



Taking the CSC to Scale

***Arusha, Tanzania
January 20, 2013***



Theories of Change

Theory of the program — How does the program work to influence outcomes?

Theory of scale up — How do we achieve widespread adoption and effective implementation of the program?

Diffusion of Innovations

Diffusion of Innovations: How new ideas and practices spread

Innovation: Idea, product or practice that is new

Communication channels: Means through which a message is transmitted

Innovation-decision process:

- 1.Awareness
- 2.Knowledge
- 3.Persuasion
- 4.Adoption
- 5.Implementation

Homophily

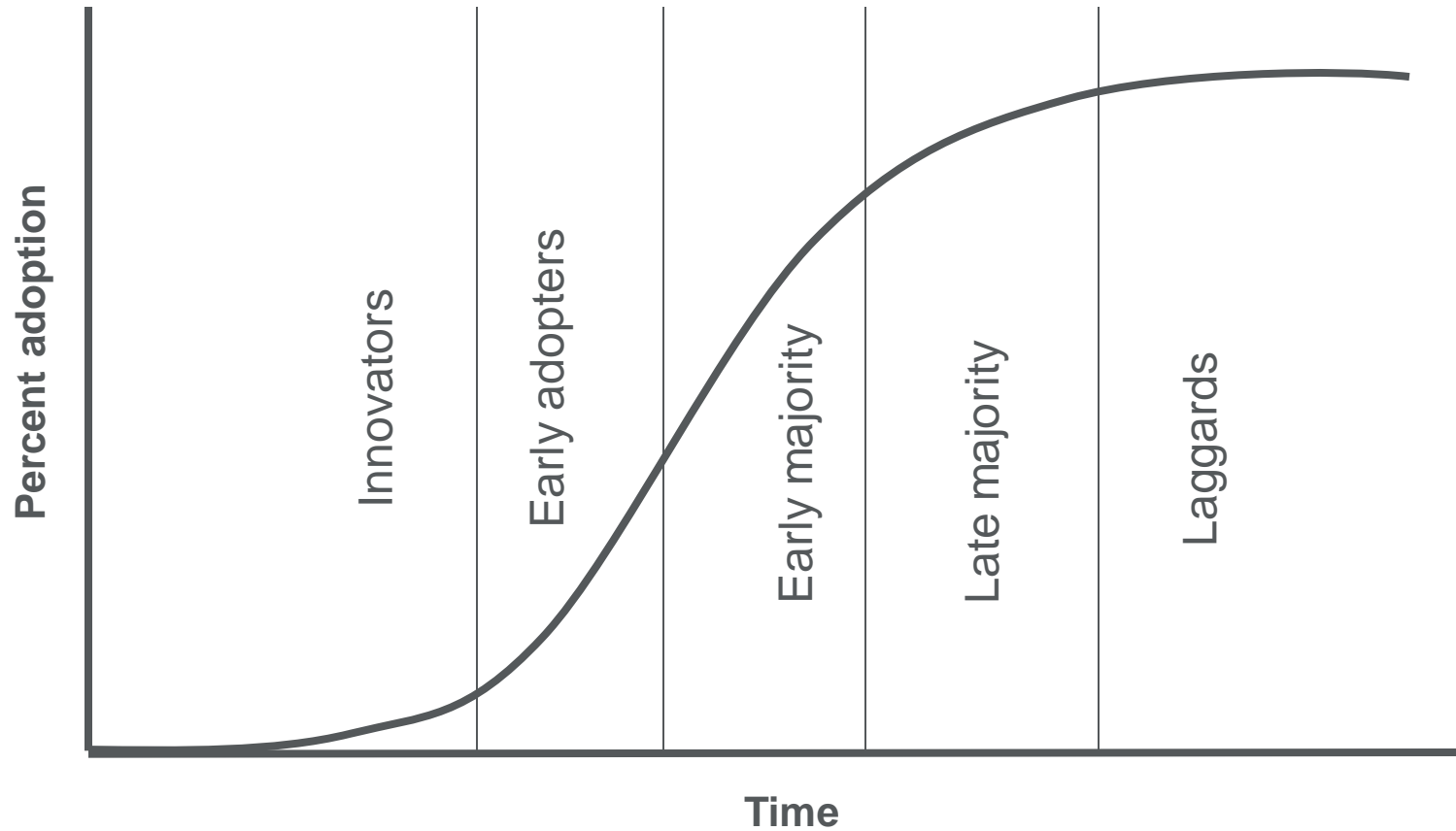
Degree of similarity between the people communicating with one another accelerates diffusion processes.

