

Developing Advocates/Champions for Biofortified agenda

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Question

“Who is a Champion?”

Buzz into two's – use 2 minutes

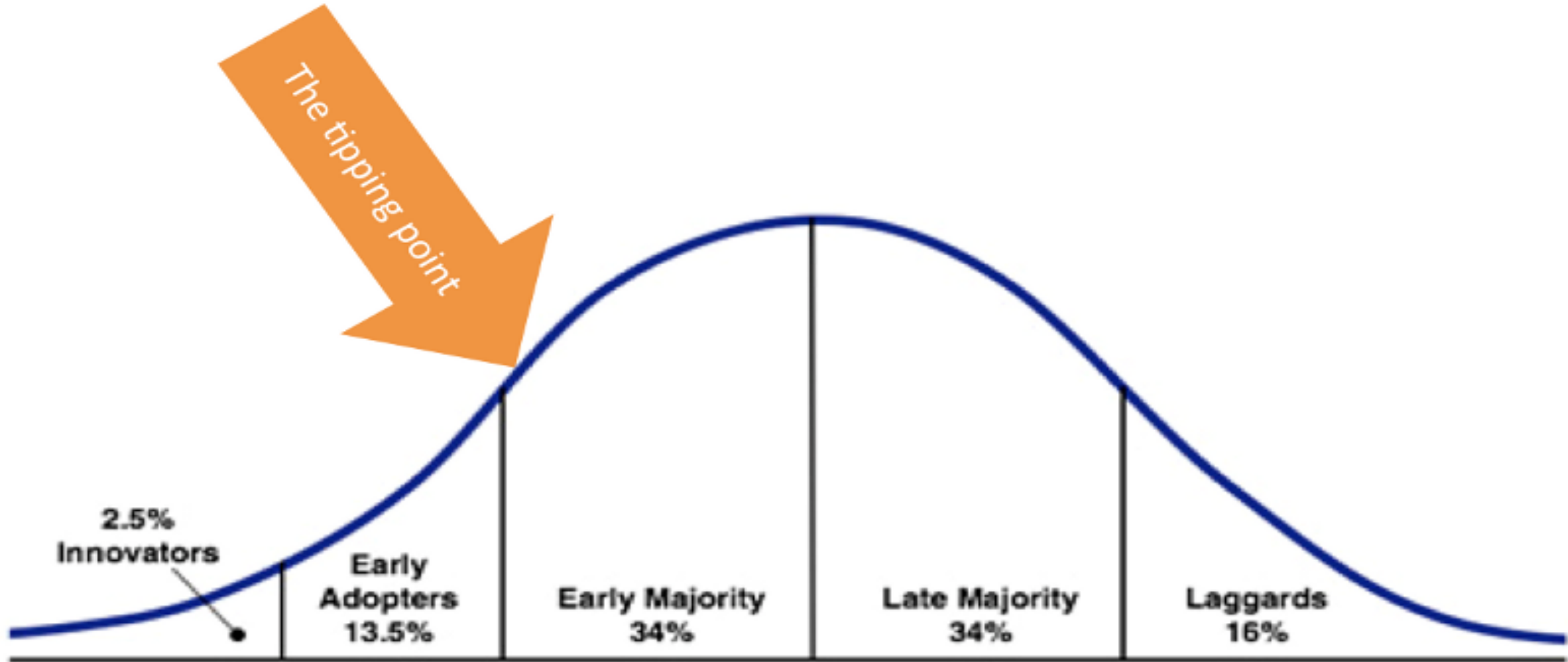
Question: “Who is a Champion?”

- A “champion” is a “charismatic advocate of a belief, practice, program, policy and/or technology.”

The Champions...

