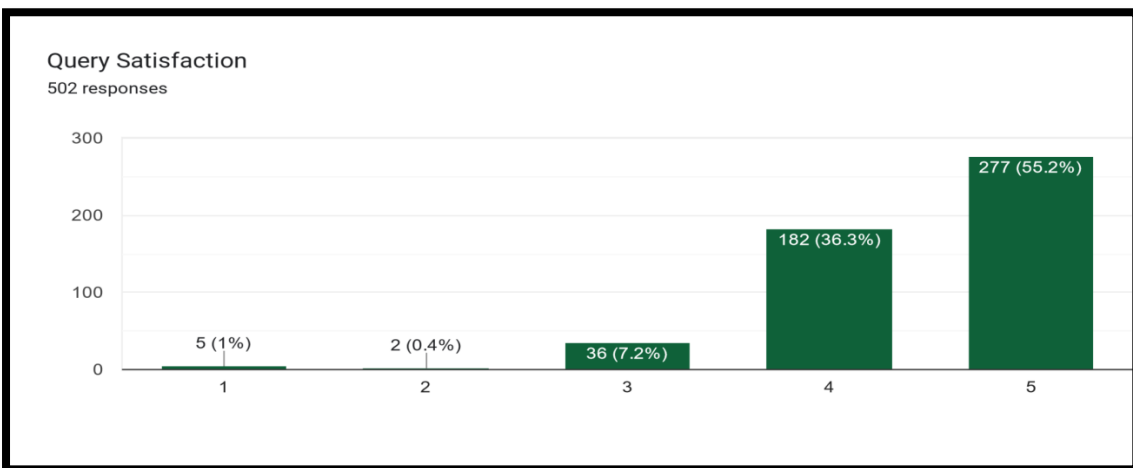
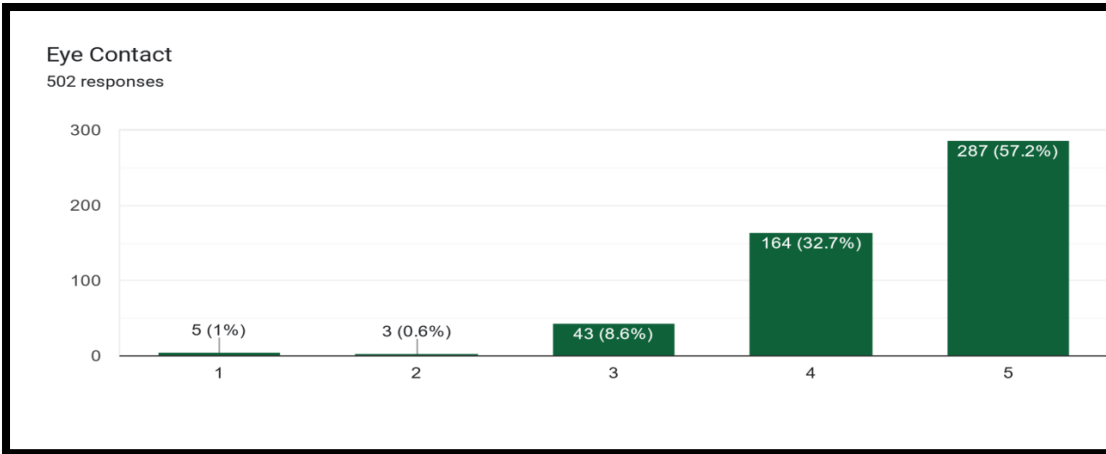


