

GOAL vision:
GOAL believes in a world where poverty no longer exists, where vulnerable communities are resilient, where barriers to wellbeing are removed and where everyone has equal rights and opportunities



UGANDA

Communities Finding their own solutions

Kaabing Northern Uganda
Photo taken by Sam Okio

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GOAL's Approach to Social Behaviour Change

If we **engage communities** build on their **inherent capacities** and **strengthen the systems** in which **they live and work** then poor and vulnerable households will achieve **greater resilience** and **well being**

Awareness Raising
Door to Door information
Captive Audience information
Mass media
Community Campaigns

Individual

Improved **knowledge** of life risks, compliance with prescribed actions

Community

Increased **participation** in populations programmes (immunization campaigns)

Interpersonal communication
Life Skills
CLTS
Peer Education
VSLA approaches
NIPPS

Individual

Skills to act independently on knowledge, improved motivation and self-confidence

Community

Capacity to **influence** social norms and interact with social groups

Community Discussion Platforms
Advocacy
Accountability

Individual

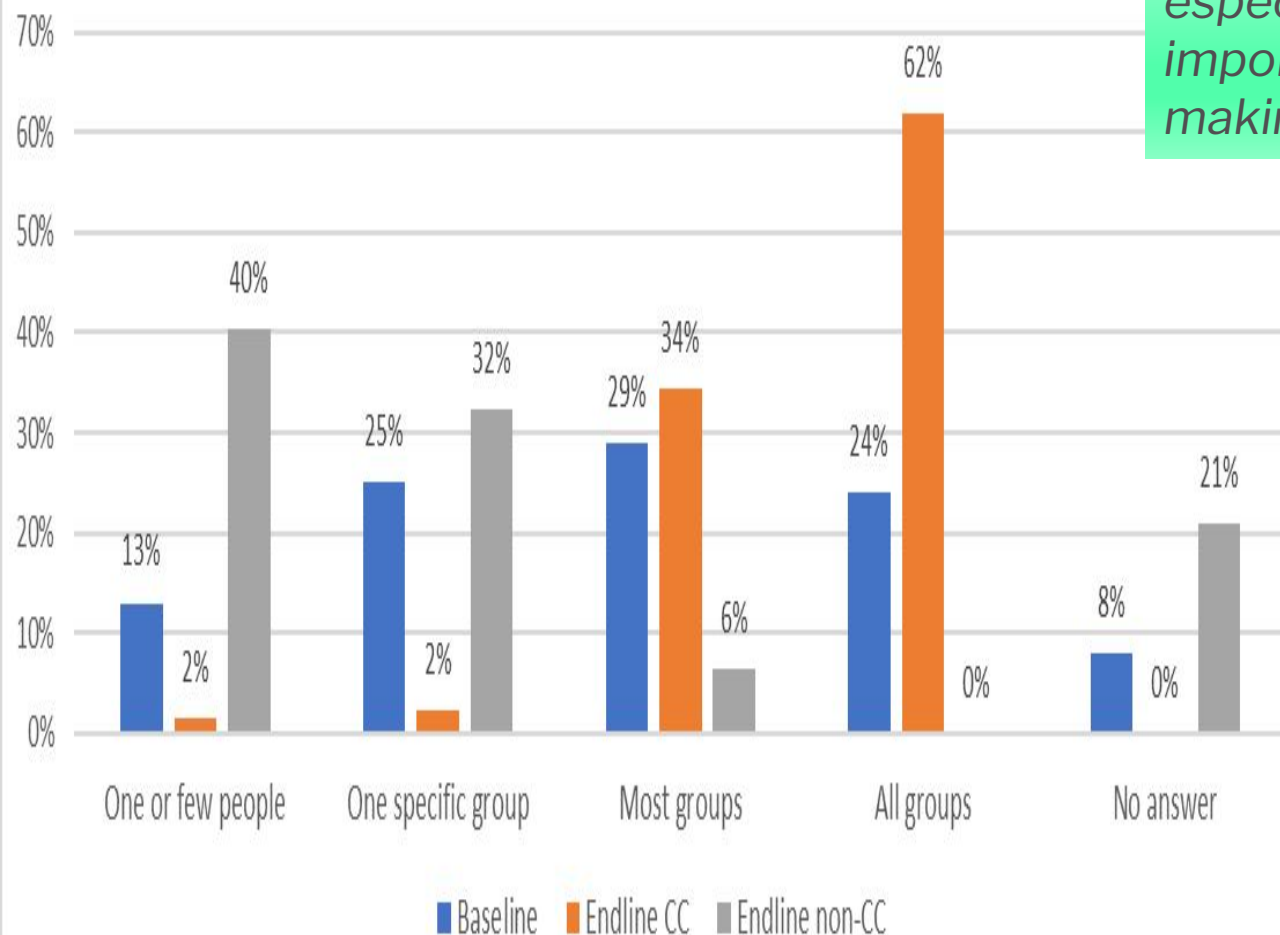
Resilience to social and economic adversity
one's self knowledge, self awareness, social sensitivity, empathy & ability to communicate successfully with others

