

digital Communication for Development



Achieving sustainable
Social & Behavior Change
using digital strategies

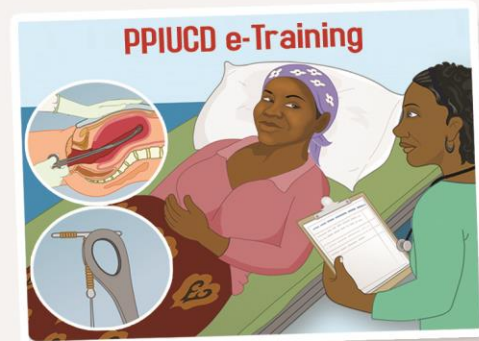
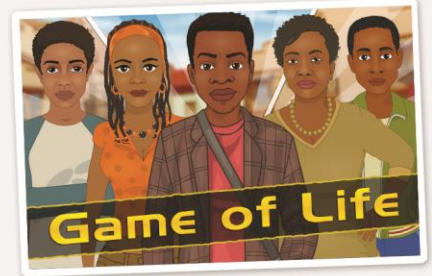


Communication for Development (C4D) is a two-way interactive process that enables people to participate in shaping decisions that affect their lives. It strengthens people's voice by initiating dialogue and facilitating participation which enable them to sustain positive behavior outcomes. Digital technologies, especially mobile phones, have given an opportunity to improve accessibility, affordability and effectiveness of social programs. This has opened a new channel for social & behavior change communication (SBCC) called digital Communication for Development (d-C4D).

ZMQ's Holistic Approach to d-C4D:

ZMQ adopts a holistic approach of delivering d-C4D solutions. Some of them are:

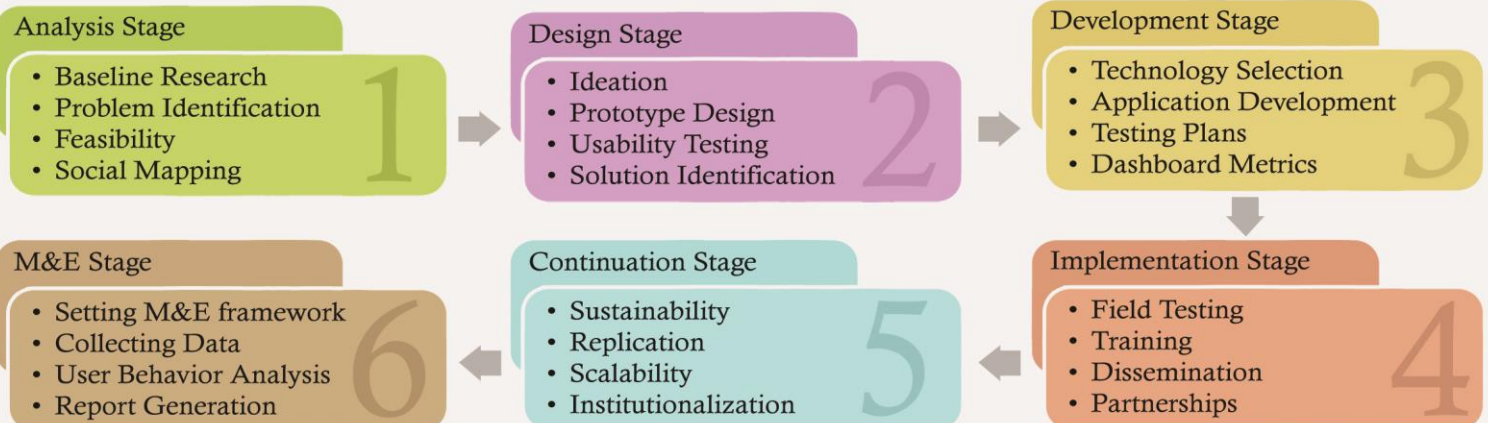
- **Role-Play based Gaming Approach:** ZMQ effectively uses role-play based games as a successful way to create behavior change. Using this approach, various real-life situations are embedded with challenges that reflect the user's true environment. Users are put in testing relationships and face challenges to solve the problems. Studies have shown that humans adopt many of their values and behaviors from their role models.
- **Decision-Tree based Storytelling Approach:** ZMQ effectively uses decision-tree strategies by presenting multiple scenarios to a social issue for user exploration. Each scenario has an alternate course of action and its possible consequence. This approach enables the users to learn from their decisions and its outcomes, thus inculcating sustainable behavior change. This format of story-telling is an effective way of building healthy behaviors.
- **Edutainment based Training Approach:** ZMQ successfully uses edutainment (educational-entertainment) as a strategy to address critical social issues. This approach is a proven mass media instrument which has demonstrated a unique capacity for raising awareness among large numbers of people and motivating them to adopt new behaviors. It is also used for capacity building and training. We also use animated & interactive films for training and awareness generation.
- **Self-care Approach using Wearable:** Wearable technologies are a relatively new approach in d-C4D. This self-care approach promotes health & wellness using various devices and applications like health monitors, fitness trackers and analysis aids which are adapted for continuous sensing and providing feedback. The data generated from wearable applications can act both as motivating factor as well as social influence in adoption of new and healthy behaviors.



