

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC) DEMAND REDUCTION GUIDEBOOK

USAID Wildlife Asia | At A Glance

July 2021

The *Social and Behavior Change Communication (SBCC) Demand Reduction Guidebook* is available online in English, Thai, and Vietnamese.

WHAT'S INSIDE?

The *SBCC Guidebook* includes the following sections:

- What is SBCC?
- Why use SBCC to reduce demand for wildlife products?
- Characteristics of SBCC
- The SBCC Planning Process
 - Understand the situation
 - Focus and design the SBCC strategy and interventions
 - Create messages and materials
 - Implement and monitor
 - Evaluate and replan

To further facilitate understanding, each step in the five-step planning process is illustrated by a case example from the USAID Wildlife Asia *Beautiful Without Ivory* campaign.



The document was produced for review by the United States Agency for International Development (USAID). It was prepared by RTI International for the USAID Wildlife Asia Activity, AID-468-16-0001, TO AID-466-16-0003. The contents of the Guidebook are the sole responsibility of RTI International and do not necessarily reflect the views of USAID or the United States government.

SBCC Demand Reduction Guidebook cover. Photo © USAID Wildlife Asia

WHAT IS THE SBCC GUIDEBOOK FOR?

Past communication campaigns to reduce demand for wildlife products targeted general populations and resulted in high levels of awareness. However, they did not significantly reduce demand among actual buyers and consumers. Conservation messages used in the past have not resonated with those who buy or use wildlife products, or those who would like to buy or use them. There is a need to target actual and potential consumers and to understand and address the specific factors driving and hindering their demand. Campaigns should also move from raising awareness to reducing the desire and demand for wildlife products. The *SBCC Demand Reduction Guidebook* supports this by helping practitioners to plan, implement, and evaluate demand reduction campaigns using SBCC.

WHAT IS THE SBCC APPROACH?

SBCC has been successfully used in the health sector to create demand, and it is now being applied to reduce demand for wildlife products or to promote desired conservation practices. SBCC is a planned process, using a Socio-Ecological Model that recognizes the relationship between people and their environment to identify “tipping points” to change individual behaviors and social norms. SBCC utilizes three strategies to affect changes in behaviors and social norms: behavior change communication, social mobilization, and advocacy.

WHO IS THE GUIDEBOOK FOR?

The *SBCC Guidebook* is intended for use by individuals and organizations in planning, implementing, and evaluating SBCC activities and campaigns to reduce consumer demand for illegal wildlife products or to promote desired conservation behaviors.

The SBCC Guidebook has been signposted in the draft CITES Guidance on Demand Reduction Strategies:

<https://cites.org/sites/default/files/notifications/E-Notfi-2021-038.pdf>



The case examples described in the *SBCC Guidebook* are based on the *Beautiful Without Ivory* demand reduction campaign. Photo © USAID Wildlife Asia

STRENGTHENING CAPACITY ON SBCC FOR DEMAND REDUCTION

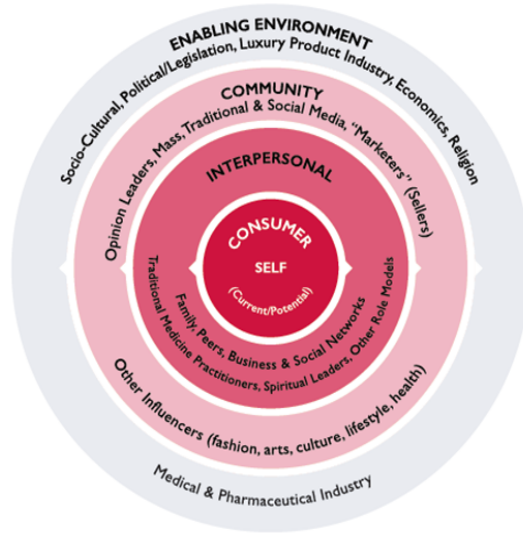
From 2017 to 2021, USAID Wildlife Asia conducted 14 training workshops on SBCC and applying it to demand reduction activities. Over 350 participants from organizations involved in counter wildlife trafficking were trained in workshops in China, Thailand, and Vietnam. The workshops utilized a participatory training approach, culminating with participants developing SBCC demand reduction plans.

WHERE CAN I FIND THE SBCC GUIDEBOOK?

The Guidebook is available at www.usaidwildlifeasia.org/resources/tools/sbcc-guidebook/view

HOW HAS USAID WILDLIFE ASIA APPLIED SBCC?

USAID Wildlife Asia has applied SBCC in planning, implementing, and evaluating 11 campaigns to reduce the demand for wildlife products in China, Thailand, and Vietnam. These campaigns target current and potential consumers of elephant ivory, pangolin, rhino, and tiger products, and were designed based on groundbreaking consumer research studies. USAID Wildlife Asia developed a Socio-Ecological Model based on these studies. Through these pioneering, targeted, and evidence-based SBCC campaigns, USAID Wildlife Asia is helping to create a new social norm where the use of wildlife products will not be acceptable or tolerated, and the intention to buy and use wildlife products is



significantly reduced. USAID Wildlife Asia has supported the development, production, and dissemination of short videos and print materials with messaging that addresses consumption drivers, audience research, and a *Corporate Social Responsibility (CSR) Guidebook*

and guidelines to enhance counter wildlife trafficking campaigns, social mobilization, and advocacy efforts.

ABOUT USAID WILDLIFE ASIA

USAID Wildlife Asia is a five-year (2016-2021), US\$24.5 million, regional counter wildlife trafficking (CWT) initiative addressing the illegal trade in pangolins, tigers, elephants, and rhinos in Southeast Asia (Cambodia, Lao People's Democratic Republic, Thailand, and Vietnam) and China. The project aims to reduce consumer demand for wildlife parts and products, strengthen law enforcement, enhance legal and political commitment, and support regional collaboration to reduce wildlife crimes.

<https://www.usaidwildlifeasia.org>