

# Communication for Development (C4D) enabled approaches for Climate Change adaptation and mitigation: a case study of urban poor women



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# CLIMATE CHANGE: AN OVERVIEW

During the past century, mean world temperature has increased by  $0.74^{\circ}\text{C}$ .

It is projected that in the next 100 years, global mean temperatures may rise by  $1.1$  to  $6.4^{\circ}\text{C}$

# IMPACT OF CLIMATE CHANGE

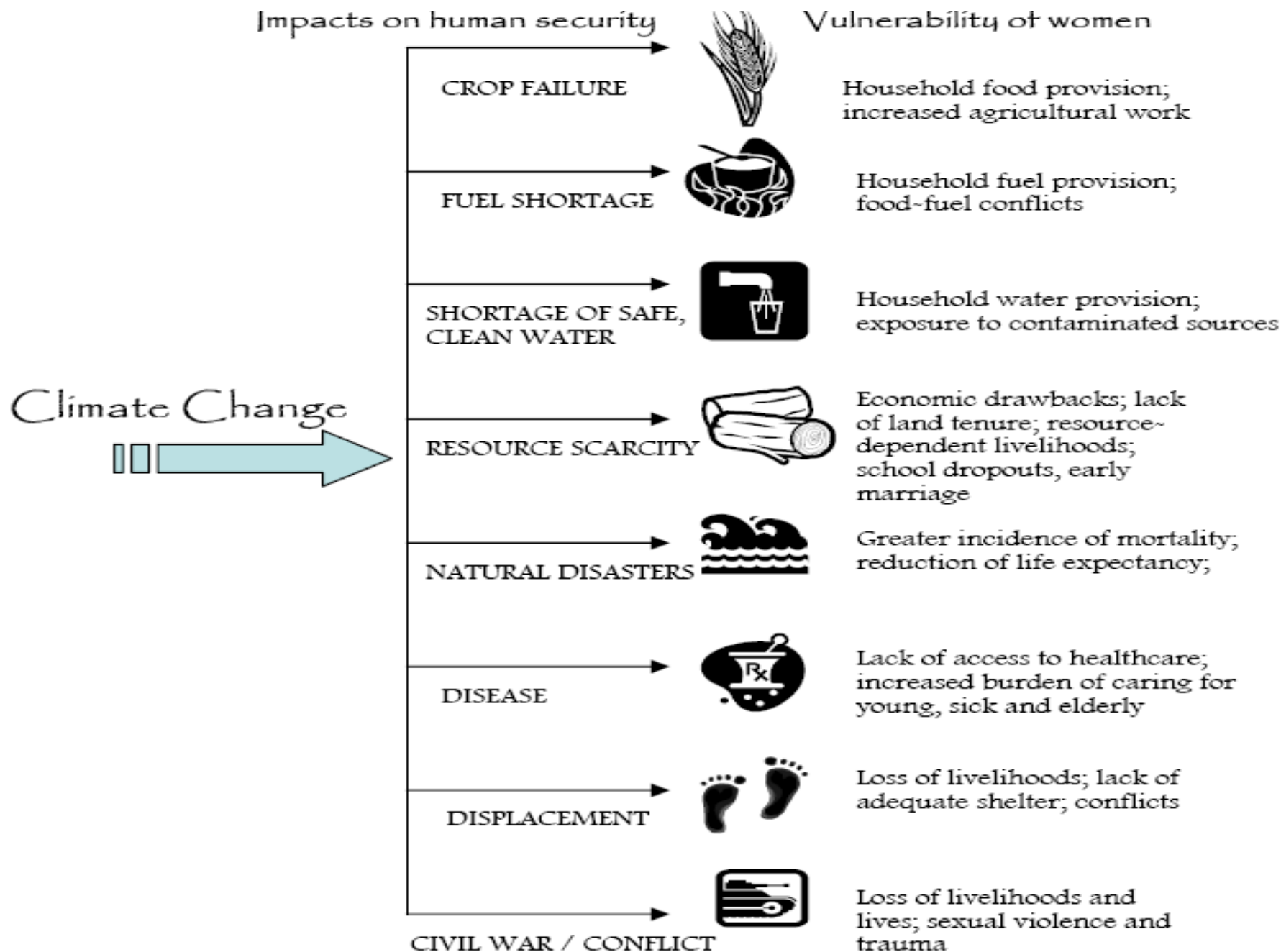
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- The poor worldwide depend on natural resources for their lives and livelihoods
- Women across developing countries responsible for accessions of freshwater, food, fiber and fuel wood
- Climate change is very likely to impact the availability of these resources

# GENDERED IMPACT OF CLIMATE CHANGE

- Generally girls and women are responsible for collection of fuelwood and water. Climatic stresses extend these burdens geographically forcing more girls to forego education
- Income generating roles of women get diminished, traditional roles reinforced
- Increase in work loads of women since they are primary care givers for the family due to increased outbreak of diseases (malaria, dengue, diarrhoea)
- Increased male out-migration leaving women to cope with diminishing resources

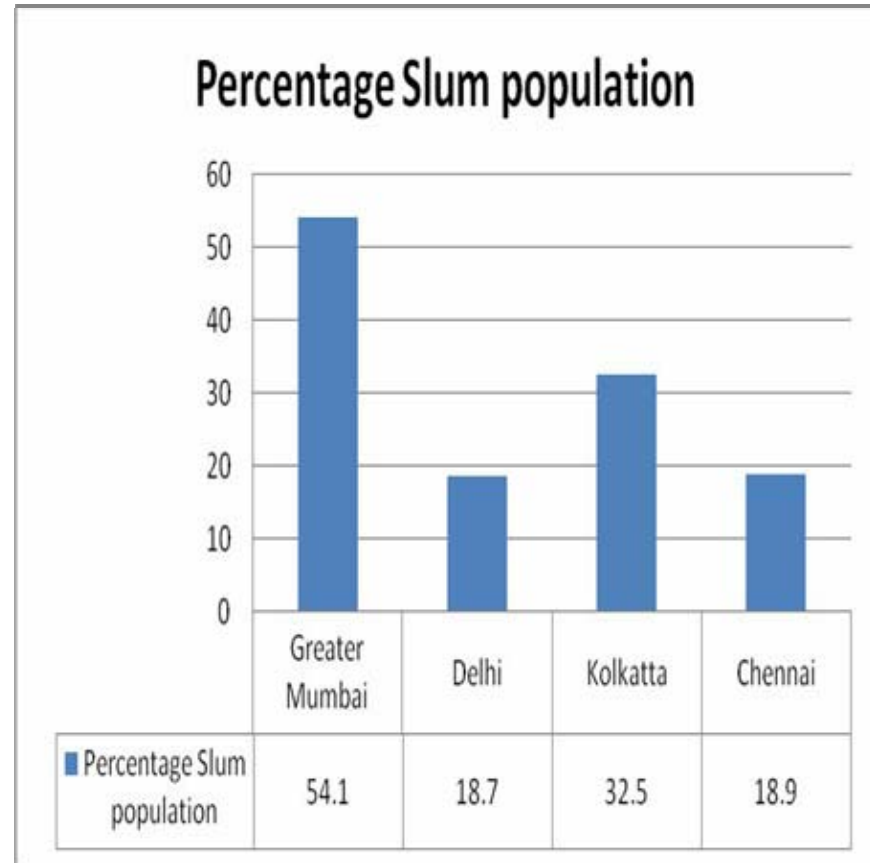
Sources: Oxfam, 2007; GGCA, 2009



(WEDO, 2008)