One of the salient features of ZMQ's d-C4D approach is building the capacities of people to understand, negotiate and participate in decision-making process by using real-world scenarios in a risk-free virtual environment. This ZMQ's model for sustained behavior change is coined as *"Real-World Risk Reduction Method using Game Mechanics"*.

ZMQ's Integrated d-C4D Solutions:

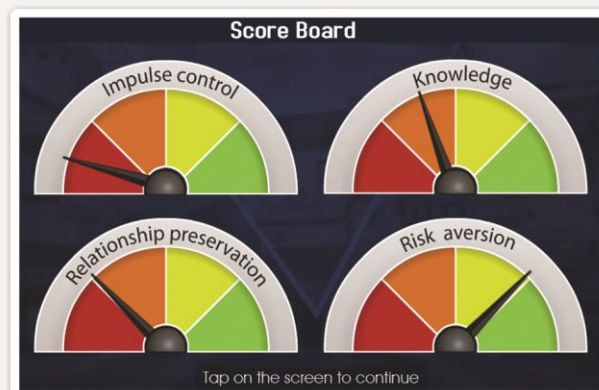
ZMQ builds an integrated solution with a complete value-chain model in d-C4D eco-system. It provides end-end services for various stages like analysis, design, technology development, implementation, continuation and Monitoring & Evaluation.



ZMQ is a pioneer in digital Communication for Development (d-C4D). ZMQ develops innovative digital tools like mobile games, role-play games, digital story-telling, decision-tree stories, edutainment based trainings and other interactive tools for awareness, advocacy, social mobilization and capacity building. ZMQ effectively integrates these tools in social and behavior change campaigns. It delivers these solutions on variety of platforms like standalone computers, internet, mobiles and wearable technologies (IoT).

Data Analytics & User Behavior:

d-C4D gives an opportunity to measure efficacy of a communication tools, user behaviors and its outcomes. ZMQ specializes in integrating scientific methods in d-C4D tools to measure effectiveness and impact of the overall SBCC campaigns. ZMQ captures Knowledge, Attitude & Practices (KAP) of users through these tools, which tells what people know about certain things, how they feel about them and how they behave. Understanding KAP level enables us to design a more efficient process of awareness creation and capacity building through customized performance tools appropriate for community needs.



User Behaviors

Sessions	Start time	Gender	End Time	Relation	Risk	Impulse	Path	Decision 1	Decision 2
1	16:23:52	Male	16:24:34	5/50	18/50	13/50	home / club / clinic	55	45
2	16:26:20	Female	16:28:05	5/60	18/60	13/60	home / clinic / gym	74	70
3	15:34:10	Female	15:38:25	22/60	13/50	22/50	home / clinic / club	65	85

Every 'in-game' activity provides a scope of embedding measurable footprints (tracker points) to track behaviors. A sophisticated database records data such as user profiles, interaction with different scenarios, decisions taken, influencing factors, consequences of actions, feedback received and points scored. These data points help to assess knowledge gaps, risks taken, behavioral patterns, beliefs and practices that need to be changed to inculcate positive behaviors. Based on the user data, there is also an opportunity to provide customized pathways to different users to adopt healthy behaviors. Another efficient method adopted by ZMQ to measure change in knowledge, attitude and practice is by conducting pre-tests and post-tests, embedded within the digital tools, often referred as Virtual behavior change.