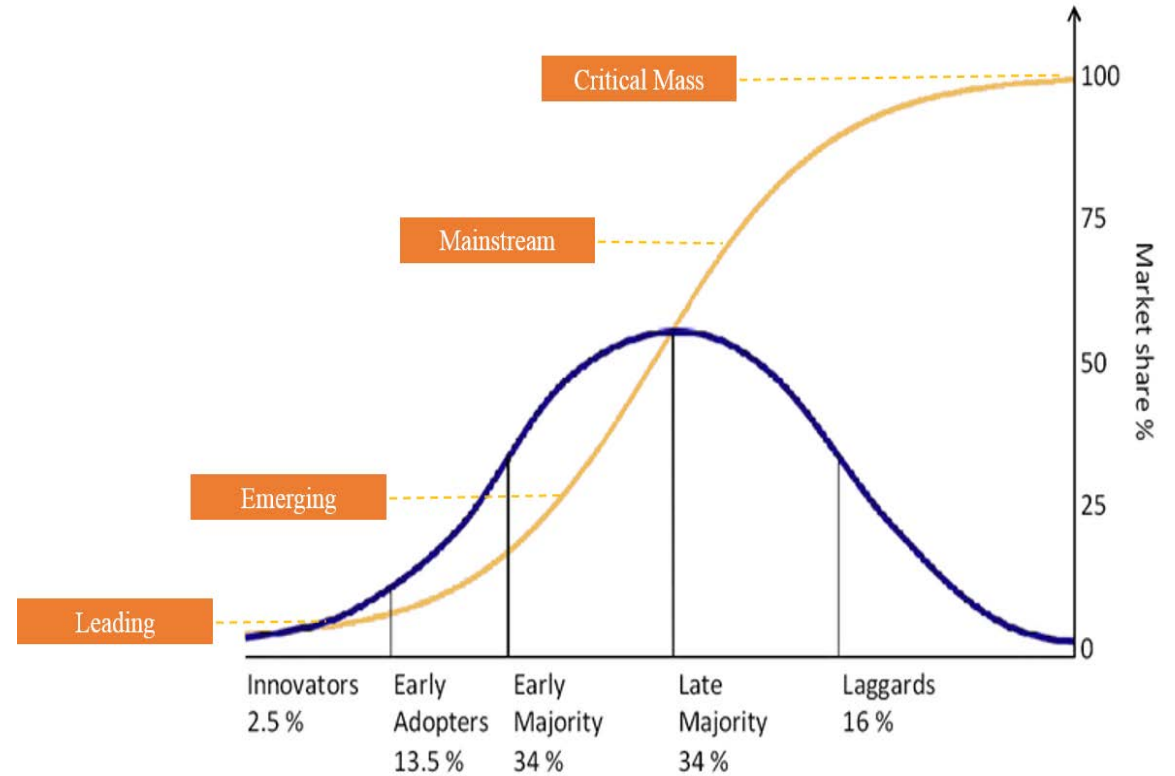
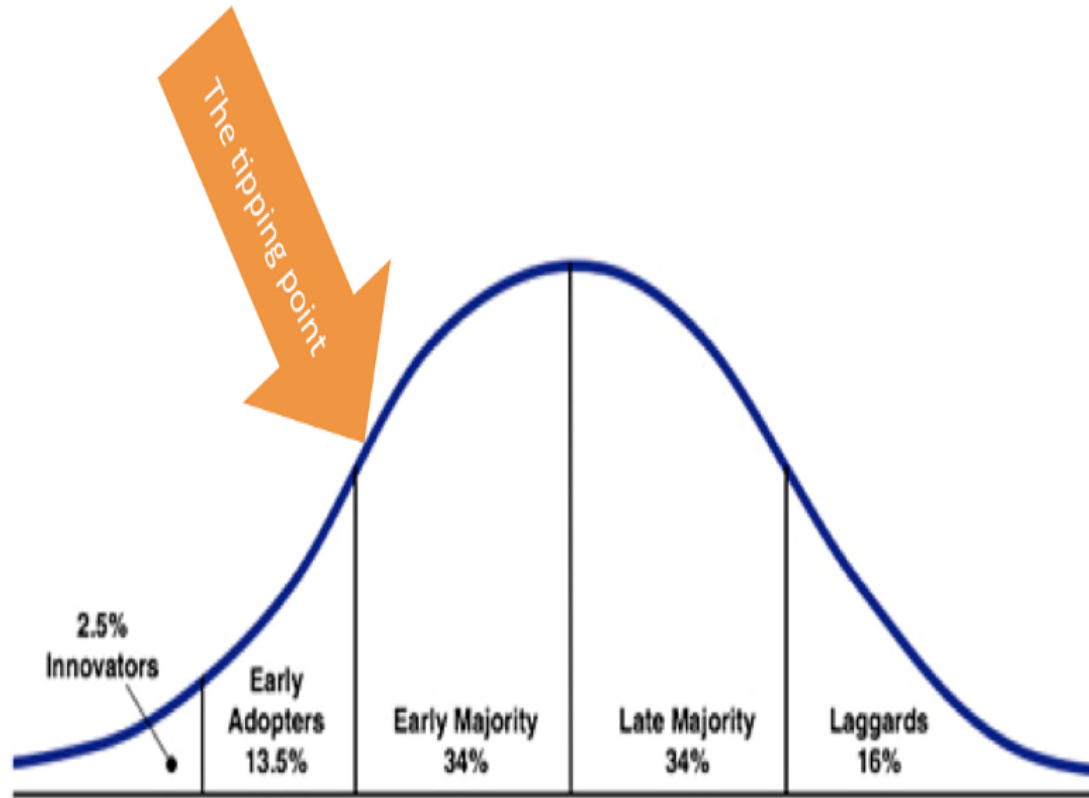
- A unique model closely associated with the “diffusion of innovations” model that theorizes how innovative individuals spread new technologies or ideas through social systems,
- the champions approach is meant to increase the likelihood that a new or underutilized strategy will become standard practice.

The law of diffusion of innovation



Qn: If you have new technology/ product e.g. new variety of OSFP which is superior to others; which group will chose to start your marketing for successful adoption?

