

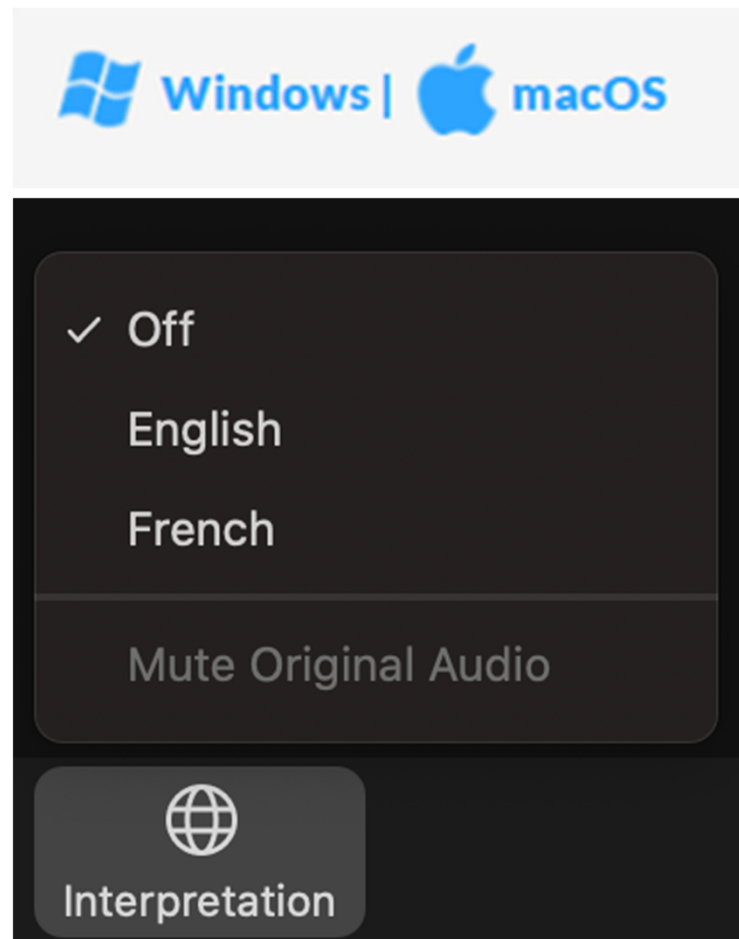
Breakthrough RESEARCH Legacy and Learning Event Series

April 19, 2023

# Costing for Family Planning Social and Behavior Change



# Select Your Preferred Language: Desktop computer



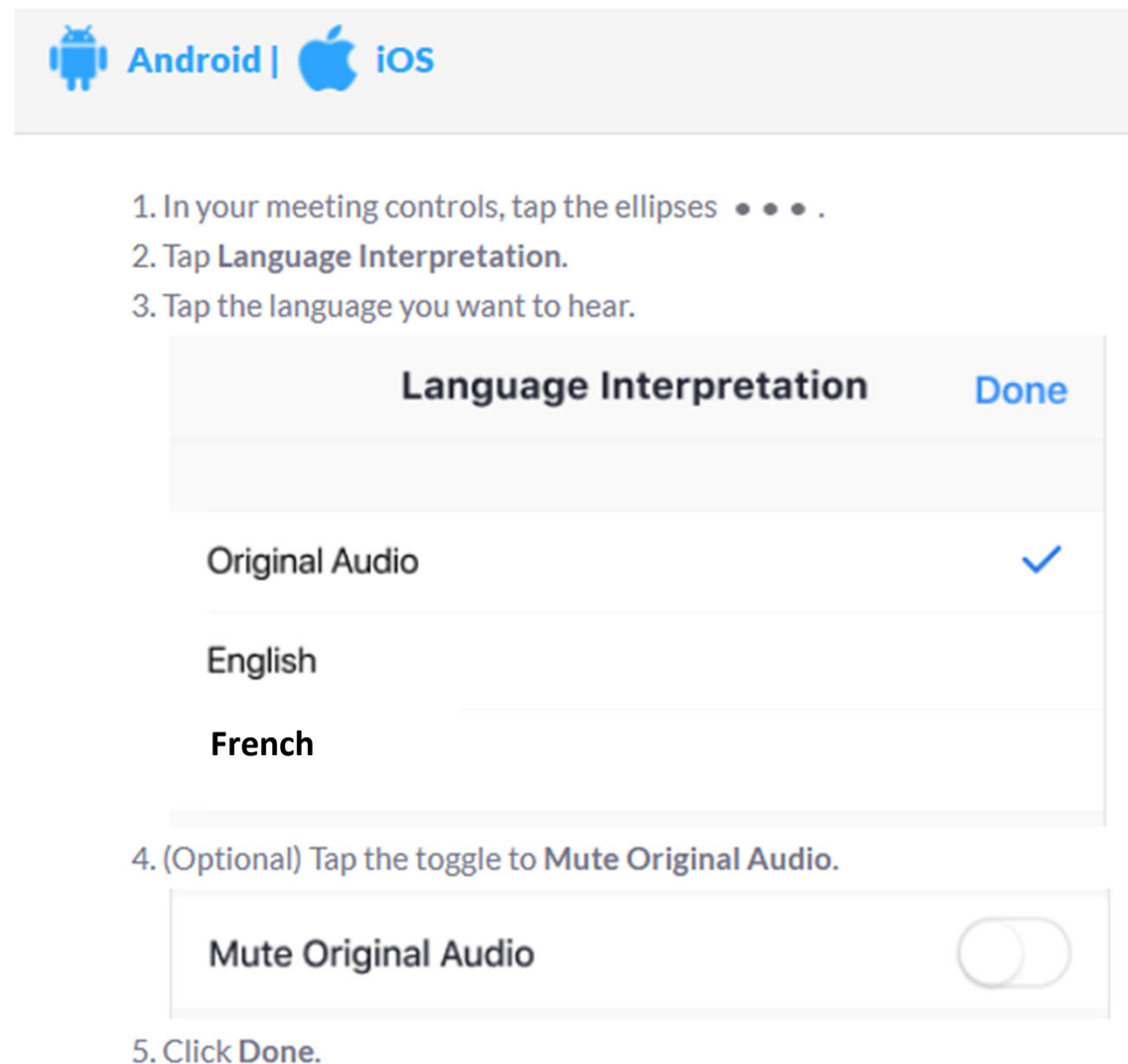
Click on the Interpretation icon on the bottom right of your screen and select your preferred language.

