SELECTED PRINCIPLES FOR ETHICAL SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)

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BACKGROUND ON SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)

- History of SBCC and Connection to “Development”
- Kinds of SBCC Work (broad ranging)
  - Public Information Campaigns, Health, Education, Nutrition, Environment…
  - Media Development
  - Community Dialog, Social Mobilization, Media Advocacy
  - Governance and Service Delivery
  - Civil Society Support
  - Entertainment-Education
- From the Imposition of Innovations to Participation Through Dialog (BC & S)
<table>
<thead>
<tr>
<th>Lead Organizations Doing SBCC Work</th>
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<tr>
<td>Soul City Inst. for Social Justice (South Africa)</td>
<td>UNICEF (C4D)</td>
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<td>Breakthrough (India)</td>
<td>Food and Agricultural Organization (FAO)</td>
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<td>ANDI (Brazil, communication rights)</td>
<td>World Health Organization</td>
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<td>BRAC (Bangladesh, Large Dev. Nonprofit)</td>
<td>Bill and Melinda Gates Foundation</td>
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<td>CCRDA (Christian Relief/Development Assoc.)</td>
<td>Open Society Foundations</td>
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<td>Femina Hip (Tanzania, Families, Health)</td>
<td>Omidyar Network</td>
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<td>Minga Peru (Sustainable Change for Women)</td>
<td>Johns Hopkins Center for Comm. Programs</td>
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<td>AMARC (World Community Radio)</td>
<td>BBC Media Action</td>
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<td>Global Forum for Media Development (GFMD)</td>
<td>Save the Children USA</td>
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<td>Int’l Social Marketing Association (ISMA)</td>
<td>Int’l Assoc. for Media &amp; Comm. Research</td>
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<td>FEMNET (African Women's Dev. &amp; Comm.)</td>
<td>International Communication Association</td>
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<td>Civicus (Global network of civil society orgs)</td>
<td>American University of Beirut</td>
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<td>The CORE Group (Int’l network, families)</td>
<td>USAID</td>
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<td>CDAC (Comm. w/Disaster Affected Comm.)</td>
<td>DFID</td>
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<td>Int’l Union for Health Prom. &amp; Ed. (IUHPE)</td>
<td>IDEO (Human Centered Design)</td>
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<tr>
<td>Global Network on Safer Cities (UN Habitat)</td>
<td>Busara Center for Behavioral Econ. (Kenya)</td>
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GLOBAL ALLIANCE FOR SOCIAL & BEHAVIOR CHANGE
(INTERRIM WEB PRESENCE)
SBCC CODE OF ETHICS PROJECT

• Encourage ethical practice among Global Alliance members
• Represent the concern for ethics within the SBCC community to various stakeholders including funders, governments, others...
• Promote ethical reflection in SBCC work beyond Alliance (ethical culture)
RELEVANT ETHICAL CHALLENGES FOR SBCC:
(SOME UNIQUE AND OTHERS NOT SO UNIQUE)

• Manipulation from media campaigns, nudge and behavioral economics techniques,
• Intercultural dialogue, human rights, non-malfeasance - FGM example,
• Lack of resources/training necessary to generate high quality evidence,
• Interventions imposed on countries by international funders/organisations,
• Introduction of international competition in countries without building local capacity,
• Journalistic ethics - “truth,” unintended consequences, protection of sources,
• Strategies for addressing refusal in health programs - “Voluntary” Consent,
• Ethical issues that arise in public health surveillance,
• HIV/AIDS - disclosure, counseling, confidentiality,
• Access to information and knowledge, transparency,
• Ethical and legal frameworks for big data collection, analysis, and use.
CONSULTING ETHICAL CODES IN RELATED FIELDS

- Worldwide Journalism Codes Worldwide
- Broadcasting Codes Worldwide
- International Social Marketing Association Code of Ethics (in preparation)
- IDEAS (International Development Evaluators Association) Code of Ethics
- World Association of Non-Governmental Organizations Code of Ethics
- ICRC (Int’l Conf. of the Red Cross and Red Crescent) Code of Conduct
- (UKAID) formerly DFID Code of Conduct and Government Social Research
- European Association of Communications Agencies Code of Ethics
- WACC (World Association for Christian Communication) Principles
WARRANT FOR ETHICAL CODE SPECIFIC TO SBCC

• None of the Related Fields’ Codes Fully Cover SBCC Needs
• Specific Issues Needing Attention
  • Manipulation Risks
  • Focus on Communication
  • Sensitivity to Culture
  • Vulnerable Populations
PROFESSIONAL CODES AND UNDERLYING PRINCIPLES

- Objective Realism? “Natural Law?
- Communitarianism
- “Development” Ethics
- Discourse Ethics
U) All affected can accept the consequences and the side effects that [the norm's] general observance can be anticipated to have for the satisfaction of everyone's interests, and the consequences are preferred to those of known alternative possibilities for regulation.

(D) Only those norms can claim to be valid that meet (or could meet) with the approval of all affected in their capacity as participants in a *practical discourse*. 
## ATTRIBUTES OF PRACTICAL DISCOURSE
(ACTION ORIENTED TO MUTUAL UNDERSTANDING)

<table>
<thead>
<tr>
<th>Conceptual Category</th>
<th>Concept (from participant / actor viewpoint)</th>
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<tbody>
<tr>
<td>Validity Claims</td>
<td>Truth (accuracy)</td>
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<tr>
<td></td>
<td>Appropriateness</td>
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<td>Sincerity</td>
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<td>Comprehensibility</td>
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<td>Speech Conditions</td>
<td>Symmetric Distribution of Opportunities to Contribute</td>
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<td>Ability to Raise Any Proposition</td>
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<td>Full and Equal Treatment of Propositions Raised</td>
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CURRENT STATUS OF PROJECT

• Group of Interested Individuals (IIG)
• Tentative List of Ethical Challenges (Scoping the problem)
• Tentative List of Ethical Values IIG
• Consultations with Alliance Members (Currently Ongoing)
• Looking for Resources
THANK YOU