Community

Capacity to **change** social norms, strengthen social capital to act on social and economic determinants of health, education and livelihoods

- Community Conversations (CC) is a simple and non-linear process that empowers people to analyse and transform their community.

Who makes usually the "community" decisions?



Most Significant Change Stories:- Woman CC participant

'We had high ignorance on issues of child rights especially on school attendance and the importance of woman's opinion in decision making at home'.

and is able

MSCS:- Male CC participant

'As a result, the community people now understand each other. Discipline among adults and children have improved. When land is to be sold, family members first agree, in some cases some members sell land without the family consent hence this brings conflict in families and community'

no, we hardly discuss;
no solutions

yes, but still some
problems not discussed

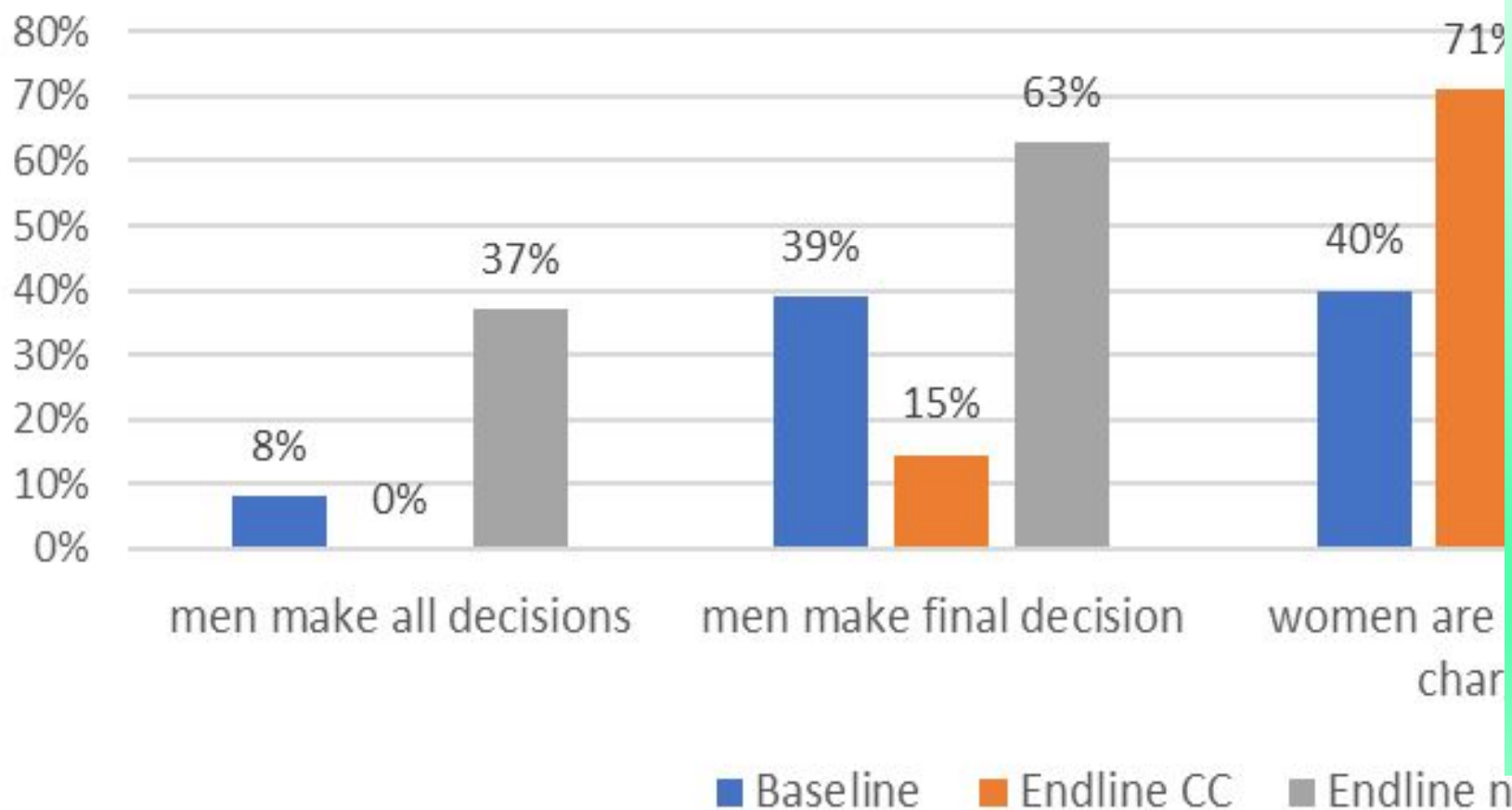
yes, we discuss and act

no answer

Baseline Endline CC Endline non-CC