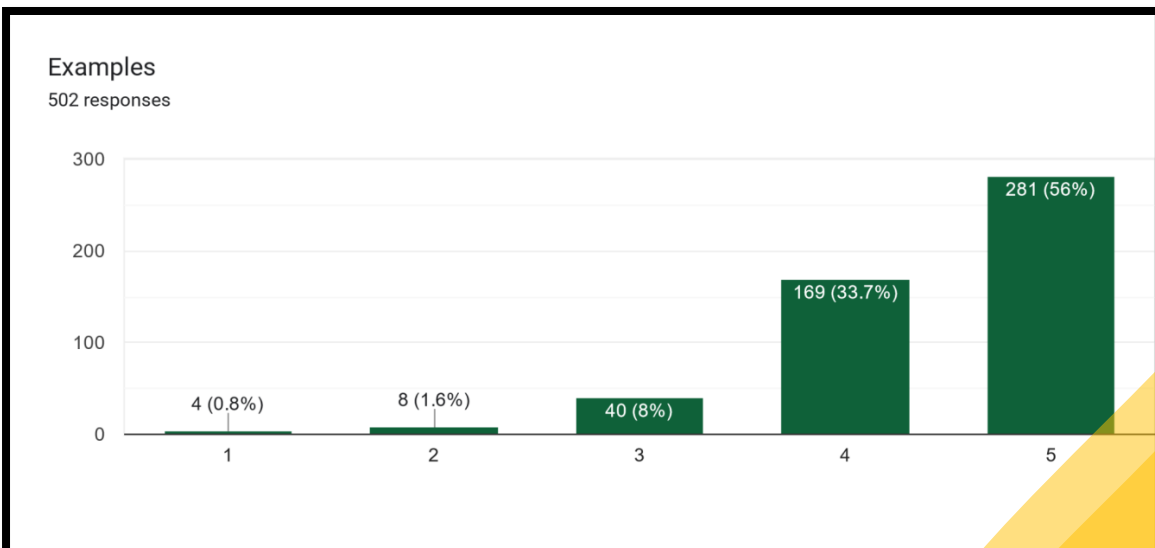
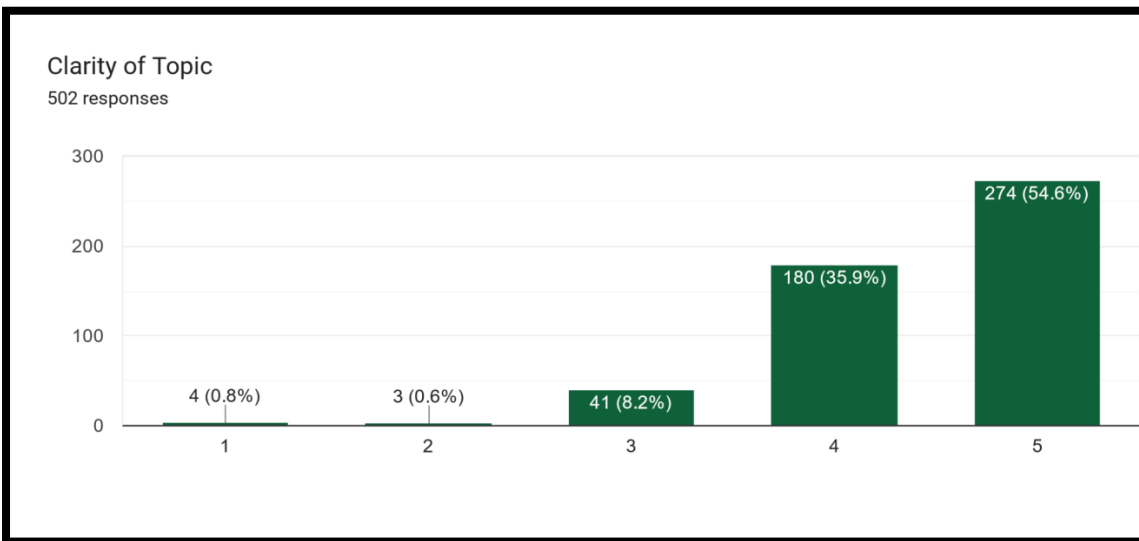
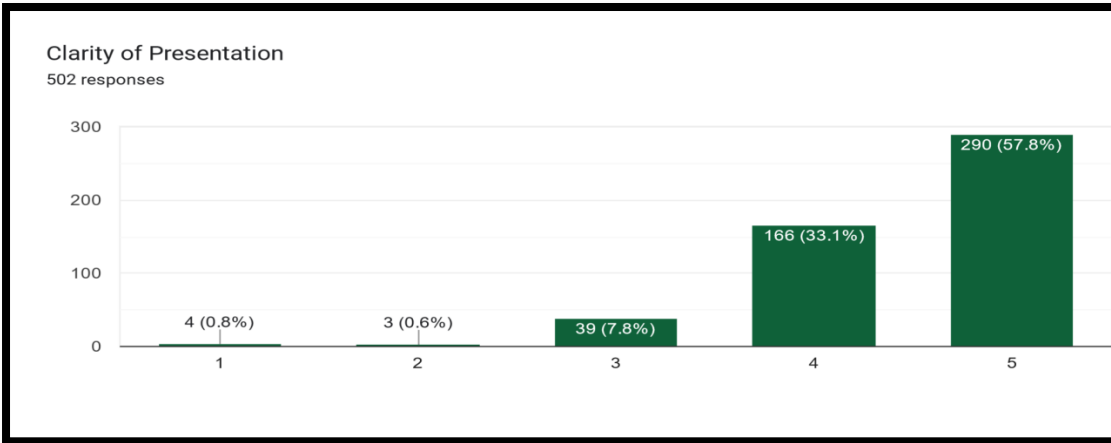
- Ms Varsha
- Mr Nisar
- Dr. Sushma Guleria
- Ms. Meenakshi
- Ms. Vaishnavi