The law of diffusion of innovation

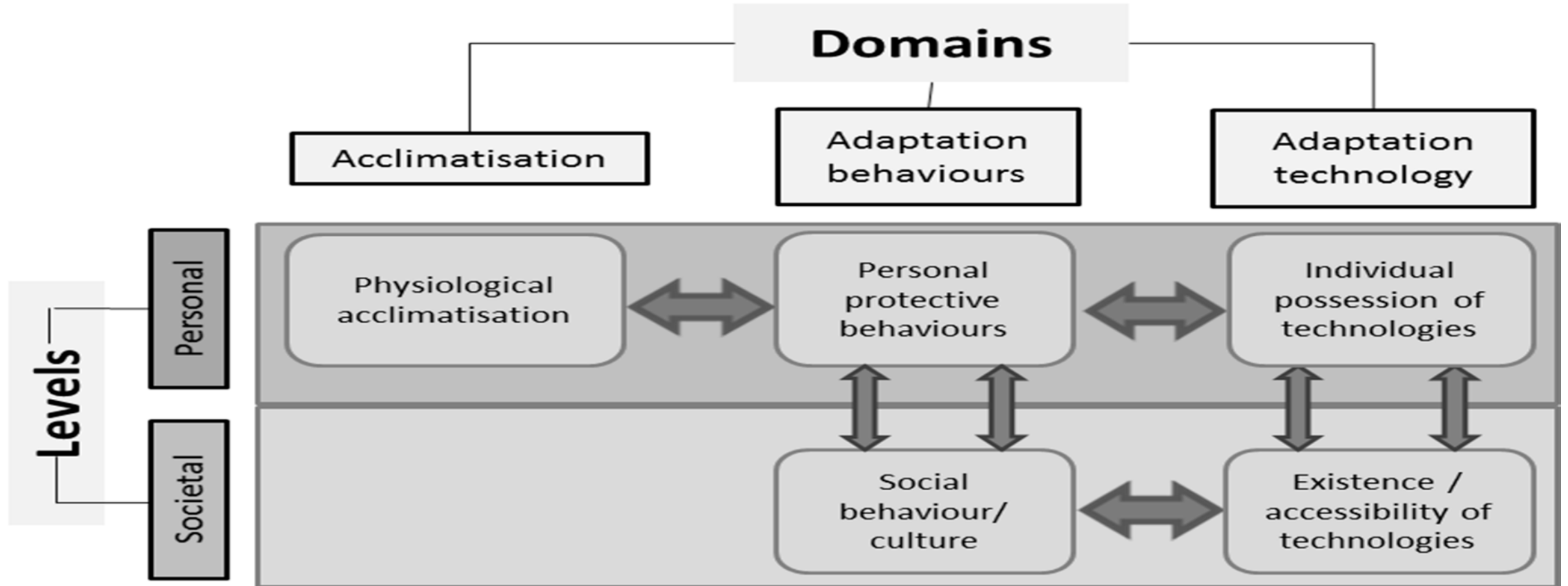


The Law of Diffusion of Innovations was explained by Everett M. Rogers and pertains to the bell curve of product adoption. The curve outlines the percentage of the market who adopt your product, beginning with the Innovators (2.5%), followed by Early Adopters (13.5%), Early Majority (34%), Late Majority (34%) and Laggards (16%).

The Story from the Diffusion Curve..

- Usually we are looking for quick impact; thus we might be tempted to focus on the middle part of the curve (Early & Late Majority=68%) , however choosing this path you are deemed to fail; WHY? because you need to gaining the acceptance of the left side.
- The acceptance by the left side (Innovators, Early Adopters, Early Majority) is required to gain the middle and right side's acceptance because they require others to first utilize the product and make the necessary scarifies before they'll use they product themselves.
- Cf: Successful example of this strategy is the civil rights movement and how this grew from a core group of believers on the side to a majority.
- My big takeaway here is the importance of marketing to the left side to build a solid foundation of followers/believers/ambassadors to spread the word and gain the fuel the acceptance of the majority. It's not a strategy, but a requirement.

Innovation Diffusion Domains



Behavior Change is key in adoption of new idea/technology

- Adoption/ change is function of
- Knowledge and
- Time

- Why?
 - It involves behavior change domains both at individual and society level cf: previous slide
 - This will be difficult, until you reach a **tipping point, where a trigger is crucial**
 - **Trigger is function of**
 - **Motivation**
 - **Ability**
 - **Easiness/difficultness**

The Behavior Change Wheel Approach



*The COM-B system - a framework for understanding behavior-
Michie, S et al. (2014)*

COM-B system: Capability, Opportunity, and Motivation interact to generate behavior; However The single-headed and double-headed arrows in Figure represent potential influence between components in the the 'COM-B' system

