



# Making a behavior change campaign to reduce bushmeat consumption in Pointe Noire, Republic of Congo

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Renatura  
Congo



yoyo  
communications  
bespoke  
information  
presentation



the Jane Goodall Institute

Endangered  Species  
International



# Building a demand reduction campaign



Starting small

Lessons learned in PNR  
will be fed into KiBra  
project



Population:	
PNR	1,100,000
BZV	1,500,000
Kin	12,000,000

# Brief history of the project

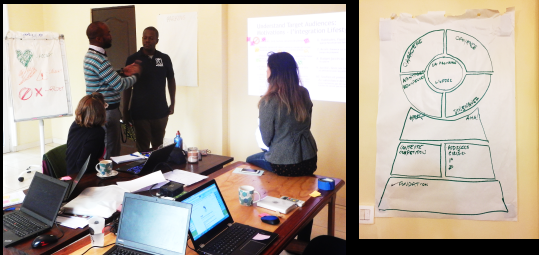


Get started !



2017

Create the campaign



2019

Understanding bushmeat in PNR

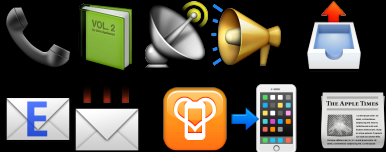


Source: WCS

2016

2018

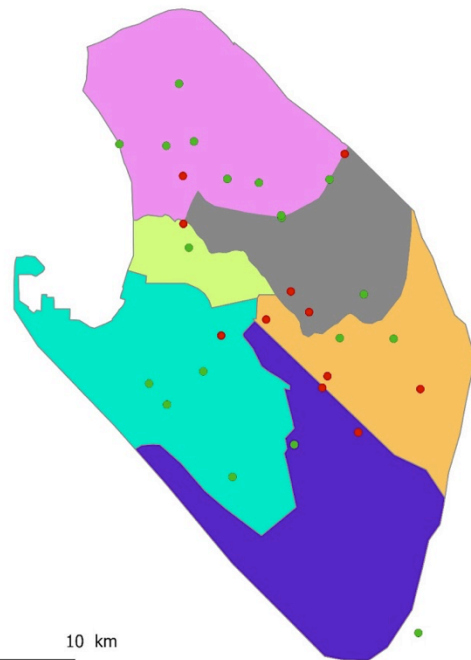
Launch the campaign





Bushmeat is sold in markets and restaurants all the neighborhoods of Pointe Noire, regardless of their relative socio-economic status, all the whole year, all the days of the week .

## Markets



### Légende

- Marchés qui vendent la viande de brousse
- Marchés surveillés
- Arrond. 1
- Arrond. 2
- Arrond. 3
- Arrond. 4
- Arrond. 5
- Arrond. 6

2.5 0 2.5 5 7.5 10 km

## Restaurants



### Légende

Restaurants qui vendent viande de brousse

- European
- ▲ Informal
- Maison privée
- Formel
- Arrond. 1
- Arrond. 2
- Arrond. 3
- Arrond. 4
- Arrond. 5
- Arrond. 6

2.5 0 2.5 5 7.5 10 km

# Who is eating BM?



## 3 TYPES OF CONSUMER S



### OFTEN

Weekly consumption  
Men and women, but more men  
Formal employment



### OCCASIONAL

Monthly or quarterly consumption  
Men and women, but more men  
Formal employment



### RARE

Once every six months or less frequently  
Women and men but more women  
No tendencies in education level or employment.



