

The « Collective Change » Checklist, West and Central Africa Region, Social and Behavior Change (BETA - V: 8-11-22)

Question	Yes/No
1. Would there be any repercussions (stigma, negative judgment) if individuals change but the majority of the community does not?	
2. Is the change you are promoting related to community member actions that have collective consequences? (Example of “collective consequences”: A family decides to not vaccinate their children against measles, which may lead to other children being at risk. Or, the context of open defecation: I decide to defecate in the field behind my house, which may have health consequences for my neighbors children, even though they have invested in a latrine, due to fecal-oral contamination from flies from my field landing on their food).	

Note: If you responded “yes” to either of the questions above, you are encouraged to explore the “Collective Change” approach below. [More resources here.](#)

Four steps for promoting Collective Change

Steps	Practical Tips
1. Mobilize an initial “core group” to engage in a Collective Change process by organizing a discussion in relation to a “triggering” (or “spark”) moment.	Look for a strong compelling reason to initiate discussions among the community such as the death of community members due to cholera (in case of Community Led Total Sanitation). Address inaccurate beliefs that the practice is supported and carried out by the majority of the community (if that is the case). If a core group cannot be convinced that a change will be positive, you can begin somewhere else and return to this group at a later date.
2. Ask the core group to collectively discuss and propose actions for bringing in a larger group of community members to consider action.	- <u>Keep in mind:</u> New practices are likely to be possible only once you reach a critical mass of people ready to change, AND these people know about each other’s intentions and see collective action happening - It may help to organize “peer exchanges” with members of other communities that have already undergone collective change, etc.
3. Use the ideas from the core group to bring more people into the discussion and seek an increasing number of people committed to action.	- Conduct group activities such as: community workshops, roundtables, group discussions, simulations, skill practices - Encourage public commitments that affirm and reinforce the new intentions and actions - Note: When seeking “Collective Change” it is often important to go beyond providing information. A “Collective Change” requires coordinated, community-level change, and thus individual-level awareness raising, or “sensitizing” is unlikely to be enough.
4. Make commitment and progress visible. (Publicly recognize action, commitment and achievement).	It helps when community members feel “positive reinforcement” for the changes they are making. When they see that “others are doing it,” community members will feel less alone. -Visible progress and recognition are core parts of the best known “Collective Change” approach, Community Led Total Sanitation. Making progress visible also helps motivate others to consider making a change.