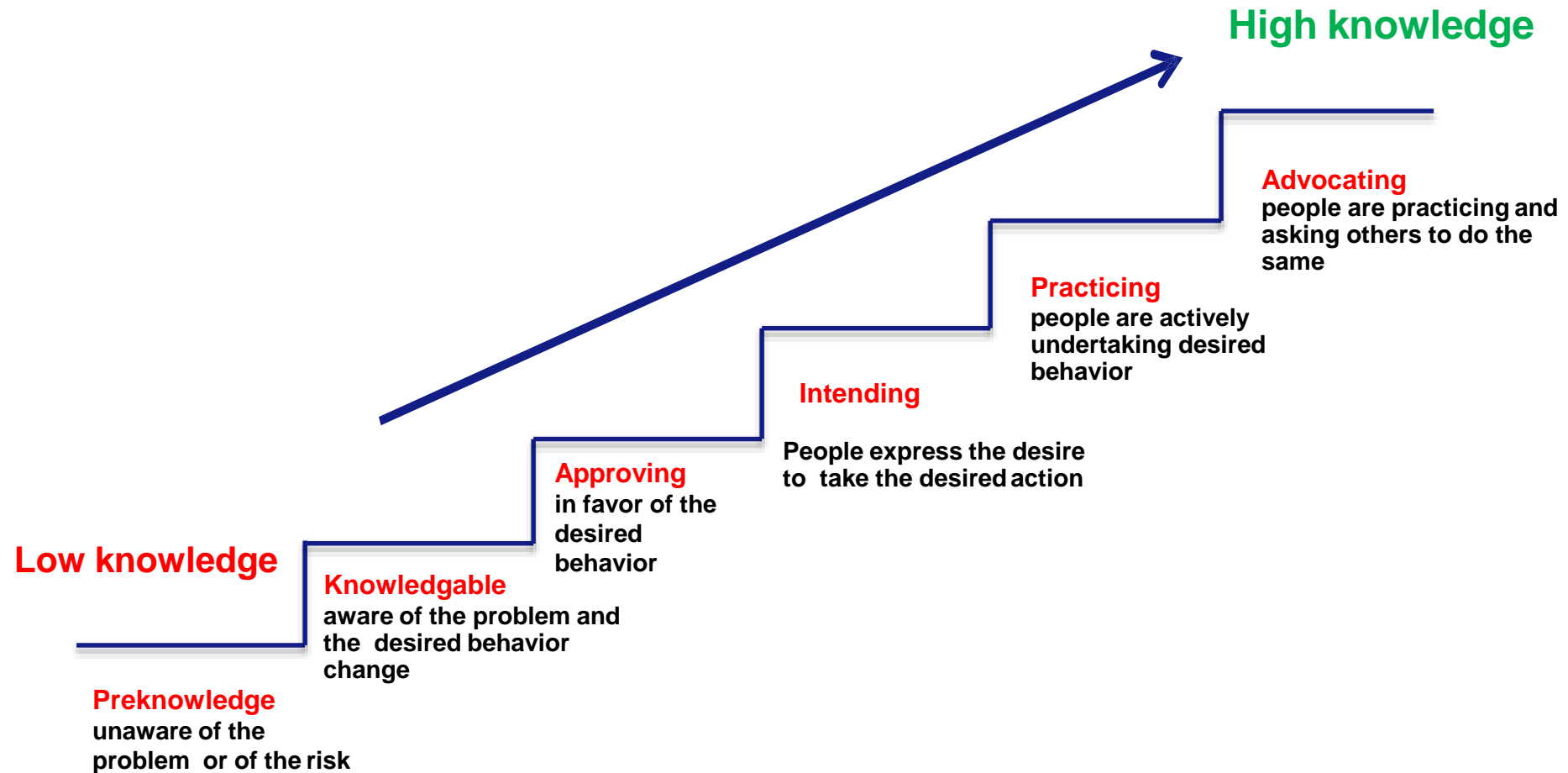
Capability: the individual's psychological and physical capacity to engage in the activity concerned. It includes having the necessary knowledge & skills.

Motivation: all those brain processes that energize and direct behavior (habitual processes, emotional responding, & analytical decision-making)

