



PASA

Pan African Sanctuary Alliance

PASA's Social Behavior Change Communications Workshop

March 2023, Malawi

Overview

PASA organized a three-day Social Behavior Change Workshop in Lilongwe, Malawi to introduce our member primate sanctuaries to principles of Social Behavior Change Communication (SBCC). Originally scheduled for October 2021, the workshop was delayed several times due to the Covid pandemic, and held March 28th-31st, 2023 immediately after PASA's first Strategic Development Conference since 2019.

Presentations, trainings, and breakout sessions were designed by behavior change science consultants from Impact by Design (IbD) with input from PASA to give participants a baseline understanding of SBCC and its powerful application to conservation messaging. PASA and IbD carefully customized content to match sanctuaries' priorities and resources.

PASA's goal was that each sanctuary would exit the conference ready to employ new skills in SBCC strategies. Specific objectives for the behavior change workshop included the following:

At the end of the workshop participants will be able to:

1. Distinguish between behavior change science and traditional "awareness raising"
2. Describe how behavior change can be used to achieve conservation and animal welfare goals
3. Demonstrate an understanding of the science behind behavior change, including core components of social marketing
4. Recognize how behavior change science and social marketing use data to understand and cater to key audiences for behavior change
5. Distinguish between asks, actions, behaviors, and social norms

Thanks to the generosity of the Arcus Foundation, 15 PASA member sanctuaries have completed this important introductory SBCC training, making them better equipped to contribute to long lasting behavior change that will protect great apes across Africa and revolutionize PASA's ability to prevent great ape extinction.



Behavior Change Science

Human behavior change plays a vital role in conserving species and habitats. However, changing human behavior is a complex process, and many factors influence a person's likelihood of adopting change. Conservation initiatives often involve efforts to change behavior by raising awareness about an issue. However, raising awareness alone is not enough to change behavior. During PASA's SBCC Workshop, attendees followed a behavior change planning process to discover best practices in engaging with communities to co-create initiatives that benefit people and wildlife.



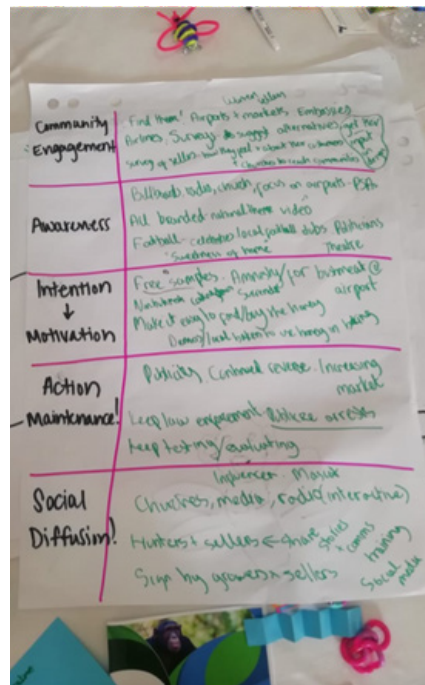
Impact by Design (IbD), a nonprofit organization that provides critical support, training, and capacity building to organizations focused on conservation, animal welfare, and the environment led PASA's workshop. Their years of sector experience brought a wealth of practical knowledge, technical expertise, and cutting-edge insights to maximize the impact of the training. IbD has led multiple workshops in Africa, and were chosen to lead the workshop due to their proven demonstration of cultural sensitivity in working with diverse audiences.

Workshop facilitator Lauren Watkins brought her professional experiences in conservation psychology, communication, interpretation, and education to help PASA members reach their conservation and animal welfare goals. Lauren led team-building exercises, lectured, and used a variety of instructional methods and modalities to build the capacity of PASA member sanctuaries to foster sustainable behavior change during the SBCC workshop.





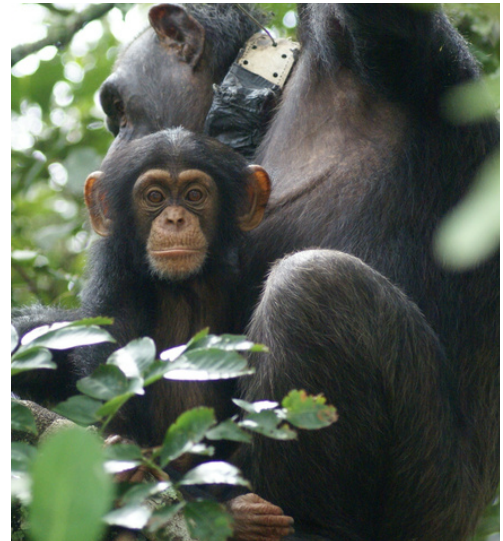
The first day of the workshop was an introduction to principles of behavior change science. On the workshop's second day, participants explored conservation problems, audiences, and possible solutions relevant to their work. The third day was spent working in small groups on potential strategies for SBCC initiatives. Five groups then presented their drafted SBCC plan.



Real world examples

Throughout the workshop, barriers and benefits to real-life conservation initiatives were discussed and examined. In addition to several case studies presented by Impact by Design, Miguel Garcia from PASA member Chimpanzee Conservation Center (CCC) in Guinea presented on an SBCC pilot project funded by the Arcus Foundation.

The pilot project dealt with tense dynamics between a community in Guinea that is located near a national park where the CCC released a group of wild chimpanzees. To improve conservation outcomes for the chimpanzees and local communities, certain rice farms needed to be moved to another location, away from their encroachment on the park's protected land. As they were, the rice farms created conditions for human-chimpanzee conflict. However, negotiations between the CCC and the farmers were not immediately possible given a history of hostile dynamics. Using SBCC planning steps, the CCC rebuilt a healthy and positive relationship with the local village through sponsoring a soccer tournament, surveying the community, and speaking with local leaders about the greatest needs of the community. Miguel shared the evolution of this unexpected outcome of the SBCC pilot with those at the workshop.



