



HC3 GUATEMALA FINAL REPORT SEPTEMBER 2014 – 2017

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ANNEX 2: HC3 SBCC Capacity Strengthening, Community Events and Coordination Meetings held in Nebaj and Momostenango 2016 -2017

ACRONYMS

AGEXPORT	Asociación Guatemalteca de Exportadores
ALIANMISAR	Alianza Nacional de Organizaciones de Mujeres Indígenas Por La Salud Reproductiva, Nutrición Y Educación
ANACAFE	Asociación Nacional Del Café
CF	Community Facilitators
CNCG	Clima, Naturaleza Y Comunidades en Guatemala
COCODE	Consejo Comunitario de Desarrollo
CODEDE	Consejo Departamental de Desarrollo
COMUDE	Consejo Municipal de Desarrollo
COSAN	Comisión De Seguridad Alimentaria Y Nutricional
CRS	Catholic Relief Services
ENSMI	Encuesta Nacional De Salud Materno Infantil
FANTA	Family Health International
FUNCAFE	Fundación de la Caficultura para el Desarrollo Rural
GTC	Grupo de Trabajo de Comunicación
HC3	Health Communication Capacity Collaborative
HEPP	Health Policy Project
MSE	Modelo Socio Ecológico
NUTRI-SALUD	Proyecto Nutrición Y Salud
OSAR	Observatorio De Salud Reproductiva
PAISANO	Programa De Acciones Integradas De Seguridad Alimentaria Y Nutricional Del Occidente
PCI	Project Concern International
PF	Planificación Familiar
PLANFAM	Proyecto De Planificación Familiar
RA	Rainforest Alliance
REDHOSEM	Red Nacional De Hombres Para Las Nuevas Masculinidades
REDMISAR	Red De Mujeres Indígenas Por La Salud Reproductiva
SBCC	Social and Behavior Change Communication
SEM	Socio-Ecological Model
STC	Save the Children
SEGAMIL	Programa De Ayuda Alimentaria Enfocada En Los Primeros 1000 Días
V1000D	Ventana de los 1000 Días
USAID	United States Agency for International Development
WASH	Water, Sanitation and Hygiene
WHIP	Programa Integrado del Altiplano Occidental

I. Background

Since September 2014, the Johns Hopkins Center for Communication Programs (CCP) through the Health Communication Capacity Collaborative (HC3) program worked to develop, design, implement and integrate a social and behavior change communication (SBCC) program in the Western Highlands of Guatemala to address the underlying causes of the chronic malnutrition in the area. In close collaboration with USAID and over 18 local partners and stakeholders, HC3 Guatemala developed a SBCC strategy for the Western Highlands Integrated Program (WHIP).

HC3 Guatemala aligned its geographic focus with that of USAID Guatemala's 2012-2016 Country Development Cooperation Strategy (CDCS), which had as its stated goal "A More Secure Guatemala that Fosters Greater Socio-economic Development in the Western Highlands and Sustainably Manages its Natural Resources." USAID Guatemala requested technical assistance from HC3 to assist USAID's implementing partners in the incorporation of SBCC into Development Objective (DO) 2 (Improved levels of economic growth and social development in the Western Highlands) and DO 3 (Improved management of natural resources to mitigate impacts of global climate change) activities. HC3 provided this technical assistance through the following two components:

- To achieve DO 2, USAID Guatemala developed WHIP that dovetails the Presidential Initiatives of *Feed the Future, Global Health and Climate Change* around the global shared goal to reduce poverty.
- Climate Change Adaptation: this component was developed around the common interest and work on climate change adaptation of USAID's Climate Nature and Communities in Guatemala (CNCG) project and USAID's Nexos Locales project--the local governance effort. It was an innovative alliance between two USAID Guatemala projects, using SBCC to meet common goals for climate change adaptation.

USAID Guatemala envisioned the incorporation of SBCC as a force for unifying and promoting integration among WHIP projects, with the aim of strengthening the effectiveness and impact of the programs and creating more spaces for citizen participation and the involvement of the indigenous population, thereby promoting sustainable development. USAID's specific expectations included the development of a common platform that would cover several levels of influence and reduce possible message inconsistencies and a synergistic, integrating and innovative proposal that would fill in the message gaps and contribute to the creation of a favorable environment to achieve greater impact and sustainability of USAID programs.

Reduction of chronic malnutrition in children under 2 years old was the common goal of each of the components, while using a multi-sectorial approach with nutrition-sensitive interventions addressing the underlying causes of malnutrition.

The Participatory Communication Strategy that HC3 Guatemala developed in collaboration with multiple partners capitalized on preexisting platforms, networks, and resources that USAID had developed in collaboration with its implementing partners, and filled in gaps identified through a rigorous and comprehensive situation analysis. With a holistic, synergistic, and harmonious focus in its efforts and messages, the Participatory Communication Strategy created a favorable environment in which the desired impact with respect to normative and behavior change could be achieved. HC3 envisioned the Strategy as a common thread to:

- Create synergy and shared vision among the various USAID partners;
- Achieve a multiplier effect of efforts and expand the immediate universe of each project;
- Complement and visualize successes and results;
- Create an identity that speaks with a single VOICE ... and at the same time respects the space and objective of each project; and
- Promote a common development agenda under which each party can build a greater whole and unified vision for the population.

II. SBCC Strategic Planning (P process)

1. Situation and Audience Analysis

HC3's SBCC systematic process for strategic planning and design was based on citizen participation, the strengthening of inward (within the household) and outward capacities (within the community at large), and evidence and theories of behavioral science and communication. The final product of this process is not only to achieve change but also to increase social and human capital.

A. Programmatic Analysis of SBCC Activities

HC3 carried out a multi-level situation analysis, which included an analysis of the communication activities of WHIP implementing partners' projects, an extensive literature review, the execution of rapid landscaping analyses of religious leaders, radio stations, and cell phone technology penetration in the Western Highlands; and a formative research study targeting the gaps of information on: family dynamics, future aspirations, and positive deviants. All of these studies pointed to a body of knowledge, beliefs, habits, and gender norms that sustain existing practices in health, nutrition, hygiene, agriculture, food production, and water use, many of which present health risks to babies and their mothers. Following are the findings regarding WHIP implementing partners' SBCC activities.

Main strengths:

- Active community organizations, demonstration sites, producer associations of rural value chains, and networks of acting promoters
- Entrepreneurship and business goals as a mental model
- Certification of Quality Excellence in Family Planning (FP) in point of services and creation of FP demand among men
- Civil society networks (REDMISAR, REDHOSEN) recognized and reporting back to their constituencies and local authorities

Opportunities:

- Maximize the use of convergent spaces to add and diversify the development agenda, raising the visibility of chronic malnutrition
- Make visible the results and achievements accomplished so far by engaging change agents as behavioral and normative models

Challenges:

- Preference for directing communication approaches to the individual in very specific geographical areas
- Absence of efforts directed at decision-makers at home and community levels to affect normative change.