Cliquez sur l'icône Interprétation en bas à droite de votre écran et sélectionnez votre langue préférée.

(Optional) To hear the interpreted language only, click **Mute Original Audio**.

(Facultatif) Pour entendre uniquement la langue interprétée, cliquez sur **Mute Original Audio**.

# Select Your Preferred Language: Mobile phone application



(Facultatif) Pour entendre uniquement la langue interprétée, cliquez sur **Mute Original Audio**.

Under “meeting controls” press the three (3) dots then press **Language Interpretation**. Select English or French.

*Sous « contrôles de la réunion », appuyez sur les trois (3) points, puis appuyez sur **Interprétation de la langue**. Sélectionnez l'anglais ou le français.*

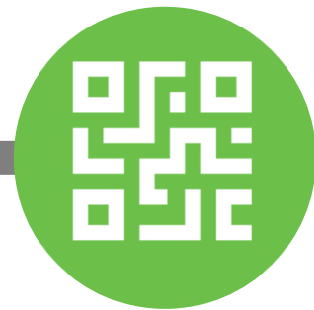
# Logistics for today



Use the chat! Ask questions (in English or French) at any time to the group or directly to a moderator if you need technical assistance.



We'll be using Mentimeter today—you can use this on your phone, tablet, or laptop.



QR codes and links (via chat) will be provided throughout the webinar for you to access resources and tools.



Links to webinar recording, presentation, and resources will be shared.

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# Welcome!

# Breakthrough RESEARCH

- Flagship social and behavior change (SBC) research and evaluation project for USAID Global Health Bureau to drive the generation, packaging, and use of innovative SBC research to inform programming.
- Six-year project—August 2017 to July 2023
- Led by the Population Council in collaboration with our consortium partners: Tulane University, Avenir Health, Population Reference Bureau, Institute for Reproductive Health at Georgetown University, and ideas42.



# Breakthrough RESEARCH Snapshot



Worked in **19**  
countries



Engaged with **21**  
local and global  
partners



Conducted **53**  
research studies



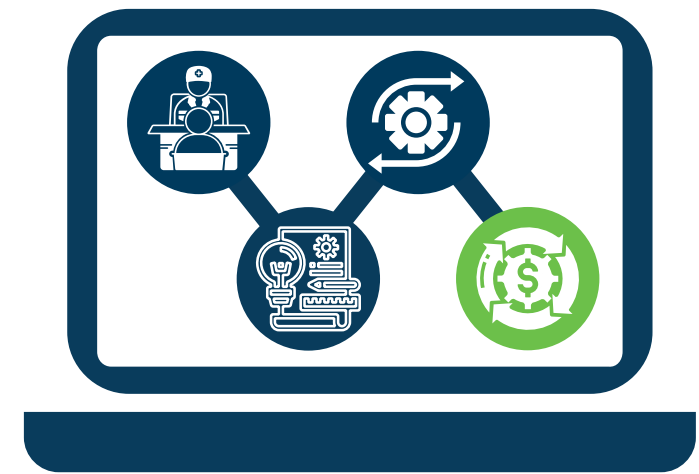
Published **27**  
articles in peer-  
reviewed journals  
to date



Cited **94** times in  
grey and peer-  
reviewed literature  
to date

# Webinar objectives

- **4<sup>th</sup>** and final of 4 complementary legacy and learning webinars
  1. Provider Behavior Change: SBC Approaches to Quality of Care in Family Planning
  2. Advancing SBC Measurement for Family Planning
  3. SBC and the Enabling Environment for Family Planning
  4. **Costing for Family Planning SBC**
- Highlight evidence, insights, and learnings from the past 6 years from Breakthrough RESEARCH's work to gather, analyze, and share evidence on the costs and impacts of SBC interventions, making the case that investing in SBC is crucial for improving health, including family planning outcomes.





