

Where are you joining this webinar from today?

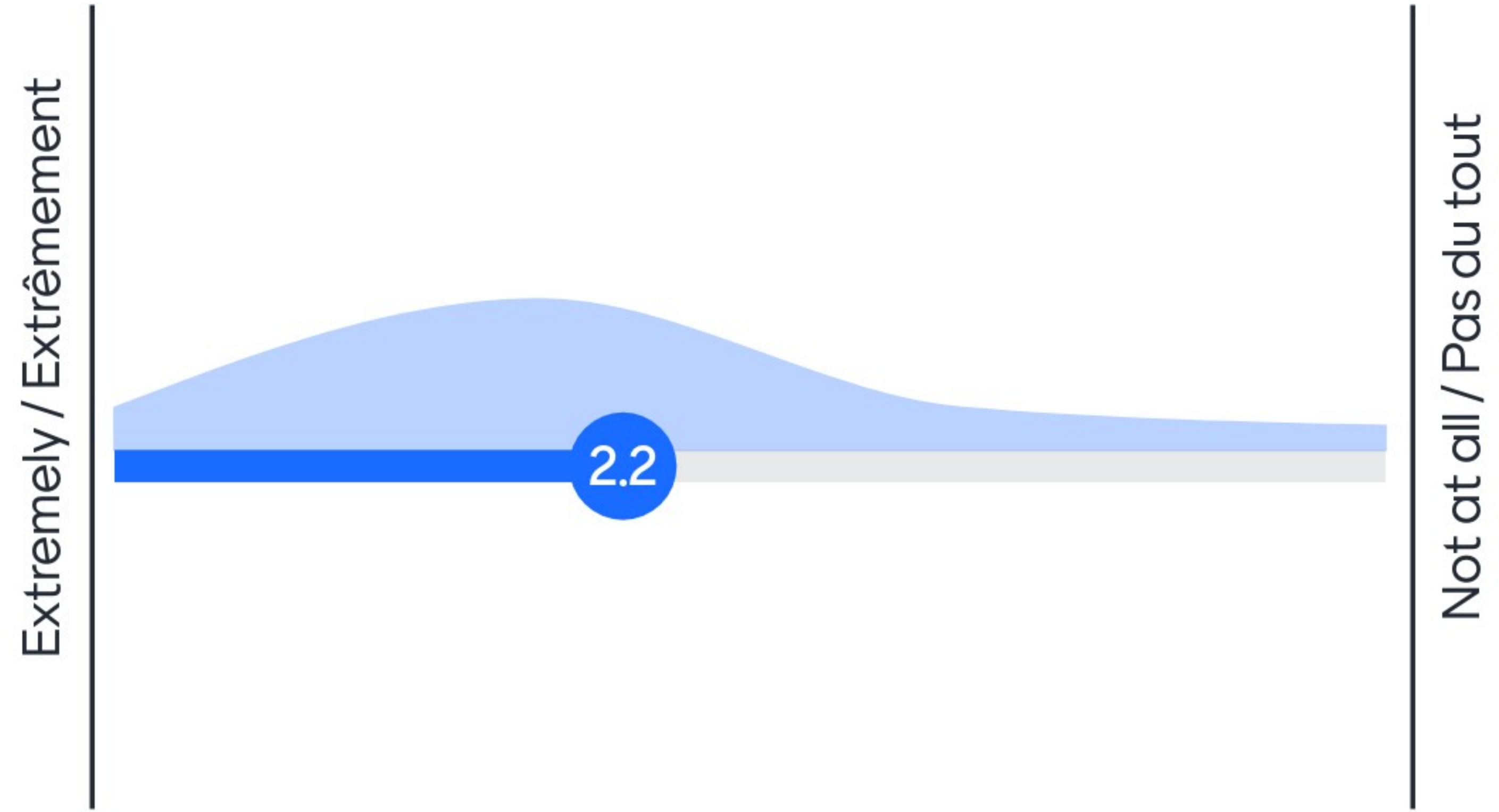


Have you ever tried to cost your SBC program/approach or conduct cost-effectiveness analyses?

