

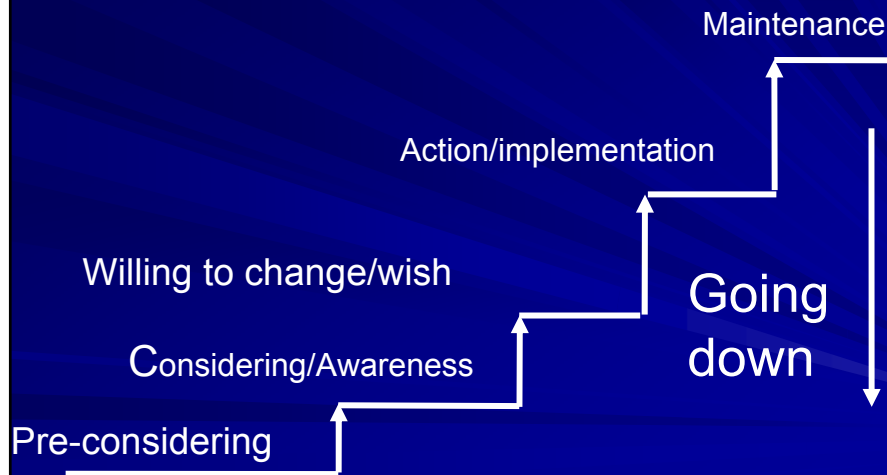
# Behavior Change Communication in Ho Chi Minh City

*Health Education Communication Centre  
Ho Chi Minh City*

## Behavioral Change Communication

- According to Prochaska và Clementine (1984):
  - A new behavior is not formed naturally through many periods

## Truyền thông thay đổi hành vi



## Behavioral Change Communication

- On the basis of models of change phases, the method of Behavioral Change Communication – BCC focuses on :
  - Developing messages and communication forms suitable to each behavioral change phase of each target group
  - Integrating with communication to create a supportive environment for behavioral change.

## Behavioral Change Communication

- In the context of AIDS epidemic, BCC means:
  - The main force of total programme
  - Including services (health, psychology, society)
  - and other provided products (eg.: condoms, needles and syringes).

## Behavioral Change Communication

- In order to change behavior, relating personal and communities:
  - First of all, understand profoundly the basic information on HIV/AIDS,
  - Have relevant attitudes,
  - Learn necessary skills
  - Access to suitable products and services.

## Behavioral Change Communication

- It is necessary to make them feel the support of the environment they are living in for their behavioral, maintaining safe sex behavior and support effort for finding treatment, care methods and social support

## Behavioral Change Communication

- Ho Chi Minh competence agencies have paid attention to BCC for a long time and have had active activities in this area:
  - Implement activities of information – education - communication on the large scale with broad participation of agencies, social organizations, and general population. Step by step, they created the attention, provided basic knowlegde and changed attitudes relating to HIV/AIDS

## Behavioral Change Communicaton

- Implement programme reaching special groups in order to support behavioral change such as:
  - Harm reeducation programme,
  - Voluntary HIV Counselling and testing programme,
  - Mother to Child transmission prevention programme,
  - PLHIV Care and treatment programme
  - Re-fall in line with the community programme for post-detoxificated people

## Behavioral Change Communication

- Advantages:
  - There is an increase in legal and under-law documents, as well as policies and guidelines of the Party and Government creating good conditions for activites of BCC
  - The Ho Chi Minh Provincial AIDS Committee has directed carefully and from the beginning (the proactive province implemented the pilot peer education model, a model of BCC)

## Behavioral Change Communication

- Financial support of numerous organizations
- A network of units inside and outside health sector actively conducted BCC activities early and continue conducting until now.
- There is an active BCC staff

## Behavioral Change Communication

- Existing difficulties:
  - Almost of communication activities focus on the access to information rather than support for behavioral change
  - Result of BCC is not effective, condoms and clean needles and syringes are still uncommon among female sex workers, MSM due to many reasons.

## Behavioral Change Communication

- There are difficulties in support for BCC as a behavior depends on a great deal of factors
- The social environment is not advantageous to using condoms and needles as having sex **outside marriage** is considered as an inappropriately cultural behavior and infecting drug is guilty.
- Peer educations have limited BCC skills.

## Behavioral Change Communication

- Some recommendations:
  - Continue mass communication. Try to impact on attitudes of people to create a advantageous social environment for implementing harm reduction programmes (in particular, behavior of using condoms and clean needles and syringes)
  - Organize basic and advanced trainings as well as re-training for BCC peer educations to work more effectively

## Behavioral Change Communication

- Standardize and implement surveillance, assessment of BCC activities to find out measures intensifying the effectiveness of BCC especially among high-risk populations.

Thanks for listening