# Roadmap for today

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1. Costing for Family Planning SBC
2. Breakthrough RESEARCH's State-of-the-art Evidence
3. Breakthrough RESEARCH's Costing Tools You Can Use
4. Call to Action
5. Discussion and Q&A

# Mentimeter

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## Instructions

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Or use QR code



# Costing for Family Planning SBC



**Synthesize  
Existing  
Evidence**

**Generate  
New  
Evidence**

**Foster  
Evidence  
Generation  
by Others**



## Key Message

**Understanding and measuring project costs is important for developing a consistent evidence base for SBC programs to support family planning programs, inform adaptive management, and ensure continued investments in evidence-based, cost-effective SBC approaches.**



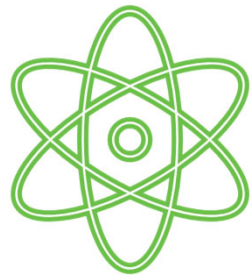
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# Documenting the Costs of SBC Interventions for Health in Low- and Middle-income Countries

# Documenting the Costs of SBC Interventions



Identified 197 studies on SBC costs, methodological shortcomings, and knowledge gaps



Greatest proportion of SBC costing studies are in HIV and family planning



SBC costing literature from Latin America and the Caribbean, Eastern Europe, and the Middle East and North Africa was scarce



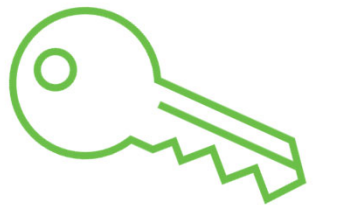
Lack of studies costing SBC interventions targeting adolescents and young adults, and key populations



Significant shortage of cost information on newer and rapidly changing forms of SBC, such as social media and other digital technologies



Many were outdated, with more than half of the studies published prior to 2010



# Key Findings

- SBC unit costs (or the cost per person exposed, for example) vary substantially both within and between intervention types.
- SBC cost studies vary substantially in their reporting of SBC interventions, costing methodologies, and cost data, with important implications for comparing results.
- There are relevant and meaningful cost patterns both between and within SBC interventions consistent with expectations.



# Documenting the Costs of SBC Interventions







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# SBC Cost Repository

# SBC Cost Repository



- Centralized database that contains SBC intervention cost data
- 197 studies in peer reviewed and grey literature
- Donors, implementers, and researchers can use this database to assist with planning and budgeting
- Available in Excel workbook with all costs; unit costs are also searchable in the Unit Cost Study Repository



# Guide to the SBC Cost Data Repository

<b>Cost Elements Included in the Database:</b>	<b>A. General Study Information</b>
	<b>B. Intervention Details</b>
	<b>C. Contextual Information</b>
	<b>D. Cost Information &amp; Cost per Output</b>
	<b>E. CEA Results (where applicable)</b>
	<b>F. Cost Measurement Details</b>



## Welcome to the SBC Cost Data Repository

The SBC Cost Data Repository was funded by USAID and developed by Breakthrough RESEARCH. The repository is a centralized database that contains social and behavior change (SBC) cost data from 197 studies in the peer review and grey literature, with data from 1973 to 2021. The repository was originally developed by Avenir Health as part of the Business Case for Investing in Social and Behavior Change for Family Planning.

SBC donors, implementers, and researchers can use this database to assist with planning and budgeting. The unit costs in this database can also be found in the Global Health Cost Consortium's Unit Study Cost Repository at: <http://ghcosting.org/pages/data/ucsr/app/> See the "Guide" tab for further information on how to use the cost repository.



Breakthrough RESEARCH is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of cooperative agreement no. AID-OAA-A-17-00018. The contents of this document are the sole responsibility of the Breakthrough RESEARCH and do not necessarily reflect the views of USAID or the United States Government.

Version 2.0 released April 1, 2022

# SBC Cost Repository



# Mentimeter

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## Instructions

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Or use QR code



Key Message



**Investments in SBC for  
family planning are  
cost-effective.**



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# The Business Case for Investing in Social and Behavior Change for Family Planning



# The Business Case for Investing in SBC

## OBJECTIVES

- Leverage prior SBC research to make the case for SBC investments in family planning.
- Synthesize the literature on SBC costs and impact to estimate the cost-effectiveness of SBC investments in family planning, such as:
  - Mass and mid-media
  - Mobile/SMS interventions
  - Different types of interpersonal communication (e.g., group, individual, with/without community engagement)

## RESEARCH PROCESS



- Synthesize literature on impact of SBC on modern contraceptive use
- Synthesize literature on SBC unit costs
- Build models that can examine the cost-effectiveness of family planning SBC interventions
- Apply model to country-specific illustrative investment scenarios





# The Business Case for Investing in SBC

Results	Guinea	Niger	Togo	Zambia
<b>SBC investment over 5 years</b>	<b>\$6.1 mil</b>	<b>\$2.7 mil</b>	<b>\$3.2 mil</b>	<b>\$38 mil</b>
<b>Percentage point increase in mCPR</b>	<b>2.3</b>	<b>1.4</b>	<b>6.1</b>	<b>5.0</b>
Additional family planning users by year 5	83,000	86,000	139,000	535,900
Cumulative unintended pregnancies averted	66,000	81,000	127,000	578,800
Cumulative disability-adjusted life years (DALYs) averted	7,000	5,000	7,000	46,400
Cost per additional family planning user year	\$33	\$19	\$14	\$30
Cost per unintended pregnancy averted	\$104	\$49	\$39	\$84
<b>Cost per DALY averted</b>	<b>\$946</b>	<b>\$737</b>	<b>\$656</b>	<b>\$2,278</b>
<b>Cost-effectiveness determination based on national GDP per capita thresholds</b>	<b>Highly cost-effective</b>	<b>Cost-effective</b>	<b>Highly cost-effective</b>	<b>Cost-effective</b>



