**IOM X C4D Video Script – Final Script**

There’s a problem in this community.

The bees keep getting eaten by venus flytraps. They want to solve this problem!

But how can it be fixed?

By applying Communication for Development – also known as C4D. This process can be used for all sorts of issues. In this case, it means working directly with these bees to help them develop tools and activities that will change this risky behaviour.

How do we do this?

Simple! Follow these five steps:

Step 1: Analysis

Get to know the bees, they are the target audience.

Gather the bee community and ask them what the problem is. Once they’ve identified the problem, it’s important to understand their knowledge, attitude and behaviour. The best way to do this is to ask questions through interviews, surveys or community meetings.

After some research, we find out:

Their knowledge: Bees know that sunflowers have nectar.

Their attitude: Bees love nectar because they use it to make honey.

And their behaviour: Bees fly into anything that looks like a sunflower, including the dangerous venus flytrap.

Step 2: Strategic Design

The bees have discovered there is a gap in their community’s knowledge. The bees can’t tell the difference between a sunflower and a venus flytrap.

Sharing information in an effective way will help address this knowledge gap.

What should the message be? Something short, positive and doable!

How about “Venus flytraps are evil.”?

No…that’s too negative and doesn’t tell the bees what they CAN do.

Or “Be informed, stay safe, don’t fly into venus flytraps.”?

While this idea is more positive it doesn’t tell the bees HOW to avoid flying into venus flytraps.

What about “Sunflower Power: Before you get too close, check to make sure you see these three things: 1) yellow petals; 2) brown centre; and 3) tall green stem.”?

Now, what’s the best way to share this message? Think about how the bees get information and who they trust in their community. Create an activity around these findings.

Step 3: Development and Testing

Set up your activity, and test it with some bees to make sure they understand it.

If it’s confusing or boring, ask them for ideas on how to improve the activity.

Tweak and test again until it’s just right.

Step 4: Implementation

It’s now time to roll out your activity.

Step 5: Monitoring and Evaluation

Monitoring means keeping an eye on your activity to make sure it’s working the way you want it to. You may need to make adjustments as you go along.

Evaluation measures the impact of the activity.

Has the problem been solved?

By keeping track of the number of bees who are still flying into venus flytraps after your activity, compared to how many were getting eaten before, and by asking the bees if they can list the ways to identify a sunflower, you can tell whether their knowledge has improved and if this is leading to safer behaviour.

So to recap, let’s look back at the five steps.

Step 1: Analysis – get to know your target audience.

Step 2: Strategic Design – Think about how they get information, who they trust and what they need to know.

Step 3: Development and Testing – Make sure your activity is understood, relevant and doable.

Step 4: Implementation – Roll out your activity across the community!

Step 5: Monitoring and Evaluation: Make changes if needed and assess if the problem is being addressed.

One activity might not fully fix a problem but positive shifts in knowledge, attitude and behaviour are a good indication that you are on the right track.

Remember to keep your bees involved every step of the way. After all, they are the experts on their own lives.

And this is Communication for Development, C4D.

For a step-by-step guide to applying C4D to your development activities, visit IOMX.iom.int