B. Rapid Landscaping Analyses

HC3 conducted rapid landscaping studies of the targeted audiences' preferences for radio and new communication technologies, and reached out to new audiences, such as religious leaders.

Landscaping and Engagement of Radio Stations and Programs



The preliminary analysis of the different approaches of the WHIP projects pointed to the need to better understand how prevalent radio is in the indigenous highlands. A quick survey was conducted of radio stations transmitting in the WHIP area, which provided details on the type (commercial, community, religious), coverage, programming and audience to which the programming is directed.

The study was carried out in five communities from five municipalities in three departments of WHIP. The main findings showed a strong radio presence in the communities. The reasons for listening to the radio varied by groups, but it was generally to be informed and entertained. The most popular radio programs were the ones of a religious nature, followed by music and news. About 90% of the consulted stations said they were interested in collaborating with a health and social agenda.

Landscaping and Engagement of Religious Leaders and Institutions

The main objective of this landscaping study was the identification of religious ministries and congregations with physical presence and active participation in the priority municipalities of WHIP. These have a strong presence in the communities; providing an important leadership role and social support to the underserved members of the community, while seeing holistic social development as the main priority for their communities.



Landscaping and Engagement of Cell Phone and Internet Technology Penetration in the Western Highlands



Research on the use and availability of cell phone and internet technology was carried out in four rural communities in the Guatemalan highlands. Findings found a rapid increase in the use of cell phones over the last 5 years, while access and use of the cell phone is greater among men and young people than among married women. Cell phone use is mainly motivated by the need to be informed and to communicate with friends and family, especially those residing in the US. Regarding the use of the internet, it was used to communicate, do searches, keep up-to-date and clarify doubts/questions. It was found that text messages (SMS) were the cheapest and preferred method for short news, but the reading of the SMS was very selective.

C. Message Consistency Analysis of Communication Materials

The USAID Mission in Guatemala requested HC3 to examine the consistency of messages disseminated in the WHIP region by its implementing partners. Although there were multiple development portfolios in play in the WHIP region, approximately half were nutrition and health-focused. Of those that are not health and nutrition focused, many incorporated small health and nutrition-related activities, and most were mandated to reduce poverty and chronic malnutrition.

HC3 collected 178 communication materials and analyzed 131 of these materials with the end goal of evaluating the consistency and agreement of messages being disseminated in the WHIP region regarding key health and nutrition behaviors recommended during the first 1,000 days of life. Those materials dealt with nutrition, health, agriculture, family planning, and other topics related to the mandates of several WHIP projects.

The consistency analysis revealed varying levels of consistency across the 31 analyzed topics. The majority of topics analyzed had medium or high consistency. The issues with lower consistency were mainly in the areas of gender issues and women; family farming - including raising animals and growing vegetables at home - hand washing; cleanliness of the community; and warning signs in the mother after childbirth.

Given that the set of project materials analyzed had different but overlapping goals, it was expected to find differences in priorities or in the emphases placed on various behaviors or recommendations. HC3 recommended that:

1. WHIP implementing partners collectively assess each topic to determine which cases of inconsistency were strategic and which were not, and decide which cases of inconsistency needed to be addressed through the alteration, addition, or subtraction of key messages;

2. WHIP implementing partners consult with technical experts to determine the appropriate way to resolve instances of inconsistency that were the result of conflicting recommendations from health and nutrition experts.

D. Comprehensive Literature Review

The identification and compilation of literature focused on the issues and practices associated with the First 1,000 days of life, *Ventana de los 1000 Días* (V1000D in Spanish), as well as crop diversification and breeding of smaller animals at the household level, and marketing/selling of the products. The review of the literature included articles published at the international level and national grey literature, as well as project documents and reports generated during the last 15 years (2000-2015). An electronic database was developed that included a selection of 86 documents that had been incorporated and codified following the categories of the Social Ecological Model (SEM). This model considers that the individual is not an isolated entity but part of systems whose levels facilitate or prevent practices leading to desirable health outcomes.



This review led to the conclusion that in Guatemala there was an array of published studies and reports related to the V1000D, emphasizing nutrition practices and those health topics related to nutrition, which were priority issues for WHIP. The contribution of HC3 consisted of searching, identifying sources, organizing and reviewing the literature and coding it according to the factors and above-mentioned levels so that the information could be used to inform the WHIP communication strategy. The literature review focused on six key areas, that comprise the thematic universe and behaviors relevant to WHIP: exclusive breastfeeding; complementary feeding; care of pregnant and - post partum women; family planning (FP); Water, Sanitation and Hygiene (WASH); crop diversification and animal husbandry.

E. Formative Research Study

The overall objective of this research was to identify the normative and behavioral factors influencing infant nutrition and feeding as well as sanitation practices in the WHIP areas. Specifically, the research sought to identify the aspirations, motivations and attitudes regarding nutrition and hygiene as well as the strategies and dynamics at the household level that had been effective in bringing about the adoption of adequate nutrition practices for children between the ages of 6 and 23 months and improving WASH related behaviors and conditions at the individual and family levels.

Methodology:

The study was carried out in four communities, selected in conjunction with four WHIP partner projects: two of them covered by food aid programs (Title II: Paisano and Segamil) and the other two by income generation projects (Rural Value Chains Anacafé and Agexport). The communities are San Juan Bullaj, Tajumulco; Flores Pajales and Pozo Verde, Cunén; La Pista, Nebaj and Xequemeyá, Momostenango. The fieldwork and data collection for this study took place between August 22 and September 8, 2016.

Key Findings:

The findings of this formative research enabled the identification of certain motivations and windows of opportunity for the design of the communication strategy:

- The perception, expressed by the majority of the participants in this study, that change is happening and the quality of life is improving, offered an opportunity to strengthen and amplify said changes, mainly with regard to their aspirations for their children and grandchildren, so that the latter will benefit from better sanitation and nutrition in their homes.
- This new context offers a favorable environment in which interventions aimed at improving sanitation and nutrition for minor children will be better received, since they coincide with people's real aspirations for their children and grandchildren.
- Young families aspire to invest more in their children, the numbers of which have gone down thanks to greater access to family planning methods. Investment in children usually takes the form of giving them more schooling and better care; currently, children are more valued and both grandmothers and

parents are trying to better their conditions so that their children will not suffer the same hardships that they experienced.

- The traditional division of labor by gender persists, although with less rigidity, and men are beginning to get more involved in caring for their children, although they must deal with a certain amount of social criticism aimed at men who do “women’s work.” For the communication strategy, these incipient changes were an opportunity to validate and reinforce the new role of the man as the spouse who supports his partner in looking after the children (better sanitation and nutrition), motivated by his aspirations for new opportunities for his children.
- Finally, the perception that normal height children are more “chispudos” (intelligent) might be a motivating factor to increase attention to the height and not just the weight of children.

