MODELS OF COMMUNITY APPROACHES TO AWARENESS RAISING

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INTRODUCTION

Awareness raising (also called consciousness raising) is the process of groups of people aiming to call the attention of the larger population to specific causes or conditions, such as diseases, conflicts, movements, or political parties. It has been defined as "a constructive and potentially catalytic force that ultimately leads to a positive change in actions and behaviours" (Sayers, 2006, p. 20) It can be considered a form of activism, often being a first step in which advocacy groups engage (Freedman, 2014). For instance, in the context of 1970's feminism, consciousness raising referred to the idea of discussing the everyday effects of sexism, racism, or classism within groups of individuals sharing these experiences (Chicago WLU, 1971). In their review of general principles of awareness raising, the UNESCO stated that models of awareness raising could take the shape of personal communication, mass communication, education, public relation, or advocacy - or an optimal combination of different approaches (Sayers, 2006). The examples below illustrate models and strategies used by different groups to raise awareness about causes ranging from domestic violence to water sanitation.

AWARENESS RAISING AND BEHAVIORAL CHANGE FOR GLOBALISATION [LINK]

ORGANIZATION: OXFAM INTERNATIONAL YOUTH

MODEL: This document is a collection of case studies that explore behavior change in relation to the phenomenon of globalization from a youth perspective. Their conceptual model was adapted from previous research on HIV/AIDS programs undertaken by the Burnet Institute in Australia. They underline the different phases of behavior change from which awareness raising and social marketing should be based on for successful campaigns: 1) knowledge (precontemplation) - demonstrating awareness of the desired behavior; 2) Approval (contemplation) - voicing endorsement and support for the behavior; 3) Intention (preparation) - making the decision to adopt the behavior, whether conditionally or unconditionally; 4) Practice (action) - committing to the behavior in a consistent and sustainable way; 5) Advocacy (maintenance) - encouraging others to adopt the behavior and encouraging them in their intention and practice.

The first stages of behaviour change
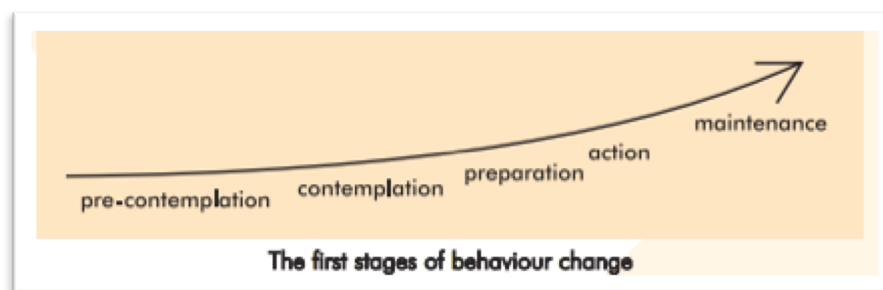
MOBILISING COMMUNITIES TO PREVENT DOMESTIC VIOLENCE [LINK]

ORGANIZATION: RAISING VOICES, BY LORI MICHAU & DIPAK NAKER

MODEL: This document is geared towards community-based non-governmental organizations that are at the forefront of ending domestic violence. It states that preventing domestic violence in homes and communities requires individuals to identify the problem of domestic violence, consider its importance, evaluate their own

behavior, and then begin making changes in their lives. Further, it provides them with a process of change model based on the Stages of Change Theory in the field of addiction research (Prochaska, J. O., DiClemente, C. C., & Norcross, J. C. (1992). In search of how people change: Applications to addictive behaviors. *American psychologist*, *47*(9), 1102.) [link].

PARTICIPATORY BASED APPROACH TO RAISING AWARENESS ON WATER AND SANITATION [LINK]

ORGANIZATION: ETHEKWINI, DURBAN WATER AND SANITATION UNIT (EWS)

MODEL: The EWS has the responsibility of managing water and sanitation services within the eThekwini Municipality. The EWS identified various levels of service that would allow provision of water and sanitation to all residents of the Unicity in the urban, peri-urban and rural areas. Challenges that EWS faced included blockages of pipes, misuse and wastage of water, vandalism, high levels of non-revenue water, difficulty in accessing remote areas and, presence of water borne diseases such as cholera. These challenges were a result of a lack of awareness and education, especially in those areas that had not previously had access to water or sanitation services. As a result, the EWS started an extensive awareness and education program through a participatory approach to ensure a two-way communication system. The program was initiated in 1997 and was rewarded by the United Nations. The participatory approach included leaflets/posters, house visits, street theater, workshops and community groups, school programs, working models, and professional development of educators.