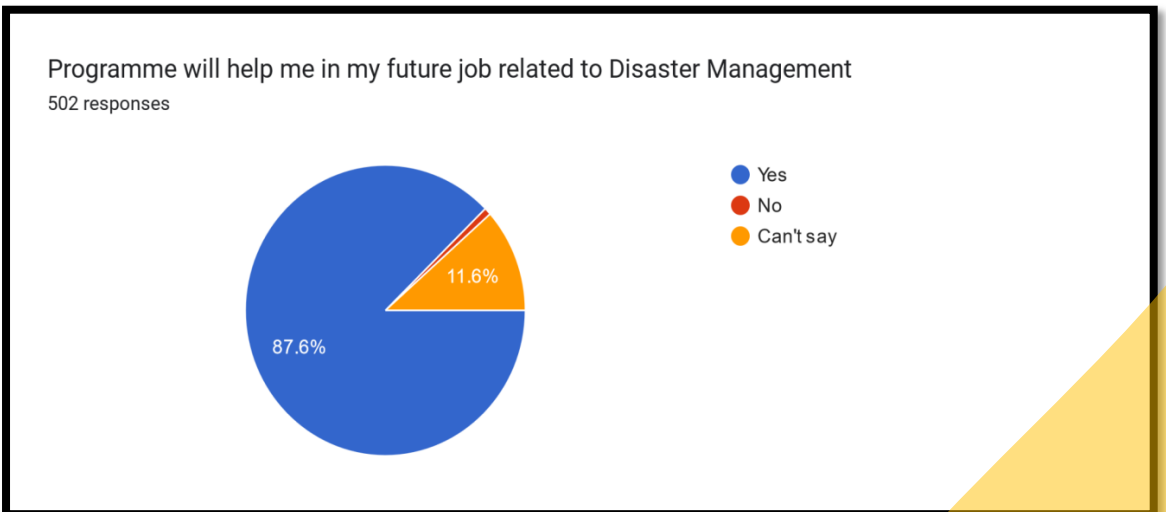
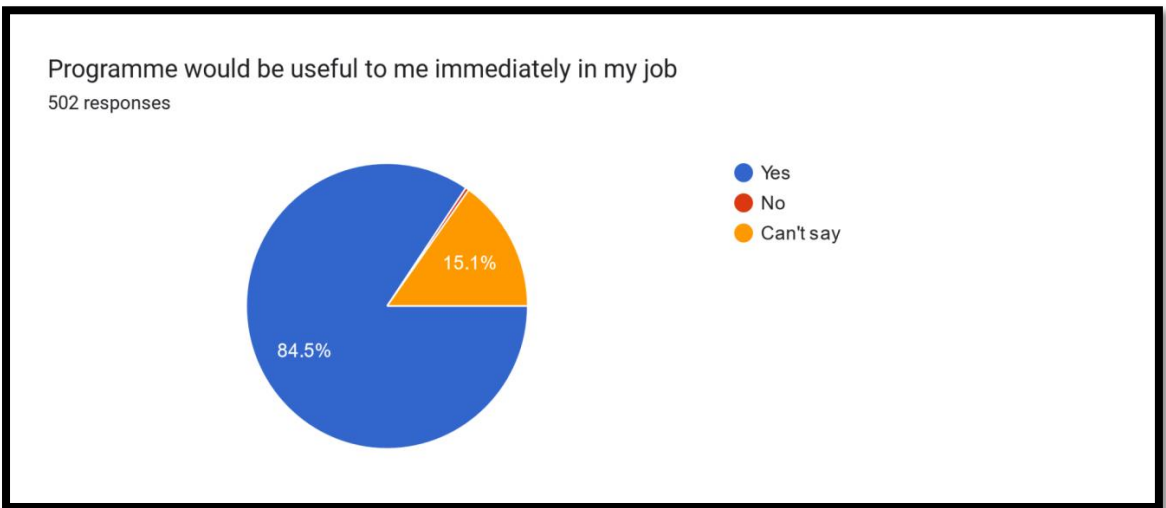
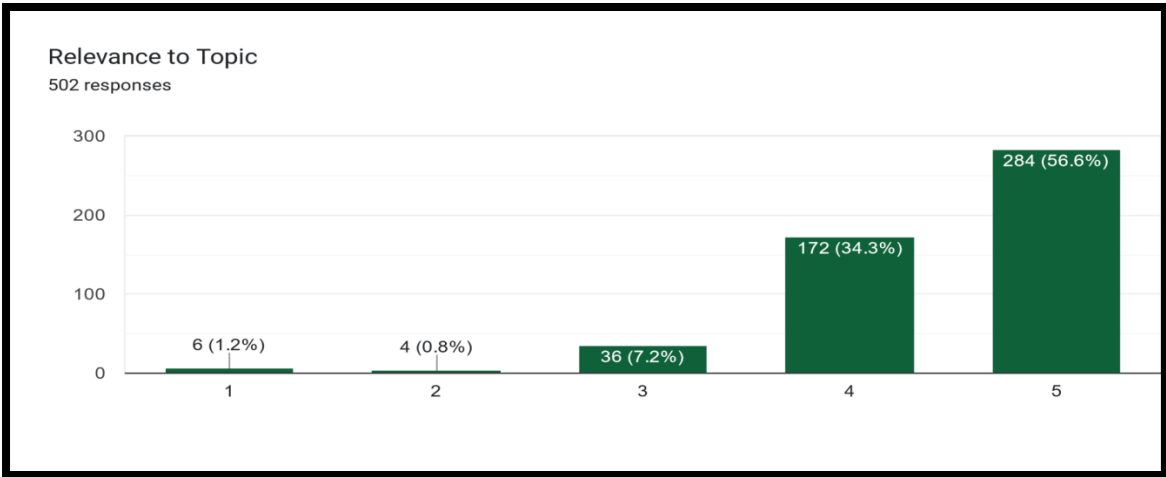
Delivery Mechanism

