



SPRING

ROADMAP FOR THE COMMUNITY VIDEO APPROACH

Tools and advice for program implementers

Community video is an approach to social and behavior change (SBC) that uses local talent to produce videos by the community, for the community, and with the community. Initially tested by SPRING in India¹ in 2013, community video was adopted in the Sahel, where it has proven to be an effective approach for behavior change.²

SPRING's *Community Video for Nutrition Guide*³ is a complete guide for the implementation of this approach, which has since been used to implement community video in Guinea and Senegal. SPRING's implementation partners have integrated this approach into their behavior change activities, amplifying their key messages through multiple channels including community video.

This document provides a “roadmap” and aims to complement the Community Video for Nutrition Guide by presenting the approach's implementation stages and additional resources in a format that can be used and adapted to respond to specific program needs and existing or planned SBC activities. Each tool has practical tips and examples that SPRING has collected and found useful in different geographical contexts.

This roadmap can be used like a menu of tools and options. We encourage implementers to use what suits them in adapting the community video approach to respond to the needs of their program. Some steps may be adapted or omitted if implementers find them to be redundant. However, the four steps highlighted in green (Steps 3, 4, 5, and 6) are essential for the realization of the community video approach.

¹ <https://www.spring-nutrition.org/publications/reports/springdigital-green-collaboration-and-feasibility-study>.

² <https://www.spring-nutrition.org/publications/reports/seeing-believing>.

³ <https://www.spring-nutrition.org/publications/series/community-video-nutrition-guide>.

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SITUATIONAL ANALYSIS

- Conduct a review of literature to identify key problems and prioritize behaviors.
- Analyze the local and international intervention landscape and assess existing and potential partners.
- Conduct formative research to identify cultural, sociocultural, and economic determinants that affect local practices and behavior change.



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MOBILIZATION

- Meet with local partners and other relevant parties to put in place an implementation framework.
- Choose the villages and groups for video production and dissemination—consider level of homogeneity and definitions of “community.”
- Select village leaders and video facilitators who can dedicate time to implementation, who can build community interest, and whom community members trust.



3



CAPACITY BUILDING

- Adapt technical content and video production training packages to the local context, based on the results of the landscape and situational analyses.
- Train production and dissemination team members, along with any other required project staff.
- Purchase or rent production and dissemination equipment based on suggested specifications.



4



CONTENT DEVELOPMENT

- Create a Package of Practices (POP) to use during video development:
 - ▶ Use the results of the situational analysis to determine a list of topics for the videos.
 - ▶ For each topic, choose 2–3 small, doable actions to serve as the basis for the video.
 - ▶ Determine any supplementary information, based on the situational analysis, to include in the video.



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VIDEO PRODUCTION

- Create a storyboard using the POP.
 - ▶ Test the concepts with community members (optional).
- Identify early adopters of the practice in the community and recruit them to act in the video.
- Film and edit the video with support from a technical specialist, to ensure quality.
- Pretest with the target audience and revise as necessary.



6



FACILITATOR MEETINGS

- Hold regular meetings to:
 - ▶ Prepare for the dissemination of the new video(s) and rehearse potential questions (to be collected during the pretest) with the facilitators.
 - ▶ Plan dissemination dates.
 - ▶ Serve as refresher training opportunities, if necessary.
 - ▶ Repair, replace, or charge batteries on equipment.
 - ▶ Collect data and ensure quality control.



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DISSEMINATION

- Disseminate the videos to community groups in the selected villages.
 - ▶ (optional) Additional screenings can be arranged for the public and influential community members.
- Dissemination agenda:
 - ▶ Review the themes of previous videos.
 - ▶ Present the video with guided questions.
 - ▶ Facilitate an open discussion following the screening.
 - ▶ Request that the audience commit to behavior change.
- Follow up with home visits to reinforce and monitor behavior change.



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MONITORING AND EVALUATION

- During facilitator meetings, facilitators should report data on dissemination and attendance.
- Home monitoring visits can help reinforce behavior change and ensure the monitoring of knowledge recall and behavior adoption.
- Manage and analyze data to determine the need for refresher trainings or new videos
 - ▶ New video topics can come from questions collected by facilitators, or from behaviors that facilitators report participants struggling with.

