



# THEORY OF CHANGE - YELLOW-SHOULDERED AMAZON



By October 2023, the intention to keep parrots as pets in the treatment locations will remain at low values similar to those observed in 2022.

By October 2023, the intention to enjoy the parrot through outdoor activities will increase by 20 % compared to the baseline measured in March 2022.



## KNOWLEDGE

By October 2023:  
• 60% of the audience known about which outdoor activities allow them to enjoy parrots without holding them captive.  
• 60% of the audience is aware of the personal benefits of participate in outdoor activities.

## ATTITUDES

By October 2023:  
• 30% of the audience expresses a positive attitudes towards the enjoyment of parrots through outdoor activities, rather than keeping them captive.  
• 30% of the audience expresses a positive attitudes towards people who promote enjoyment of parrots through outdoor activities.

## SOCIAL NORMS

By October 2023:  
• 30% of the audience expresses beliefs and motivations to comply with social norms related to enjoying parrots outdoors rather than keeping them as pets.  
• 30% of the audience perceives that social acceptance of keeping parrots as pets is lower compared to previous years.

## CONTROL

By March 2023, 30% of the audience perceives that participating in outdoor activities to enjoy having a parrot is an accessible, low-cost, reliable, and safe option.



**Proportion of people in the audience who:**  
• Identifies which activities they can engage in outdoors that allow them to enjoy parrots without holding them captive.  
• Knows the emotional and social benefits of participating in outdoor recreational and educational activities.  
Measured before and after the communication campaign and in control and treatment groups.

**Proportion of audience with:**  
• Positive perceptions and attitudes towards the enjoyment of parrots through outdoor activities.  
• Positive evaluation of people who promote the enjoyment of parrots through outdoor activities.  
Measured before and after the communication campaign and in control and treatment groups.

**Proportion of audience with:**  
• Normative beliefs and motivations toward enjoying parrots outdoors rather than keeping them indoors.  
• Lower perception of social acceptance of parrot ownership.  
Measured before and after the communication campaign and in control and treatment groups.

**Proportion of audience with:**  
• Higher perception of the audience perceives that participating in outdoor activities to enjoy having a parrot is an accessible, low-cost, reliable, and safe option.



Communication campaign that:  
• Informs about the program of activities.  
• Disseminate the emotional and social benefits of participate in outdoor activities.

Design a program of simple, fun, varied, and familiar activities that promote the participation of different age groups.

Communication campaign with testimonials from people describing their experience in the campaign activities and the associated benefits.

Coordinate with local institutions to create awards for people who promote participation in campaign activities.

Communication campaign promoting social and moral standards that:  
• Encourage participation in recreational activities as a way to enjoy the parrot.  
• Discourage the keeping of parrots as pets.

Develop activities in safe spaces that are accessible and affordable for the audience.

## A ASSUMPTIONS

- A1** We assume that as people learn that there are fun, free and accessible alternatives for the whole family, their interest in participating in outdoor activities will increase.
- A2** We assume that if the messages are starred (narrated by) members of the same community who have participated in the activities, the audience will have a greater connection with the message delivered.
- A3** We assume that if we design different activities covering interests, aspirations, and capabilities of the main gender, age, and professional groups, we will be able to capture the interest of a more varied group of people, increasing the diversity within our audience groups.
- A4** We assume that the team will be able to capture and interpret positive values aligned with the cultural, social, and psychological context of the groups within the audience.
- A5** We assume that the team will be able to identify community leaders who have effective (low-conflict) communication and broad reach within the community.
- A6** We assume that the local institutions identified will have high acceptance and credibility within the audience groups.
- A7** Social norms consistent with the social and cultural context of the audience are identified and communicated effectively.
- A8** Social norms that help reduce conflicts between community members (poachers, sellers, consumers) are identified and effectively communicated.
- A9** We assume that the team will be able to identify places and local institutions identified will have the operational or technical capacity to support the activities.

María Daniela Pineda-Maldonado, Arlene Cardozo-Urdaneta, Lisandro Morán, Felix Moya, Ada Sánchez-Mercado (2022). Theory of Change for behaviour changes campaign focuses on reducing the demand of wild-caught birds. The Red Siskin and the Yellow-shouldered Amazon as case study. ProVita. Caracas, Venezuela.

Consult our tools