BREAKTHROUGH RESEARCH PROGRAMMATIC RESEARCH BRIEF | NOVEMBER 2019

### Investing in social and behavior change is cost-effective for increasing modern contraceptive use in Guinea

Social and behavior change (SBC) interventions are generally considered an essential part of high-quality health services, yet gaps in information on the cost and impact of

2. RESULTS INDICATE SBC IS A HIGHLY COST-EFFECTIVE INTERVENTION.

(DALY)\* averted is a effectiveness. This analyzed for family planning Philippines, \$1,051 in results fall below World being considered a high-

SOMMAIRE DE RECHERCHE | DÉCEMBRE 2020

BREAKTHROUGH RESEARCH PROGRAMMATIC RESEARCH BRIEF | OCTOBER 2019

### Social and behavior change is cost-effective for increasing modern contraceptive use in Zambia

2. RESULTS INDICATE SBC IS A HIGHLY COST-EFFECTIVE INTERVENTION.

st per disability adjusted life year (DALY)\* averted is a common metric for assessing cost-effectiveness. This analysis found that the cost per DALY averted for family planning was US\$468 in Egypt, \$591 in the Philippines, \$1,051 in Guinea, and \$438 in Zambia. These results fall below World Organization thresholds for being considered a highly effective intervention.\*

RECHERCHE | DÉCEMBRE 2020

BREAKTHROUGH RESEARCH PROGRAMMATIC RESEARCH BRIEF | OCTOBER 2019

### Investir dans le changement social et comportemental est rentable pour augmenter l'utilisation de la contraception moderne au Niger

Les interventions de changement social et comportemental (CSC) sont généralement considérées comme un élément essentiel des services de santé de haute qualité, mais les lacunes dans les informations sur le coût et l'impact du CSC signifient que les décideurs ont sous-estimé la valeur de la santé. Pour résoudre ce problème, Breakthrough RESEARCH a tiré parti des évidences de 153 études sur l'impact de la planification familiale (PF) CSC et de 70 études sur les coûts du CSC pour la PF dans le cadre de son analyse de rentabilisation pour investir dans le changement social et comportemental pour la planification familiale.

Conclusions générales

Une revue de la littérature a révélé que le CSC augmente l'utilisation de la contraception moderne. Des études montrent que le CSC influence positivement les déterminants intermédiaires qui ont un impact sur l'utilisation de la contraception moderne, tels que les attitudes, la communication avec les partenaires et autres. La force de l'impact varie selon

FIGURE 1 : VOIES D'IMPACT DU CSC VERS UNE UTILISATION ACCRUE (PAR JOUR)

Ce graphique intègre les données de 153 études, y compris 23 études supplémentaires pour le CSC en Octobre 2019. La voie « perception des avantages, de la sécurité et de l'efficacité » n'a pas été modélisée en raison du manque de données disponibles.

USAID Avenir Health

OCTOBER 2019

USAID Avenir Health POPULATION COUNCIL Breakthrough RESEARCH

# The Business Case for Investing in SBC





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# SBC Business Case Model: An Interactive Tool



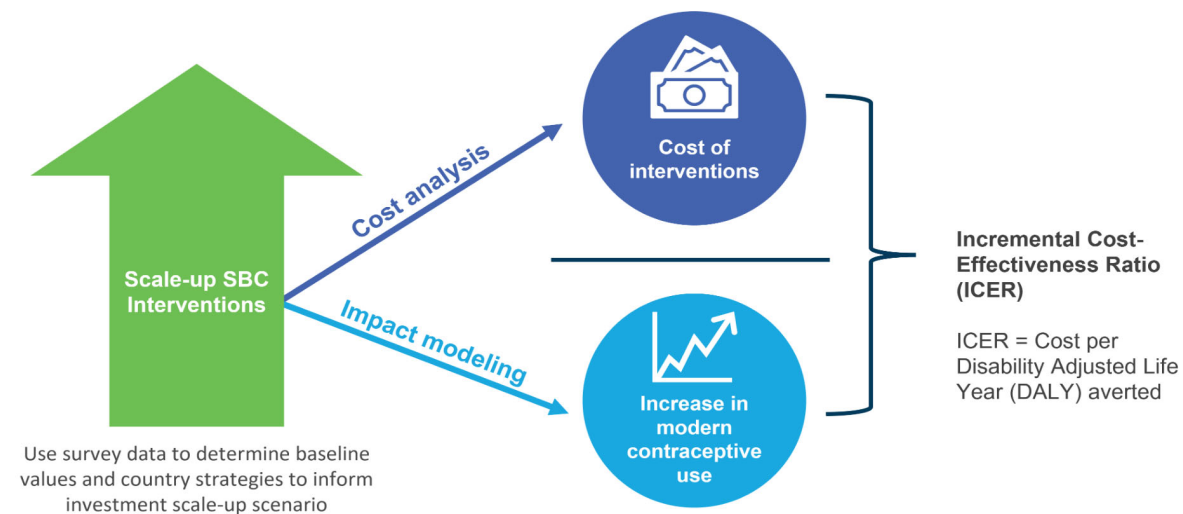
# SBC Business Case Model Tool

Helps you plan effective SBC programs by guiding you through a series of steps necessary to see how a potential set of SBC interventions might impact mCPR and the costs and cost-effectiveness of these interventions



The Social and Behavior Change Business Case Model for Family Planning:  
An Interactive Tool

Throughout the tool, you can click on the  symbol for more information.