502 responses









Any other Comments/ Observation related to academic part of the Training Programme. (Please specify)

148 responses

Awesome session

Nice presentation with good examples

Okay

Very nice session

Very useful for me

Nice one

It could be bilingual

The game was very useful to learn via AV mode.

Needs more training

Any other Comments/ Observation related to academic part of the Training Programme. (Please specify)

148 responses

among various groups especially children and youth through e-entertainment initiatives. As they said, if it is converted into local languages it will be very helpful for the local communities. Today most of the time during this particular session (MOD), we were engaged in playing a game rather than discussing the important elements of messages, which were written on cards among our group members. It should be like a repeated activity for quite some time, otherwise, people can't understand the importance of this activity.

Session was awesome

Session was good

ASSIST will be a good initiative tool. It's an interesting game with lot of knowledge.

I suggest one thing if possible it should be in Hindi language also. Because Hindi is official language in some states..

Good Game for youngsters, will help them to connect with the society in tough times

Any other Comments/ Observation related to academic part of the Training Programme. (Please specify)

148 responses

Overall use full

Usefull

Need more training

Overall very relevant topics

Very nice topic

Nice topic

Excellent talk

Very effective

So much useful

Any other Comments/ Observation related to academic part of the Training Programme. (Please specify)

148 responses

For the full day one faculty taking all classes made us bored.....
We need Faculty change too

Very usefull

Not alone the whole day, if they were different trainers on same topic may be interesting and having variety of tools.

Really helpful

The day was awesome and I personally learnt a lot of new things. My yesterday's tiredness has gone away... Thank you

