

**ACORAB'S INTEGRATED APPROACHES TO
SOCIAL AND BEHAVIOR CHANGE
THROUGH COMMUNITY AND MEDIA
ENGAGEMENT**

WHY ACORAB IS COMPETENT FOR SBC INITIATIVES?

- 01** Leverages a trusted network of community radio stations to reach rural and marginalized populations, while using participatory, two-way communication approaches such as IVR, listener groups, and community dialogues to engage people as active agents of behavior change.
- 02** Develops and delivers localized, culturally relevant content in local languages, addressing social norms and real barriers that influence behaviors at the community level.
- 03** Integrates radio, community engagement, and digital platforms, while working closely with government and partners to link communication efforts with services for sustained, multi-sector impact.

A CONTINUOUS SBC JOURNEY

*Over 25 years of experience
since 2002, using community
media as a platform for
sustained, community-led
behavior change*

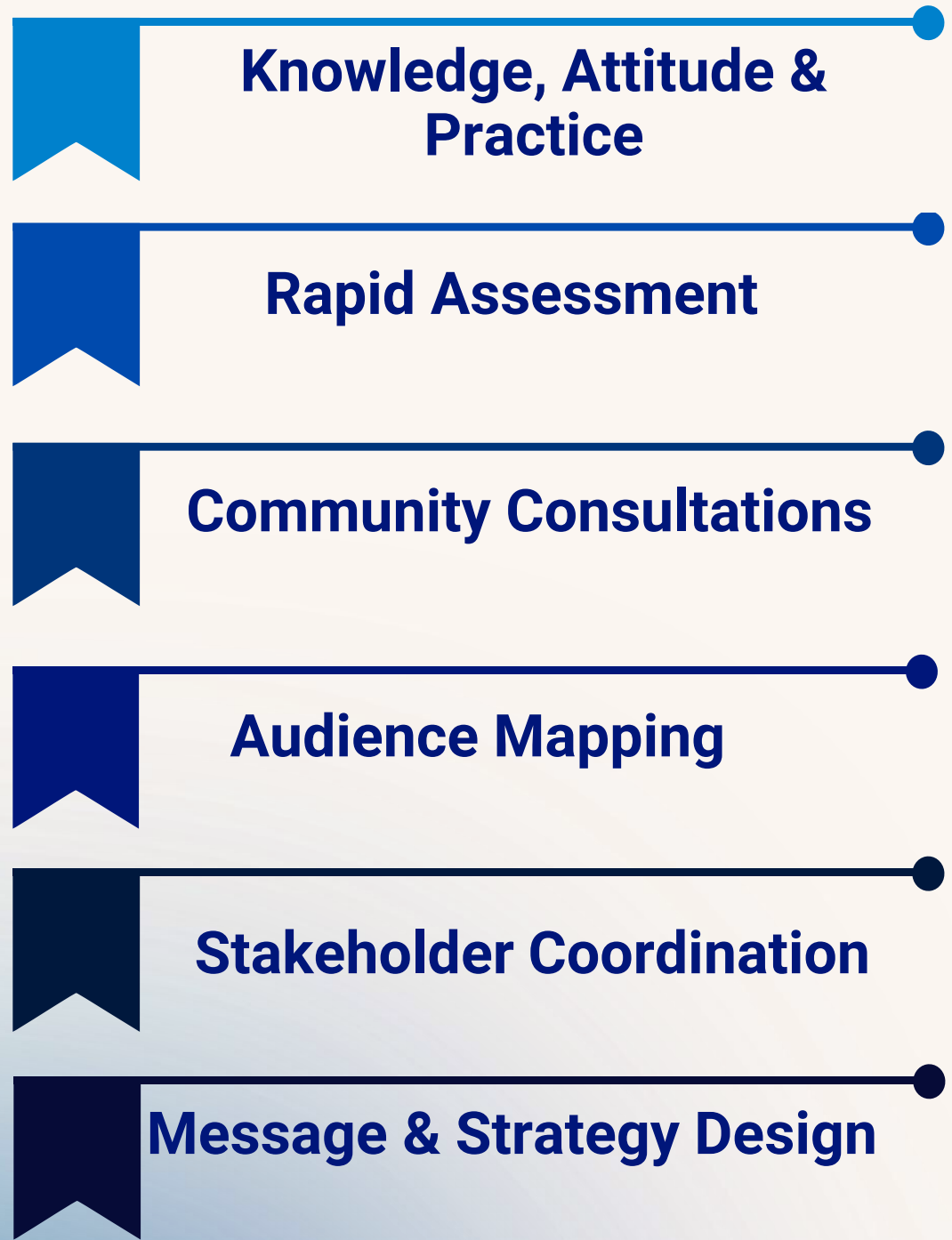
- Evolved from radio broadcasting to integrated SBC, combining media, community engagement, and advocacy to influence knowledge, norms, and practices

- Strong focus on participation and co-creation, with communities shaping content, dialogue, and local solutions

- Applied across sectors and systems, linking communication with health, governance, gender, and other services for real behavior outcomes

- Adapting to a hybrid media model, integrating trusted radio with digital platforms to respond to changing audience behaviors

BEFORE INTERVENTION



DURING INTERVENTION



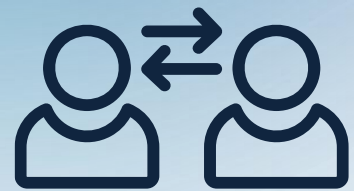
AFTER INTERVENTION



Continued learning at all phases



KEY APPROACHES



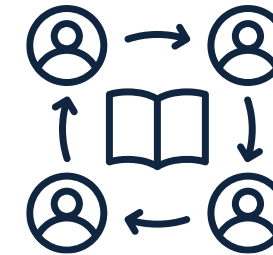
**Two-way
communication**



**cross-sector
collaboration**



**Result-oriented
engagement**



**Continued learning
and sharing**



Participation



Intersectionality



**Localized and
contextual discussion**



**partnership with
local radios**

Utilization of traditional media outlets and multiple digital platforms

PRACTICAL LEVEL EXPERIENCES

Using both traditional and digital media, participatory co-creation, and youth-led content creation to influence climate risk perception and promote adaptive behaviors.