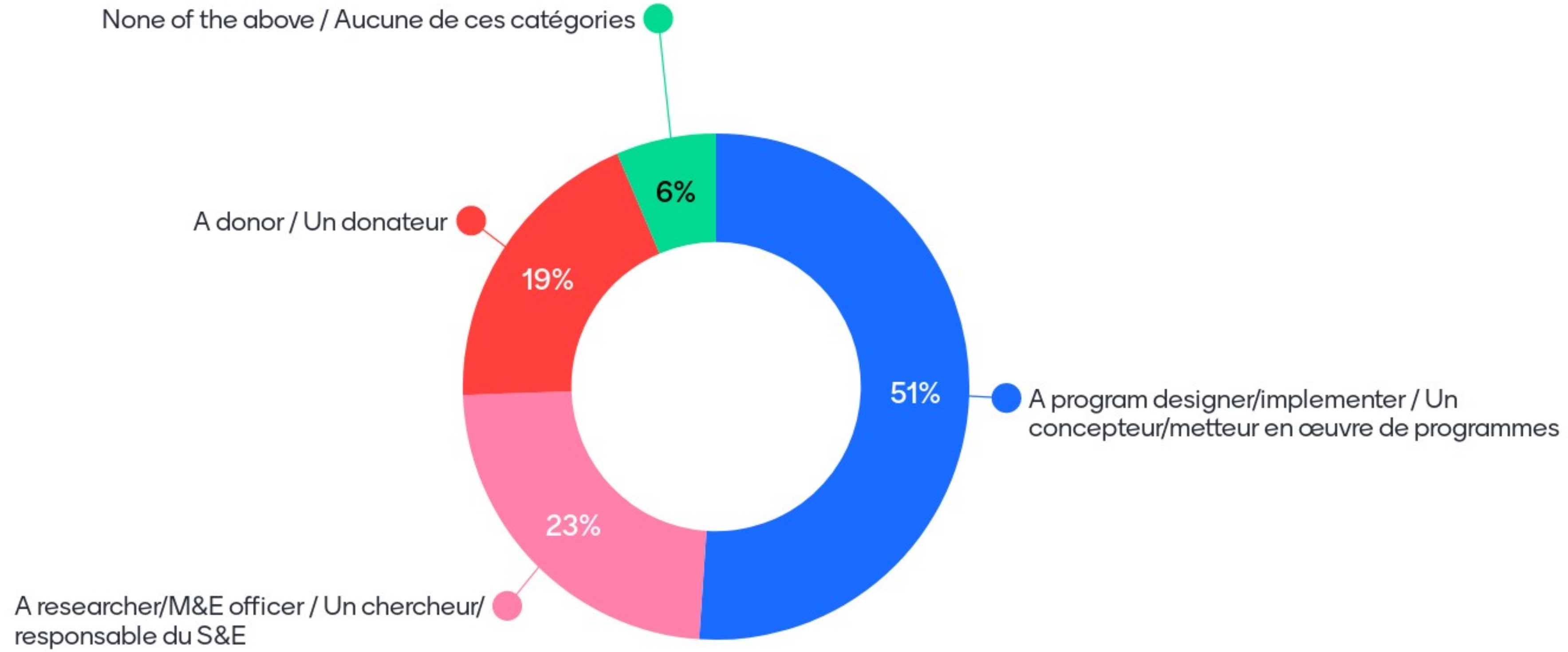


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I don't know / Je ne sais pas

How challenging do you find it to understand the costs or cost-effectiveness of your program or SBC approaches?