It was satisfactory

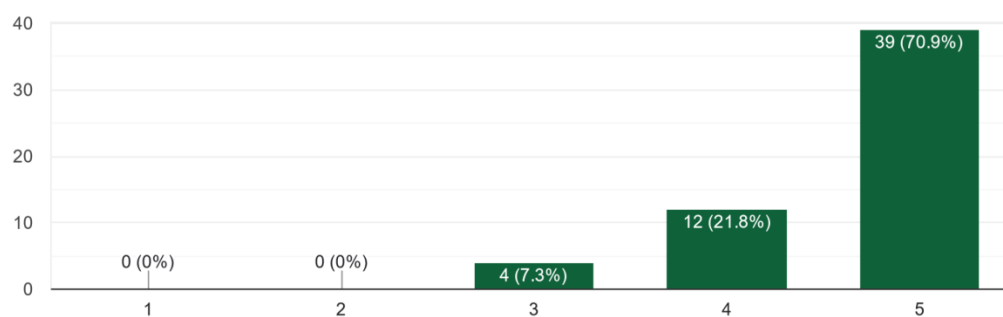
Good very good

Good learning for me

Feedback - Boarding & Lodging

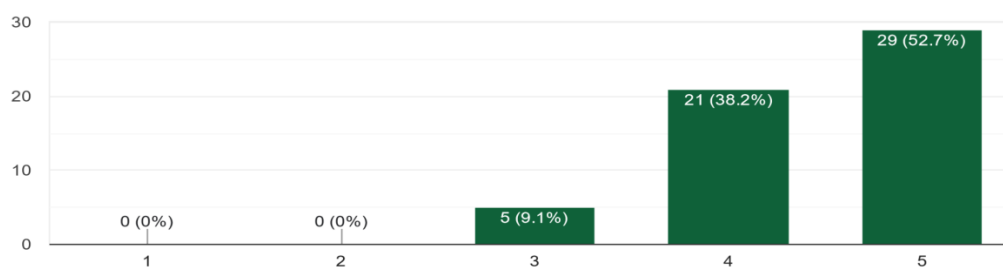
Reception and Registration

55 responses