Opportunity: factors that lie outside the individual that make the behavior possible or prompt it.

For example, opportunity can influence motivation as can capability; enacting a behaviour can alter capability, motivation, and opportunity.

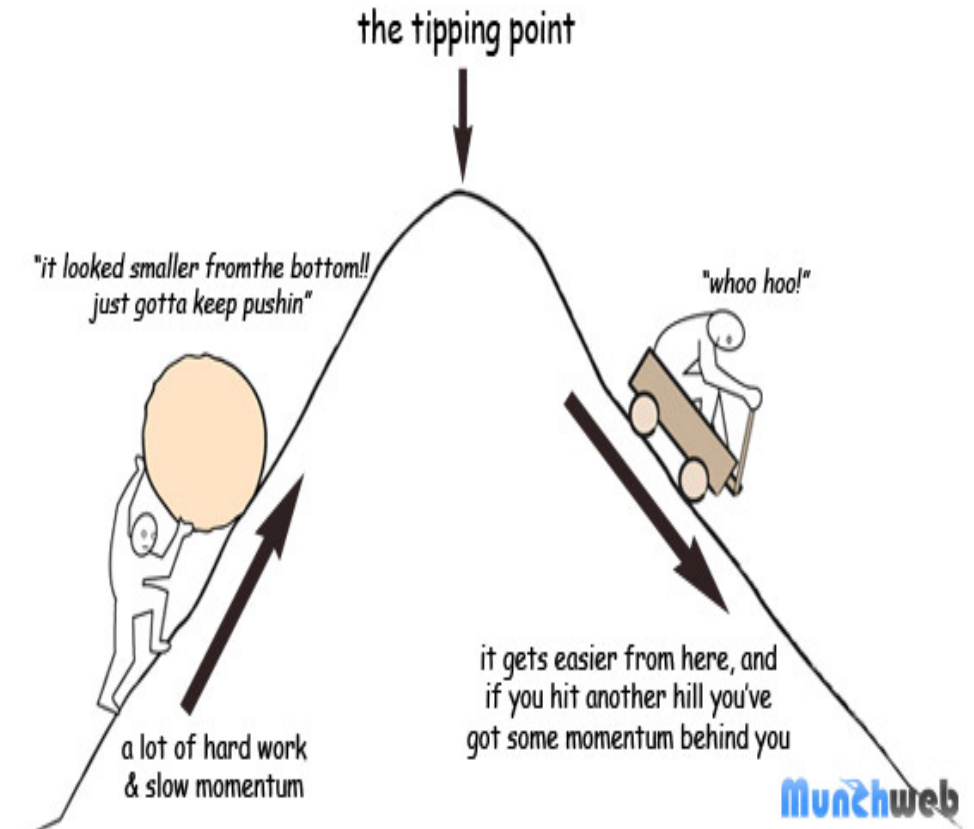
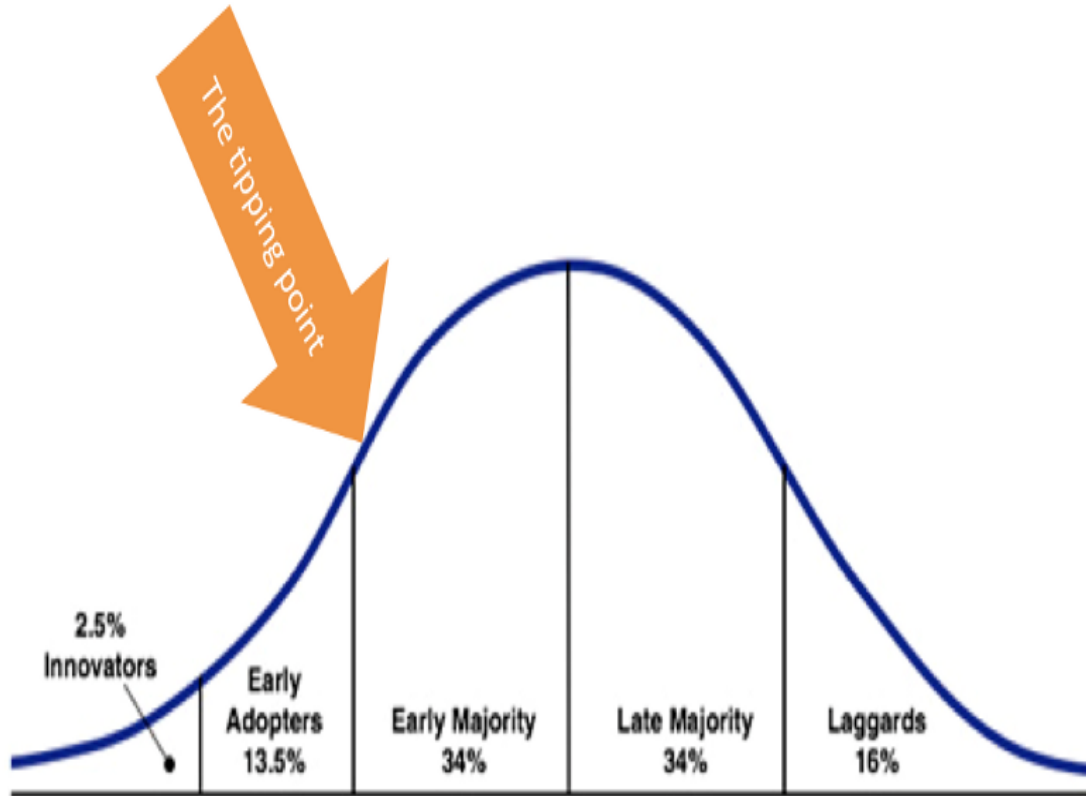
Process of Change fx of Knowledge