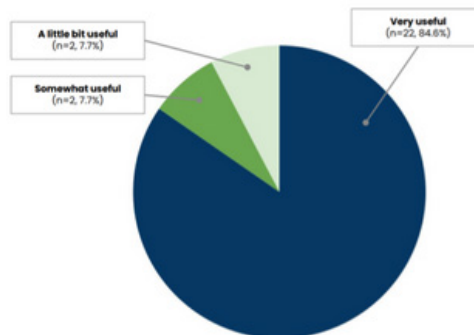
Miguel Garcia, the Director of Conservation Programs at the CCC, participates in a soccer tournament to build relationships with a local community near the national park.

Evaluation

In planning for the SBCC Workshop, PASA sought the following outcome: as a result of a custom-designed SBCC workshop for PASA primate sanctuaries, PASA members across Africa will develop powerful region-specific behavior change messaging to optimally impact their local communities and reduce threats to great apes. Workshop participants completed pre- and post-training surveys to evaluate the impact of the workshop and to demonstrate acquisition of learning objectives. Post-workshop surveys showed that 86% of attendees evaluated the training as “very useful” towards this end. Many new skills and potential SBCC conservation initiatives were developed.

Pre- and post-survey assessments showed knowledge gained from the workshop. The average test score increased by 27%. Participants showed a 38% increase in understanding of the differences between an initiative that aims to change people’s behavior and one that aims to raise awareness. Likewise, there was a 38% increase in the group related to understanding how target audience data is used in behavior change and social marketing.

How useful was the behavior change training for you?



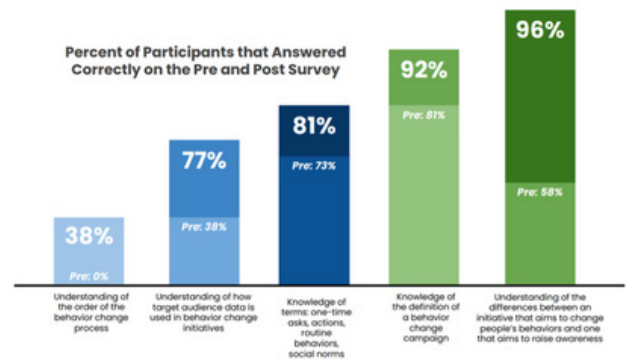
"I loved it! I think this approach could breathe new life into existing programs. Can revolutionize programming and educational outreach, and improve relationships with local communities. I want to engage more members in these programs."

"This is something we can use not only for organizing expensive campaigns but every time we need to interact with communities. It has changed the way I used to work with locals and its working! :)"

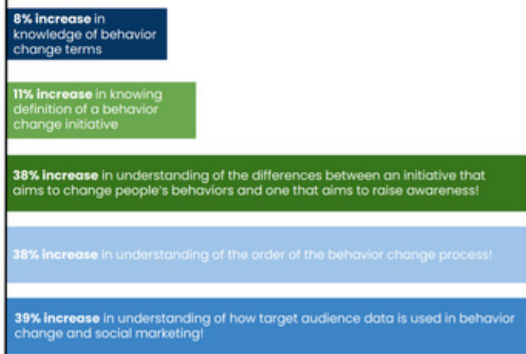
PASA SBCC Workshop: Pre / Post Survey Question Results (n=26)

"[Behavior change] is not just about conservation goals - it's also about really learning who people are, what motivates them, beyond their jobs. And, engaging in a multi-faceted way."

"[Behavior change initiatives] work with [community's] preferences and values, not against them. It removes barriers to change and offers alternatives to make it easier to change behavior."



Improvements to Knowledge Gain



Post-Test Average Score: **77%**

Pre-Test Average Score: 50

A 27% improvement from pre-test scores!

Thank You Arcus Foundation

PASA is grateful to the Arcus Foundation for sponsoring this important workshop. By working together as an alliance of 23 wildlife centers in 13 African countries with a variety of key partners, we are securing a future for primates.



Attendees

PASA member sanctuary leaders, PASA staff, and PASA partners attended the SBCC Workshop:

Alison White, Arcus Foundation

Arend van Blerk, Ape Action Africa

Bala Amarasekaran, Tacugama Chimpanzee Sanctuary

Clement Manjaalera, Lilongwe Wildlife Centre

Dani Keith, PASA

Dave Du Toit, Vervet Monkey Foundation

Dorothy Basemera, Leadership Grant Recipient, Ngamba Island Chimpanzee Sanctuary

Eric Willaume, Parc de la Lékédi

Etienne Charrière, Translator, PASA

Franck Chanteraeu, PASA Board, JACK Sanctuary

Fredrick Mackinnon Onyancha, Leadership Grant Recipient/Colobus Conservation

Heather Anne Vanek, Tchimpounga Chimpanzee Rehabilitation Center

Iris Ho, PASA

Itsaso Velez, Lwiro Primates Rehabilitation Centre

Jenny Botting, PASA

Jerry Aylmer, Limbe Wildlife Centre

Joshua Rukundo, PASA Board, Ngamba Island

Kaitlyn Bock, PASA

Kelly O'Meara, PASA

Lauren Watkins, Impact by Design

Lilija Rapa, PASA

Miguel Garcia, Chimpanzee Conservation Centre

Molly Mayo, PASA

Nancy Mungania Karuru, Colobus Conservation

Pam Cunneyworth, Colobus Conservation

Ruby Vise-Thakor, PASA

Sheri Speede, Sanaga-Yong Chimpanzee Rescue

Stephen Ngulu, Sweetwaters Chimpanzee Sanctuary

Zach Schwenneker, Drill Ranch

