

## Difference between Advocacy, BCC and IEC

You might have come across the terms “**Behaviour Change Communication (BCC)**” and “**Information Education and Communication (IEC)**”. Just like advocacy, BCC and IEC are centred on **raising awareness on a particular issue with the intention of creating change**.

So what is the difference between BCC/IEC and advocacy?

Advocacy and BCC/IEC initiatives both concern raising awareness about a particular issue with the intention of creating change. However, BCC/IEC activities seek to change individuals' behaviour, whereas advocacy activities aim to mobilise collective action and to achieve change in policies or laws.

### ★ Exercise: BCC/IEC or Advocacy?

- Review the following list of activities.
- Indicate whether you think it is BCC/IEC or advocacy, by checking the appropriate column.
- Once you have indicated what these activities are according to you, what are the differences between these activities? What are the key elements in these activities that made you choose between BCC/IEC or advocacy?
- What do you think is the key difference between BCC/IEC or advocacy?

Statements	BCC/IEC	ADVOCACY
a. Putting on a play for young people on how to prevent Corona infections.		
b. Educate district officers leaders on national policies and information related to environment protection and ask them to adopt an action plan.		
c. Launch a social media campaign calling up on the government to revoke the law promoting online censorship of LGBT websites and social media pages		
d. Distributing flyers that encourage sexually harassed young women to report such cases to the police.		
e. Increasing young addicts' uptake of treatment by educating them by mobile phone on the advantages for themselves.		
f. Holding a meeting with religious leaders about why HIV prevention information should be provided to young people and propose ways in which this information could be provided in religious schools.		
g. Holding a rally to promote the importance of sexuality education in secondary schools and		

organise a meeting afterwards with the heads of schools to see what action could be undertaken.		
h. Having a famous person making a statement on social media about ways to protect the environment.		