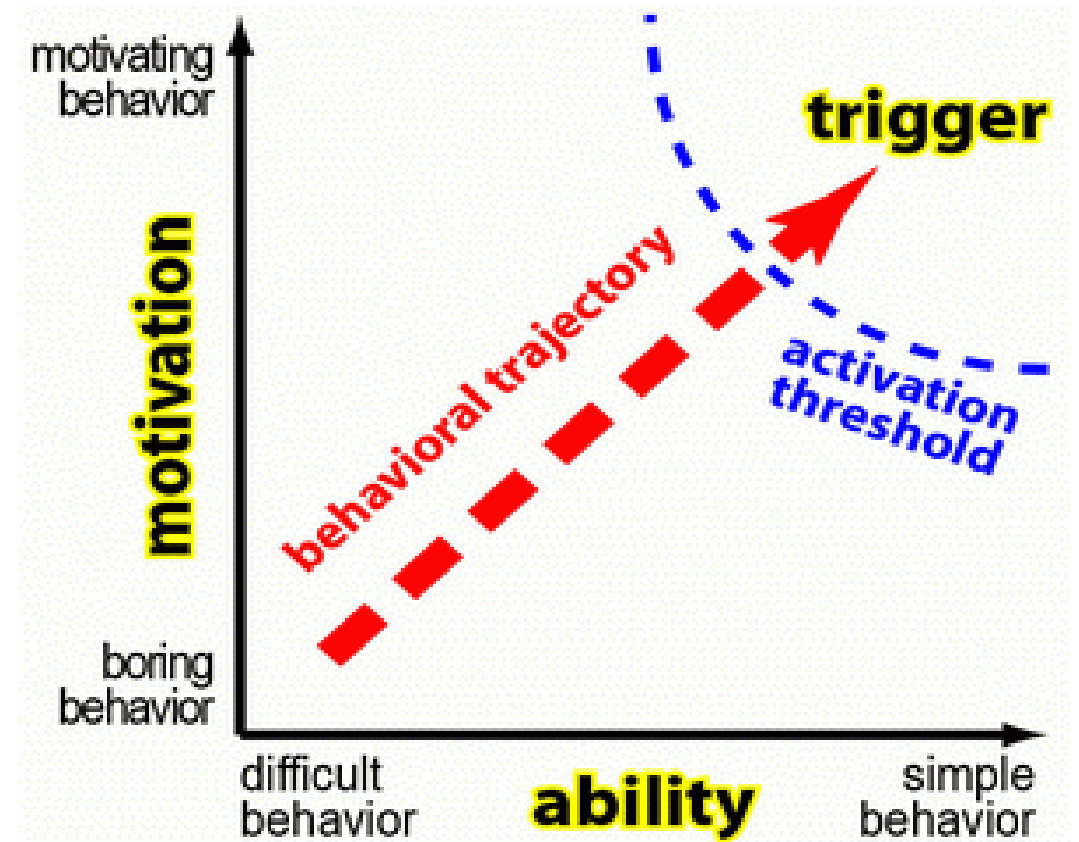
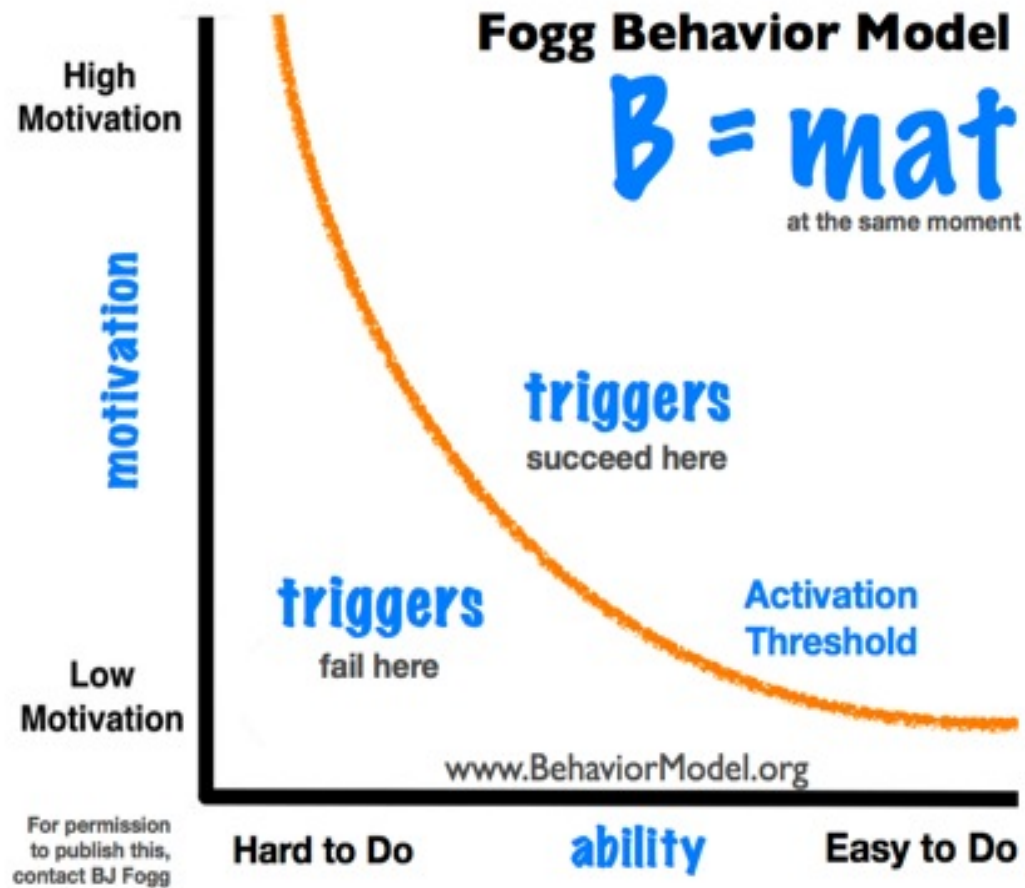
Process of Change as fx of Time