# POOR URBAN WOMEN ARE MORE VULNERABLE

- A large percentage of urban women live in slums
- Growth rate of slums 2.5 times faster than rest of the city
- By 2025, >50% of the population in developing countries will live in cities (UNDP)
- The urban poor lack access to basic services and, therefore, will face major brunt of climate change



*(Source: Slum population- Census of India, 2001)*



# NEED TO ENHANCE ADAPTIVE CAPACITY OF URBAN POOR WOMEN

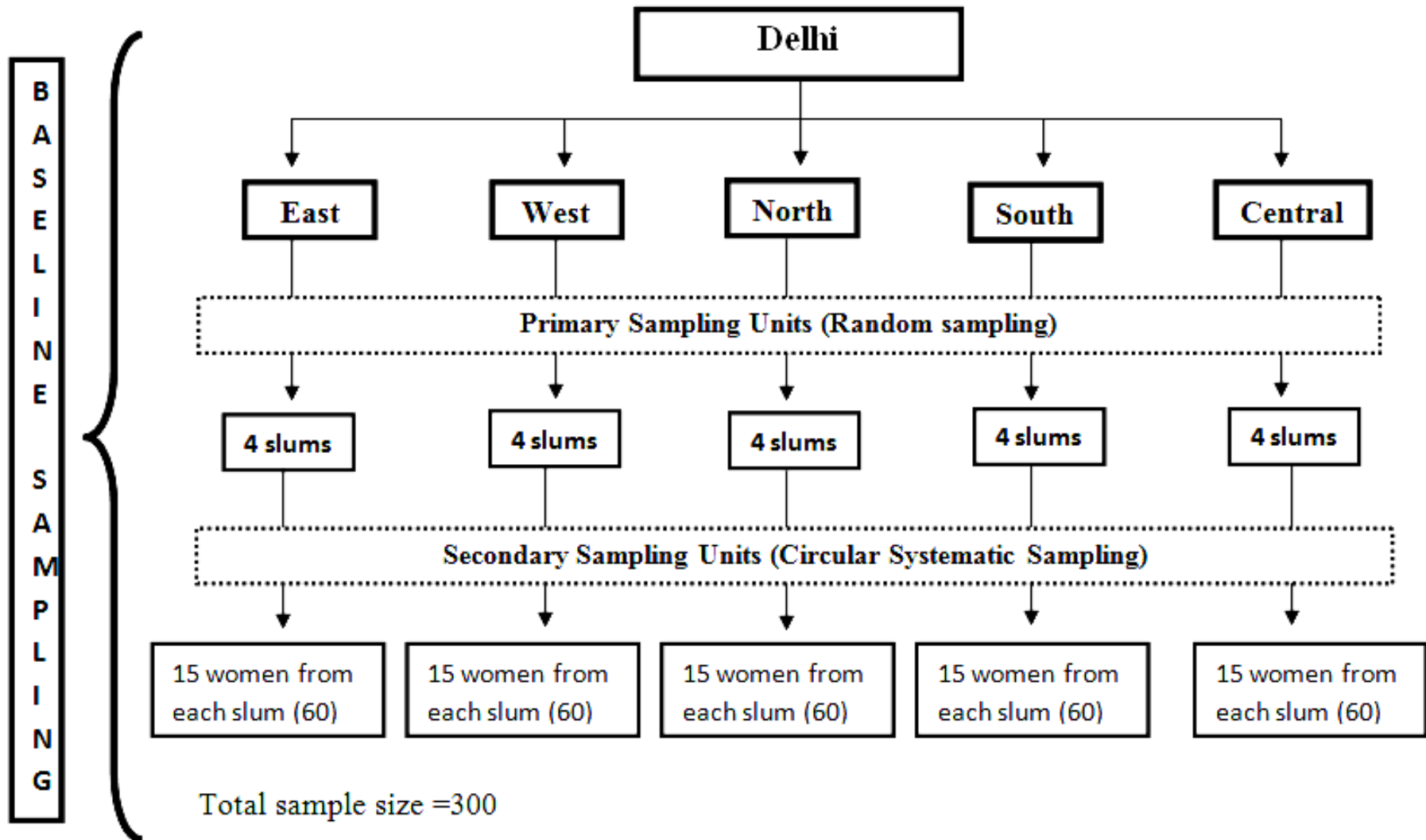
- Current awareness levels of poor women to climate change and related impacts are very limited
- Adaptive capacity- the ability to adjust to climate change to moderate potential damages/cope with consequences
- It is a function of wealth, technology, awareness and knowledge
- Need for effective communication strategies to enhance adaptive capacity especially of women