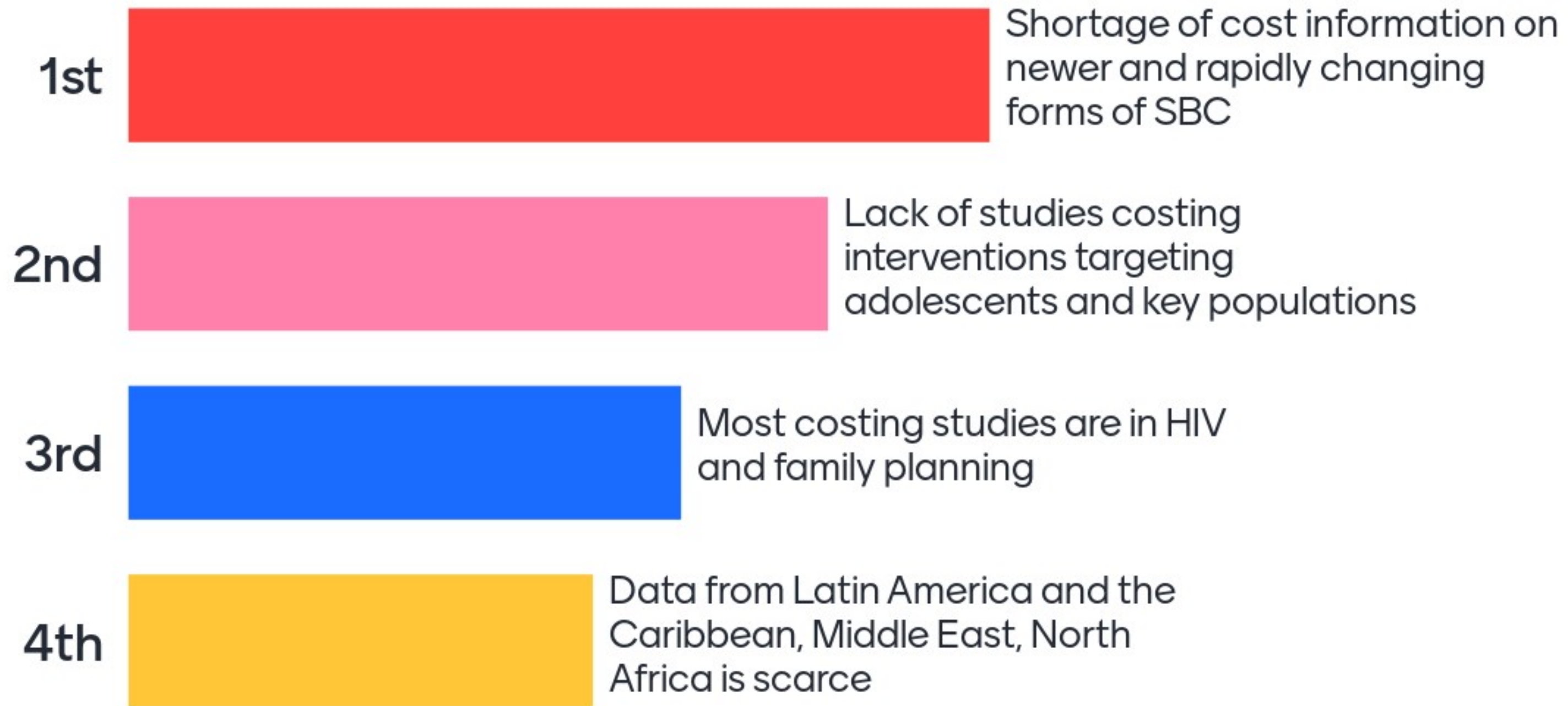


Do you consider yourself...



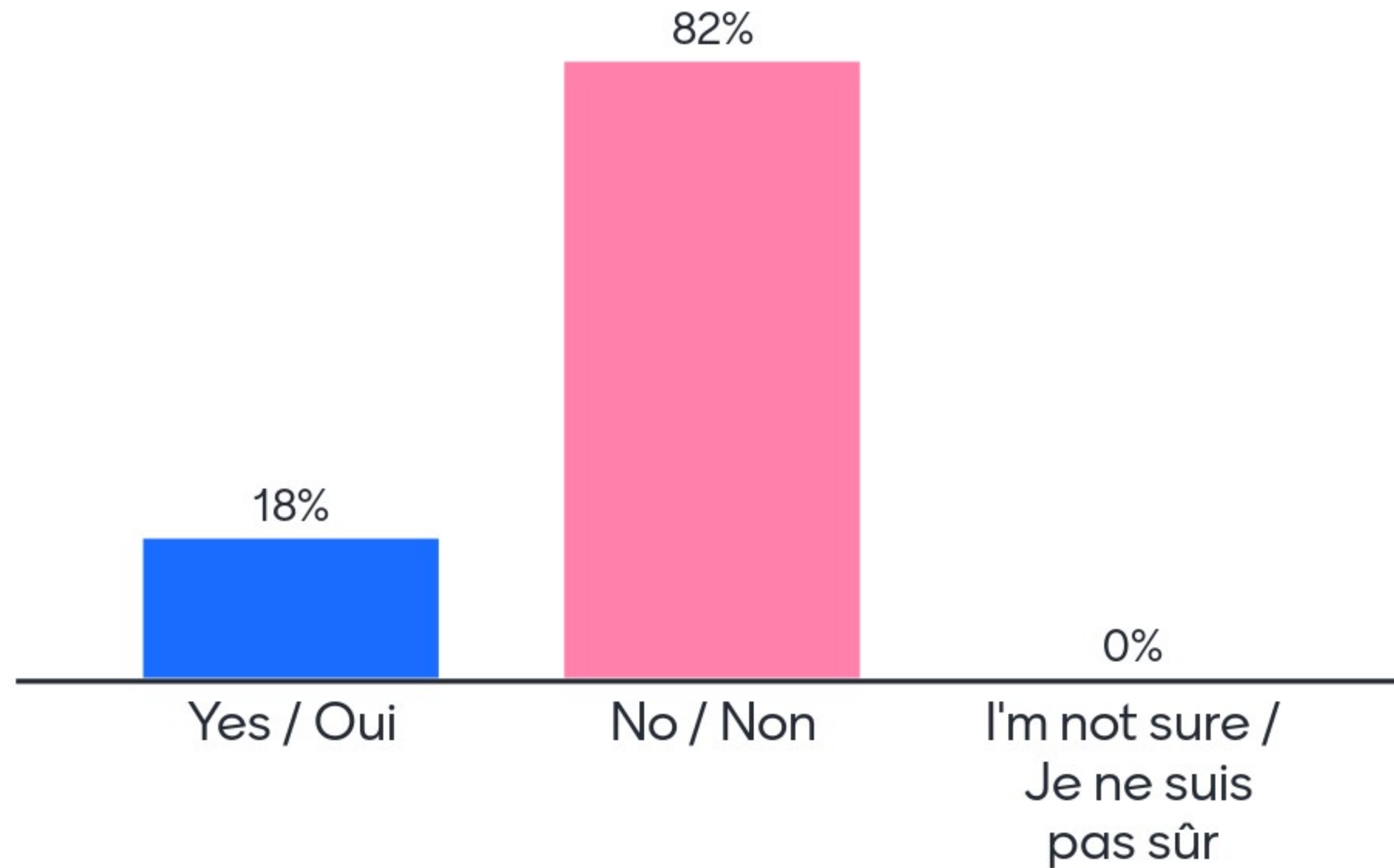
Documenting the Costs of SBC Interventions