Reports derived from the formative research study:



“**Abriendo la Mentalidad**” identified generational changes that happened between the grandmothers’ time and the present. The study described grandmothers’ unfulfilled dreams and new desires for a better life for their grandchildren. Changes in various aspects of their living conditions over time, including structural elements, increased opportunities, making family aspirations more attainable. Likewise, family relationships changed over time with fewer constraints for younger women compared to their grandmothers as well as favorable changes in gender roles. These changes open opportunities to improve child nutrition as conditions at the household level become more favorable.

children two years or younger with normal height for age and those with stunted children. Households with children with normal height tended to have better socioeconomic and housing conditions, hygiene, food diversity and feeding practices, as well as more favorable family dynamics. Three types of households were identified based on the study findings: households with normal height for age children more likely to continue normal growth (group 1), households with normal height for age children but at risk to become stunted (group 2), households with stunted children (group 3). Family dynamics in the form of support from adults and older children seemed to more clearly differentiate the three types of households. This support was observed most of the time in group 1 households, it was less frequent in group 2 households, and it was mostly absent in group 3 households. This typology can guide future efforts to better focus nutrition interventions by addressing not only the variety of food and feeding practices within the households but also developing strategies to provide the support that mothers need to free their time for child hygiene and feeding.



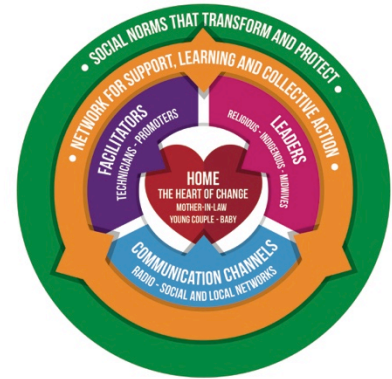
“**El Niño y Su Entorno**” identified differences between households that had

2. SBCC Strategy Design and Testing

A. Strategic Approach to Trigger Change

The *Participatory Communication Strategy to Strengthen Household and Community Leadership for the Reduction of Chronic Malnutrition, Improved Hygiene and Crop Diversification* was developed through a mutual learning process and in collaboration with WHIP’s 18 implementing partners and social actors. It capitalized on pre-existing platforms, utilizing existing networks and resources that USAID implementing partners had developed and filling gaps identified through a rigorous and comprehensive situation analysis and formative research. The HC3 Strategy proposed four levels of action:

1. Strengthening the **HOME** as the “heart of change”, where the family, especially the mother-in-law/ grandmother and young mother’s husband, will play a role in supporting and protecting the mother and baby.
2. Involving and soliciting a commitment from community **LEADERSHIP** (religious leaders, indigenous and community authorities, civil society networks) to take a leading role in actively supporting young mothers, their babies, and households, to bring about change.
3. Empowering and raising the profile of the community **FACILITATORS** in order to increase their influence and empower them to model change, and catalyze their work for the well-being of their home and community.
4. Ensuring the participation of and allying with **COMMUNICATION MEDIA** and social networks, opening up new spaces of dialogue to showcase real stories of local change and its main players, the seeds of change - positive deviants, households, and farmer associations - thereby legitimizing discourse around development, opportunities, and family well-being.



The Strategy proposed the harmonization and unification of these four levels through the creation of a *Network of Support, Learning, and Action* around young couples and their babies. The goal was to move these groups of influence from a marginal position to the center of the conversation about the WHIP agenda, from simple observers to spokespersons and defenders of healthy behaviors, nutrition-sensitive practices, and income-generating activities. In turn, this participation and collective leadership progressively legitimized new *social norms of transformation and protection*, bringing the community together around the well-being of young mothers and babies.

Overall, the HC3 Strategy:

- Capitalized on the strengths and existing networks built by various WHIP projects in order to fill gaps, complement, and expand the local activism that was generated;
- Made visible that change was already happening, giving a voice to local champions and positive deviants—labeled “seeds of change”—who, through their lifestyles, practices, and aspirations serve as living role models for their community, harnessing enormous potential to inspire and guide others to reflect and change traditions and behaviors;
- Responded to emotions and aspirations as the catalysts of change, exploring not only cognitive aspects associated with practices but also framing aspirations within the universe of opportunities;
- Strengthened the voice of the community and raised the profile of local solutions through the co-design and co-production of the communication strategy, its tools, and processes for implementation;
- Directed actions to influence social and gender norms at home and community levels;
- Brought a unifying and articulating vision among the efforts of the WHIP program connecting the various components (nutrition and health, local governance, economic growth, natural resource management and agriculture) under a shared vision: *Juntos Prosperamos. Nos Atrevemos. Avanzamos.*

B. Priority Behaviors

The Strategy prioritized the following nine behaviors, which were also being promoted by USAID implementing partners:

1. Care of the pregnant mother
2. Exclusive breastfeeding
3. Complementary feeding
4. Hygiene, safe water and sanitation
5. Family planning
6. Gender equality
7. Diversified crops
8. Enclosure of domestic animals
9. Seeking healthcare services

C. Communication Platforms and Community Processes

The Strategy proposed the expansion of audiences to that of the USAID implementing partners to include grandmothers, men, local and religious leaders, midwives, and facilitators as change agents through an integrated use of mass media, community and household communication, digital technology and kit of materials taking into consideration both the characteristics of the different audiences and the platforms that have the greatest penetration, preference and credibility.

1. Campaign Branding and Concept Testing

Together we prosper. We dare. We advance was the unifying umbrella aimed at building a sense of belonging and collective identity and brand for the Strategy. The development of this concept/image and its slogan united the diverse actions of WHIP around a common goal, bypassing barriers to accelerate the desired change, and inspiring action to achieve family well-being and community development.



The various options for this unifying concept were pre-tested with WHIP technicians, promoters and community facilitators, as well as community participants from the PAISANO, ANACAFÉ and AGEXPORT projects in Huehuetenango and Quiche. The values and motivations highlighted were those of mutual help, the common good, personal development for the sake of progress, and daring to change as the trigger for action.

2. The Spark of Change: Interactive Radio Platform

The core of HC3's SBCC strategy was a novel interactive radio platform called "Chispa del Cambio" (Spark of Change) that featured 20 episodes of engaging radio drama, testimonials and life stories of those champions and positive deviants who have changed their behavior and experienced the benefits, and a lively interaction between two radio hosts – a grandmother/mother-in-law and a community facilitator. The 15 -18 minute radio program was positioned as the hub, around which the WHIP activities converged and were unified. It sought to promote dialogue and collective action focused on the strategy's priority behaviors and make the "spark of change" visible through the voices of the protagonists themselves. The radio program had clips of real life stories of change, entertainment education vignettes modeling desired behaviors and interviews with community leaders, grandmothers, and project facilitators.



This entertainment-education radio program was launched on February 26, 2017 and went through July 2017. The 20 episodes were broadcast in Spanish, Ixil and K'iche languages on local community, religious and commercial radio stations. The frequency and repetition of each episode per week reached 50 hits making a total of 1,000 hits during the 20-week period, which is considered very high.

3. Seeds of Change: Positive Deviants' Life Stories

Based on its international experience in using storytelling and life stories of exemplary individuals as a communication tool to spark discussion among community groups, radio listeners and TV viewers, HC3 coordinated closely with Agexport, HEP +, PlanFam, PAISANO, Redmisar, Redhosen and SEGAMIL to select success stories from the pool of field technicians, facilitators and promoters who have adopted and practiced the desired behaviors prioritized by the Strategy.