ZMQ's social business strategy is based on '**High Impact - Low Cost**' model where the cost of reaching the target audiences is as low as 2 cents per subscriber. One of the more successful examples has been the 'Freedom HIV/AIDS' initiative, mobile games for HIV/AIDS awareness, where a mere cost of 0.30 Indian Rupee per subscriber was incurred to reach to over 10 million beneficiaries.

Building Eco-System for d-C4D:

The ubiquity of mobile networks, internet and cell phones in the hands of common man provides an enabling environment to build knowledge networks for social and behavior change communication. ZMQ works closely with different stake holders from NGOs, local CBOs, digital content providers, community radios, mobile operators, mobile recharge centers, development communication experts and other networks like self help groups, frontline health workers etc. ZMQ employs 3 SBCC strategies to design tools for its beneficiaries. They are as follows:

BCC Strategies	Benefeciaries	Tools & Examples
Targeted BCC Strategy ΔBCC	Target Individual	INFORM Toolkit (Children with disabilities)
Multiplier BCC Strategy $\sum n BCC$	Target Groups	Game of Life (Adolescent and Urban Youth)
Social Behavioral Strategy $\sum \lim_n \infty BCC$	Target Communities	MIRA Channel (Communities and Larger Population size)

ZMQ uses innovative approaches of disseminating SBCC tools in the communities. Some of them are:

- **Organized Human Network Approach:** ZMQ identifies existing human networks on the ground and organizes them together to deliver SBCC tools. For example: ASHA or SHG networks
- **Digital SBCC Channel Approach:** ZMQ creates variety of SBCC tools on related topics (like sub-channels) and binds them together as a single unified digital channel for a larger group of audiences. For example, MIRA Channel
- **Glocalization Approach:** ZMQ taps reservoir of local knowledge at the grassroots level and refurbish them for global audience. For example: Increasing reach of CRS stories by converting them into digital mobile stories.

Capacity Building Workshops:

ZMQ conducts hand-on workshops with communities, which not only helps in inculcating behavior change in the participants, but also serve as a baseline research in creating d-C4D tools based on authentic stories from the ground.



Game Lab: ZMQ runs a program called 'Game Lab' by conducting hands-on game design workshop to assist communities design their own games on a piece of paper. The objective is to empower communities identify their problems and find innovative solutions using gamification, thus inculcating critical thinking which leads to sustained behaviors. This methodology has been successfully used for communities, frontline health workers and trainers. These games can then also be converted as digital games for dissemination.

Story-Telling Workshop: ZMQ conducts focus group discussions with communities and engage them in story-telling based on their personal experiences. Community members are divided into groups, where each group is asked to take different decision based on situation. Each decision has its own possible consequence, which enable the communities see outcome of their actions, thus inculcating sustainable behavior change by observing different results. These stories can then be also converted as digital stories for dissemination.



About ZMQ:

ZMQ is a social enterprise and has an experience of over 15 years in the field of d-C4D. We have developed and deployed over 180 tools, solutions and campaigns for leading international agencies like UNESCO, John Hopkins, UNDP, USAID, EU, British Council, Danish Government, Plan, Games for Change, CEDPA, FHI 360, HIVOS, TERI, Tata, Tetra Pak, RB etc. to name a few. ZMQ is the winner of many prestigious awards and accolades like UNDP's World Business and Development Award, Ashoka Fellowship and Global Health Council Award 2015 etc. Through its works, ZMQ strives to fulfill the Sustainable Development Goals set by the United Nations.

Partnering with d-C4D:

ZMQ presents an opportunity for organizations to effectively leverage d-C4D approach to increase the impact of their SBCC programs. ZMQ invites development agencies and social organizations to partner in this initiative. Contact to us with your needs. Our d-C4D experts will assess your programs and identify areas where d-C4D tools and solutions can be effectively integrated in their existing or upcoming campaigns. Please write to us at the email: hilmi@zmq.in

ZMQ

187, Vaishali, Pitampura, New Delhi 110088, INDIA.

Tel: 011-49058056/57, Fax: +91-11-49058058

Mobile: +91-9871981960

Email: HILMI@ZMQ.IN