The law of diffusion of innovation

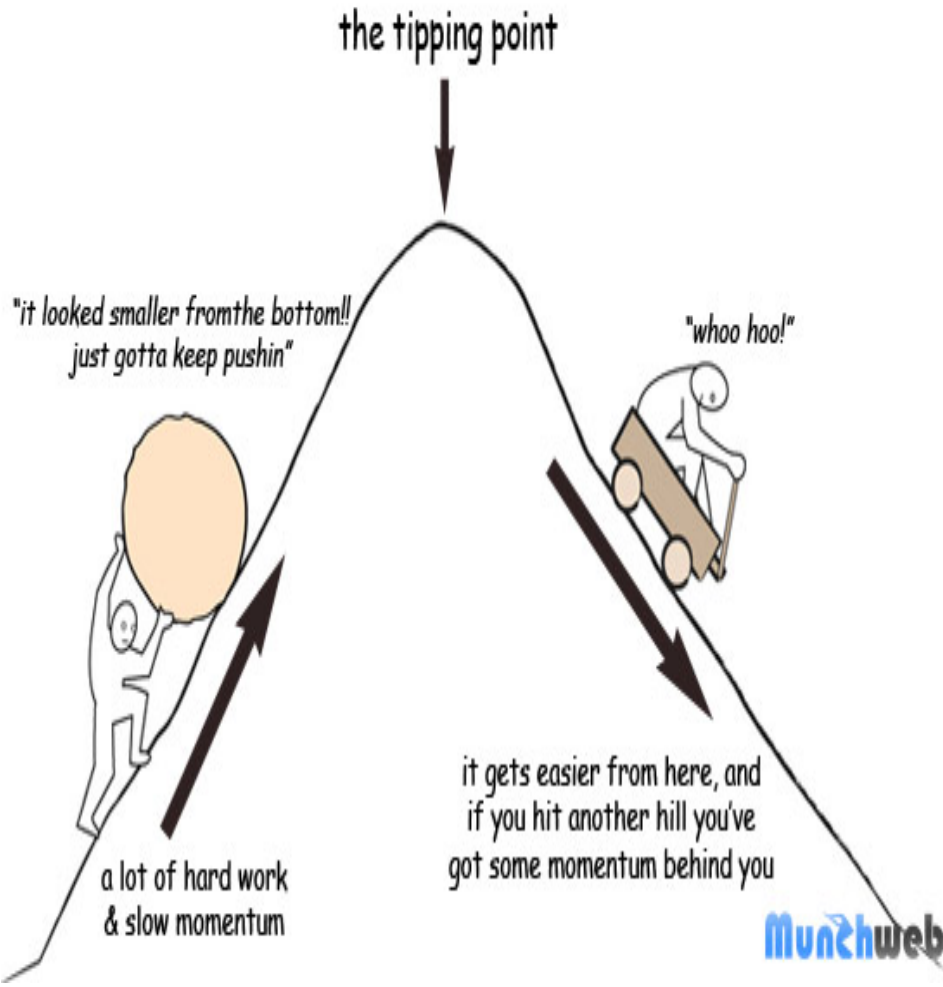
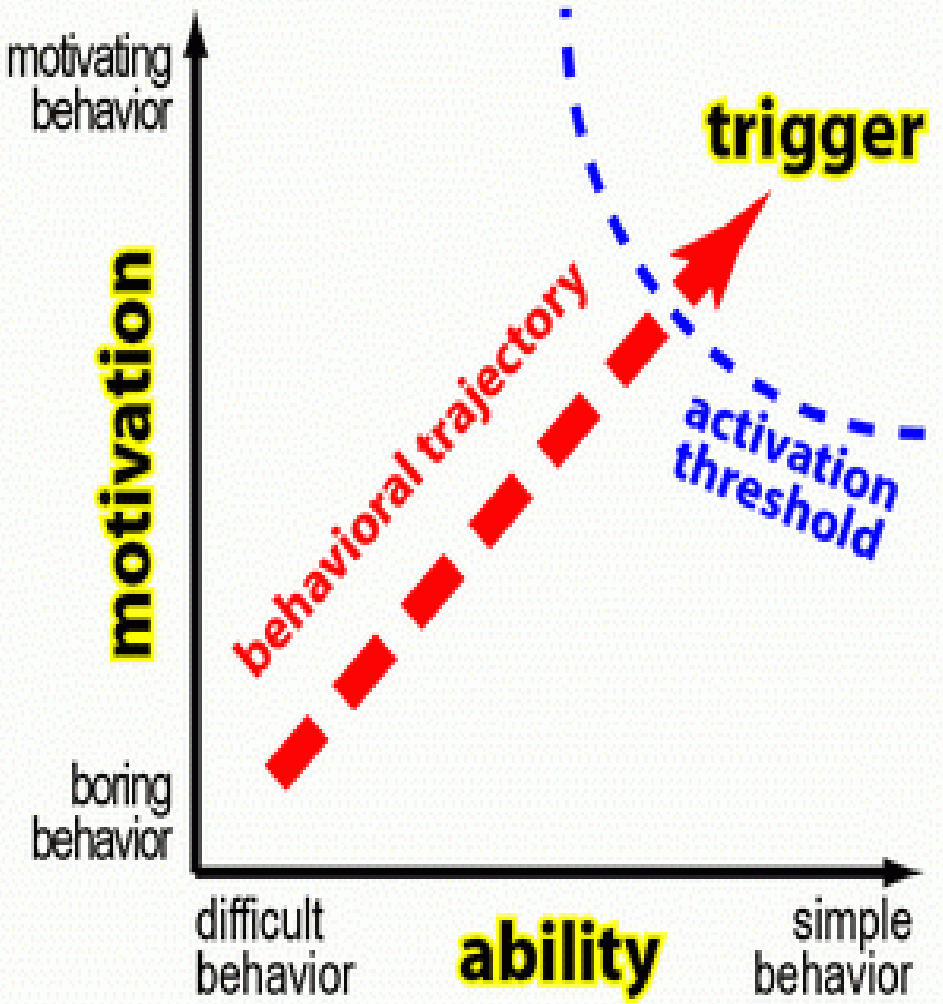


Understanding Behavioural Motivation & Modification in Relation to Champion Scale



Behavioural Motivation & Modification with BJ Fogg
Understanding Behavioural Motivation & Modification in Relation to Champion Scale

The Tipping Point.....Trigger is function of: Motivation, Ability & Easiness/difficultness



The Champions Model...

- A unique advocacy model Closely associated with the “diffusion of innovations” model that theorizes how innovative individuals spread new technologies or ideas through social systems,
- the champions approach is meant to increase the likelihood that a new or underutilized strategy will become standard practice.
- An advocacy effort focused on using champions may work best when individuals who are already considered influential within their spheres are engaged to promote an issue.
- But you need to transform them...
- Why?