RAISING AWARENESS OF SUSTAINABLE FOOD ISSUES THROUGH NEW MEDIA [LINK]

ORGANIZATION: GRACE SUSTAINABLE TABLE

MODEL: GRACE is a New York City based non-profit, which "works with research, policy, consumer and grassroots organizations to promote and help develop community based production and consumption of food, water and energy. By creating innovative awareness campaigns, GRACE advocates for economically and environmentally sound alternatives to practices that are harmful to the ecosystem and public health." As such, Sustainable Table aims to inform and educate consumers and relevant communities about the serious implications of factory farming on public health, socio-economic conditions of local communities, and the environment. Their approach to raising awareness included new media (digital technologies, such as the Internet, computer games, digital television and mobile devices). For instance, they developed an Internet short movie, "The Meatrix," to (a) to educate consumers about the impact of factory farming on environmental pollution, communities, health (including antibiotic use/resistance), and animal welfare and (b) to direct viewers to resources and tools on Sustainable Table's website that may help people change attitudes and behaviors in relation to sustainable food.

AWARENESS-RAISING CAMPAIGNS FOR SOLAR WATER HEATING [LINK]

ORGANIZATION: THE EUROPEAN SOLAR THERMAL INDUSTRY FEDERATION (ESTIF) & THE UNITED NATIONS ENVIRONMENT PROGRAM (UNEP)

MODEL: This project's objective was to accelerate the global commercialization and sustainable market transformation of Solar Water Heating (SWH) to reduce current uses of electricity and fossil fuels for hot water preparation. Their guide for awareness campaigns is conceived as "making a group people aware of something," specifically through communication, promotion or information campaigns--sometimes as part of a market development. They identify the process for potential customer as 1) building awareness (I'm getting to know it"), 2) Changing minds ("I'm starting to like it'), and 3) Driving decisions ("I actually want it").
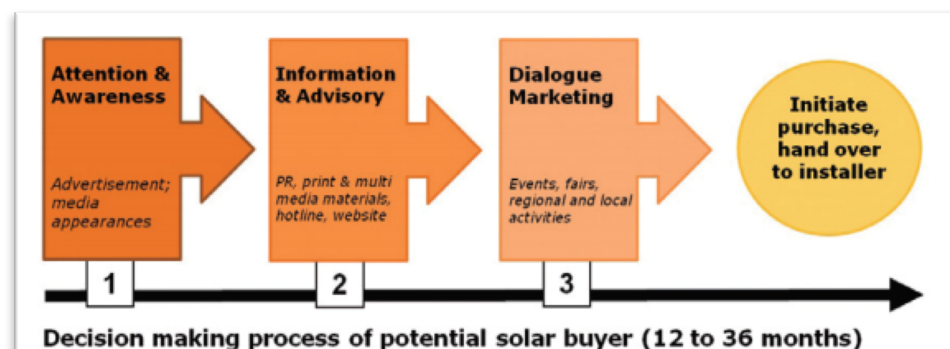
ORGANIZATION: EUROPEAN INSTITUTE FOR GENDER EQUALITY

MODEL: Authors of this document consider awareness raising a fundamental component of primary prevention strategies aiming at changing attitudes, behaviors, and beliefs that normalize domestic violence among the general public. Their work aims at preventing men and women from becoming victims or perpetrators of abusive relationships and informing the public about resources available to tackle the problem. Their study is a collection of methods, tools, and good practices in the field of domestic violence in order to identify criteria of good practices in awareness raising campaigns related to domestic violence.

CRITERIA FOR IDENTIFICATION OF GOOD PRACTICES IN AWARENESS-RAISING CAMPAIGNS RELATED TO DOMESTIC VIOLENCE

- strong basis in human rights and gender analysis
- clear, appropriate, comprehensive definitions of domestic violence
- women/victim-centred approach
- men/perpetrators accountable for the violence they inflict
- emphasis on equality issues and anti-discriminatory practice
- recognition of women/victims' and men/perpetrators' diversity

SPECIFIC CRITERIA FOR IDENTIFICATION OF GOOD PRACTICES IN AWARENESS-RAISING CAMPAIGNS ON DOMESTIC VIOLENCE

- campaign planning grounded on evidence
- campaign strategy
- campaign implementation
- strong communications strategy
- contact numbers for survivors/perpetrators addressing men and boys as perpetrators
- promoting leadership and guidance by the women's movement
- mobilising communities
- multi-sector approaches
- multi-level approaches

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