The Seeds of Change Video Tool Kit presented 11 life stories of men and women who dared to change their behavior and experienced the benefits of it, showing that change is possible and already in motion. Through their lifestyles, practices and aspirations, these stories represented living role models for their community and beyond, harnessing enormous potential to inspire and guide others to reflect, dare to change and advance. The Video Tool Kit was used in group discussion sessions such as schools of nutrition and development for young mothers, meetings among men, grandmother’s clubs, home visits, and leaders’ training events, among others. Even more, Seeds of Change aired on Quiche local cable TV during August and September 2017, expanding its community coverage and bringing to the public as a whole a powerful message that change brings well-being and prosperity.

4. *Dialogue of the Wise for Collective Action: Committing leaders to reverse chronic malnutrition*

At the community level, the Strategy promoted building a network among the various bodies that make up the local community leadership to support young couples and their babies to become free of chronic malnutrition. To that end, HC3 developed the **Dialogue of the Wise** toolkit to engage leaders to legitimize new *social norms of protection* around the well-being of young mothers and their babies to avoid chronic malnutrition.

Based on the Dialogue of the Wise toolkit, HC3 trained 80 local leaders and health workers from 6 communities in Nebaj and Momostenango to analyze the health situation in their sites and prioritize First 1000 Days related behavior through specific SBCC Action Plans. Paisano, Segamil, HEP+, Redhosem, Redmisar, Planfam, Agexport Radio Ixil and local authorities participated actively in the development of 6 Action Plans that were shared with the community, signed off on by the leaders and promoted on radio and through community, activities. The Action Plans prioritized nutritious meals for 6-month old babies home gardens and crop diversification, a safe and clean space for the baby, men’s engagement in family affairs and family planning, among other practices. Activities included competitions for the best nutritious recipe, men’s gatherings, counseling sessions on FP methods and visits to home gardens, ensuring the participation of community members.



5. *The Voice of the Grandmothers: Wisdom for Change and Prosperity*

At the household level, the Strategy developed “The Voice of the Grandmothers: Wisdom for Change and Prosperity” tool kit to provide a forum for reflection among grandmothers to discuss the Strategy priority behaviors. Based on the grandmothers’ ancestral Mayan wisdom and the decision making power they exercise at home, the tool kit guided discussions on the decisive role they play in strengthening the home as the heart of change.



The tool kit proposed seven sessions using participatory methodologies and adult education techniques allowing grandmothers to reflect on their own lives and struggles and learn how they, as decision makers, could improve the lives of their grandchildren. Likewise, grandmothers gained skills to better communicate with their daughters-in-law on the benefits of exclusive breastfeeding, spacing out births, age-appropriate diets for young children, household hygiene, and budgeting for nutritious meals. They also discussed how the grandmothers could be a force of change at home and in their communities.

The Voice of the Grandmothers Tool Kit was tested *in vivo* in Nebaj and Momostenango for content and methodology, making adjustments to the guidelines, which were being developed as the implementation process was moving ahead. During the field tests, the grandmothers’ great willingness to talk and share, as well as the commitment generated among them to carry out the proposed changes at the household level, revealed the importance of including the grandmothers in communication strategies for change, making visible their role and decision-making power within the family dynamic and especially their influence on young mothers or daughters-in-law for the good care and well-being of their grandchildren. These grandmothers had once been young mothers themselves, living under the roofs—and rules—of their own mothers-in-law. They remembered what it was like to

have so little power in the family. The new lessons taught the grandmothers not only about nutrition and hygiene, but how to create a healthier family dynamic.

6. Kit of Materials for Facilitators and Participants: Key messages to Trigger Action

As part of the effort to position the unifying concept of *Together we prosper. We dare. We advance*, the Strategy included the development of a set of materials to be used by community facilitators and outreach workers to support their regular activities and strengthen their work.

- **Field Facilitators Kit**

The main purpose of the Field Facilitators Kit was to give identity and raise the presence, respect and influence of facilitators and outreach workers in the community. The kit consists of a vest, a cap and a phone holder. All display the logo and slogan, and printed on the vest are the icons of the 9 behaviors prioritized by the Strategy, giving visibility to the importance of each one of them. Every time the promoters conducted a community activity, facilitators and technicians of HC3, PAISANO, Agexport, SEGAMIL projects used their "uniform" to promote the priority behaviors and overall communication program.

- **Family Kit**

Collectible Buttons Depicting the 9 Key Behaviors. The main purposes of these buttons were to reinforce the importance of each of the new behaviors discussed and encourage a commitment to publically wear the buttons, becoming advocates of new behaviors by responding to curious inquiries from others. The set of collectible buttons depicted each of the following 9 behaviors:



Each button was offered to the community participants after engaging in the different activities conducted by facilitators during the Nutrition School, food demonstration sessions, home visits, meetings with men, grandmothers club, and home gardens. All these sessions covered the themes of the 9 behaviors prioritized and depicted in the buttons.

Baby WASH Floor Mat to protect the baby. The goal was to reinforce the importance of creating a clean environment for the care and protection of the baby away from the feces of domestic animals and where the child could play and crawl. It was delivered during the hygiene sessions organized by the implementing partners where the concept of "baby WASH" was introduced and reinforced.

Scroll with the 9 prioritized behaviors indicating that the "Heart of Change is in the Home." The purpose of this scroll was to highlight the households that had complied with the adoption of the 9 behaviors. It was delivered to a household after having finished the discussion of the 9 behaviors, ideally displayed on the door of the family home.

7. Field Facilitators: Champions with a Digital Tablet in Hand

Community facilitators associated with USAID’s implementing partners were active participants in the *Juntos prosperamos - Nos atrevemos - Avanzamos initiative*. One was a protagonist on the “Seeds of Change” series of video life stories, while others served as program hosts and spokespersons on “Spark of Change” radio program. In addition to all this, the Strategy developed an innovative communication tool that elevated their credibility and authority to discuss the nine priority behaviors. Capitalizing on digital technology trends, the Tablet Application “Juntos” was developed and piloted. Its intuitive design allowed the facilitators to enhance their work with group discussions, home visits, and follow-up visits to demonstration sites. The application covered a variety of issues, putting correct and creatively presented information at the fingertips of the facilitator, taking advantage of multimedia formats to facilitate the explanation of complex topics in an attractive way, allowing facilitators to be more communicative and didactic in their daily interactions with community members.



By putting in the hands of field facilitators such a resourceful and innovative communication tool, the strategy also aimed to raise the recognition, credibility and status of the health promoter as a reliable source of correct information and an inspirational force for change. This technology offered in a single platform versatility and variety in the treatment of the subject matters, an easy presentation with diverse multimedia formats (infographics, photographs, video life stories/Seeds of Change, animations, radio testimonies) which aroused greater interest and acceptance among their various groups of clients.