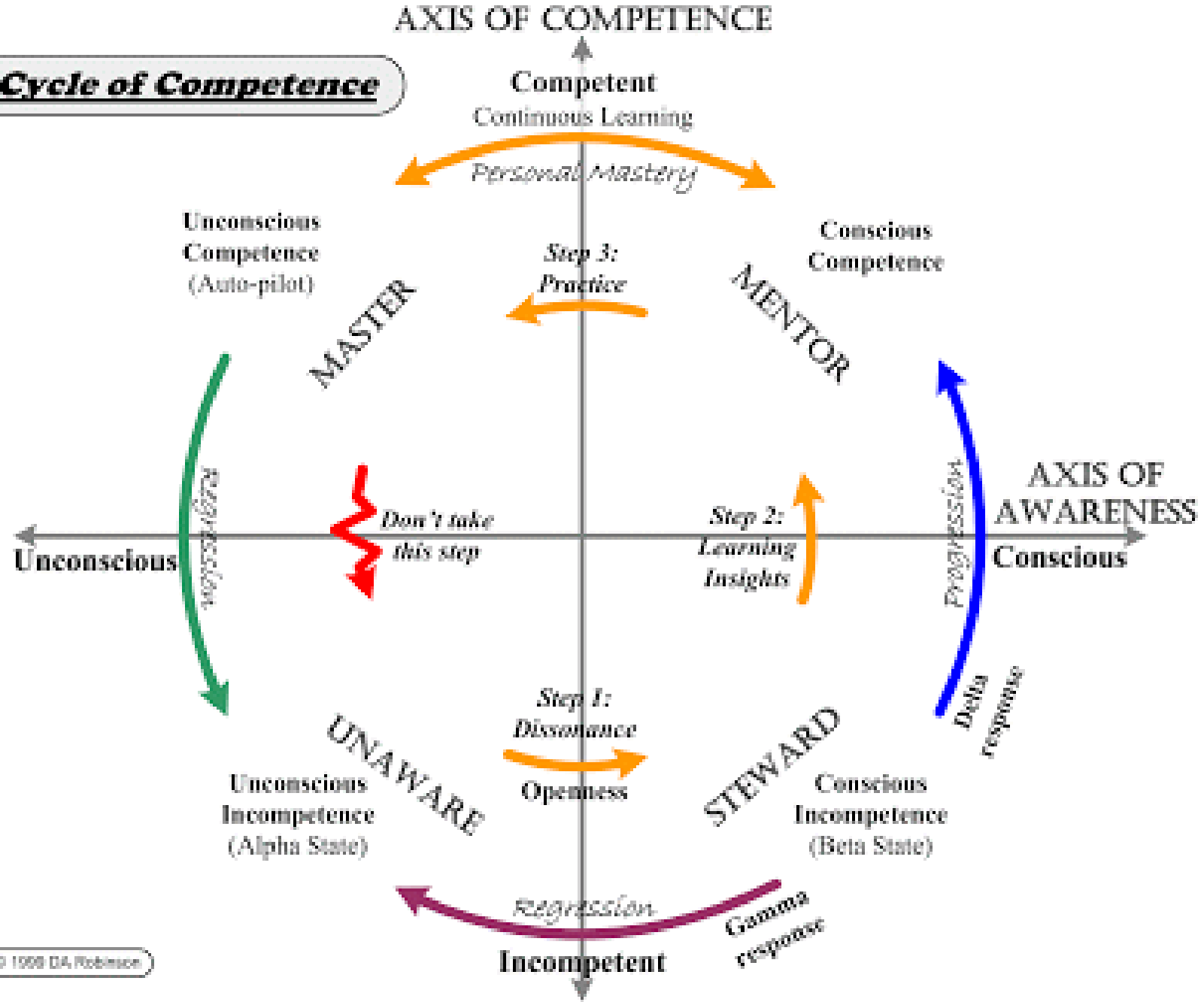
The Champions Scale

Assess
where they
are, then
move them
up the
Champion
Scale



- 4 Champion
- 3 Leader
- 2 Advocate
- 1 Supporter
- 0 Uninformed/Neutral
- 1 Opponent

Cycle of Competence



The Champions...

- It is likely that their standing as opinion leaders is more important for creating impact than their original level of support for the issue. What does this mean?
 - engaging influential people to take up a specific cause may be more effective than engaging known supporters of an issue who are not considered opinion leaders.
- A 2007 Cochrane review concluded that the use of opinion leaders can successfully promote evidence-based practices.

Therefore:

- Engaging influential opinion leaders can be an effective advocacy approach for advancing social, economic, political, or public health issues.
- Champion's unique combination of skills—passion, persistence, and persuasiveness—that distinguish him or her from other advocates.

Roles of Champions

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- Engaging influential opinion leaders can be an effective advocacy approach for advancing social, economic, political, or public health issues.

Recommendations for Engagement of Champions

- Develop clear strategies to identify and recruit champion candidates.
 - E.g Current opinion leaders may increase the likelihood that they become effective champions for a specific public.
- Ensure level and type of champion corresponds to desired advocacy outcome(s) e.g. the portfolio of activities appropriate for a community-based champion (e.g., a nurse-midwife) should not be equivalent to the advocacy conducted by a prominent and powerful national-level champion, such as Tanzania's former President Julius Nyerere, a champion for FP in the 1980s and 1990s.
- Remain mindful of the type of advocacy you are asking a champion to conduct e.g. it may be more feasible to engage high-level champions as general supporters vis a viz implementing specific project activities more suitable for mid- to lower-level individuals.

Recommendations for use of champion initiatives

- When possible, engage more than one champion per country or region to maximize the impact of the project
- Carefully assess the time frame needed to achieve the intended outcomes. Certain goals e.g. linked to policy change may require a longer duration
- Consider providing multiple types of support to champions, including access to financial, technical, and capacity-building assistance.
- Avoid a “consultant syndrome”
- Implement deliberate strategies to prevent or address fatigue among champions.
- Encourage champions to develop a local network of supportive peers.