

# 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*)

## LEAD ORGANIZATIONS DOING SBCC WORK

Soul City Inst. for Social Justice (South Africa)	UNICEF (C4D)
Breakthrough (India)	Food and Agricultural Organization (FAO)
ANDI (Brazil, communication rights)	World Health Organization
BRAC (Bangladesh, Large Dev. Nonprofit)	Bill and Melinda Gates Foundation
CCRDA (Christian Relief/Development Assoc.)	Open Society Foundations
Femina Hip (Tanzania, Families, Health)	Omidyar Network
Minga Peru (Sustainable Change for Women)	Johns Hopkins Center for Comm. Programs
AMARC (World Community Radio)	BBC Media Action
Global Forum for Media Development (GFMD)	Save the Children USA
Int'l Social Marketing Association (ISMA)	Int'l Assoc. for Media & Comm. Research
FEMNET (African Women's Dev. & Comm.)	International Communication Association
Civicus (Global network of civil society orgs)	American University of Beirut
The CORE Group (Int'l network, families)	USAID
CDAC (Comm. w/Disaster Affected Comm.)	DFID
Int'l Union for Health Prom. & Ed. (IUHPE)	IDEO (Human Centered Design)
Global Network on Safer Cities (UN Habitat)	Busara Center for Behavioral Econ. (Kenya)

# GLOBAL ALLIANCE FOR SOCIAL & BEHAVIOR CHANGE (INTERIM WEB PRESENCE)

**The Global Alliance for Social and Behaviour Change**

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LOG IN HOME EVIDENCE POLICY ABOUT ORGANISATIONS CONTACT SEARCH

**"BUILDING INFORMED AND ENGAGED SOCIETIES"**

Policy Engagement: Our Recommendations

### OUR 3 MAIN PRIORITIES

- POLICY ENGAGEMENT**  
Policies to strengthen the core principles for development action and improve the effectiveness of that work
- EVIDENCE AND IMPACT**  
The research and evaluation data that demonstrate the effectiveness of social change, behaviour change, informed and engaged societies strategies, initiatives and action
- FUNDING LEVELS**  
Implementing strategies to boost funding levels for social change, behaviour change, informed and engaged societies initiatives

## 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-maleficence - 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

## DISCOURSE ETHICS: PRINCIPLES U AND D

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)

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Conceptual Category	Concept (from participant / actor viewpoint)
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Validity Claims	Truth (accuracy)
	Appropriateness
	Sincerity
	Comprehensibility

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Speech Conditions	Symmetric Distribution of Opportunities to Contribute
	Ability to Raise Any Proposition
	Full and Equal Treatment of Propositions Raised

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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*