# STUDY DESIGN

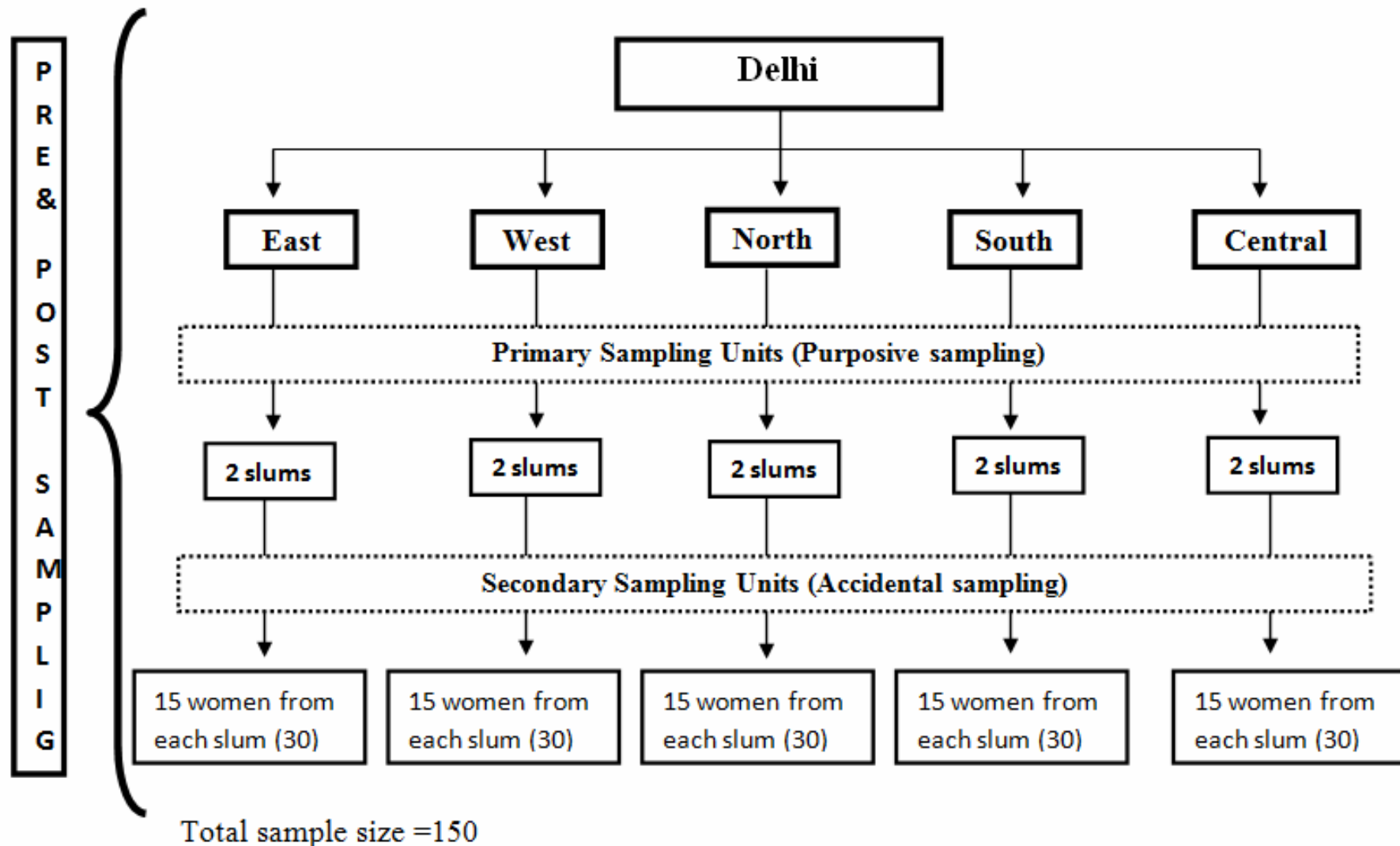
- The present study was conducted to assess the current level of awareness of urban poor women to climate change and consequently enhance their adaptive capacity with the use of various media including C4D approaches
- Study was conducted on a statistically defined sample of 300 households drawn equally from five major zones of Delhi (East, West, North, South and Central)



# SAMPLING TECHNIQUE



# Cont...



# TOOLS OF DATA COLLECTION

- **Quantitative-** interview schedule with a knowledge assessment tool
- **Qualitative-** Focused group discussions, In-depth interviews, Direct observations



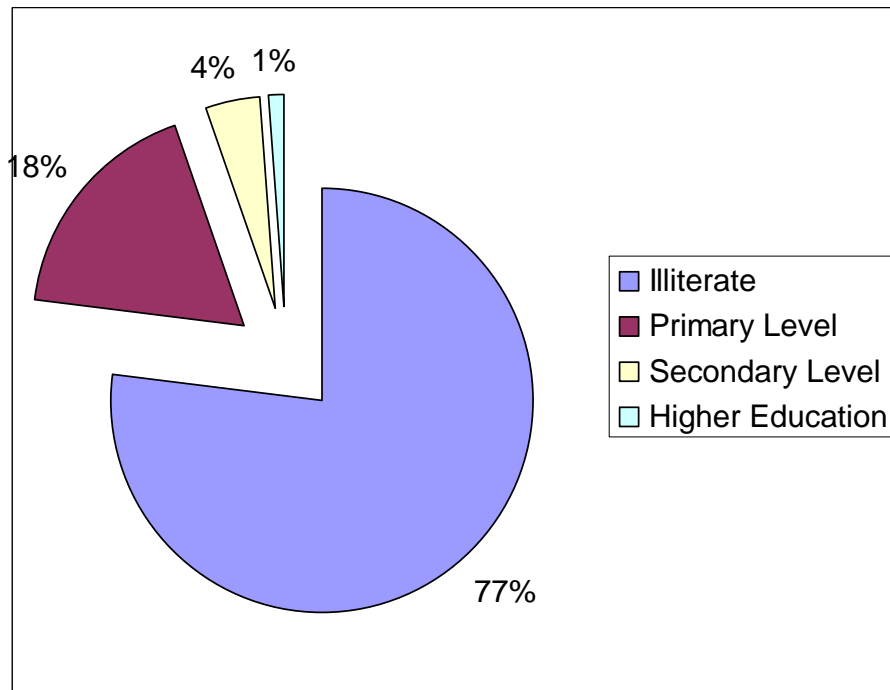
# PRELIMINARY FINDINGS

## ■ Profile of the Sample

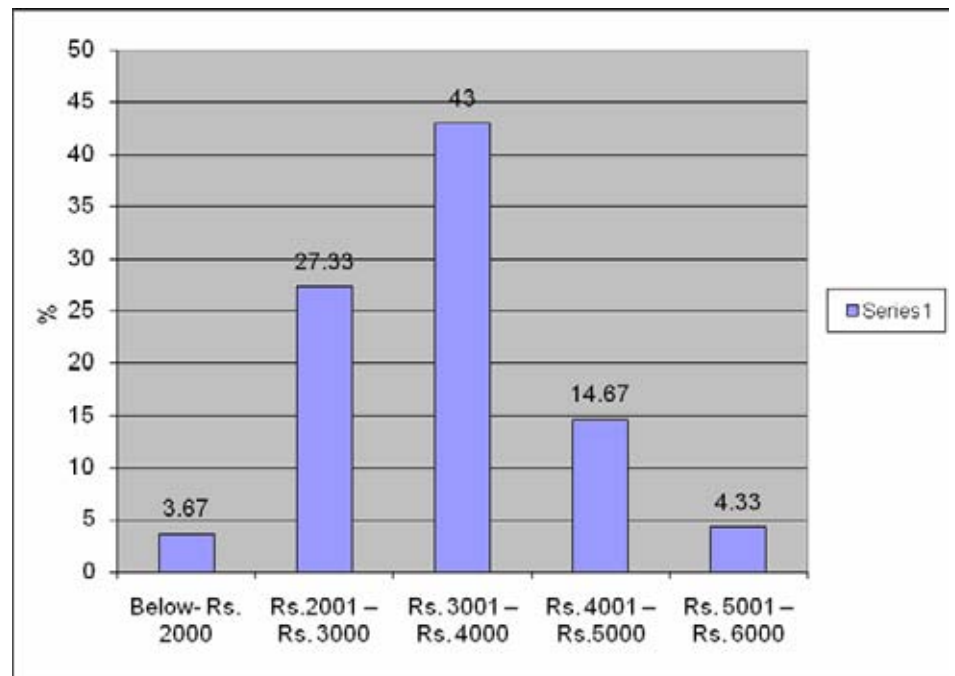
- ❖ Majority of the respondents (53.33%) were in the age group of 20-35 years.
- ❖ Major religion of the respondents was Hindu (85.33%), followed by Muslim (14.33%).
- ❖ 79% of the respondents were housewives.
- ❖ Majority of the respondents reported that their family income was less than Rs. 5000 per month.
- ❖ 40.33 % belonged to a family size of 5-7 members followed by a family size of less than 5 (28.67%).