Adopter categories

- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards

Diffusion of Innovations

Rogers, 1985



Program characteristics that facilitate diffusion

- Low complexity
- Observability of effects
- Trialability
- Compatibility
- Relative advantage

Scaling up the CSC

Reasons to scale up?

Challenges of scaling up?

Scaling up the CSC

Change behavior of multiple actors



Entertainment-Education



Long-running Serial Drama

- Uses role models
- Emphasizes entertainment
- Illustrates change occurring at a realistic pace

Role Models

Educate

- impart information and skills

Persuade

- alter perceptions of costs and benefits

Motivate

- show success of similar others in obtaining desired rewards



Written, produced, and acted in Setswana by local talent

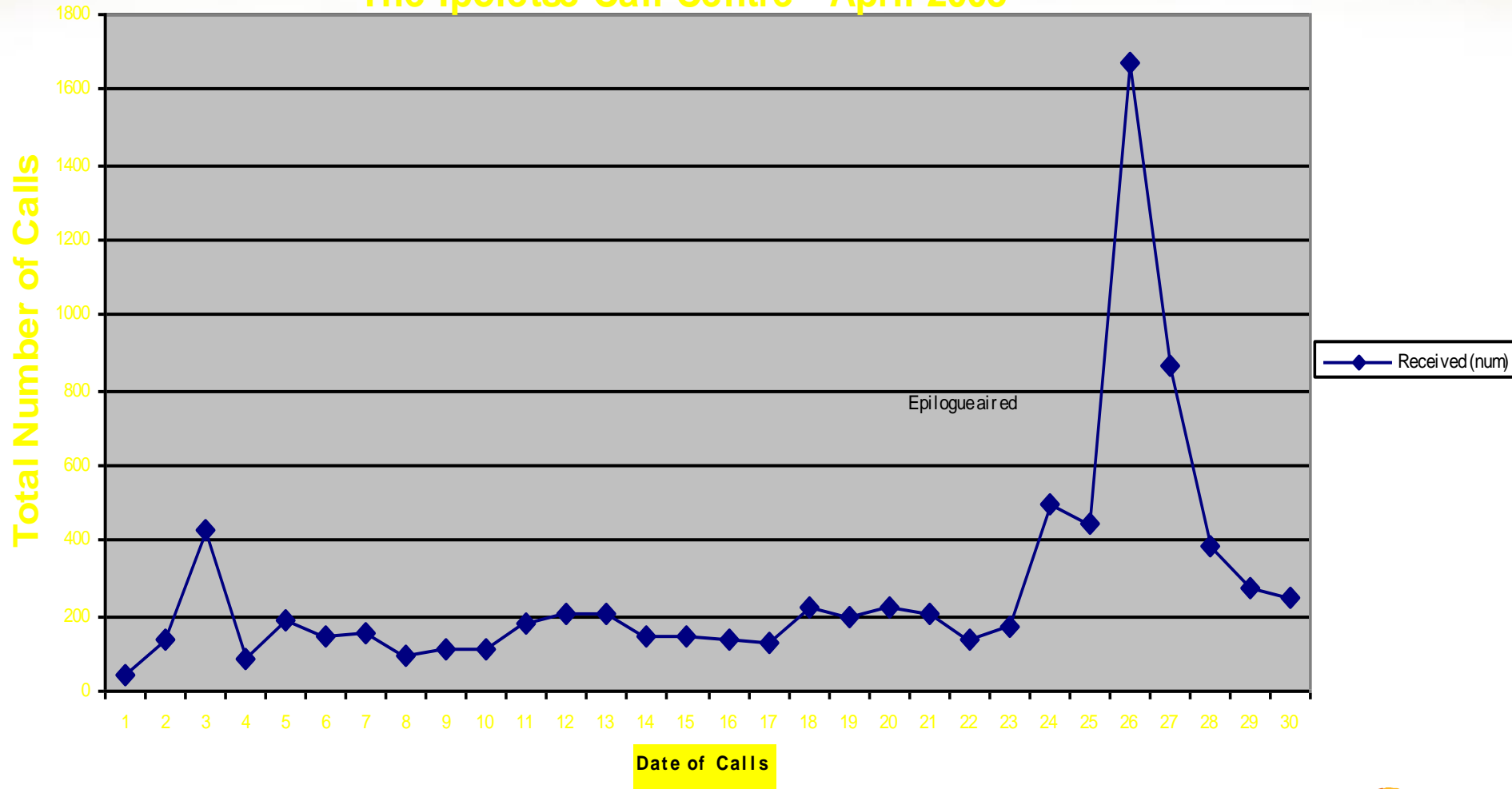
First broadcast in August 2001

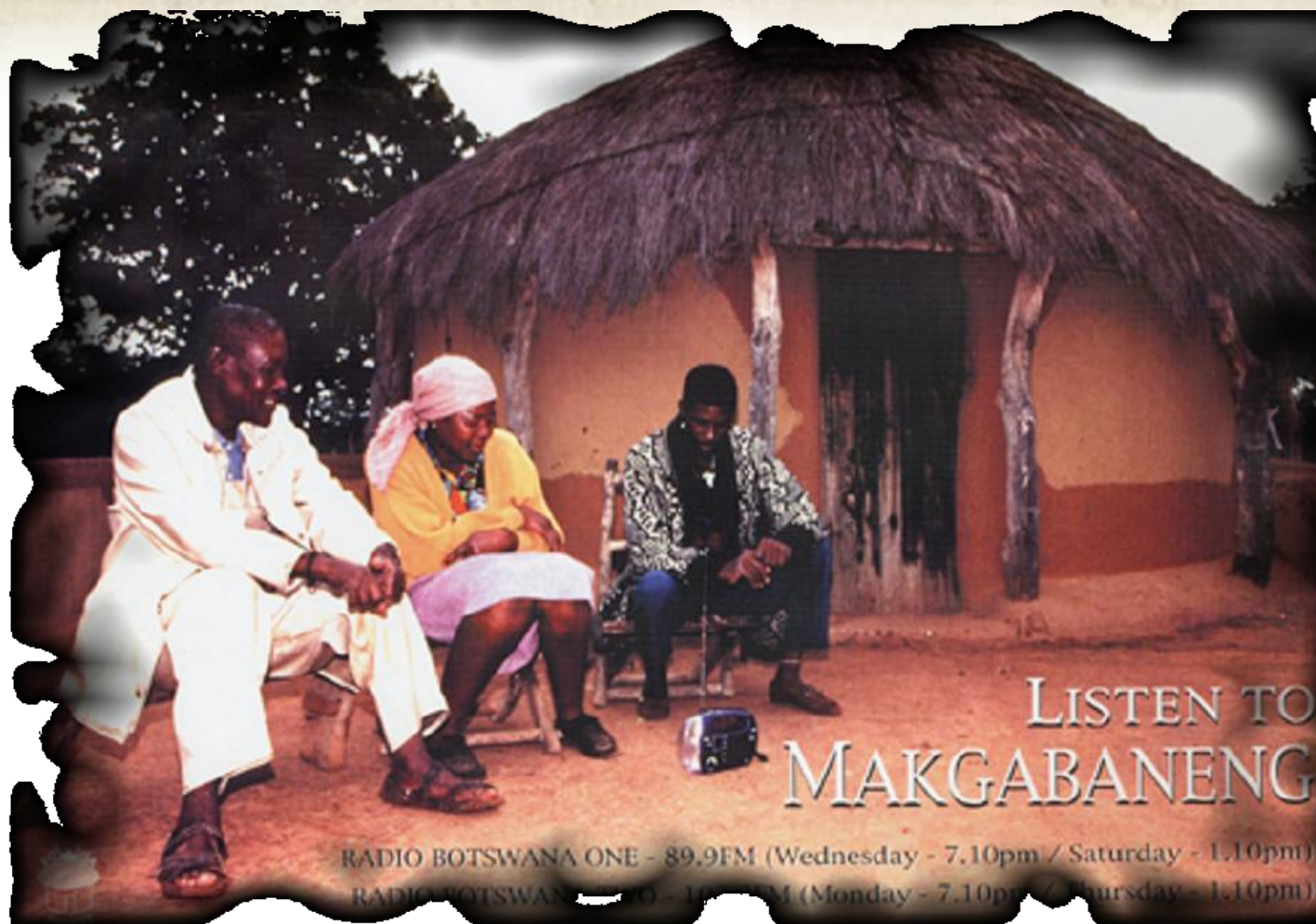
Two 15-minute episodes per week

Nationally broadcast on 2 stations



Total Number of Calls Received On The Ipoletse Call Centre - April 2003



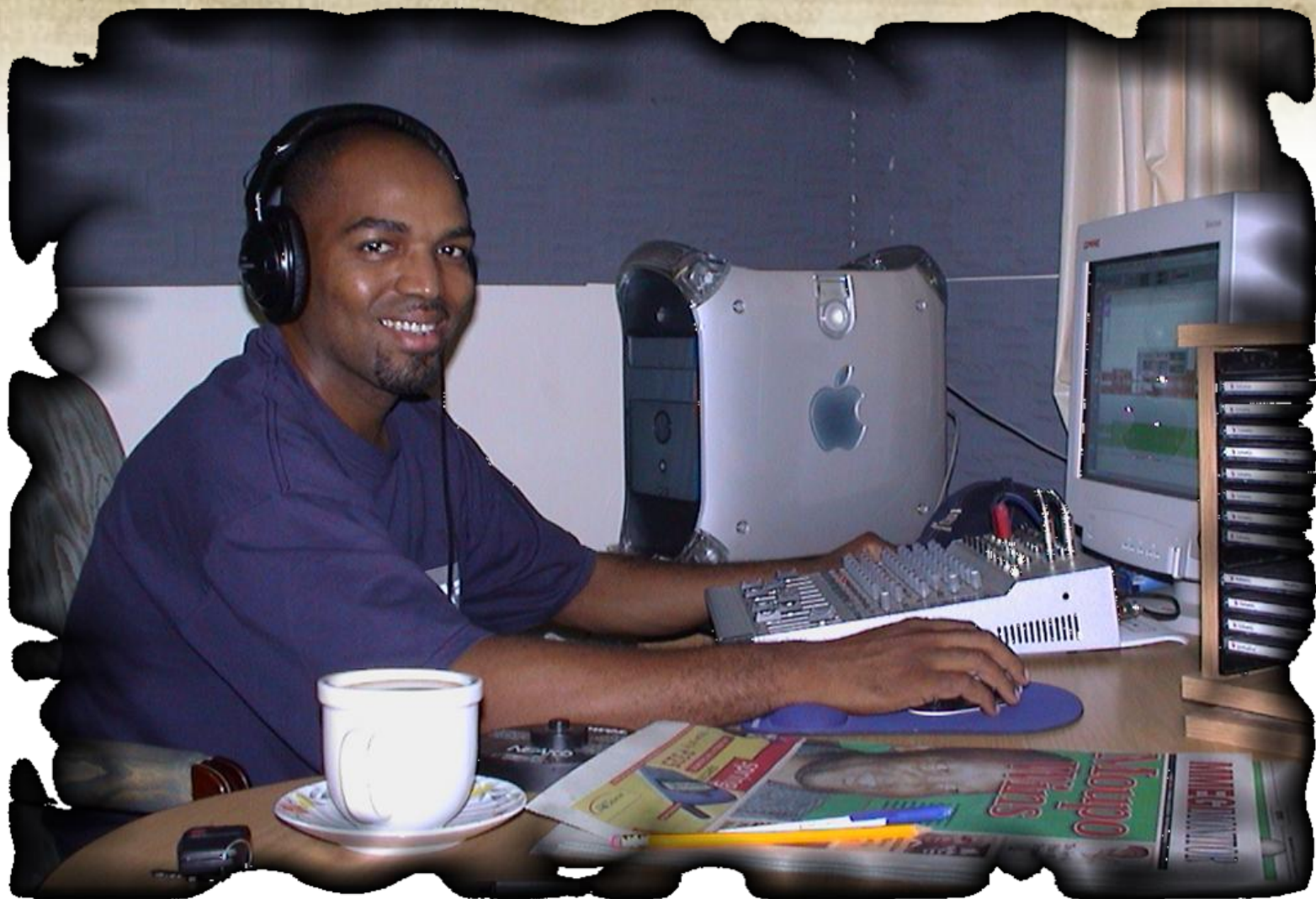


LISTEN TO MAKGABANENG

RADIO BOTSWANA ONE - 89.9FM (Wednesday - 7.10pm / Saturday - 1.10pm)

RADIO BOTSWANA TWO - 100.1FM (Monday - 7.10pm / Thursday - 1.10pm)

Makgabaneng



Other stories?

- Make visible current cultural narratives and challenge them
 - Show alternative ways of being
 - Show consequences of different choices
 - Model dealing with and overcoming obstacles
 - Show positive outcomes
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- Based on data gathered from context
 - Real people, real stories
 - Entertaining—not “messages” dressed up in drama

Strategies for Scaling up

Break into groups

- Share best practices, recommendations for scaling up
- Discuss how to address challenges and generate strategies

Return to Plenary and share recommendations