Rank the following costing evidence gaps, in order of most pressing to least pressing:

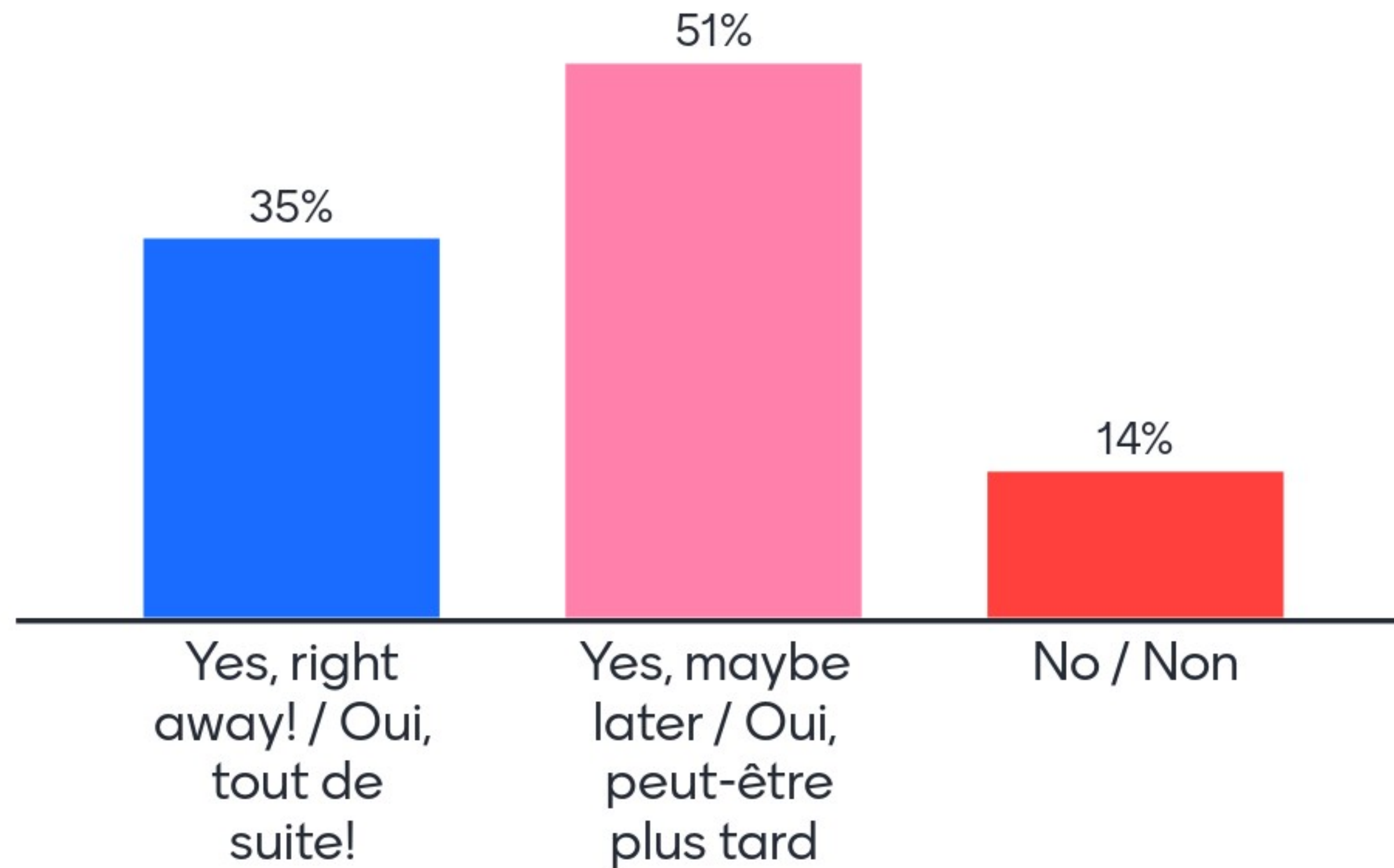


The Business Case for Investing in SBC for Family Planning

Were you surprised to learn that SBC investments for family planning are cost-effective?



Do you see yourself using the business case model tool in your work?



In a short sentence, tell us what's the biggest challenge to understanding cost-effectiveness of SBC for family planning:

35 Answers

Mentimeter

Defining SBC is difficult.

Data quality issues

Reluctance of partners to share financial data

how long does the impact of SBC last?

To pin point attribution

La compréhension des prestataires

I'm unclear who I'm demonstrating cost effectiveness to

"Safely" assessing SBC impact

no standardization of how costs are calculated and shared

In a short sentence, tell us what's the biggest challenge to understanding cost-effectiveness of SBC for family planning:

35 Answers

Mentimeter

Measuring impact

it complexity

Making sure to capture all costs.

Not enough programs do cost effectiveness or costing analysis, so data remains limited to some programs, some countries

Sustainability

Shortage of data on FP information

Communicating to others what the results mean and using them for annual planning.

how to determine the population reached with the SBC channel to arrive at costing

SBCC is often integrated into other approaches so isolating effectiveness and cost is challenging