**77% OF THE  
RESPONDENTS WERE  
ILLITERATE**

**90% BELONGED TO THE  
BELOW POVERTY LINE  
CATEGORY**

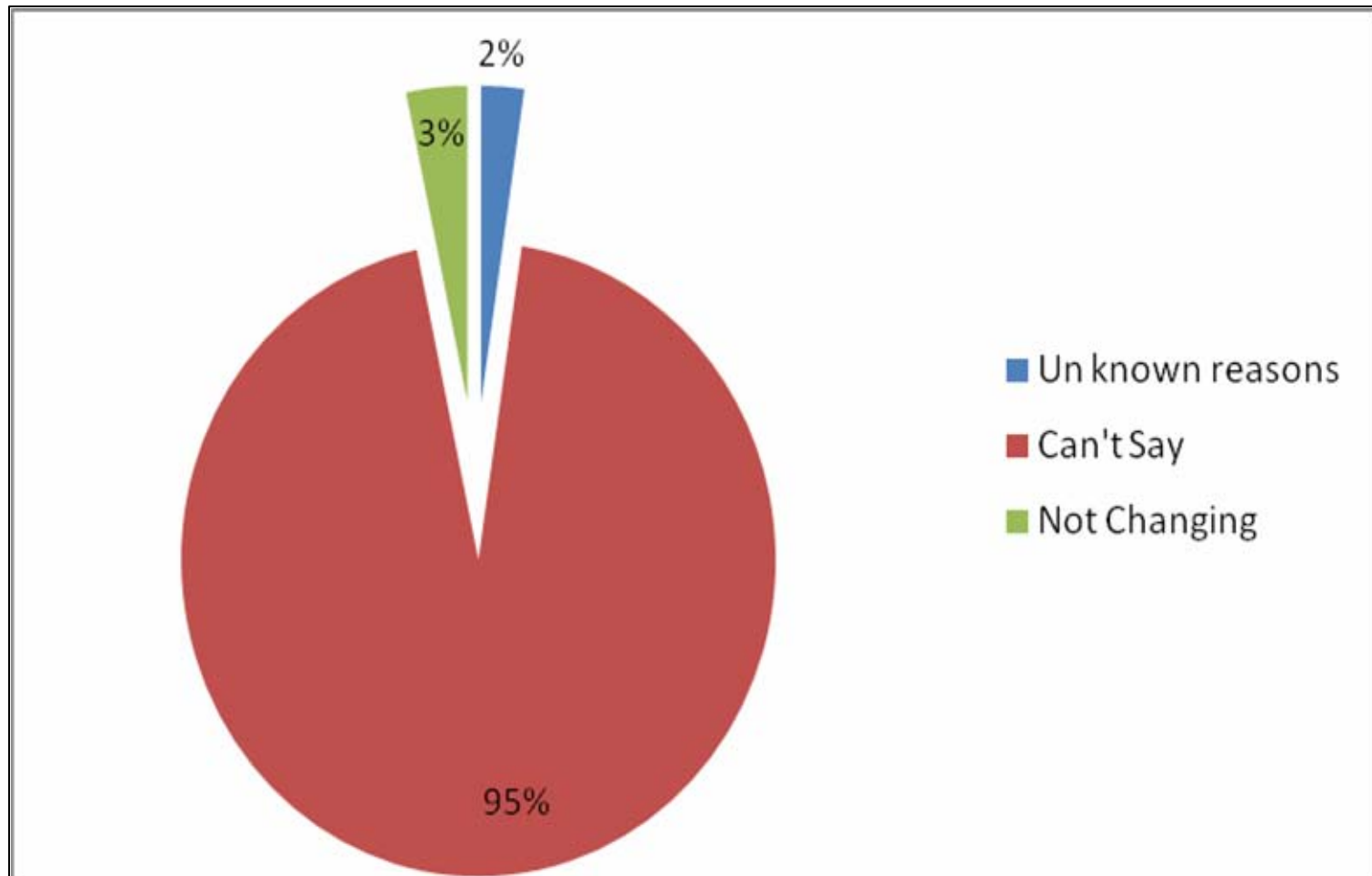


**Literacy of the Respondents**



**Income of the family**

# KNOWLEDGE OF URBAN POOR WOMEN REGARDING CLIMATE CHANGE



# COMMUNICATION FOR DEVELOPMENT (C4D) ENABLED APPROACHES

- In order to cope better and adapt better to climate change and extremes it was necessary to enhance their adaptive capacity
- Existing communication material was not suitable to the needs of urban poor women
- **Communication for Development or ComDev:** It is a participatory approach that integrates the use of communication strategies, media and processes to enable people and institutions to share knowledge and information and reach consensus towards common action.
- Communication module based on the principle of AIDA (Attention, Interest, Desire and Action) was developed suited to the needs of urban poor women



# COMMUNICATION FOR DEVELOPMENT (C4D) MODULE

- Module comprised of ICTs, Print media, Traditional Media
- ICTs – Films, documentaries, Camera mediated exercises, Public Service Announcements (Audio and Video)
- Print media- Posters, Flash Cards, Flip Books, Banners
- Traditional Media- Puppetry, Mobiles, Skits and Demonstration
- All the media were individually field tested and modified as per the feed back and packaged into a module
- The module was field tested and modified by taking inputs from the community level trainers, ICT professionals, gender and climate change specialists

# MEDIA DEVELOPMENT (ICTs)



- Scripted and produced
- Three short films 'Ek Khwahish' , 'Umeed' and Badalte Rang

Three audio-visual shows entitled 'Dharti ki Tapan', 'Tapti Dharti Ghatta Pani' and 'Manyata'

# TRADITIONAL AND PRINT MEDIA



Can we have puppets, demo, mobile pictorials???????

