

Breakthrough RESEARCH Legacy and Learning Event Series

FEBRUARY 28, 2023

Advancing Social and Behavior Change Measurement for Family Planning



Faire progresser la mesure des changements sociaux et comportementaux pour la planification familiale

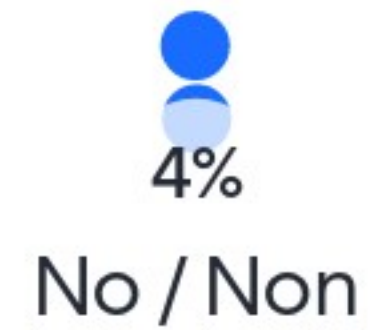
Mentimeter results



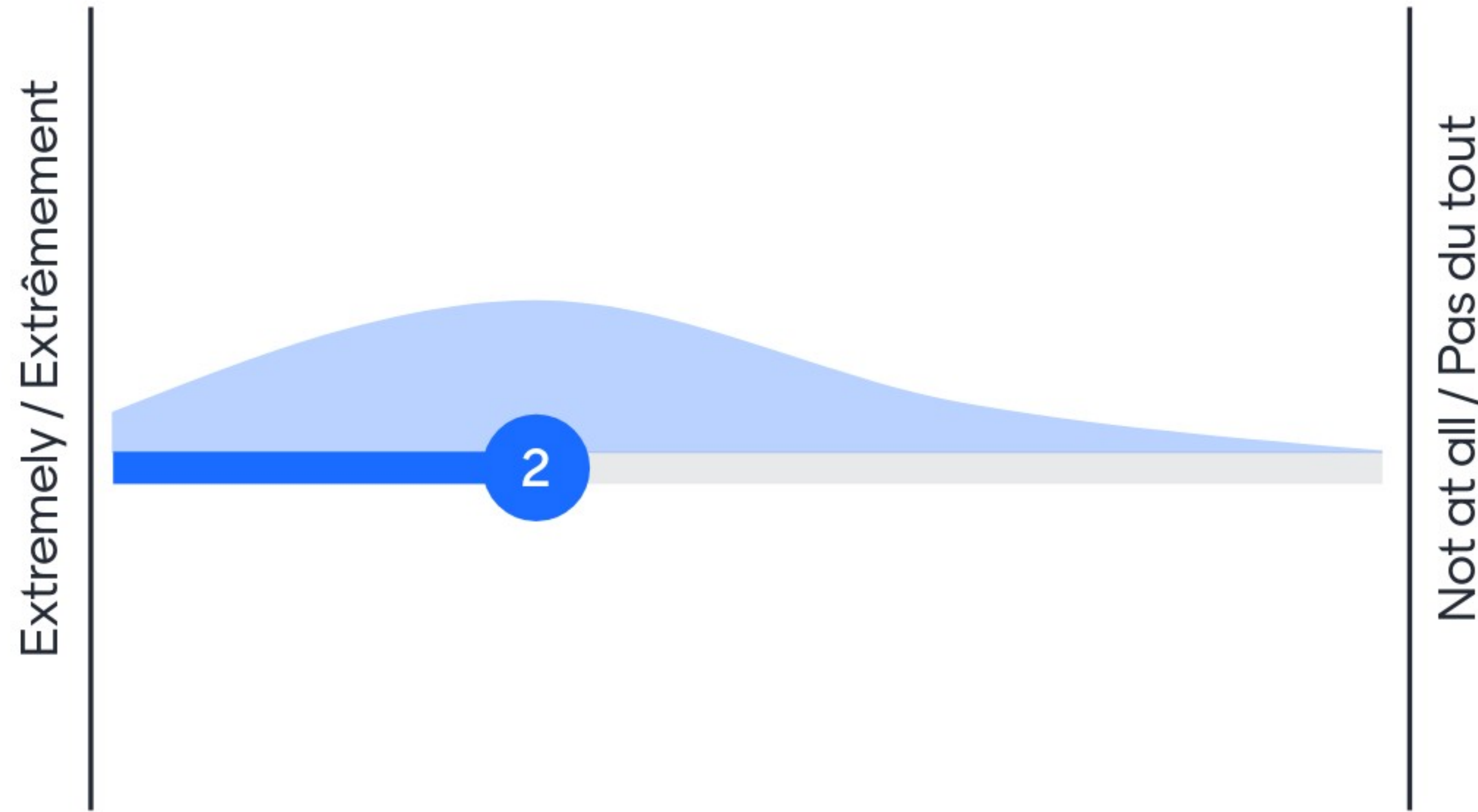
Where are you joining this webinar from today?