Do you feel that women have a say in decisions?



MSC Stories – Male CC participant

'This is the most significant change because when we tried it at home, we have realized our wives come up with the best solutions to the challenges we face in homes. Also because of sharing ideas, we even came up with the best ways of ensuring that our girls do not get pregnant at early ages by constructing for them separate huts when they grow older to make them feel comfortable and prevent them from sleeping at our neighbor's place where we cannot easily watch them. We are a more happy family and no longer fight because we talk about everything and come up with better ways to solve it'.



% of respondents who drink and of those who drink more than 3 glasses per day



– Most significant change story – Kaabong

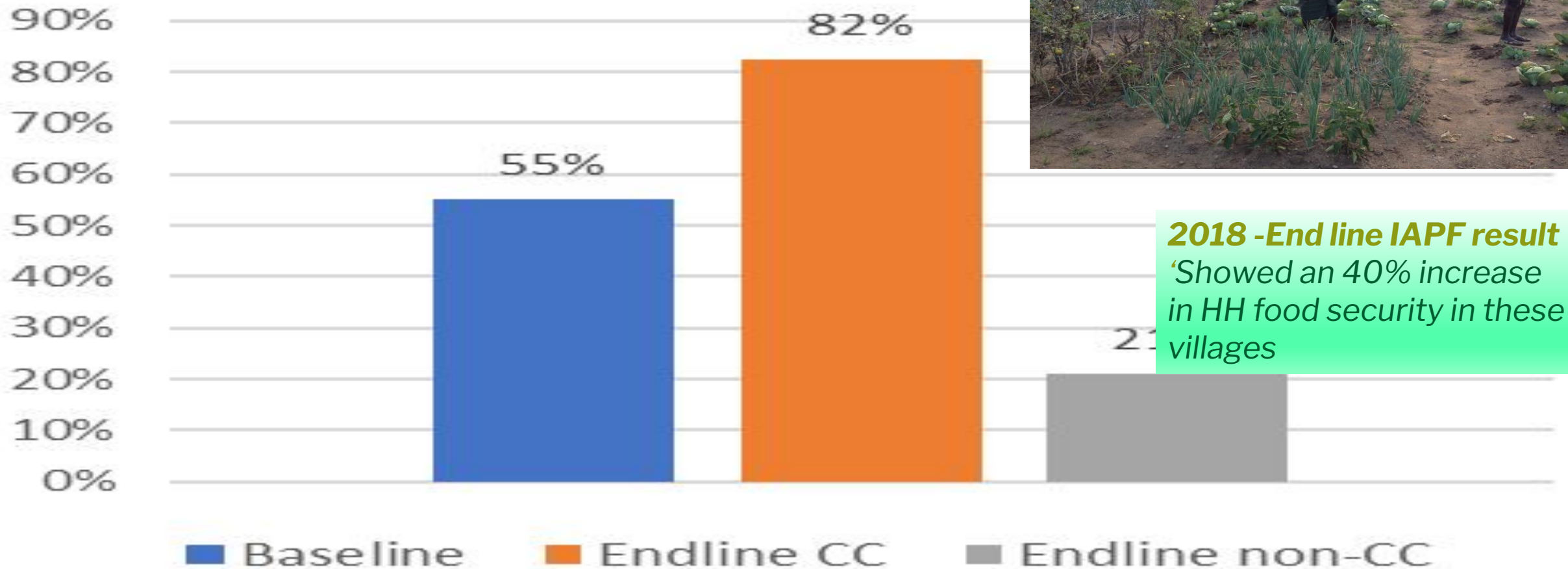
‘Reduction in alcoholism is our most significant change because of the following reasons: reduction in alcoholism promotes work sharing at home; saves money for children’s education and reduces the sale of household produce’.

