



**Inclusive Futures**  
Promoting disability inclusion



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# Using social behaviour change to promote disability inclusion in development programmes



## Brief

This brief focuses on the use of social behaviour change (SBC) in the Inclusive Futures programme. It includes an introduction to social behaviour change, followed by three examples of how it is being used in our Inclusive Futures work. These examples reflect emerging findings and our approaches as we go forward. The brief is designed to:

- Explain what SBC is and what it can be useful for – particularly when addressing disability stigma and discrimination
- Present examples of how SBC can be used in different ways to support disability inclusion in development programmes

## Audience

This is particularly relevant for national, international, government and non-government actors working in education, health, livelihood and development sectors, where barriers to inclusion have been identified for people with disabilities. This brief provides tried-and-tested examples of what works when it comes to eliminating those barriers, so it is also useful for organisations of people with disabilities (OPDs) who advocate for the full inclusion of people with disabilities.

## Inclusive futures

Inclusive Futures is a development initiative working to ensure all children and adults with a disability have the same likelihood as everyone else to access quality education, health and work opportunities. Spanning two programmes in seven countries over six years, Inclusive Futures is unprecedented in its scope and scale. Funded by UK aid, it brings together 16 development organisations, the public and private sector, working with and for people with disabilities and the groups that represent them. Inclusive Futures works closely with partners, including OPDs, to deliver direct results for and with people with disabilities, and to produce evidence, research and learning that documents what works, what doesn't, and why.

## Social behaviour change

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Social behaviour change (SBC) is about enabling people to practise healthy and inclusive behaviours – the actions people carry out – that positively influences lives.

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SBC is:

- Behaviour led: focused on inclusive and healthy behaviours we want to encourage and priority audiences who we want to embrace and practice them.



- Evidence based: using evidence to develop the most effective and engaging activities and materials and monitoring the change process.
- About reducing individual and social barriers and increasing the number of enablers to carry out and have an impact on positive behaviour. Enablers include people and environments that support or make behaviour change possible.
- About using a variety of activities, like social mobilisation and communication. It also focuses on structural activities, such as accessible services, advocacy and social marketing.

Stigma and discrimination are root causes that prevent people with disabilities from accessing health and education services and participating in economic and political spaces. Social behaviour change can contribute towards understanding and reducing stigmatising behaviours.

### **Inclusive Futures is using SBC to:**

- Increase demand for inclusive education and health services
- Improve education and health service providers' behaviour, which enables positive interactions with people with disabilities
- Promote social inclusion by reducing harmful norms, stigma and negative stereotypes
- Encourage healthy behaviours by reducing barriers and increasing the motivation to practise them

## **Three ways Inclusive Futures has used SBC**

### **1. Radio drama to reduce stigma and discrimination in Nigeria**

In Nigeria, Inclusive Futures' consortium partner, BBC Media Action (BBCMA), worked with people with disabilities to design radio messages, social media and capacity strengthening activities to reduce stigma and discrimination, creating new norms of inclusion and positive attitudes and behaviours towards people with disabilities

#### **Understanding disability stigma**

BBCMA began their SBC approach by researching the barriers, stigma and discrimination that people with disabilities experience in Nigeria. This research showed significant barriers to the participation of people with disabilities in their communities, including stigma, lack of services and lack of support or assistance. The research also showed regional variations within Nigeria in the stigma and discrimination that people with disabilities experienced. Attitudes of people without a disability towards people with disabilities varied depending on type of disability. It was also apparent that visibility of people with disabilities in the Nigerian media and coverage of disability issues was low.

A series of hypothetical scenarios presented to research participants showed that, on the whole, participants without a disability felt relatively comfortable about the prospect of living

next door to someone with a disability, relatively supportive of a person with a disability having a job in the same workplace, but were fairly sceptical that a person with disability could be in the position of being a community leader. This revealed a significant stigma around people with disabilities holding positions of authority and influence in a community.

Both those with and without disabilities who took part in the research said that there should be better representation of people with disabilities in the media, and that they would be interested in programmes that gave more of the perspective of people with disabilities on various issues.