### NEVER

Who do not consume bushmeat  
Men and women, but more women  
Formal employment

# Why do people eat BM?



1. Taste, the  
Palate

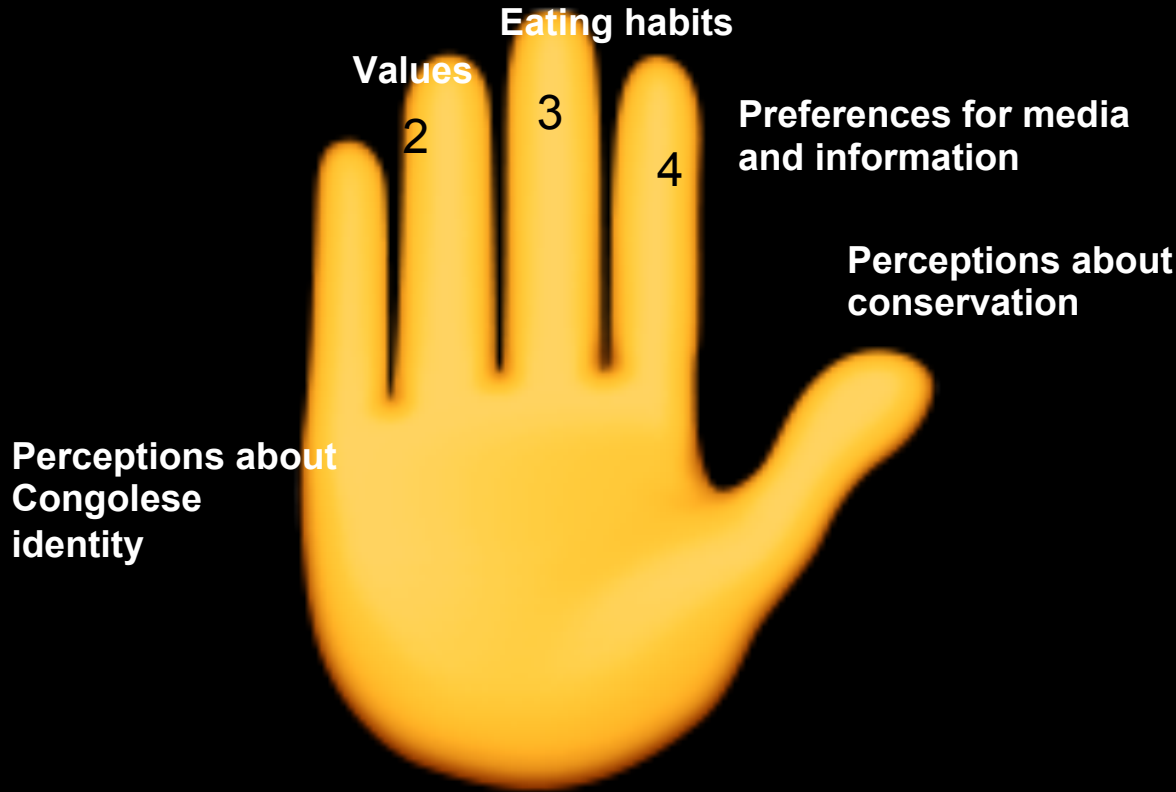
2. Perception of a  
safe meat

3. Social reasons:  
Prestige, status,  
friendship, social  
ties

4. Culture,  
"African" Identity

5. Support and  
concern for the  
livelihoods of rural  
people

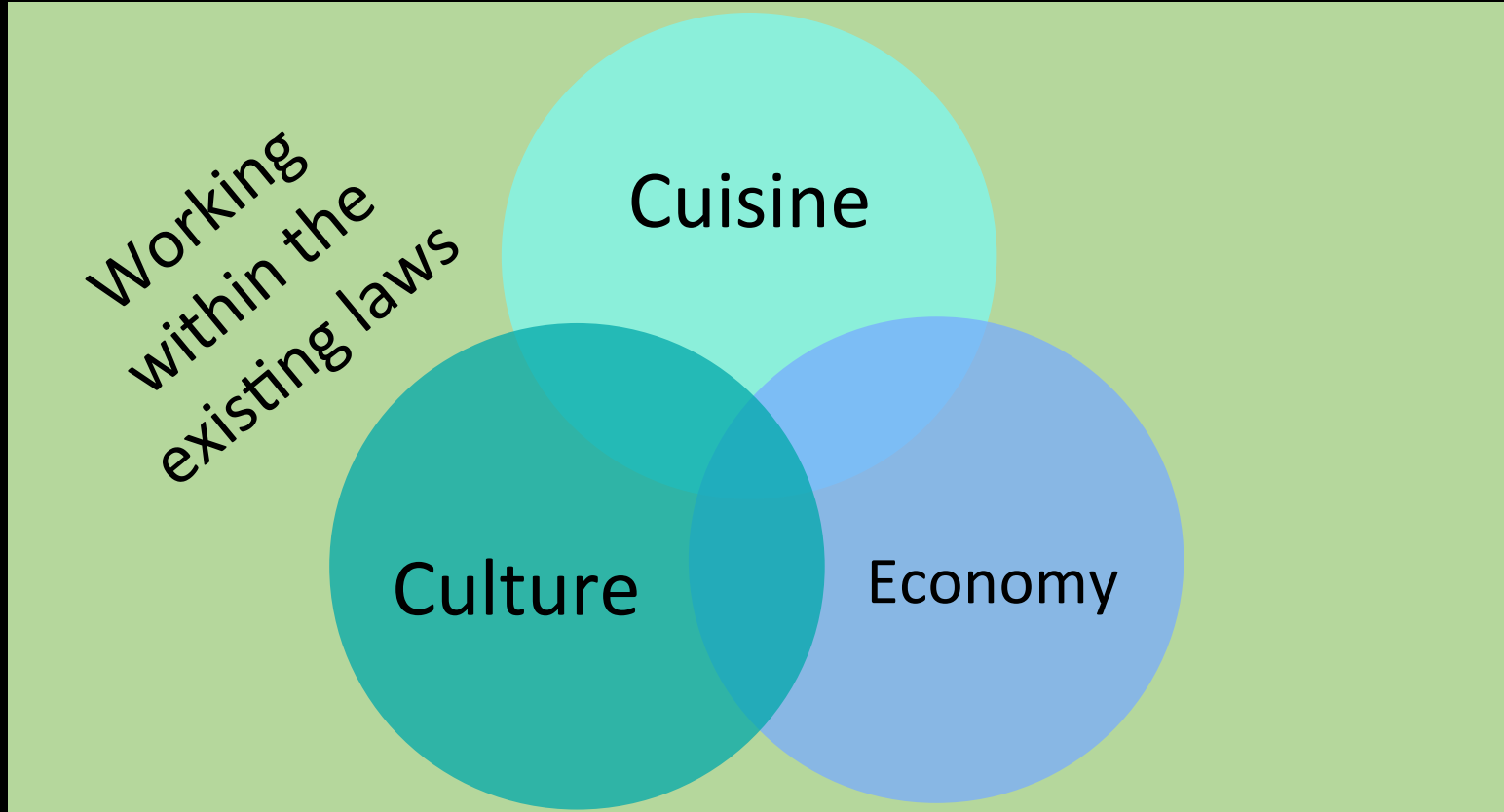
# Understanding BM consumers



**Why?** To adapt the campaign's messages and materials to the PNR context.

**How?** Focus groups per consumption category.

# Campaign Positioning





# Messages and Languages of the Campaign



01

It is acceptable

- It is OK to not to eat bushmeat
- It is normal

02

Negative impact in villages

- Urban bushmeat consumption has a negative impact on the rural and forest lives and livelihoods.