In a short sentence, tell us what's the biggest challenge to understanding cost-effectiveness of SBC for family planning:

35 Answers

Mentimeter

Getting access to case studies

SBC activity is part of most projects, not a stand alon project

Input data issues

It needs a lot of budgets for implementing this activities but its cost effective in increasing McPR

How to best share the costing information with policymakers

This cost effectiveness tool seems to focus on fixed parameters e.g. 5 years, communication approaches etc

Lack of funding from donors or programs to support cost effectiveness research

It is inflation

Understanding behavior changes

In a short sentence, tell us what's the biggest challenge to understanding cost-effectiveness of SBC for family planning:

35 Answers

Mentimeter

Defining and standardizing cost categories

Measurement of impact

The lack of evidence was the biggest challenge.

Itemizing SBC activities for costing

need for SBC to overcome myths (ex: for vasectomy) vs other methods easier to communicate about

This is not prioritized or planned for within programs

Lack of trust

Costing "soft" interventions versus "hard" or commodity costing.

Tools You Can Use

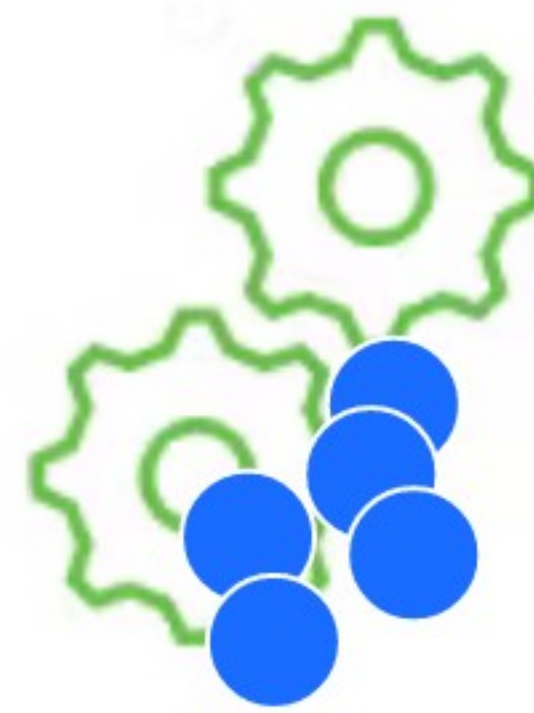
Place a dot next to the tool you see yourself using in your own work:



Guidelines for Costing SBC Health Interventions



Pathways to SBC Impact



SBC Costing Tool



SBC Costing Community of Practice

Discussion

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