– Most significant change story – Abim

‘The alcohol consumption in our village was high and coupled with high crime occurrences. There was a high incidence of rape, drug use, robbery of people’s properties and adultery. We used to spend most time in bars hence we did not have enough basic needs such as food, clothes and medical care at home due to limited involvement in productive activities. Alcoholism also increased our laziness and body volume since we did not have time to eat food’.

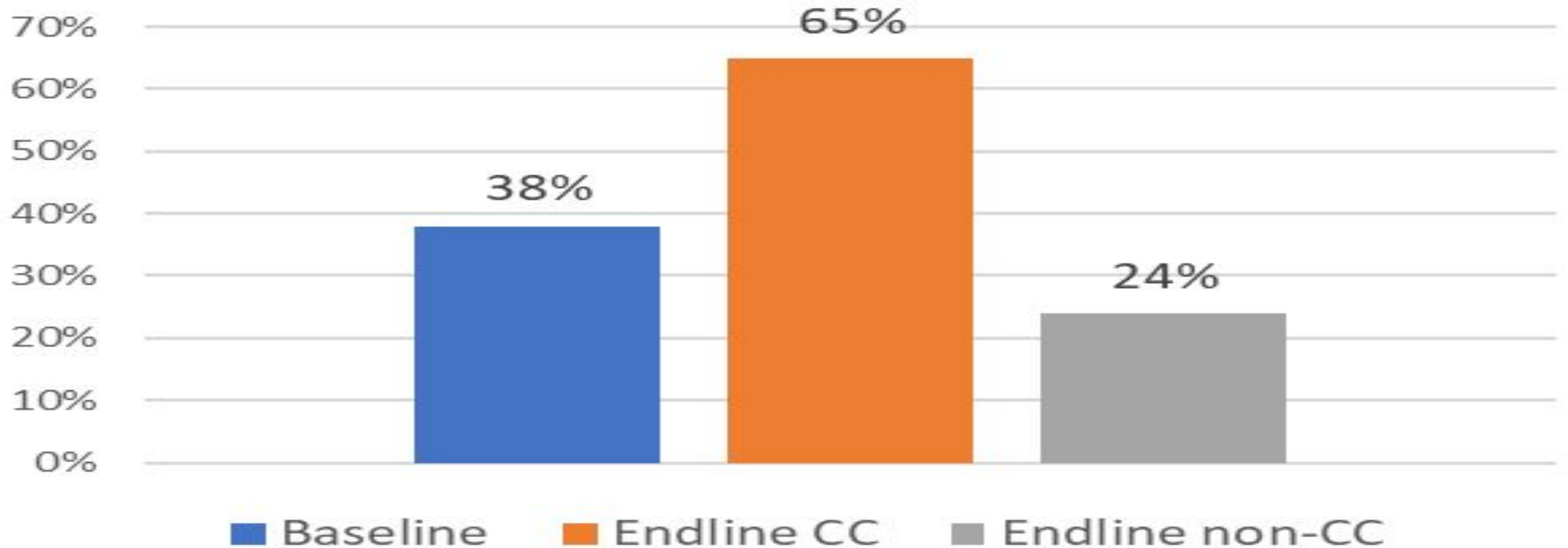


Respondents with home garden?



2018 -End line IAPF result
'Showed an 40% increase
in HH food security in these
villages

% of respondents with hand washing facility?





1. A context analysis before starting CC- allows baselines to be targeted.
2. Sensitization in the villages and the district authorities is essential before starting.
3. Adapting and adding to the approach to strengthen the different skills gaps – (so People Centred Advocacy was added for advocacy)

Next Steps

- Measuring at scale with CC in a youth markets programme across 20 districts in Uganda