Finally, HC3 was able to garner support from SAMSUNG in Guatemala for the acquisition of Tablets at a lower price than the one found in the national market.

3. SBCC Strategy Pilot Implementation

HC3 proposed an initial implementation phase lasting from two to six months approximately, depending on the type of intervention. This pilot phase allowed for testing and reviewing the communication tools developed, adjusting the processes for rolling them out in the field, and building skills and strengthening mechanisms for coordination and alliance with the WHIP implementing partners.

In order to ensure the effective implementation of the SBCC Strategy, HC3 established a mechanism for coordinating with municipal authorities (Ministry of Health, indigenous mayors, religious authorities, civil society networks) and radio broadcasters in Momostenago and Nebaj. The goal was to ensure everyone’s solid involvement, active participation, and commitment to reducing chronic malnutrition, improving the health and well-being of the family, and community development. In close collaboration with USAID implementing partners, the following geographic areas were selected for the initial phase of implementation. See the Table 1 below indicating the Strategy interventions carried out in each locality:

Table 1: HC3 Strategy Implementation Sites, Partners and Interventions		
MOMOSTENANGO		
Community	Partners	Intervention
Rachoquel	<ul style="list-style-type: none"> • Agexport • Aprosip • Leer y Aprender • Segamil • HC3 	<ul style="list-style-type: none"> • The Voice of Grandmothers • Dialogue of the Wise • Radio Spark of Change • Seeds of Change • Kit of Communication materials

San Jose Siguila		<ul style="list-style-type: none"> • Dialogue of the Wise • Radio Spark of Change • Seeds of Change • Kit of Communication materials
Xequemeya		<ul style="list-style-type: none"> • Dialogue of the Wise • Radio Spark of Change • Kit of Communication materials
NEBAJ		
Acul	<ul style="list-style-type: none"> • Agexport • Asonam • HEP + • Paisano • Redhosen • Redmisar • HC3 	<ul style="list-style-type: none"> • The Voice of Grandmothers • Dialogue of the Wise • Radio Spark of Change • Seeds of Change • Kit of Communication materials • Tablet App “Juntos” • Men’s group
La Pista		<ul style="list-style-type: none"> • Dialogue of the Wise • Radio Spark of Change • Seeds of Change • Kit of Communication materials
Xexucap		<ul style="list-style-type: none"> • Dialogue of the Wise • Radio Spark of Change • Kit of Communication materials

4. Monitoring Results and Accomplishments

Being a pilot program, the implementation periods of the communication strategy were shortened to leave time to measure the impact of the activities that were carried out. Yet, it has been possible to identify and describe the progress and the results achieved, as indicators of the potential effect of the program based on the monitoring data on the three largest activities – the “Chispa del Cambio” (Spark of Change), the “Voz de las Abuelas” (Grandmothers for Change), and the “Diálogo de Saberes” (Dialogue of the Wise). The objectives of the monitoring, the methods used and the results obtained are described below for each one of these activities.

Objectives and Methodology

1. **La Chispa del Cambio (The Spark of Change):** This radio program was on the air for six months, from February 26 to July 31 of 2017. The educational entertainment (EE) format that this program used and the number of episodes – 20 in all--made it possible to monitor not only the compression of the content of the episodes, but specific reactions that the EE programs produced in the radio listeners as precursors to social and behavioral change. The duration of the program helped to monitor the level of understanding of audience members concerning the plot of the program segment; the *radionovela* (radio series) *Nuevo Amanecer* (New Dawn) and their reactions to the consequences of the actions of the characters of the show and new proposed behaviors. In order to monitor this activity two methods were utilized:

- a. A panel of discussion groups with radio listeners: These were made up of young mothers from the Paisano and Segamil programs. One of the groups was located in Rachoquel, Momostenango and the other in La Pista, Nebaj. The groups met weekly for 20 weeks in order to listen to



and discuss each one of the program episodes. The discussion sessions were recorded and a thematic analysis was conducted using the transcription of these recordings.¹

- b. Recording of telephone calls to Radio Ixil: At the end of the last episode of the program, Radio Ixil (one of the radio stations that broadcast the radio program) opened its telephone line and invited its listeners to call the station to give their opinions about the *Chispa del Cambio* program that was ending that day. An analysis of the telephone calls was conducted as part of the monitoring. Given that radio, as a mass media vehicle of communication, has the broadest reach for disseminating information to the groups formed for monitoring, the two principal broadcasters of the zone, Radio Ixil and Radio Alianza, were requested to provide data about the reach of each one in the zone of the *Altiplano*. This information allowed us to estimate the percentage of the population that was potentially exposed to the program Spark of Change.

2. **La Voz de las Abuelas (Grandmothers for Change):** This activity, perhaps “one of the first efforts in Guatemala to involve grandmothers in a systematic and significant way in development and nutrition projects²” took place between the months of June and August 2017. The principal purpose of the monitoring was to pretest the prototype tool in the field in order to optimize its implementation on a larger scale.

The methodology included:

- a. A recording of each session and direct observation of the first and last sessions;
- b. Critical reflection after each session on the part of the facilitators, concerning the implementation, pertinence and relevance of the discussion guides.
- c. Individual interviews with the panel of participating grandmothers in order to gain preliminary impressions in relation to the content and pertinence of each session.



3. **Dialogue of the Wise:** The fourteen events of community communication implemented under the initiative of the Dialogue of the Wise were monitored utilizing the interview method with key informants. The purpose of these interviews was to know the reactions and opinions of the participants in this type of session and activities which grouped together leaders and members of the community working together on problems/issues of concern to them and proposing their own solutions. The interviews included a variety of participants in these dialogues:



- a. Mother leaders and promoters from PAISANO, AGEXPORT and SEGAMIL.
- b. Community leaders –deputy mayors, COCODES, health committees, health staff, religious leaders, midwives, among other leaders
- c. Support networks –HEP+ (Redmisar y Redhosen)
- d. Representatives of radio Ixil

Results

In spite of the limited implementation time for these activities, the results of the monitoring were very favorable, indicating that continuing the activities in the designed format could have a positive impact. Overall, these activities, directed toward critical audiences of the communication strategy, were very well accepted and the results

¹ Ramírez, Margarita (2017). Análisis Cualitativo de la Recepción del Programa Radial La Chispa del Cambio. Health Communication Capacity Collaborative (HC3), Guatemala.

² Saenz de Tejada, S (2017). Abuelas por el cambio. Prueba del prototipode la herramienta. Health Communication Capacity Collaborative (HC3), Guatemala.

indicate that each one in its field achieved positive changes. These were measured in accordance with the evaluation frameworks and criteria for determining the impact of communication programs: exposure/participation in activities of the program, recall of the messages, and comprehension and approval of the messages. These are all essential elements in order to achieve social and behavioral change. The results of each of these elements are described below.