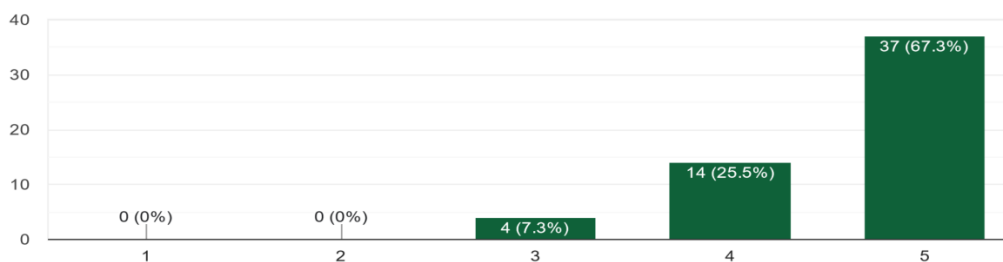
Tea, Breakfast, Lunch and Dinner

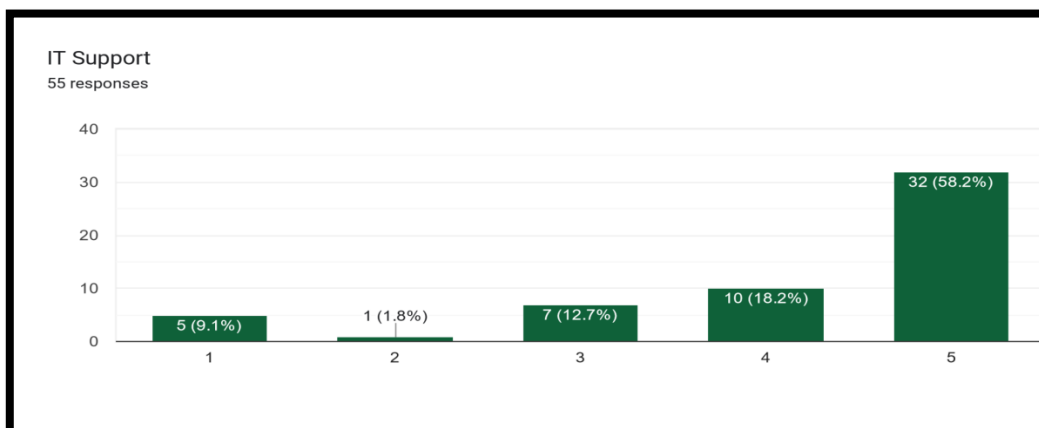
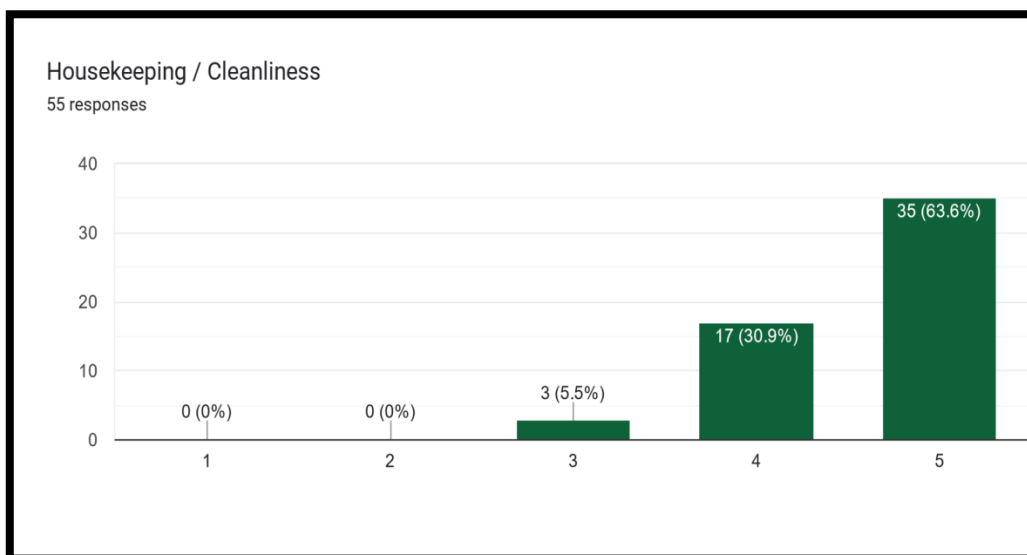
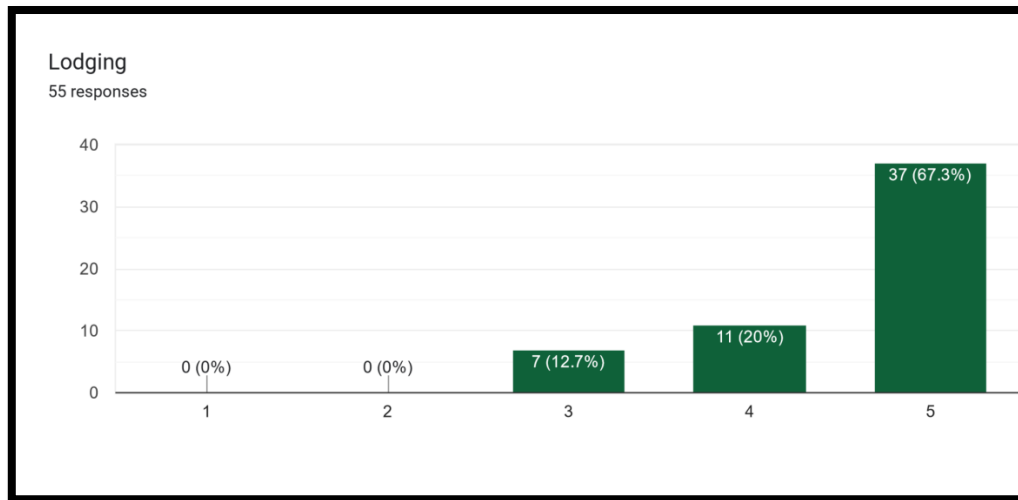
55 responses