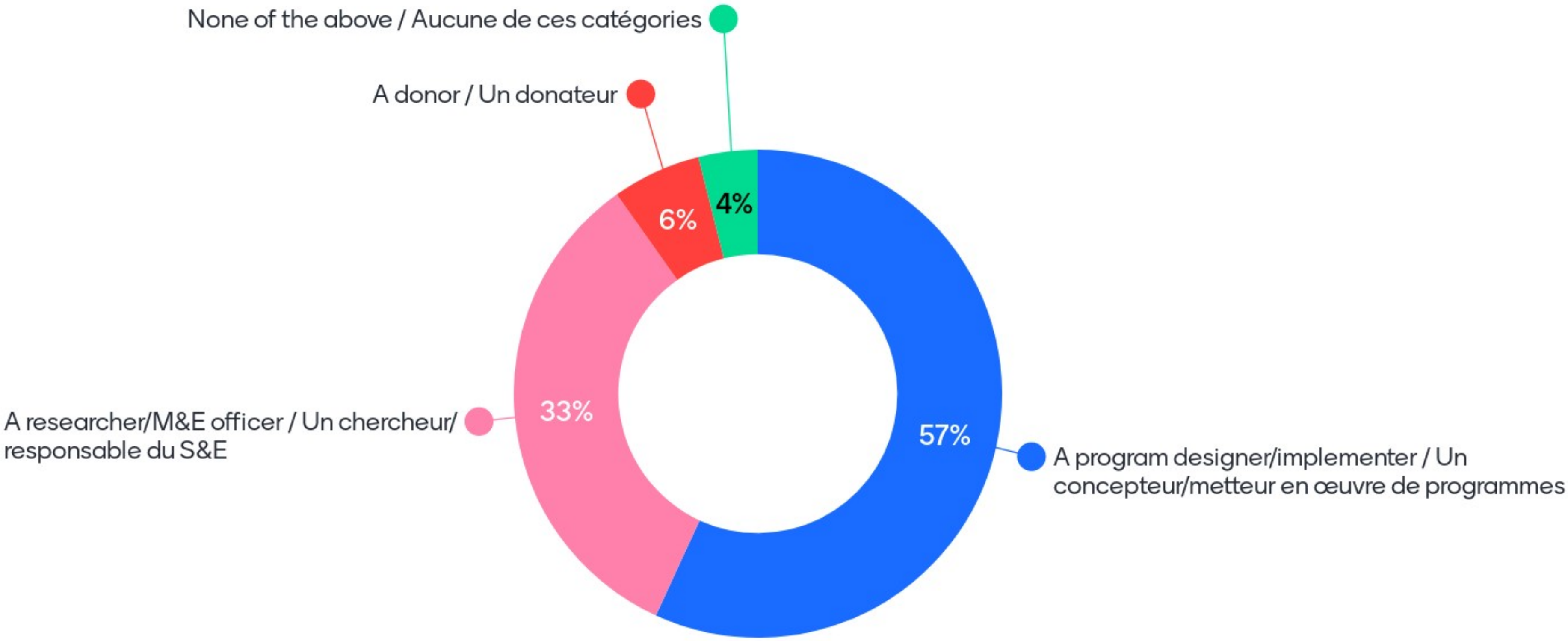
Do you use SBC approaches as part of your work?



How challenging do you find it to measure SBC approaches?