# ADMINISTERING THE COMMUNICATION MODULE

- All the media were individually field tested and based on the feedback modifications if required were done
- Communication module was administered on 150 urban poor women in groups of 15- 20 women. In total 10 campaigns were conducted (two in each zone)
- Pre-test of the knowledge was done and communication module administered

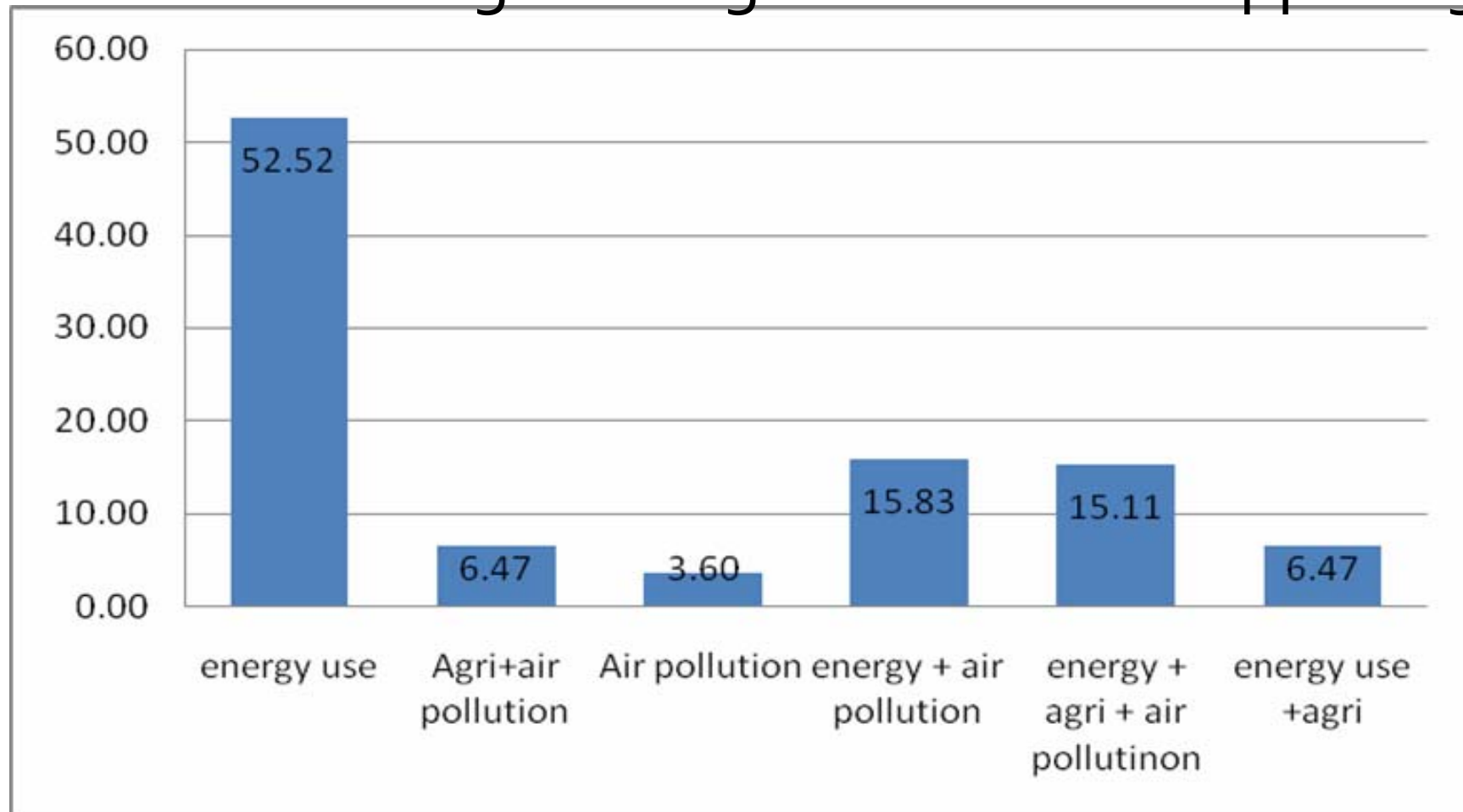


# GLIMPSES FROM THE COMMUNICATION MODULE

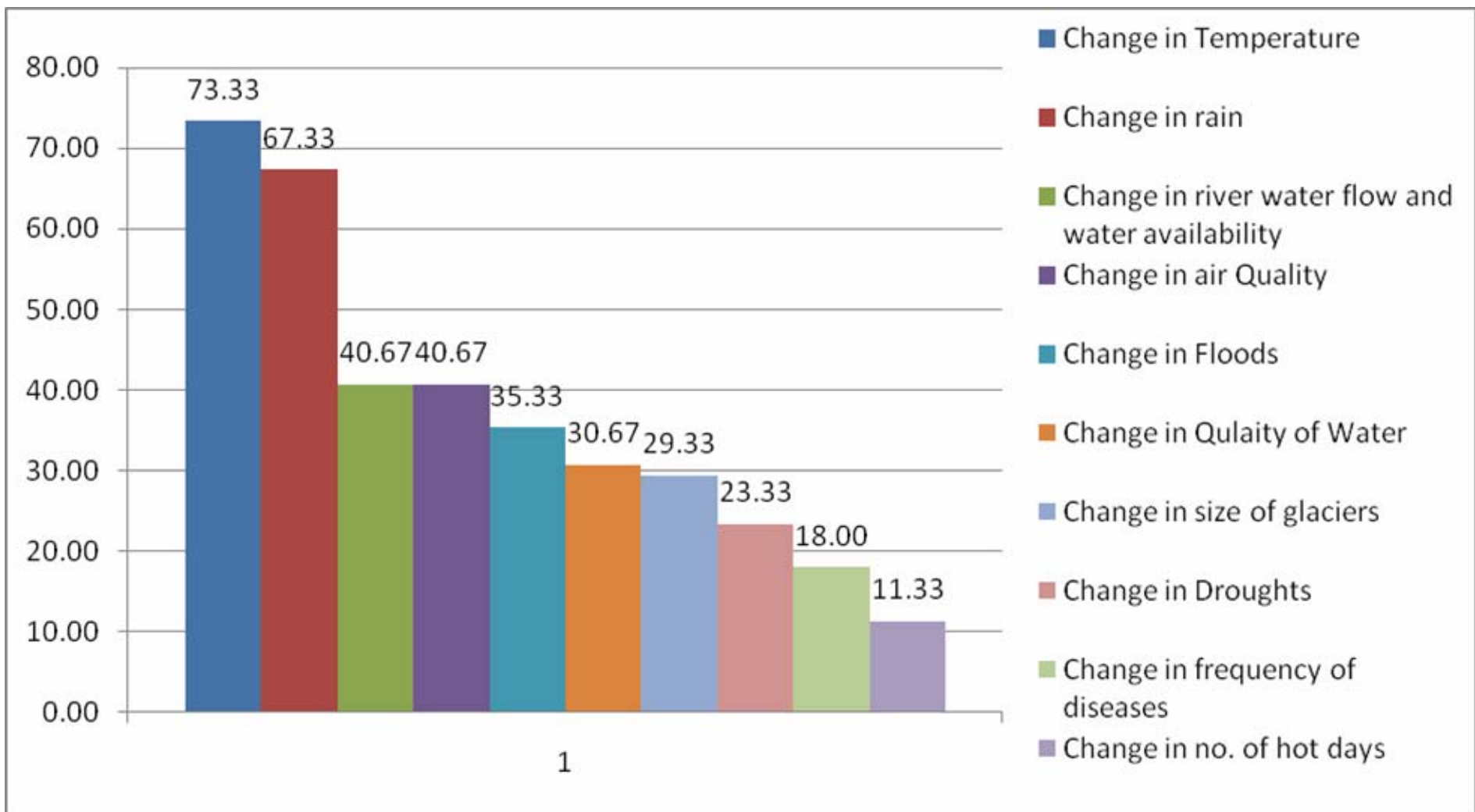


# KNOWLEDGE CHANGE OF WOMEN AFTER INTERVENTION

- All respondents after the intervention could relate to climate change and agreed that it is happening