Begin





# SBC Business Case Model Tool



Select country and time frame and review model parameters

OR = 2.0

Review SBC effectiveness odds ratios



Review unit costs



Specify intervention reach each year



Sense check intervention reach



Review results

# Built in Data



For the 31 family planning priority countries included in the tool, country-specific model inputs are embedded for the following:

- 1 Population, fertility intentions, mCPR
- 2 Method mix
- 3 Intermediate outcomes of family planning use (e.g., partner communication)
- 4 Data related to maternal deaths and cost-effectiveness calculations
- 5 Media ownership and use (radio, tv, and mobile phone)



# Setting and Reviewing Model Parameters



## The Social and Behavior Change Business Case Model for Family Planning: An Interactive Tool



1 Model Parameters — 2 Impact ORs — 3 Costs — 4 Interventions — 5 Sense Check — 6 Results

### Set and Review Model Parameters

In this step, make the following selections:

- Select your country
- Select whether you are conducting a national versus sub-national application.
- For sub-national applications, specify the proportion of women of reproductive age (WRA) in the country living in the sub-national area.
- Select your start year for the five-year investment scenario.

Select country *\*(required)*

Ghana ▼

Program

National ▼

Start year *\*(required)*

End year

2023 ▼

2027

# Specifying SBC Intervention Reach



The main user input to the tool is to specify the number of women reached by SBC interventions, where users can input reach as:

- Annual reach for each of the five years, or
- Expected reach in the final year, or
- Cumulative reach over five years

Assistance is built in to help determine your reach for different interventions

Mass media	Middle media	Phone/SMS	Interpersonal communication
Interventions Radio	Calculation options By number of media spots		
Media spots aired in 2027 50	Women listeners per ad 10,000	=	Reach in 2027 500,000
Please enter number	Please enter number		Calculated value





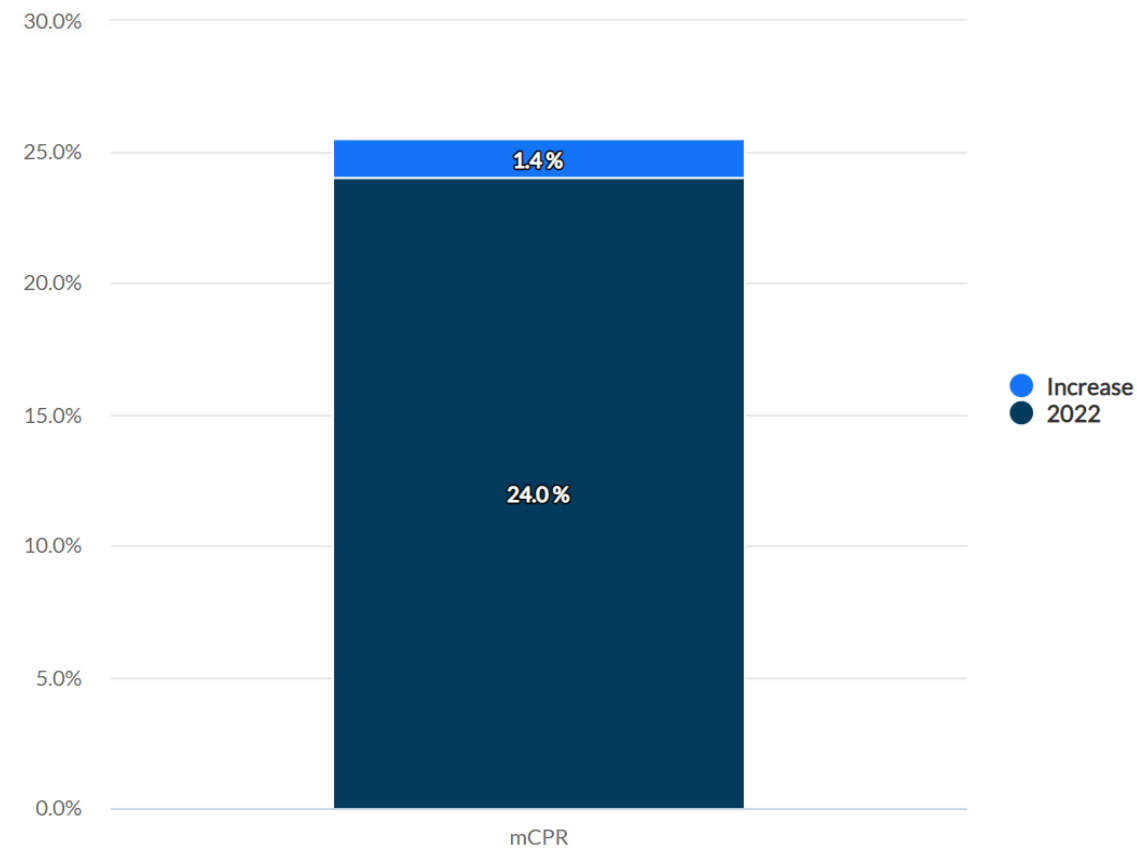
# Review Results: Impact

Impact results    Cost-effectiveness results

SBC investments from 2023 to 2027 are estimated to yield the following cumulative outcomes:

- 1.4 percentage point increase in mCPR
- 129,000 additional FP users by 2027
- 124,000 unintended pregnancies averted (cumulatively over 5 years)
- 7,000 maternal disability-adjusted life years (DALYs) averted (cumulatively over 5 years)