### Designing the approach

BBCMA and relevant stakeholders, including people with disabilities, designed an approach to address the stigma and discrimination that the scenarios in the research identified. They chose to produce media content, building on the popular radio drama Story Story<sup>i</sup>. The team adapted the radio drama to include plotlines and characters that portrayed information about the lives of people in Nigeria with disabilities – the stigma and discrimination they face, and different types of disability and disability rights. The plotlines normalised disability, positively framed the capabilities of people with disabilities, and showed contact between people with and without disabilities. Alongside the radio drama, they produced public service announcements (PSAs) and posts on social media. The project also included direct capacity strengthening of local partner radio stations about disability inclusion, to ensure local radio stations will continue to work directly with people with disabilities and cover important issues to address stigma and discrimination.



Figure 1: Actors in a studio record voice overs for the Story Story radio drama. Photo credit: BBCMA

## Measurements and emerging findings

At the end of the radio drama series, BBCMA asked listeners if and/or how the drama had changed their social behaviour. They held 18 focus group discussions, 30 in-depth interviews, and a quantitative survey across 6,434 households.

Findings showed that the drama reached 3.96 million people across the six focal states in north-east Nigeria – 13% of total residents. The research showed the impact that Story, Story had achieved, with increased knowledge and higher levels of discussion about disability, and more positive perceptions towards people with disabilities. Among people with disabilities surveyed, 19% said they had heard Story Story, and 8% said they listened to it regularly<sup>ii</sup>.

## 2. Designing SBC activities to increase the use of eye health services by people with disabilities

In Nigeria, Inclusive Futures' consortium partner, Sightsavers, focuses on the health sector. In the example below, Sightsavers designed activities aiming to influence behaviour to improve the demand for eye health services among men and women with disabilities, while also creating and strengthening eye care services in Kogi State, Nigeria.

### Designing the approach

Sightsavers and partners, including organisations of people with disabilities (OPDs), used a 'FADIA' framework from Sightsavers' social behaviour change toolkit<sup>iii</sup> to design the SBC approach. **FADIA** stands for:

**F**ocus and prioritise the behaviour(s) you want to change and who you want to practise them

**A**nalyse existing data and conduct analysis using an SBC framework

**D**esign and create accessible SBC activities and materials using a participatory and inclusive process

**I**mplement and monitor the SBC activities with partners and local stakeholders

**A**dapt approaches and activities by gathering learning

### Understanding barriers and enablers

The FADIA framework sets the focus on three priority behaviours, with one ultimate goal: the increased uptake of health care services by people with disabilities.

Sightsavers' analysis around this behaviour identified behavioural and social challenges which limit people with disabilities' access to and use of eye health services. These behavioural and social challenges included: poverty and livelihood pressures, despondency

or lack of hope about improving their eye condition, communication barriers with health care workers – particularly for deaf or hard of hearing persons, poor interaction skills from health care workers, and traditional beliefs about the cause of disability which are not related to medical diagnosis or treatment.



**Figure 2: OPD representative, Bilkisu Yakubu, presents findings from a workshop about barriers to increased uptake of health care services by people with disabilities. Photo credit: Sightsavers**

Sightsavers is now designing activities, training and materials to address the specific barriers and challenges identified in the analysis. Each activity, training or material is designed to

reduce a barrier, with a desired outcome linked to improving the attendance of people with disabilities at eye health services. Examples of this are shown in Table 1.

Barriers	Desired Outcome	Activities, Training and Materials
Stigma and discrimination among health workers about people with disabilities. Poor skills among health workers in attending to people with disabilities.	Improved hospital experience.	Health worker training and capacity building sessions.
Lack of knowledge on the importance of regular eye examinations.	Increased desire to attend hospitals for examination.	Awareness creation with people with disabilities. Information, education and communication materials.

**Table 1: An overview of planned activities linked to each barrier and a desired outcome.**

As well addressing barriers, the design enhances enablers. These activities are designed to increase an enabling factor that positively supports social behaviour change, with the desired outcome again linked to improving the attendance of people with disabilities at eye health services. Examples of this are shown in Table 2.