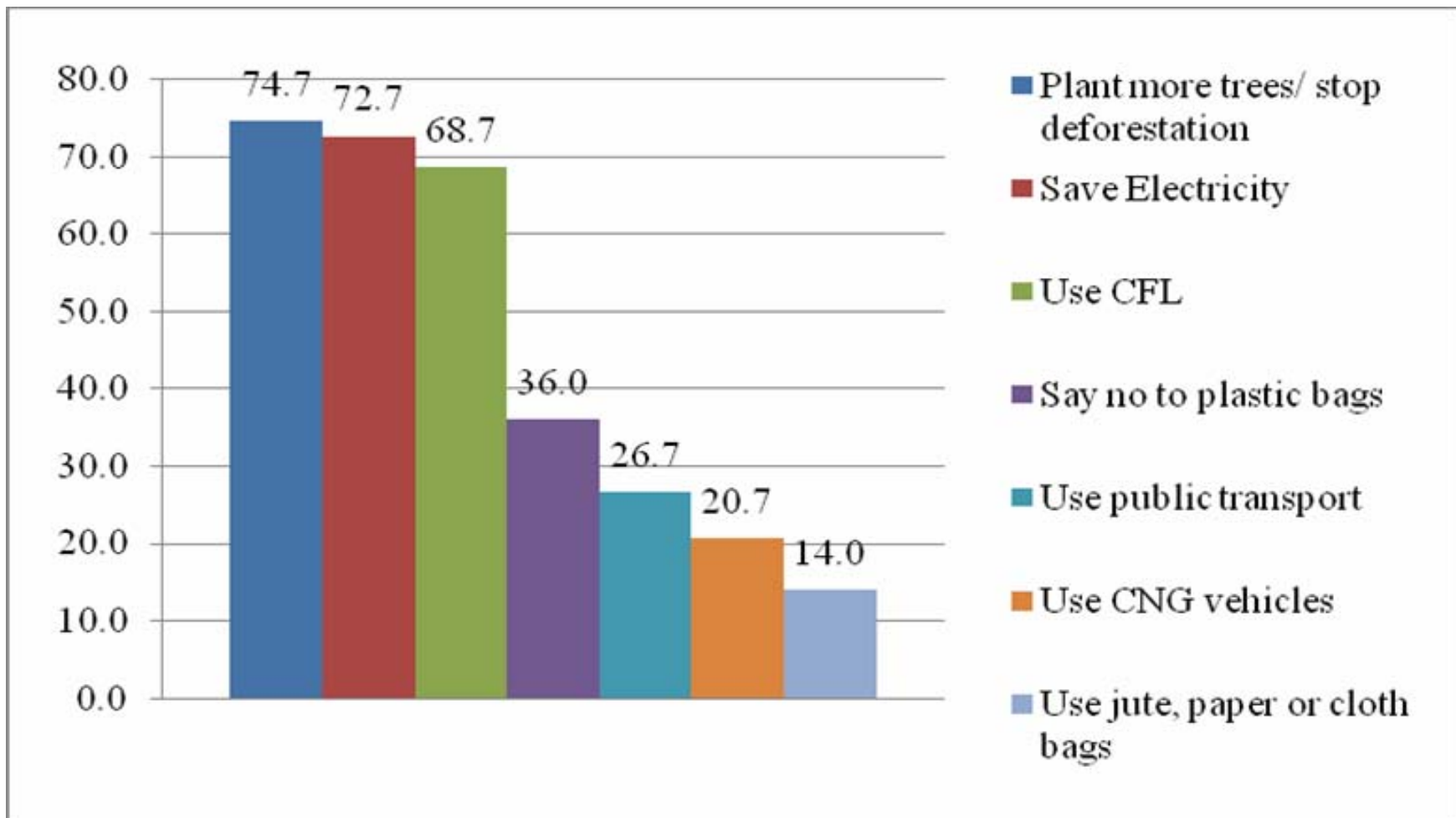


# KNOWLEDGE REGARDING IMPACT OF CLIMATE CHANGE

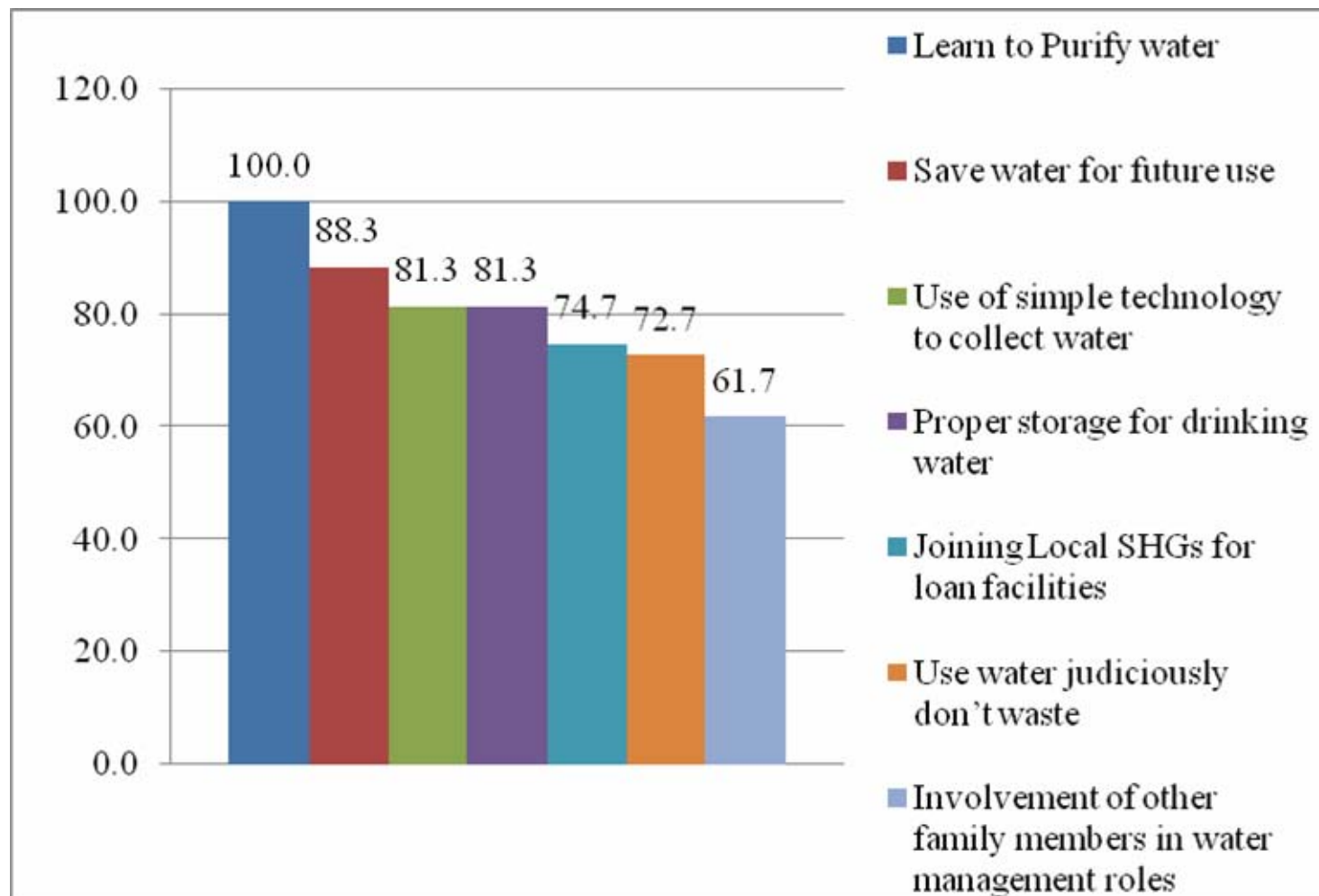




# KNOWLEDGE REGARDING MITIGATION STRATEGIES



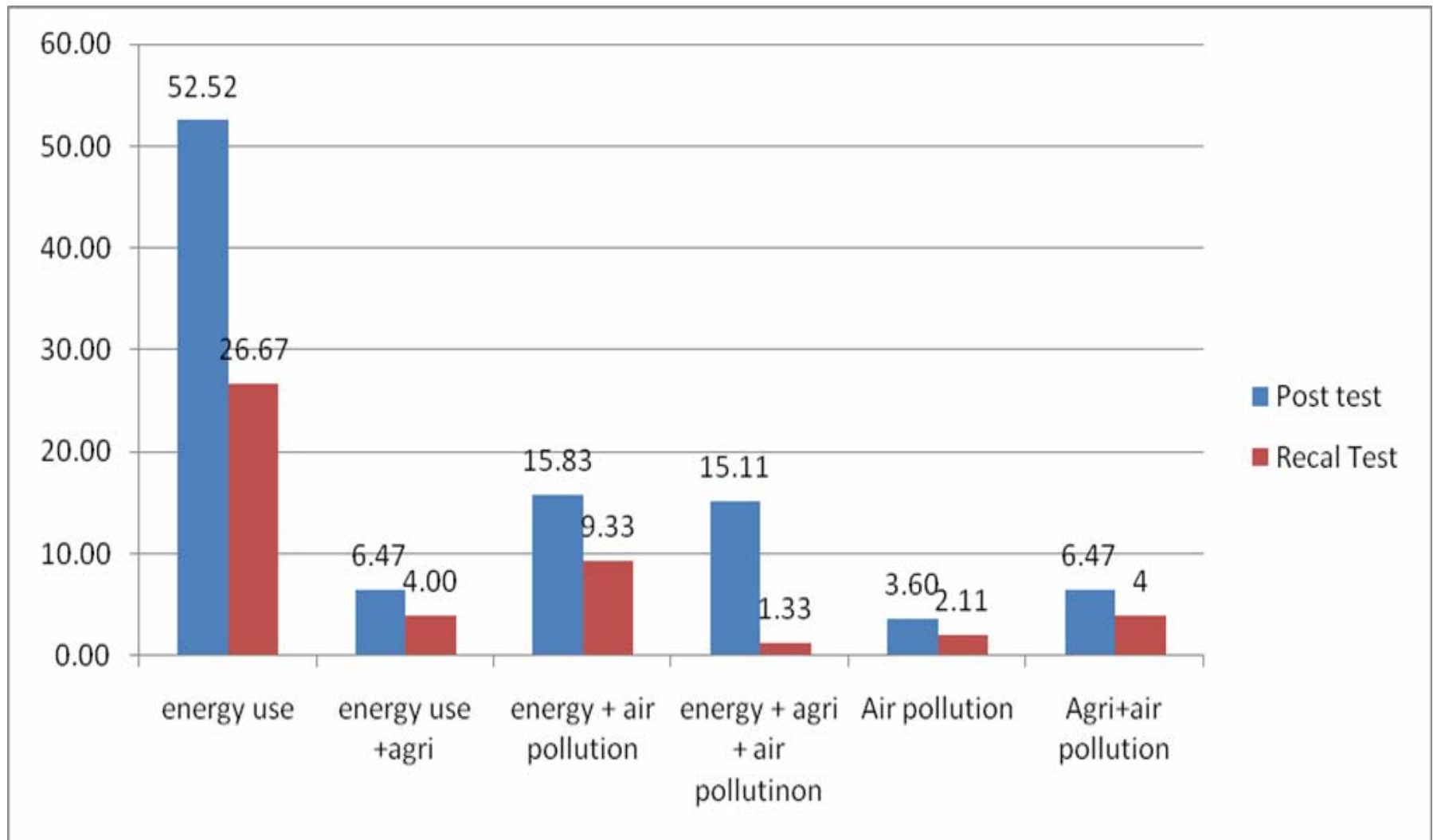
# KNOWLEDGE REGARDING ADAPTATION STRATEGIES WITH FOCUS ON WATER



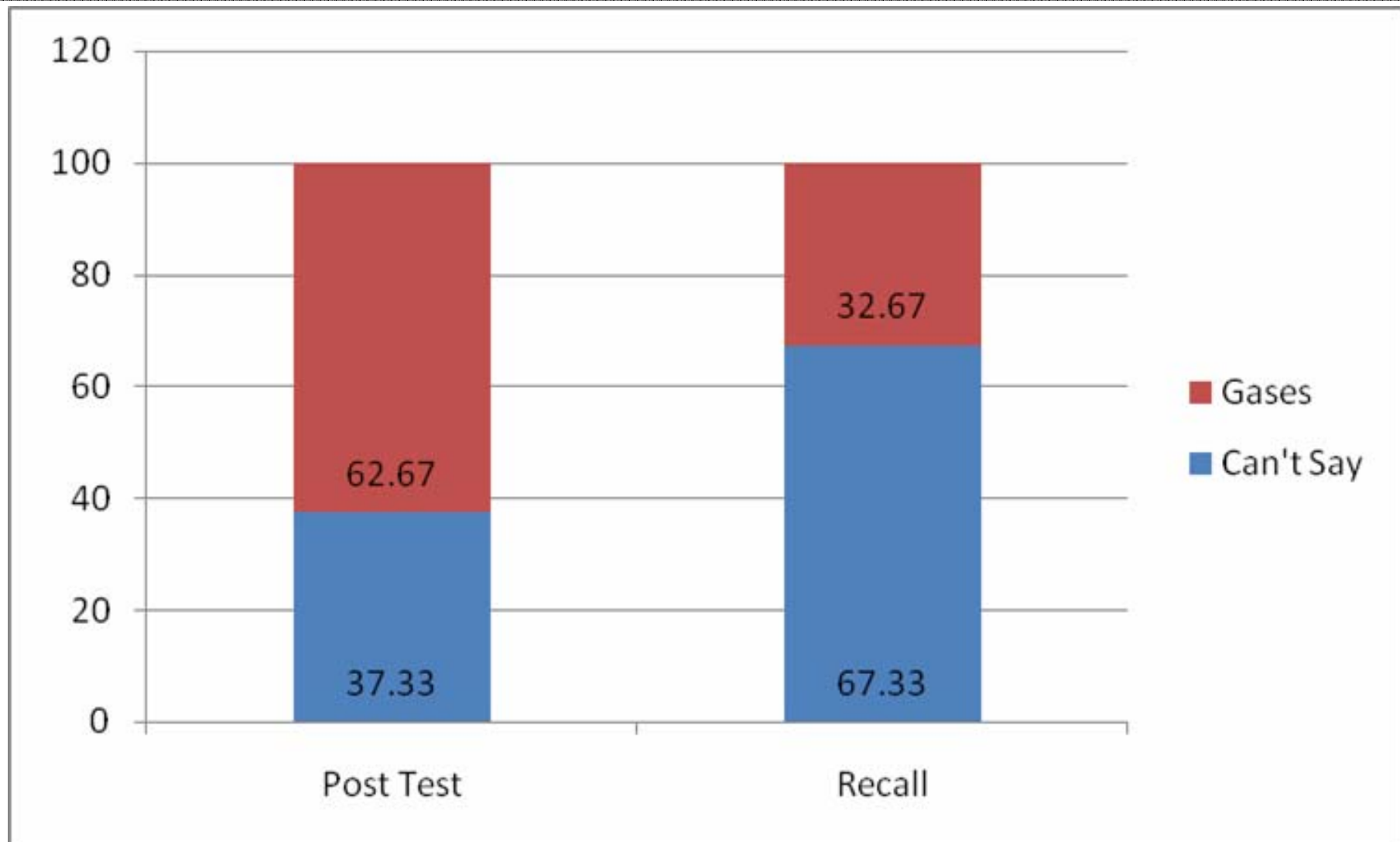
# **A RECALL TEST WAS CONDUCTED FOUR WEEKS AFTER THE CAMPAIGN**

- The average retention was 45.57%