Exposure to and participation in the program activities

- The data on coverage obtained from Radio Ixil (45%) and Radio Alianza (30%) suggest that the program, disseminated by both broadcasters, had a high exposure among the zone's population, probably over 50% when considering both broadcasters. This level of coverage is consistent with the high volume of calls (near 50) that were received in the 15 minutes during which Radio Ixil opened its line to members of the public in order to give their opinions on the day of the last episode.
- The participation of the grandmothers in the Grandmothers for Change workshops was positive and many were grateful that they had been invited. Some grandmothers commented, between nostalgia and gratefulness, that they would have liked to have received the training some decades earlier, when they had their own children.
- Approximately 800 people participated in the fourteen events of the Dialogue of the Wise over two months in Nebaj and Momostenango. The broad variety and presence of the participants –religious and community leaders, health promoters, midwives, representatives of the implementing organizations, radio representatives, and community members is a highly positive result for community-type actions and evidence of the interest of the different groups in this type of participatory communication.

Recall of the Messages

- The results of the thematic analysis and of the radio program content indicate that the radio show *Nuevo Amanecer* created much interest and anticipation in the participants of the panel group who were hanging on the stories and discussing the possible plot twists. The recall of the messages was facilitated by the plot of the show from which the participants remembered details about the characters, clearly identifying the "arcing" characters that are an important element of the educational entertainment programs, as is the radio show. The results also highlight the good acceptance of the hosts of the program, Don Miguel and Doña Dominga, with whom the audience panel felt close, finding them believable, trustworthy and part of the community. The advice that they gave was acceptable, since the audience considered that they had experience with the topics and desired the well-being of the community, above all the children. The topics that they liked most were the harvest of vegetables in order to improve nutrition and save money; exclusive breastfeeding by the mother and the elimination of *agüitas*³ for the babies; a good diet for the pregnant mother in order to have healthy and intelligent babies; and feeding the baby with a spoon and not by hand.
- Of the interviews with the grandmothers, the most memorable topic, because of its originality, was intra-familiar communication: the grandmothers reflected upon their patterns of communication and said many times that they intended to do better, after the workshop it was clear to them the uselessness of getting upset, the necessity of having more patience, and "that we should speak with affection so that they pay attention to us." Others expressed that they felt validated when they were spoken to about the importance of maternal breastfeeding: they knew of the importance that "the elders" attributed to it, but they did not know of the benefits of colostrum nor of exclusive breastfeeding.

Understanding and acceptance of the messages

- The acceptance of the radio messages was very high. That was expressed as much by the listeners that spoke to the radio show at the end of the last episode, as by the audience panel group that was monitored throughout the 10 episodes of the program. The acceptance of attitudes and modeled behaviors is also emphasized in the radio-

³ Typical beverages of Central America and Mexico made with cooked flour corn diluted in water or milk.

show story, for example Soledad's (the young mother's) interest in the growth of her baby; the characters' testimonies when they put into practice the messages received; the fight of Conchita and the mothers to move forward alone and leave behind a life of spousal abuse; family planning as a couple's decision; paying more attention to the health of the children and spending more time with them; and the attitude of Carlos to help his wife (Soledad) and take care of their children, defying his own father and the macho pattern that he represents.

- The grandmothers assured that none of the recommendations given in the workshop contravened their cultural logic. However, during the interview it was found that the recommendation about the consumption of meat was not very well accepted. For the majority of the grandmothers of Rachoquel, it is harmful for children younger than one year old to eat meat and some do not offer it before 24 months. Even the mother of one of the promoters of Segamil considers it inappropriate to give it to her grandson of 18 months. Another grandmother, who participated for two years in the health training given by Pies de Occidente, continues to think that the most appropriate thing is to give only broth. Likewise, the recommendation about the frequency of the diet did not seem to agree with the logic that the child determines his own consumption. At least among some of the grandmothers this cultural belief continues to be present. Additionally, the grandmothers recognize themselves as bearers of advice for the youngest women and they consider themselves responsible for making necessary recommendations to their daughters and daughters-in-law, which also reflects the approval of the content of the workshops.
- The results of the monitoring that was carried out by the "Dialogue of the Wise" indicate that the population exposed to those workshops highly valued the opportunity to participate "speaking" about aspects that affect them and furthermore they managed to define their "own" plans of action in order to resolve problems identified "by themselves." The fact that these groups combined the general population with community leaders emphasizes even more the value of this dialogue "of reflection on our own problems" with "endogenous" solutions.

Changes in predictive factors, social and behavioral norms

- The radio program modeled new forms of behavior and of thinking, and in this way transmitted something more than messages offering concrete examples to the audience--that it is possible to make changes and that they are within everyone's reach. The results of the thematic analysis and the commentaries of the radio listeners reflect changes in predictive behavioral factors such as the change of attitudes, self-esteem, a feeling of self-efficacy and normative aspects, that were modeled by the radio show characters. In particular, the behaviors that the listeners mentioned having put into practice were hand washing, family vegetable gardens, confinement of animals, safe water, the babies' hygiene, supplementary nutrition, exclusive breastfeeding, and varied diet and supplements for pregnant women. Likewise, the participants in the discussion groups said that they have become transmitters of the received messages creating a multiplier effect via interpersonal communication with other women in the community. What was observed based on the monitoring of the radio show "The Spark of Change" is consistent with elements of frameworks for evaluating the impact of educational entertainment programs. The listeners identified with the characters and their realities. This identification is very important because through the story, they experienced (through these characters) the changes that are possible to achieve even when the behaviors are outside of their current norms. Based on concrete models of new behaviors such as family planning as a couple's decision and the attitude of Carlos to defy chauvinistic gender norms, the show drives the audience toward individual behavioral and normative changes. Overall, these findings predict a positive impact of radio on social and behavioral change.
- In the sessions with the grandmothers, defying tradition, one grandmother felt encouraged to try the recommendation of giving meat to her 18-month-old grandson who had never tried meat. The grandmother told the daughter, and the boy ate a piece of meat and enjoyed it. This same grandmother also introduced the idea, discussing it in the workshops, of adding drops of lemon to the child's broth and now, as she explains it, "now the entire family has caught on" and everyone is doing it. This example demonstrates that grandmothers with culturally unwavering beliefs can achieve changes through activities that permit them to express and explain their beliefs and doubts. Grandmothers such as the one who "dared" to defy tradition are the starting point for promoting change among their peers and facilitating normative change. Another change that was expressed by most of the grandmothers that participated in the workshops was that of *intra-familial* communication, possibly due to a greater sense of necessity. Various grandmothers also said that they are being more attentive of hand

washing (they say they are doing it with more frequency, with more use of soap), whereas others said they are more attentive to the contact of young children with dirty objects⁴. These changes in the grandmothers are relevant because upon recognizing themselves as transmitters of advice and responsible for making necessary recommendations to their daughters and daughters-in-law, it ensures a favorable environment for normative change.

