

IOM X applies **Communication for Development (C4D)** to inform its content and messaging to promote positive behaviour change for the prevention of human trafficking and exploitation.

### What is C4D?

It is a participatory process where communication tools and activities are used to support social and behaviour change in a sustained way. It is used to understand a targeted audience's knowledge, attitudes and practices around a certain issue in order to work with them to develop empowering messages and tools.

### Why C4D?

Development initiatives have shown that it is not enough to come up with solutions and expect people to adopt them, no matter how well intentioned the solution. Behaviour change goes beyond providing information to inspire people to change the way they act. C4D, where targeted audiences lie at the heart of the solution, allows for a deeper understanding of the problem and related factors that can be leveraged to motivate change.



IOM X applies C4D to its activities by following the five inter-dependent steps in the framework below:



1

#### ANALYSIS Know Your Audience

To create something relevant and impactful, conduct research to understand the context of a problem, identify the target audiences, uncover their knowledge, attitudes, and behaviours towards the highlighted issue, and find out how they access information.

##### CROSS-CUTTING:

This process works best when each step is informed by representatives of the targeted audience, after all, they are the experts on their own lives, as well as key stakeholders.

Get them involved by conducting community meetings, interviews, focus group discussions, consultations and surveys.



2

#### STRATEGIC DESIGN Know how to best reach your audience

Set SMART objectives, determine the best communication channels for dissemination, and design a communication strategy where an activity can move the targeted audiences along the behaviour change journey.

Bring all the research and strategic design together and develop a creative brief.



3

#### DEVELOPMENT & TESTING Does it work?

This is when materials and messages are developed, tested, revised and retested with the targeted audience to make sure that they are understood, relevant and evoke emotion that can motivate positive behaviour change.



4

#### IMPLEMENTATION Getting your message out there!

Roll out the activity in the identified communication channels from Step 2. Mobilize key stakeholders who have been involved in Steps 1 to 3 to be part of dissemination and ask them to push out the materials through their unique networks.



5

#### MONITORING AND EVALUATION

How is it going?  
Will we do this again in  
the same way?

Good practice involves routine data collection to measure the progress and impact of an activity. Monitoring captures day-to-day activities to gain insights in whether the target audience is engaging in an activity and what is happening to them during the activity.

Evaluation measures how well a programme achieves the objectives it set out in Step 2. Don't forget to allow time and budget for monitoring and research!