- Respondents found it easier to remember those facts which they could relate to their day to day life such as increase in temperature and no. of hot days (51%) as an impact of climate change as compared to melting of the glaciers (23% )

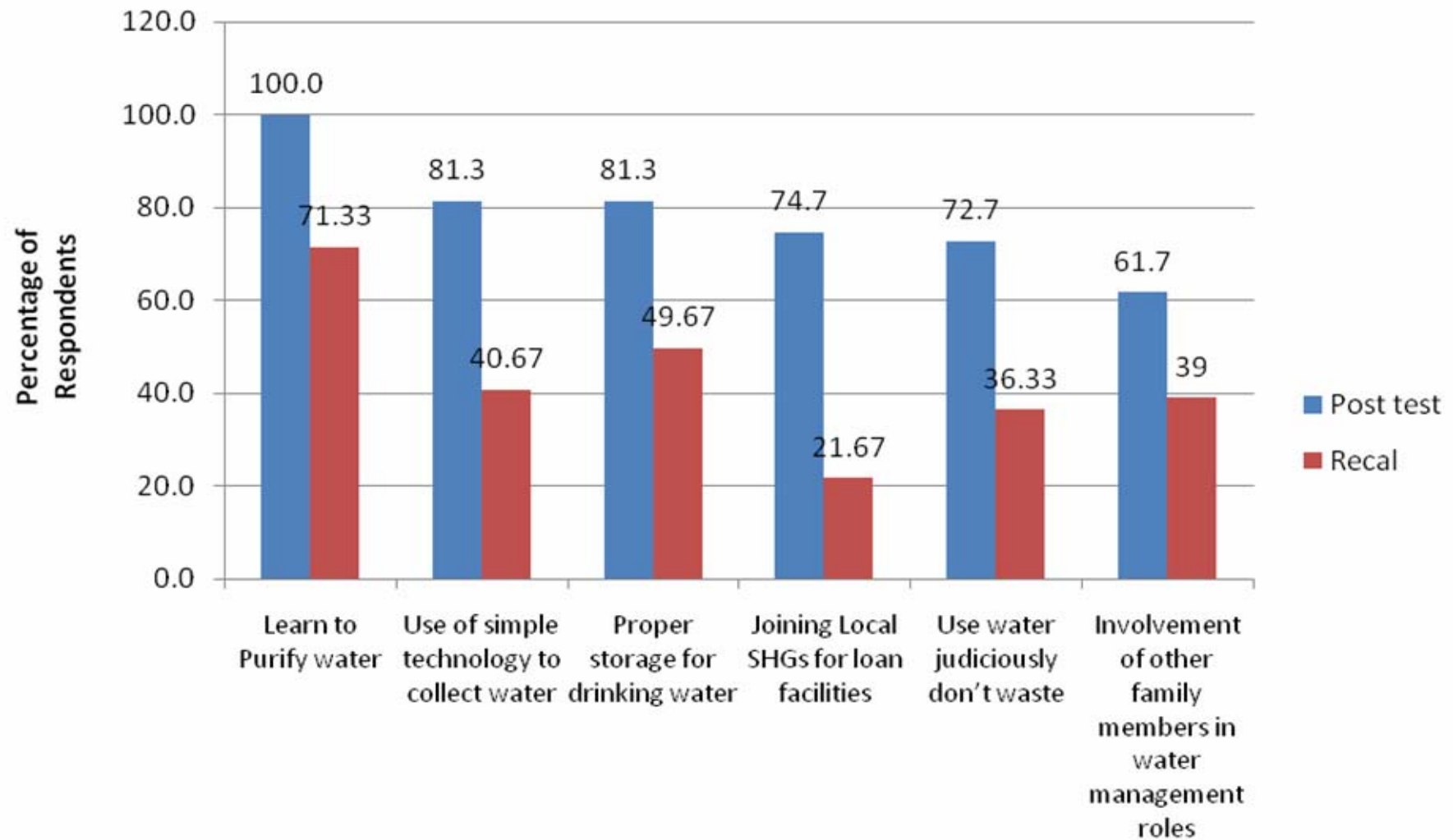
# RECALL KNOWLEDGE REGARDING CAUSES OF CLIMATE CHANGE



# PERCENTAGE RESPONDENTS MENTIONING GASES AS THE CAUSE OF CLIMATE CHANGE



# COMPARISON BETWEEN PERCENTAGE OF RESPONDENTS TELLING ADAPTIVE STRATEGIES OF CLIMATE CHANGE WITH FOCUS ON WATER



# CONCLUSION

- **Communication for Development** a key to **Climate Change** adaptation and mitigation
- More frequent and sustained initiatives are required to increase knowledge level of urban poor regarding climate change
- Synergy of professionals from different fields such as climate change, gender, media, trainers at different levels important for giving impetus to adaptation and mitigation.