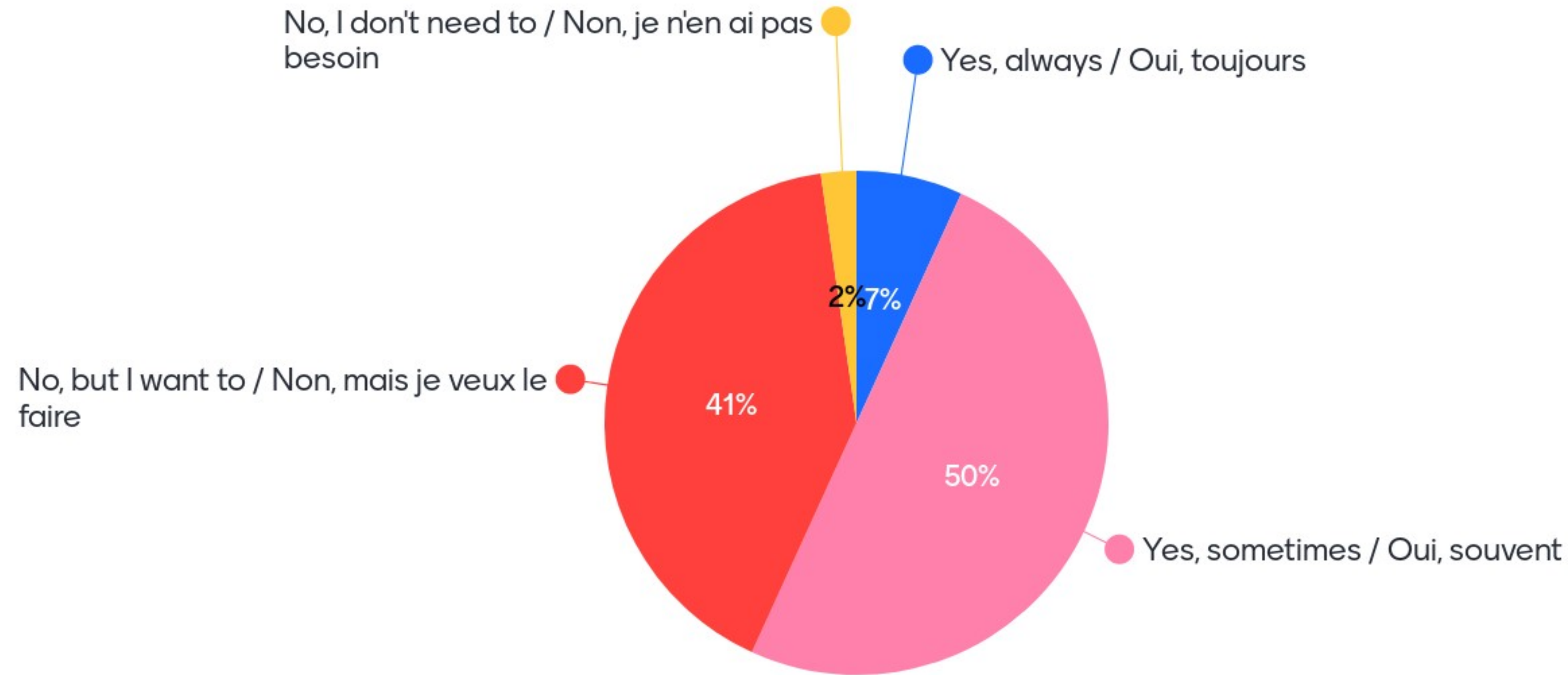


Do you consider yourself...



How to Use a Theory of Change to Monitor and Evaluate SBC Programs

Do you regularly use a behavioral theory of change to guide the M&E of FP programs?



In a short sentence, tell us what's most challenging about using a theory of change for M&E:

Not having the competence to apply it

Complicated

Defining specific indicators

Being clear about the factors that influence priority behaviours

Time

understanding the different levels of change

Theory into practice

Integrated SBC and measurement of mass media/large scale activities across wide geographic reach

Complicated

In a short sentence, tell us what's most challenging about using a theory of change for M&E:

It is hard to design and then restricts the indicators utilized to stay within its bounds

If targets are not correctly set, it's difficult to measure

Multi cultural, multi linguistic, Muti faith populations

Adapting existing evidence to a new context

the buy-in and agreement process

Complicated

Culture

agreeing on appropriate indicators and identifying their sources

Lack of tools and skills to use it

In a short sentence, tell us what's most challenging about using a theory of change for M&E:

Funds to sufficiently measure

Responses and actual behaviour change are two different things

How to connect activities with the outcome and final impact

Feels complicated and like I'm guessing

Complex layers of influence on the desired behavior - internal, social, contextual

Defining the outcomes

Measuring progress (how to do this).
Insufficient resources to do this

Ability to measure the pathways of the theory of change

Complicated visuals

In a short sentence, tell us what's most challenging about using a theory of change for M&E:

understanding the different levels of change

Complicated process

Define SMART indicators

Coming with indicators and methods of measurement

comment mesuré

expertise to sufficiently measure in country

Availability of data

Structured ways of creating ToC can be difficult to stay in and feels limiting

Not having the competence to apply it

In a short sentence, tell us what's most challenging about using a theory of change for M&E:

Developing a theory of change

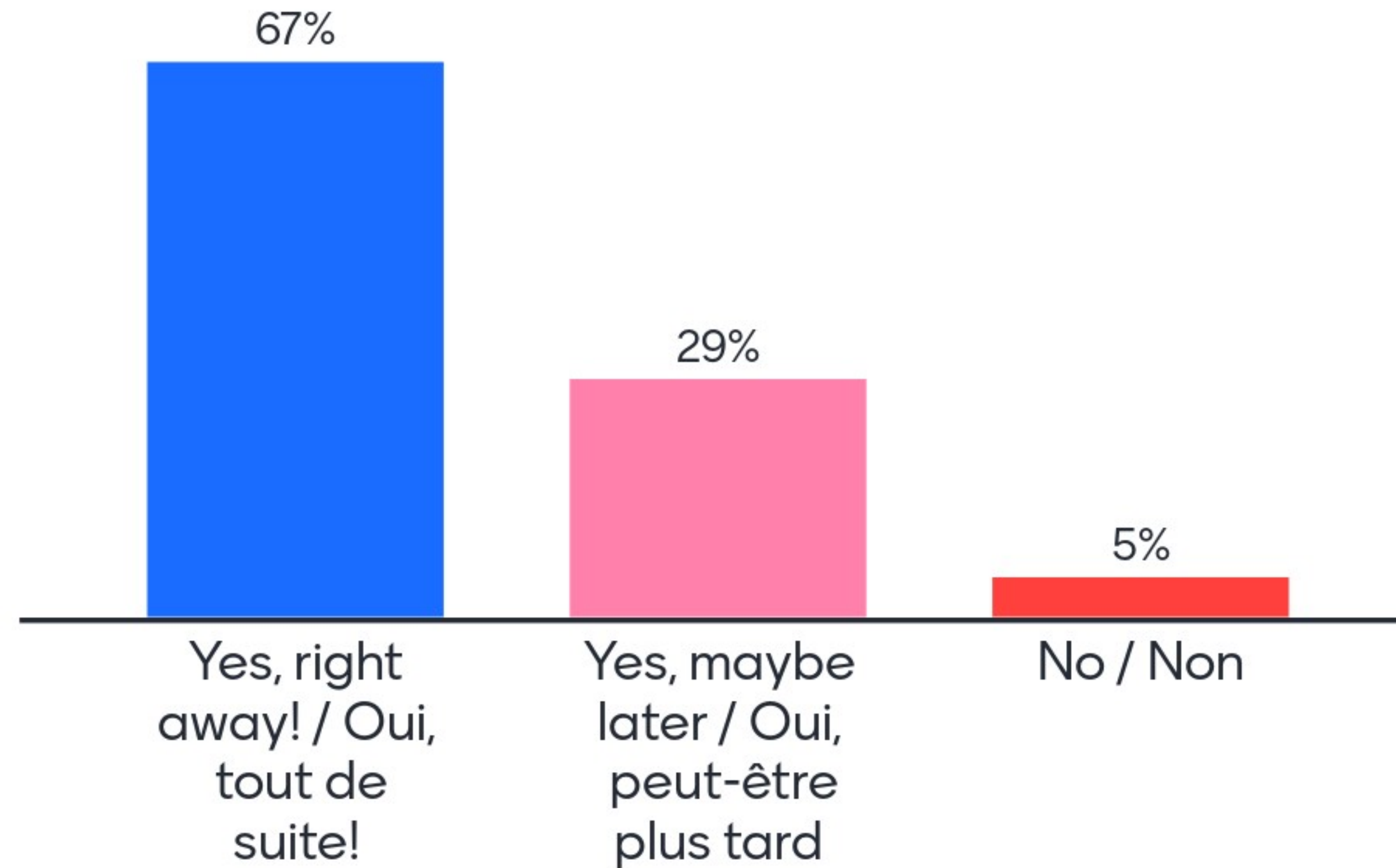
Understanding the different levels of change and data availability

Lack of assistance throughout the process

Indicators

Twelve Recommended SBC Indicators for Family Planning

Do you see yourself using these indicators in your work?



Place a dot next to the type of indicator you use the most as part of your M&E:



Exposure to SBC programming

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

Indicator 1: Number of decision-makers reached with SBC FP advocacy activities.

Indicator 2: Percent of target audience that recalled hearing or seeing 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: Percent of target audience that knows of at least three modern FP methods.

Indicator 5: Percent of target audience with favorable attitudes of modern FP methods.

Indicator 6: Percent of target audience that believes most people in their community approve of people like them using FP.

Indicator 7: Percent of target audience confident in its ability to use FP.

Indicator 8: Percent of target audience that discussed FP with spouse or partner.