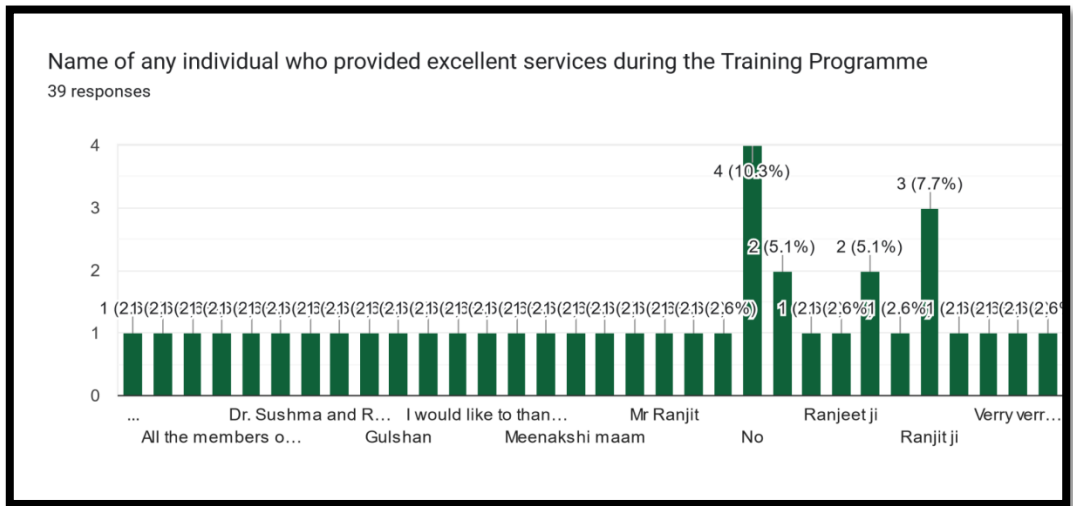
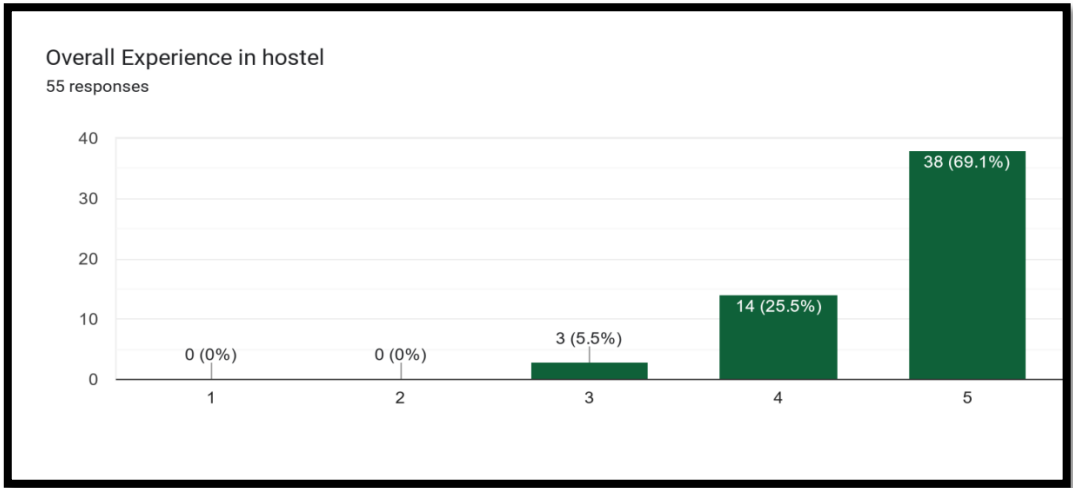
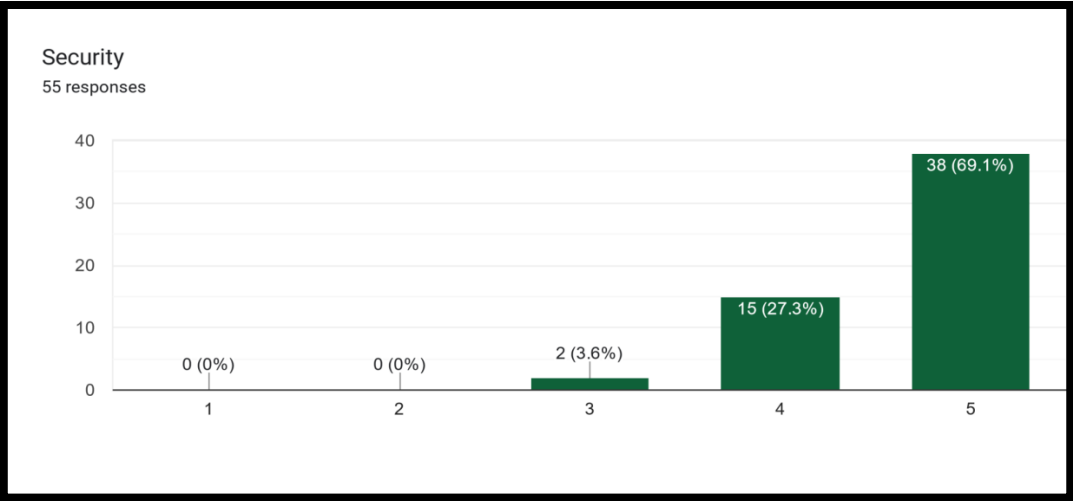