03

Ways of cooking without bushmeat

- Eat Congolese dishes and cuisine without meat from the forest

# Brand of the campaign (Brand Essence)



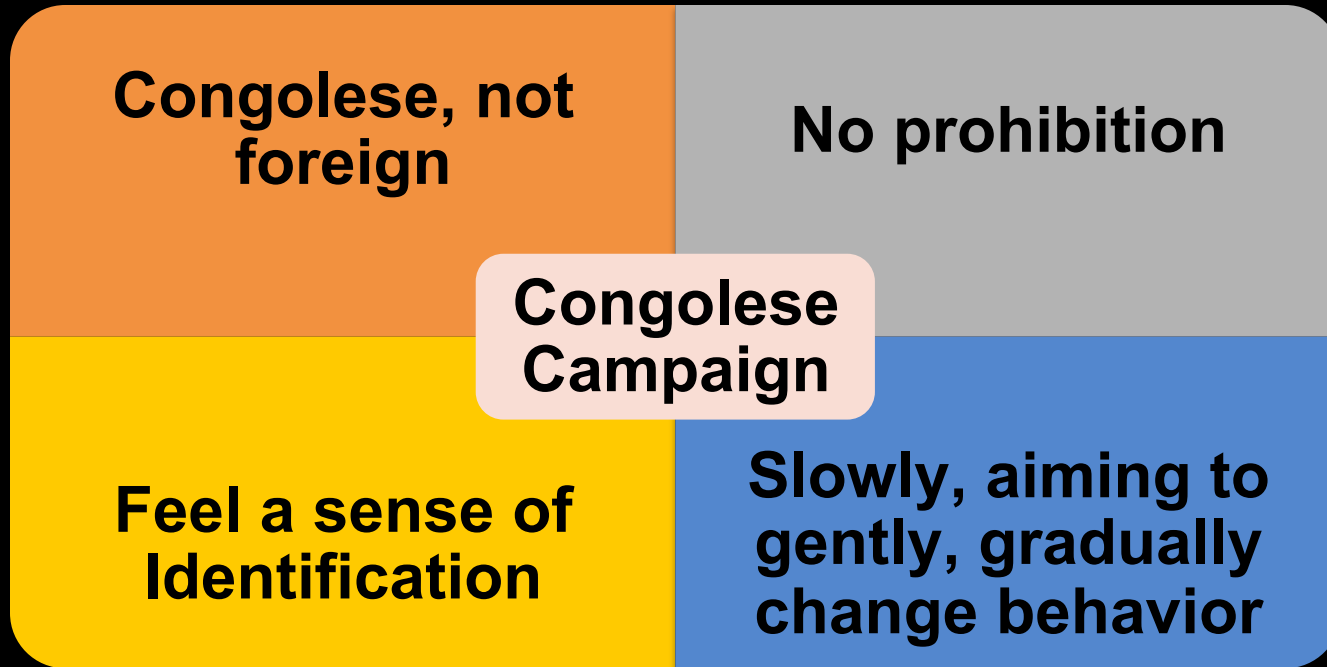
## BRAND PROMISE



WELCOME - CELEBRATION - MODERN LIFE

**Warm Congolese welcome, for the appreciation and celebration of the day to day pleasures of a modern life.**

# Style, Tone, Emotion of the Campaign

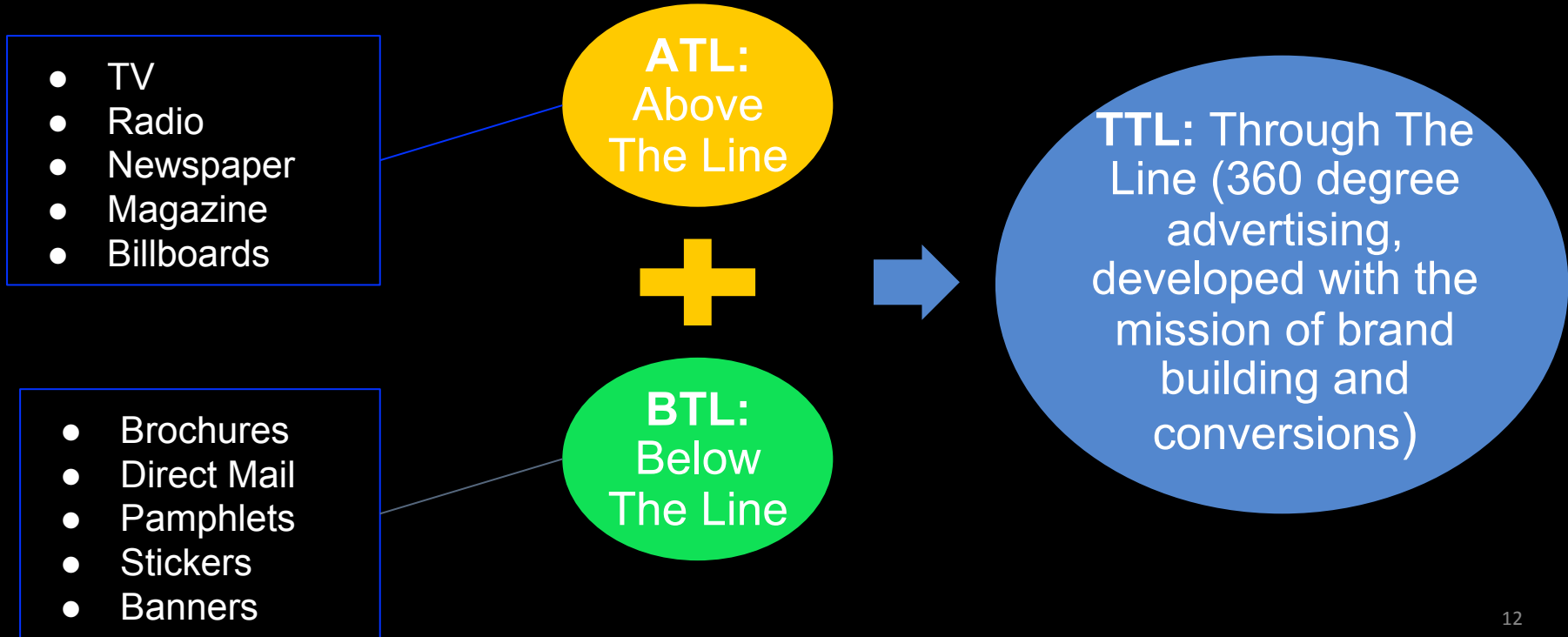


Create a Congolese campaign, for Congolese with Congolese and to preserve Congolese resources