Enablers	Desired Outcome	Activities, Training and Materials
Understanding the benefits of maintaining good vision.  Not wanting to have an additional disability.  Awareness of the emergence of symptoms.	People with disabilities taking responsibility for their eye health.	Information and awareness-raising activities. Information, education and communication materials.
The potential to improve access and inclusion in hospitals, including improved infrastructure (ramps, rails), signage (braille, large print), communication (sign language interpreters) and health worker knowledge.	Improved hospital experience	Health worker training and capacity building sessions.

**Table 2: An overview of planned activities linked to each enabler and a desired outcome.**



## Measurements and emerging findings

The full impact of the SBC approach will take a long time to be known. Within the project span, qualitative feedback will be gathered during and after the activities and training. This will capture any immediate changes to attitudes as indicators of behaviour change. Hospital data will then be used to identify any change in the number of people with disabilities accessing eye health services.

### 3. Targeted community activities to reduce stigma and discrimination in Bangladesh

In Bangladesh, Inclusive Futures' consortium partner, BRAC, is leading on an inclusive livelihoods project, where they have designed a social behaviour change toolkit for use alongside the livelihood training activities.

#### Identifying behaviours and attitudes

At the beginning of the inclusive livelihoods project, BRAC researched the stigma and discrimination which was preventing opportunities and access to independent livelihoods for people with disabilities. BRAC found that employers in the informal market held perceptions of people with disabilities as less productive or not capable of working, and some workplaces used derogatory terms about people with disabilities. Within families, the research identified attitudes about people with disabilities being a burden who are not productive and not worth investing in. At the community level, research showed how traditional attitudes exist about people with disabilities being a result of sinful parents. The research also showed that community members do not know how to engage with people with disabilities politely, respectfully or socially.

#### Designing the approach

Based on the findings about stigma and discrimination in the livelihoods sector, BRAC has designed a social behaviour change toolkit to promote positive behaviours, through using targeted messages and activities. Each message in the toolkit addresses a specific discriminatory attitude, practice or misconception that the research identified.

To promote positive behaviours, the toolkit identifies the target audiences to influence. Using this toolkit, the project will now run dedicated sessions with family members, sessions with community members, and sessions with informal market actors, all focusing on behaviour and social change. The sessions will include OPDs and disability inclusion facilitators. The project will further engage influential groups, including religious leaders, teachers and local government, with information, education and communication (IEC) materials about disability inclusion being widely available.





Figure 3: The front cover of the toolkit: ‘Combatting Disability-Related Stigma in Bangladesh: A Behaviour Change Communication Toolkit’. This toolkit is currently being trialled in Inclusive Futures prior to external publication.

### Measurements and emerging findings

Immediate attitude changes of family members, community members and informal market actors will be captured through a comparative, structured questionnaire – this will be completed by participants at the beginning and end of training and activities. BRAC will also collect qualitative feedback from facilitators and participants to further understand immediate changes in attitude and the potential indications towards behaviour change. A follow-up survey with a representative sample of participants will then be conducted 4-6 months later, to identify any enduring social behaviour change.

### Summary

Stigma and discrimination results in barriers to the inclusion of people with disabilities, including from development programmes, media, everyday essential opportunities and

services which affect their livelihoods and health care. The examples demonstrate different approaches to using SBC as part of a project to directly address barriers and enhance enablers towards positive behaviour change. The examples also show how meaningful engagement of people with disabilities and their representative organisations throughout a project is vital to achieving inclusivity that is based on genuine understanding, rather than simply a set of guidelines that are there to be followed.

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i To listen to 'Story Story' [BBC Sounds](#)

ii To visit research summary [BBC: Using radio drama to tackle disability discrimination in Nigeria](#)

iii The toolkit is currently an internal resource being piloted in Sightsavers prior to external publication

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ADD International | BBC Media Action | Benetech | BRAC  
Central Organization of Trade Unions Kenya | Development Initiatives  
Equal Rights Trust | Humanity & Inclusion | Inclusion International  
Innovations for Poverty Action | The Institute of Development Studies  
International Disability Alliance | Kenya Female Advisory Organization  
Leonard Cheshire | Light for the World | LINC | Sense International  
Sightsavers | Social Development Direct | Standard Chartered  
Sustainable Hospitality Alliance | Ulula | United Disabled Persons of Kenya

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