Projected increase in mCPR





# Review Results: Cost-effectiveness

Impact results

Cost-effectiveness results

Select benchmark:

National

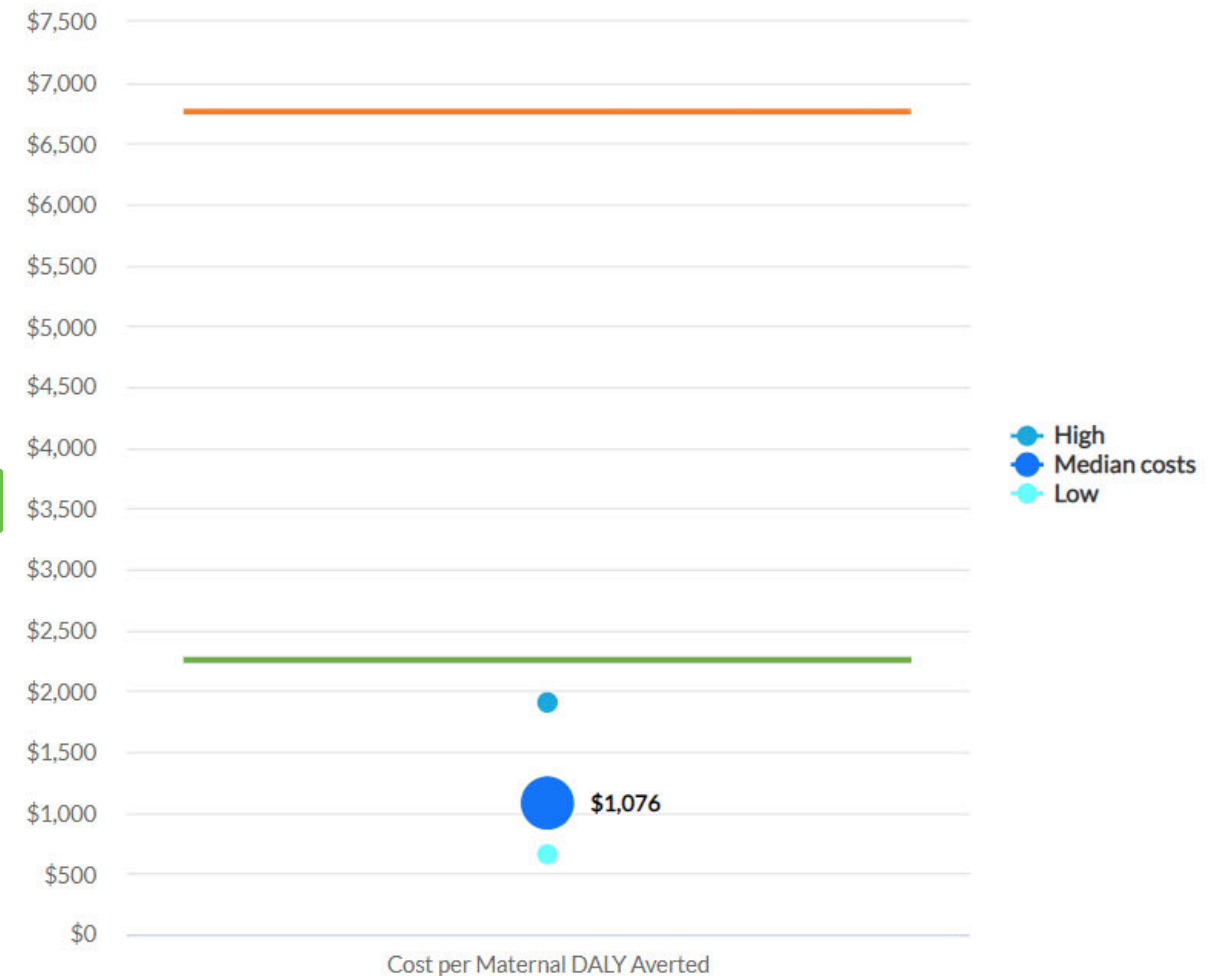
### Cost-effectiveness determination

Threshold for "highly cost-effective" (1 X GDP per capita) **\$ 2,254**

Threshold for "cost-effective" (3 X GDP per capita) **\$ 6,762**

Cost-effectiveness determination: **highly cost-effective**

### Cost per maternal DALY averted





**Breakthrough RESEARCH** FOR SOCIAL & BEHAVIOR CHANGE

### The Social and Behavior Change Business Case Model for Family Planning: An Interactive Tool

Throughout the tool, you can click on the **i** symbol for more information.

**Scale-up SBC Interventions**

Use survey data to determine baseline values and country strategies to inform investment scale-up scenario

**Cost analysis** → **Cost of interventions**

**Impact modeling** → **Increase in modern contraceptive use**

**Begin**

**USAID** FROM THE AMERICAN PEOPLE

**Avenir Health**

**POPULATION COUNCIL** Ideas. Evidence. Impact.

## USER GUIDE

# The Social and Behavior Change Business Case Model for Family Planning: Web Application

**Scale-up SBC Interventions**

Use survey data to determine baseline values and country strategies to inform investment scale-up scenario

**Cost analysis** → **Cost of interventions**

**Impact modeling** → **Increase in modern contraceptive use**

**Incremental Cost-Effectiveness Ratio (ICER)** = Cost per Disability Adjusted Life Year (DALY) averted

**Begin**

SEPTEMBER 2022

**USAID** FROM THE AMERICAN PEOPLE

**Avenir Health**

**POPULATION COUNCIL** Ideas. Evidence. Impact.

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# SBC Business Case Model Tool