# IMPLEMENTATION



Taking into account the consumer's background and our behavioral objective, we will use an approach for field actions:



# COMMUNICATIONS TOOLS OPTIONS...



**SMSING**




**TV & RADIO**



**DIGITAL  
EMAILING**



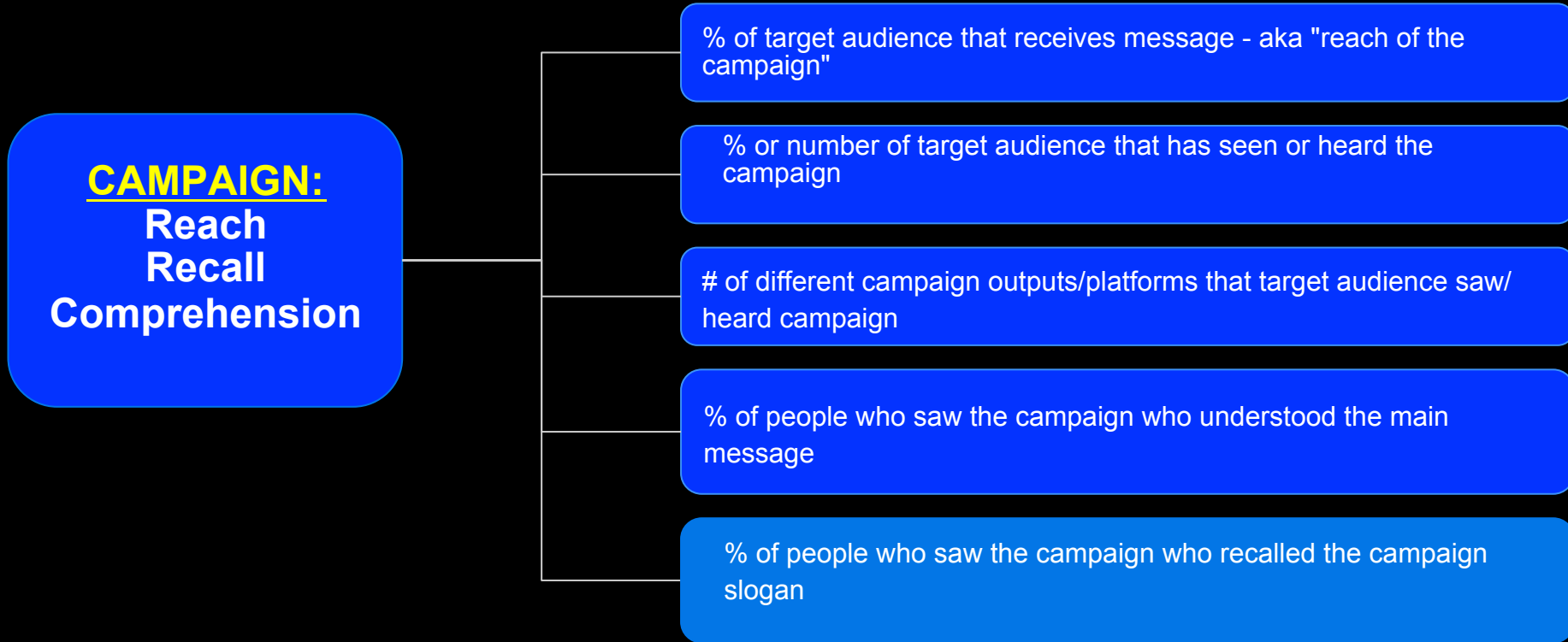
**FIELD**



**DISPLAY**

# Monitoring & Evaluation

## What would make it a successful Campaign (Key indicators)



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**CHANGES:**  
**Knowledge, Attitudes,  
Norms and Practices**

- % of target audience with behavioral beliefs for (not) eating bushmeat
- % of target audience expressing social norms are consistent with the campaign's message
- % of target audience(s) express intent adopt (or continue) the desired behavior

# Thank you!



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