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

Indicator 9: Percent of non-users intending to adopt a modern FP method in the future.

Indicator 10: Percent of target audience currently using modern FP method.

Indicator 11: Percent of modern FP users intending modern FP method continuation.



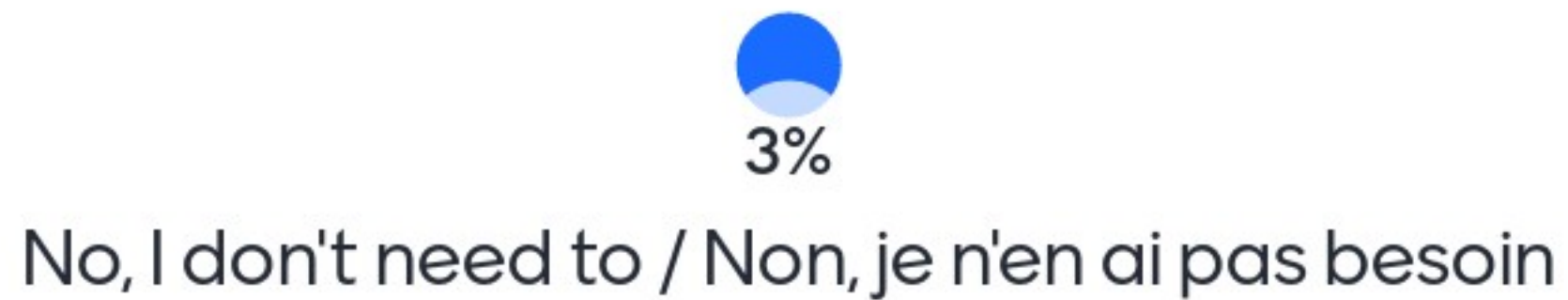
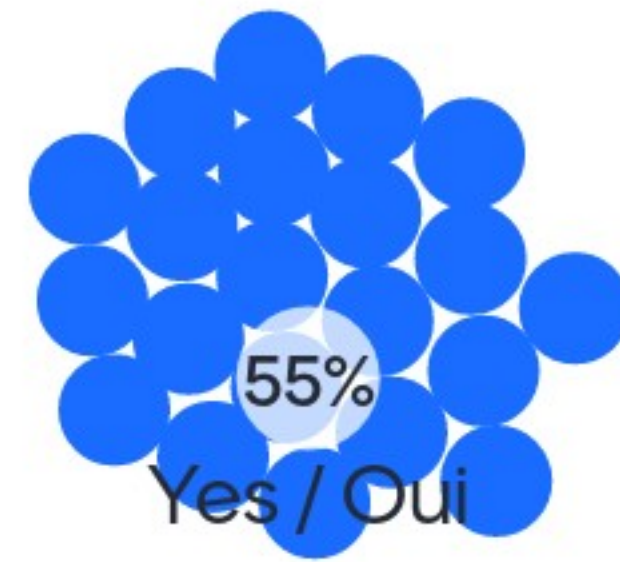
Cost enables us to understand the resources used/needed to reach a target audience.

Indicator 12: Cost per person reached by SBC activities.



SBC Measurement Learning Courses

Have you ever used SBC exposure data to inform your program?



In a short sentence, tell us what the biggest challenge is when measuring SBC exposure:

sample size

Ne sait pas comment mesuré

Confusion about data collection technique within the community

time-bound

Dishonesty of respondents

Funds to enable this to occur. Can depend on radio station info.

Time/availability

Cost of data

cost of sampling/data collection

In a short sentence, tell us what the biggest challenge is when measuring SBC exposure:

Answers for source media where message seen/heard are unreliable.

You may capture recall, but it does not necessary indicate carrying out a behavior or comprehension

Differentiating your program from many similar other programs

measurement tools development and analysis

scientific effect

Contamination from other parallel programs

Denominator

Accounting for exposure from other programs

Time to collect data

In a short sentence, tell us what the biggest challenge is when measuring SBC exposure:

Incators definition

comparison groups

data collection frequency

methological issue

Defining exposure

Cost

How can you really know how far reaching exposure is? Exposure does not equate to actual change, so how do measure effectiveness?