# Mentimeter

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## Instructions

Go to  
**[www.menti.com](http://www.menti.com)**

Enter the code  
**5571 6972**



Or use QR code



## Key Message



**Costing and cost-effectiveness analyses are doable and resources on methodologies and tools you can use are available.**

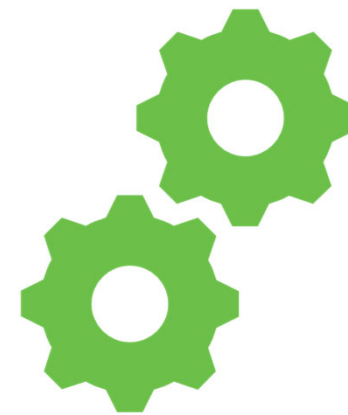
# Breakthrough RESARCH's Tools



**Guidelines  
for Costing  
SBC Health  
Interventions**



**Pathways to  
SBC Impact**



**SBC  
Costing  
Tool**



**SBC Costing  
Community  
of Practice**



# Guidelines for Costing SBC Health Interventions



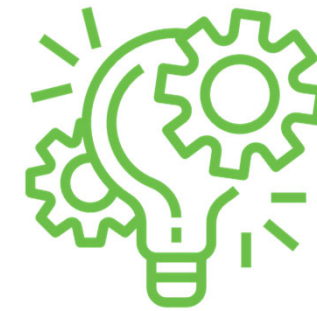
# Guidelines for Costing SBC

These guidelines:

- Provide a framework for estimating the costs of interventions for SBC
- Outline use cases for different types of audiences



Cost analyst



SBC program manager or funder using cost estimates generated from other settings



Implementing an SBC intervention



Journal editor reviewing an SBC costing study



Donor supporting, or considering supporting, costing studies





# Guidelines for Costing SBC

## Methodological Principles of SBC Costing

The guidelines include 17 principles that cover the full range of a costing exercise. These are grouped into four sections:



