Twelve Recommended SBC Indicators for Family Planning

This brief describes 12 indicators that align with the ideational model of social and behavior change (SBC) interventions that countries and programs can consider adopting to monitor and evaluate their family planning (FP) programs. The recommended indicators can support countries, donors, and implementing partners to strengthen their SBC measurement and improve program performance.

A growing body of evidence suggests that SBC interventions increase use of modern contraceptives and, ultimately, generate a positive return on investments in FP. Evidence suggests that SBC interventions can directly increase contraceptive uptake and use through pathways that address intermediate indicators such as attitudes and communication around FP (see figure 1). However, some SBC interventions are more effective than others, and the effectiveness of SBC interventions varies depending on the existing modern contraceptive prevalence rate and intermediate knowledge, attitudes, beliefs, and risk perceptions.

Figure 1 Ideational Model of SBC Interventions

KEY POINTS

- SBC measurement enables programs to engage in continuous learning and improvement, enables programs to demonstrate how SBC interventions improve desired outcomes, and provides evidence of SBC’s effectiveness that can be used to mobilize further investment.

- Countries and programs should consider adopting indicators that align with SBC frameworks such as the ideational model, which describe stages of the innovation-decision process prior to behavior change.

- We propose 12 SBC indicators that programs can consider adopting to monitor and evaluate SBC programs.

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We propose 12 indicators from the Social and Behavior Change Indicator Bank for Family Planning and Service Delivery that programs can consider adopting to monitor and evaluate FP SBC programs. While the SBC indicator bank did not include a cost-related indicator, experts recognize the importance of collecting cost-related data to support advocating for SBC investments. The indicators were selected to align with the ideational model extensively applied by SBC practitioners, which describes stages of the innovation-decision process prior to behavior change. Measures in this process include knowledge, attitudes, emotional determinants such as self-efficacy, and social dimensions such as discussion of FP with one’s spouse and friends. Prior to adopting the proposed 12 indicators, program implementers can review formative research to select the ideational components most relevant to the country and programmatic context.

**Twelve Indicators to Monitor and Evaluate FP SBC Programs**

The stages that follow (in bold) are detailed in this brief’s figure of the ideational model of SBC interventions and are associated with the twelve indicators we propose to monitor and evaluate SBC programs. Cost, though not included in the figure, is also noted here.

**Exposure to SBC programming** enables us to understand the extent to which beneficiaries are exposed to SBC approaches.

**Indicator 1:** Number of decisionmakers (i.e., local or religious leaders) reached with advocacy activities.

**Indicator 2:** Percentage of target audience who recall hearing or seeing a specific FP message, campaign, or communication initiative.

**Indicator 3:** Number of service providers trained in interpersonal communication for FP counseling.

**Intermediate** enables us to understand the factors contributing to behavioral outcomes.

**Indicator 4:** Percentage of intended audience who know of at least three modern FP methods (knowledge).

**Indicator 5:** Percentage of intended audience with favorable attitudes toward modern FP methods (attitude).

**Indicator 6:** Percentage of intended audience who believe that most people in their community approve of people like them using FP (norms).

**Indicator 7:** Percentage of individuals of reproductive age who are confident in their ability to use FP (perceived behavioral control).

**Indicator 8:** Percentage of the intended audience who talked about FP with their spouse/partner in the last 12 months or other specified reference period (spousal communication).

**Intention & behavioral outcomes** enables us to determine if behavior has changed.

**Indicator 9:** Percent of nonusers who intend to adopt a modern FP method in the future.

**Indicator 10:** Percentage of modern FP users who intend to continue using a modern FP method.

**Indicator 11:** Percentage of women of reproductive age currently using a modern FP method.

**Indicator 12:** Cost per person reached by SBC message.

**References**


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**Breakthrough RESEARCH**

Our project turns evidence into action by providing thought provoking guidance to improve SBC policy and programming, with the goal of improving the cost-effectiveness of United States Agency for International Development’s (USAID) health and development strategies. Breakthrough RESEARCH catalyzes SBC by conducting state-of-the-art research and evaluation and promoting evidence-based solutions to improve health and development programs around the world.

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