The changes achieved by the Dialogue of the Wise are reflected in the success of the workshops that convened multiple participants, the development of concrete action plans for each one of the communities, and the setting in action of said plans. The action plans were presented to the local municipal authorities by the groups formed in the Dialogue of the Wise workshop of the 6 communities, causing a very positive reaction among the leaders who supported the initiative, expressed gratitude for being included and promised active support for its implementation. Among the 6 plans of action, the results that stood out were those obtained by: a) the *Concurso de Recetas* (Recipe Contest) to revert malnutrition, which drew more than 100 people, b) the action plan prioritized by the association of producers ASONAM from Agexport in Xexuxcap, Nebaj, which organized a “Men’s Dialogue” that oriented them about the role of the man in support of the wife, the budget and investment in health and nutrition, and family planning, and c) the contest for *Huertos Familiares y Espacio Limpio para el Bebé* (Family Vegetable Gardens and Clean Space for the Baby) in which more than 22 households were registered, which were visited by a committee of judges made up of community leaders who elected 3 winning homes⁵. The success of these groups, reflected in the dialogue and enthusiastic collective action of the different participants, shows that the time is right for participatory projects to achieve substantial normative changes in the Highland zone.

In conclusion, the results show once more that the participatory communication format utilized by the workshops with the grandmothers and the Dialogue of the Wise, promote community development and the transformation of social and behavioral norms by allowing the expression and exchange of knowledge, and clarification of beliefs and perceptions by the participants themselves. Following the educational philosophy of Paulo Freire^{6 7}, this dialogue facilitates individual and collective growth based on the experiences of community dialogue, participation and learning that emerge internally and not from the “lessons” that are traditionally transmitted by external trainers. This growth in human and social capital is the best bet for normative change and its sustainability. Another extremely important result that predicts a positive effect of the *normative change* is the fact that the groups of grandmothers as much as the Dialogue of the Wise expressed the desire to continue working together. This is an extremely favorable finding considering that in order for *normative change* to be achieved, it is necessary that this type of group of enclosed normative influence exists⁸ –the innovators of the diffusion of innovations curve – that “think and act differently,” and that, supported by radio programs such as the “Spark of Change,” push the normative change forward.

III. Strengthening Capacity of USAID Implementing Partners and Local Organizations

Throughout the life of the project, HC3 supported SBCC strengthening capacity efforts among USAID WHIP local and international implementing partners, civil society networks, local community authorities and Ministry of Health officers. Some of those projects and organizations were: Agexport, Anacafé, FANTA (FHI360), CNCG (Rainforest Alliance), Fundaeco, HEP+, Leer y Aprender (Juarez & Associates), Mas Frijol, Nexos Locales (DAI), Nutrisalud (URC), Paisano (Save the Children), Planfam (PASMO), Radio Ixil (Nebaj), Segamil (CRS), Redhosem and Redmisar, among others.

⁴ Saenz de Tejada, S (2017). Abuelas por el cambio. Prueba del prototipode la herramienta. Health Communication Capacity Collaborative (HC3), Guatemala.

⁵ Diálogo de saberes y acción colectiva: Alianza activa entre el liderazgo local y socios implementadores de USAID para legitimar normas que sustenten la reducción de la desnutrición crónica. Brief técnico, Health Communication Capacity Collaborative (HC3), Guatemala.

⁶ Freire, P. (1970). *Pedagogy of the Oppressed*. New York: Herder and Herder.

⁷ Kincaid, D. L., & Figueroa, M.E. (2009). Communication for participatory development: Dialogue, collective action, and change. In L. Frey and K. Cissna (Eds.) *Handbook of Applied Communication Research*. (pp: 506-531). Routledge.

⁸ Kincaid, D. L. (2004). From innovation to social norm: Bounded normative influence. *Journal of Health Communication*, 9: 37–57.

These and other organizations attended over 59 workshops and meetings with approximately 340 participants from December 2014 to August 2017 (see Annex 1). The technical areas of those workshops ranged from the WHIP SBCC strategic planning and strategy development, message consistency analysis; to climate change communication strategy initiative development, to formative research design and presentation of preliminary findings, to household observation research methodologies training among indigenous field assistants and practical training in enter-education radio drama design and production, among others. In addition, HC3 held a number of local training workshops, community events and coordinating meetings (40) with WHIP partners in Nebaj and Momostenango that grouped approximately 1,026 participants (see Annex 2).

IV. HC3 Lessons Learned and Legacy

Lessons Learned. The coordination, design, implementation and monitoring of the SBCC strategy along with USAID implementing partners brought important lessons learned, among them:

- The highland communities in Momos and Nebaj showed a very positive response to the new strategies that were implemented in collaboration with Agexport, HEP + (Redmisar, Redhosen), Paisano and Segamil. Active engagement, interest and involvement was generated and the leadership visibly committed toward legitimizing new social norms to set free communities from chronic malnutrition.
- The *Dialogue of the Wise and Collective Action* community communication intervention opened new spaces for leaders to provide solutions together with the members of their communities, reinforcing their leadership.
- The active participation, response and partnership with Radio Ixil exceeded expectations: it defined new collaboration standards to promote development initiatives. Radio Ixil not only broadcast *The Spark of Change* but made news out of its content and programming. Even more, Radio Ixil supported the Action Plans implemented by the *Dialogue of the Wise*, increasing its visibility among leaders, community members and the public in general, letting them know that change was happening.
- The integration of multi-sectorial technical programs was made possible when the communication efforts for change complemented them, increasing their coverage and impact. These new strategies have created an expectation of continuity. The process of change is underway and communication for change supports that process to ensure its consolidation.

Legacy. The HC3 project has left behind three important results.

Practical approaches, competences and tools for conceptualizing a communication strategy to achieve change

- An evidence-based and long-term communication strategy with clear direction on how to expand it and indicators for a close outcome monitoring and impact evaluation.
- Communication approaches for change aimed at affecting levels of normative influence at the household and community levels while gathering Mayan wisdom.
- A set of pre-tested and innovative communication tools, activities and materials tailored to different audiences and change objectives that can be used by other development efforts.
- An electronic database of information and studies that will be useful for designing social and behavior change communication strategies.

Investment in human capital

- Field facilitators' capacity has been strengthened with SBCC approaches and tools that are innovative and intended to multiply and deepen the effect of their valuable work.
- Local life-stories of change have repositioned and elevated the facilitators as change agents and catalyzed dialogue on achievable new behaviors and social norms as found in *Seeds of Change*.
- Synergies, complementarity of activities and a harmonized implementation are now seen as achievable across institutional, local and community levels.