Drinking Water

55 responses







Any other Suggestion / Comments

31 responses

request you to have wifi in the room

Overall good experience

Plz fix the door of washroom, and make pillow comfortable, as it's not. Thanks

AC of the auditorium is noisy please take care of it

Pls put some fruits in the breakfast, fish item for dinner.

Must have transportation facility for airport and vice versa since NIDM is too far away from airport

Good

Cctv cameras

Provide wifi / internet facility in the campus, change food pattern

Any other Suggestion / Comments

31 responses

Wonder full service and behaviour also

Rice should be boiled well further

Wi-Fi connection should be available

Nothing

1. Hostel washroom must have hangers for clothes drying and equipped with handwash.
2. Dinner menu should be upgraded.
3. Water quality were great.

No suggestion, wow

Dining plates are too heavy to hold

Availability of wifi service

Any other Suggestion / Comments

31 responses

Availability of wifi service

Wonder full service and behaviour also

It would be great if Mirror is arranged in the hostel room

Let put small video clip as model in English language.

Conveyance should be provided to the participants for railway station etc because some of us has came for first time from our state and security is important not only inside the campus but outside too.

Yoga mat and bathroom chapli are required in rooms

Class time is little bit more

Class time should be y

Use one word to describe how you feel about this 3-day workshop on SBC for DRR.

85 responses