Inadequate funding

Data

In a short sentence, tell us what the biggest challenge is when measuring SBC exposure:

contribution measurement

Link to clinical indicators

Audience perceived and action change

Influence of other phenomenon

causal effect

Recall

the language to be used to get answers

Controlling for bias

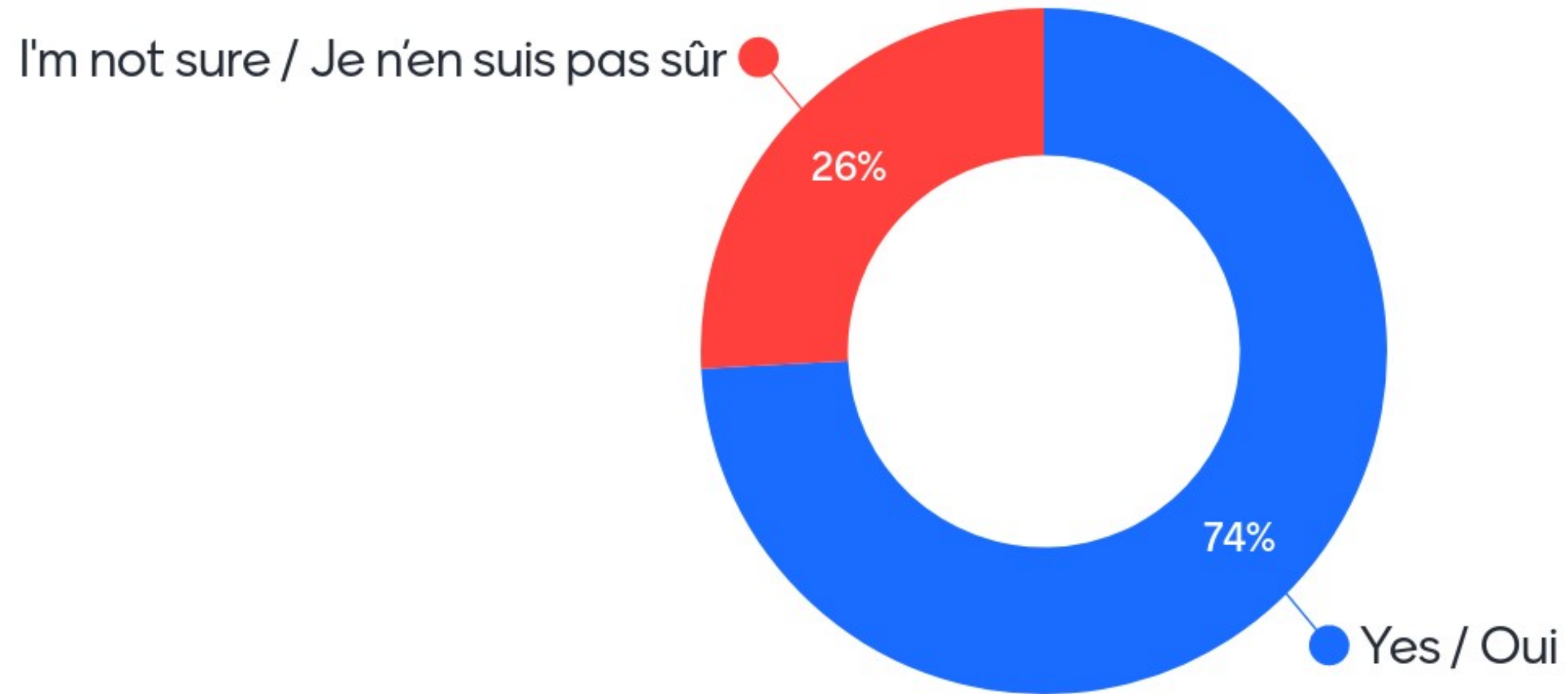
Neumarator and denomnator

In a short sentence, tell us what the biggest challenge is when measuring SBC exposure:

convincing people who don't do SBC that we cannot say that SBC activities led to change, when other activities are taking place at the same time

SBC Applications of Research and Evaluation Methods

Could social listening help to inform your work?



What evaluation methods have you applied to SBC approaches in your work?

participatory approaches for adaptive management

Brand Lift Study for social media campaign

descriptive statistic

exit interviews with clients

In dept interviews and FGDs for evaluating SBC communication

most significant change

Observation and anthropological study

Using DHIS2 data to assess impact

qualitative research

What evaluation methods have you applied to SBC approaches in your work?

photovoice

focus group discussions

Regular qualitative check ins with adolescent girls with large RCT at key stages.

post training assessment for Master Trainers

SBC exposure

KAP

FGDs

QUALITATIVE SOCIAL LISTENING

standards

What evaluation methods have you applied to SBC approaches in your work?

Contextualizing

Contextualization

Discussion

In one word, what do you hope is next for SBC measurement for family planning?