Inspiration for change

A unifying and inspiring concept that mobilizes emotions and actions and can continue to be used for future development programs. *"Together we prosper. We dare. We Advance."*

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ANNEX 1: HC3 SBCC Capacity Strengthening and Coordination Meetings held in Guatemala, 2014 -2017					
Workshops and Meetings held in Guatemala City, 2014 -2017					
Topic	Date	Place	Number of events	Number Participants	USAID Implementing partners
WHIP integration Workshop and HC3 preliminary SBCC situational analysis findings	12/3-4/2014	Guatemala City	2	80	PSI, Save the Children, Juarez & Associates, DAI, Futures Group, CRS, URC, AnaCafe, AGEXPORT, Rainforest Alliance, Devetech/MEP, Masfrijol, Buena M ilpa, FHI360/Fanta
Meeting with WHIP project SBCC Working Group	12/4/2014	Guatemala City	1	23	DAI, USAID, Anacafé, FHI360, Save the Children, PCI, Juarez & Associates, URC, JSI, Fundaeco, CRS, Rainforest Alliance, AGEXPORT, Futures Group
WHIP SBCC working group: message consistency Analysis Workshop	5/8/2015	Guatemala City	1	22	Anacafé, Futures Group, URC, PCI, Save the Children, DAI, Rainforest Alliance, Fundaeco, PSI, FHI360, Juarez Associates, CRS, USAID
Climate Change Communication Strategy Initiative: Strategic Design Workshop	5/12-14/2015	Quetzaltenango	3	14	NL, CNCG, CNCG/TNC, Sincronia/CNCG, USAID
1st Workshop on WHIP SBCC Strategy Design	11/17/2015	Guatemala City	1	38	Peace Corps, Nexos Locales, MASFRIJOL, Leer y Aprender, AID/CRS, PCI, HEPP, SC, Rainforest Alliance, HEO, FHI360/Fanta, Nutri-Salud, MEP, PASMO-PlanFam, Fundeco
Qualitative Formative Research Study Workshop	11/18-20/2015	Guatemala City	3	20	Save the Children, PCI, Nexos Locales, Rainforest Alliance, FHI360/Fanta, Mercy Corps, Fundaeco, PASMO-PlanFam, HEPP, PCVR, Anacafé, MED/DevTech, AID/CRS, Masfrijol, PCI-PAISANO, SCI-PAISANO, Nutri-Salud

2nd Workshop on WHIP SBCC Strategy Design	3/15-17/2016	Guatemala City	3	22	AGEXPORT, CRS/SEGAMIL, DevTech-MEP, FUNDAECO, HEPP, MASFRIJOL, PCVR Anacafé, SINCRONIA, PCI, Buena Milpa – CIMMYT, Nexos Locales, PSI PASMO/ Guatemala, Rainforest Alliance, Save the Children, Nutri-Salud, La Fabrica, Fundoeco,
Logo and Slogan Pretesting	05/16-19/2016	Comunidad La Capilla, Huehuetenango; Nebaj, Quiché	8	54	Anacafé, PCI, CINACEM, ANUMISC, TIKONEL, ASONANUN, ADIAP, Acul, Vicalamá, Palop, La Pista,
Entertainment-Education Radio Drama Workshop	9/19-22/2016	Guatemala City	4	23	Pasmo, PlanFam, PCVR/Anacafé/Funcafé, HEP, NEXOS Locales, Fundacion Emmanuel, Radio Ixil, Radio La Voz de Nebaj, Fundación FundaMaya, Radio Kayros, Radio Mass 98.9 FM, Stereo Vision Huehuetenango, Comunicares, INCAP, Nutri-Salud
Meeting with USAID implementing partners in Nebaj to launch SBCC Strategy	2/15/2017	Nebaj	1	8	Nutri .Salud, PAISANO, Nexos Locales, AGEXPORT
Presentation of qualitative formative research preliminary findings	2/01/2017	Guatemala City	1	8	OES-NUG, PASMO-PLANTAN,PAISANO, PCI, Justicia para Juventud y Genero, Save the Children, CRS
Coordination meeting with ADIPO/CRS	2/27/2017	Totonicapán	1	13	ADIPO, CRS
USAID implementing partners to launch SBCC Strategy in Momostenango	5/16/2017	Adipo, Totonicapán	1	5	AGEXPORT, PAISANO, Buena Milpa, PlanFam
Agreement meeting about the communication plan and presentation of materials kit	5/18/2017	Quetzaltenango	1	3	AGEXPORT
Presentation of the communication strategy and HC3 materials kit	5/19/2017	Quetzaltenango	1	6	USAID/Leer y Aprender
Total Number of Events & Participants			59	339	

ANNEX 2: HC3 SBCC Capacity Strengthening, Community Events and Coordination Meetings held in Nebaj and Momostenango 2016 -2017					
NEBAJ 2016-2017: Training Workshops and Community Events					
Topic	Date	Place	Number of events	Number Participants	USAID Implementing partners & local authorities
Workshop “Dialogue of the Wise”	3/8-10/2017	Nebaj- Quiché	1	34	PlanFam/PASMO, AGEXPORT, PAISANO, Radio Ixil, Radio la Voz, REDMISAR,
Event: Delivery of kits, Nebaj	6/8/2017	Nebaj	1	73	COSAN, REDHOSEN, AGEXPORT, REDMISAR, Radio Ixil,
Delivery of bags to Grandmothers	6/8/2017	Nebaj, Acul	1	19	Acul authorities, Paisano
Delivery of Field Facilitators Kits	6/8/2017	Nebaj	1	34	COSAN, Paisano
Presentation of the “ Dialogue of the Wise” plan to local authorities	4/25/2017	Xexucap, Acul	2	29	Local leaders, municipality authorities, Paisano
Plan of Dialogue with men	6/19/2017	Xexucap	1	100	AGEXPORT, Asonam
Contest of the hygiene practices and family garden in Xexucap	6/26/2017	Xexucap	1	28	AGEXPORT, Asonam
Experiences exchange with leaders from La Pista	6/25/2017	Acul – La Pista	1	32	PAISANO, COSAN
Contest of clean space for the baby and family garden in Acul	6/28/2017	Acul	1	54	PAISANO and Local leaders and municipality authorities
Delivery of family kits in Xexucap	7/20/2017	Xexucap	1	36	AGEXPORT, ASONAM
Delivery of family kits in Pista	8/7/2017	La Pista	1	41	PAISANO and Local leaders and municipality authorities
Closing event of The Voice of the Grandmothers	8/4/2017	Acul	1	63	PAISANO and Local leaders and municipality authorities
Meetings on selection of cases and Informed Consent to participate in the “Seeds of Change” in Nebaj Quiché	11/14-18/2016	Quiché	3	29	PAISANO, MOH,
Household observations of nutrition and hygiene practices, training field research assistants	10/26-11/9/2016		1	10	PAISANO
Tablet pre-testing training workshop	07/17-18/2017	Acul, Nebaj, Quiche	2	20	PAISANO
Total Number of Events & Participants			19	602	

MOMOSTENANGO 2017: HC3 Training Workshops and Community Events					
Topic	Date	Place	Number of events	Number Participants	USAID Implementing partners
Workshop “Dialogue of the Wise”	3/13-15/2017	Xequemeyá- Momostenango	2	145	Segamil, AGEXPORT, Aprosip
Delivery of Family Kit	07/8- 8/3/2017	Momostenango	9	191	
Grandmothers Session	6/16-8/4/2017	Rachoquel	6	55	
Nutritional recipes Contest	6/26/2017	San Jose Siquila	1	15	
Tablet pre-testing	5/5/2017	Xequemeyá- Momostenango	1	10	
Testimonials from the field work	8/17/2017	Rachoquel, Xequemeyá	2	8	
Total Number of Events & Participants			21	424	