**Study Design**  
Principles 1–5



**Resource Use Management**  
Principles 6–10



**Pricing and Valuation**  
Principles 11–14



**Analyzing and Presenting Results**  
Principles 15–17



# Guidelines for Costing SBC





# Exploring Pathways to SBC Impact

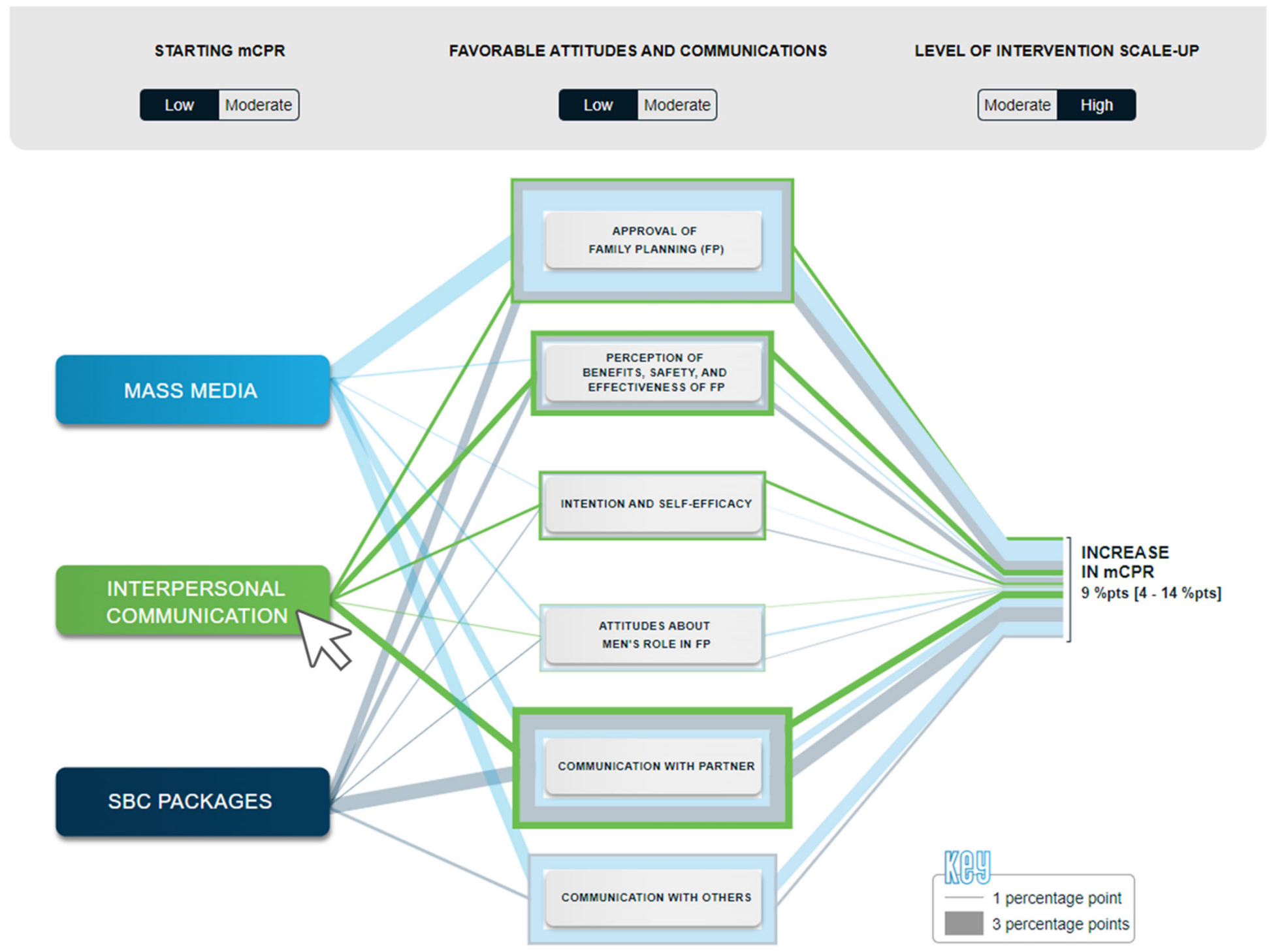


# Exploring Pathways to SBC Impact

- Interactive graphic explores the pathways through which different types of SBC interventions can increase modern contraceptive use.
- The graphic can be used to advocate for increased investments in SBC, and to start conversations about the need to prioritize SBC investments based on country context.



# Exploring Pathways to SBC Impact



STARTING mCPR

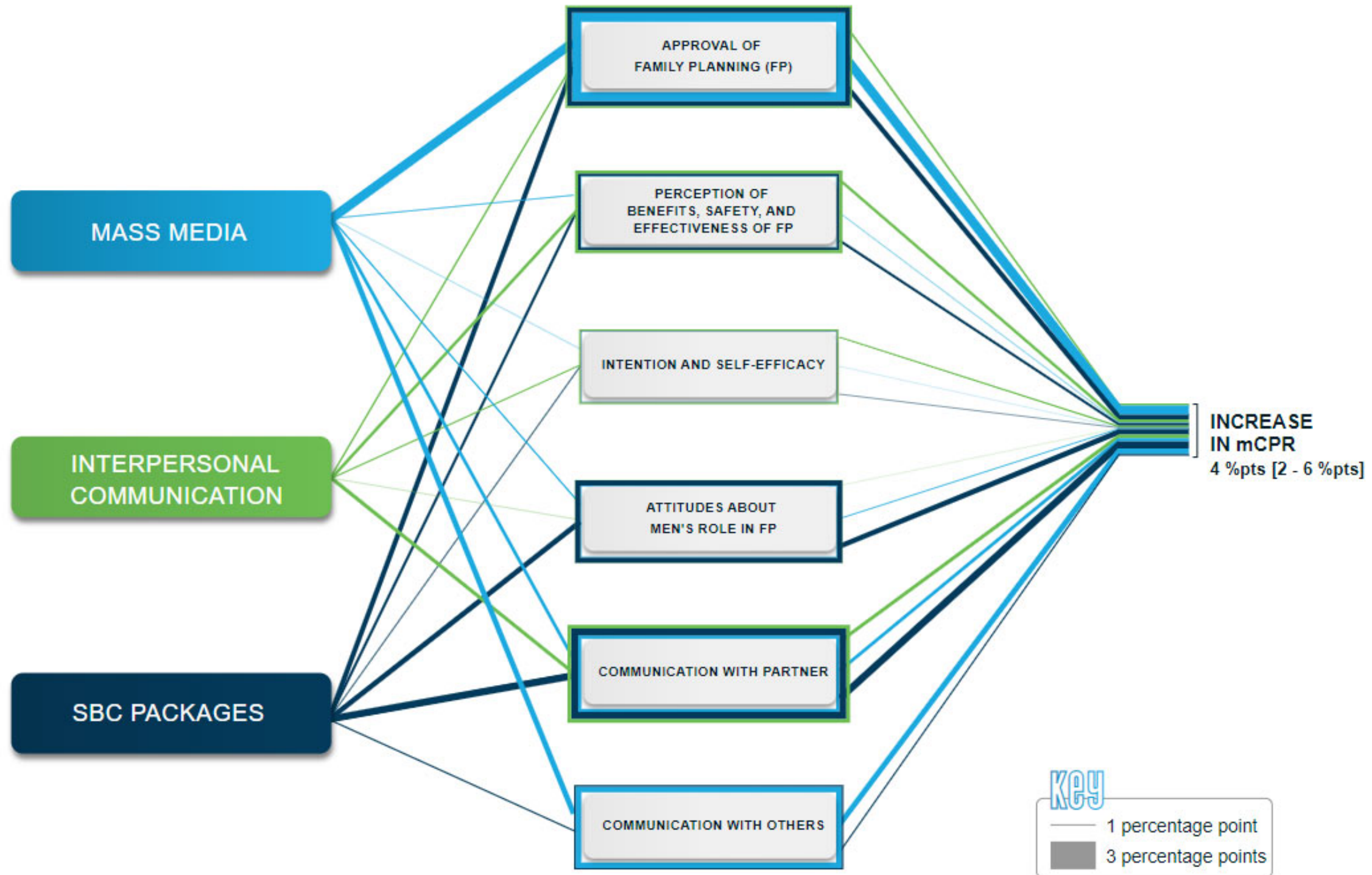
Low Moderate

FAVORABLE ATTITUDES AND COMMUNICATIONS

Low Moderate

LEVEL OF INTERVENTION SCALE-UP

Moderate High



STARTING mCPR

Low

Moderate

FAVORABLE ATTITUDES AND COMMUNICATIONS

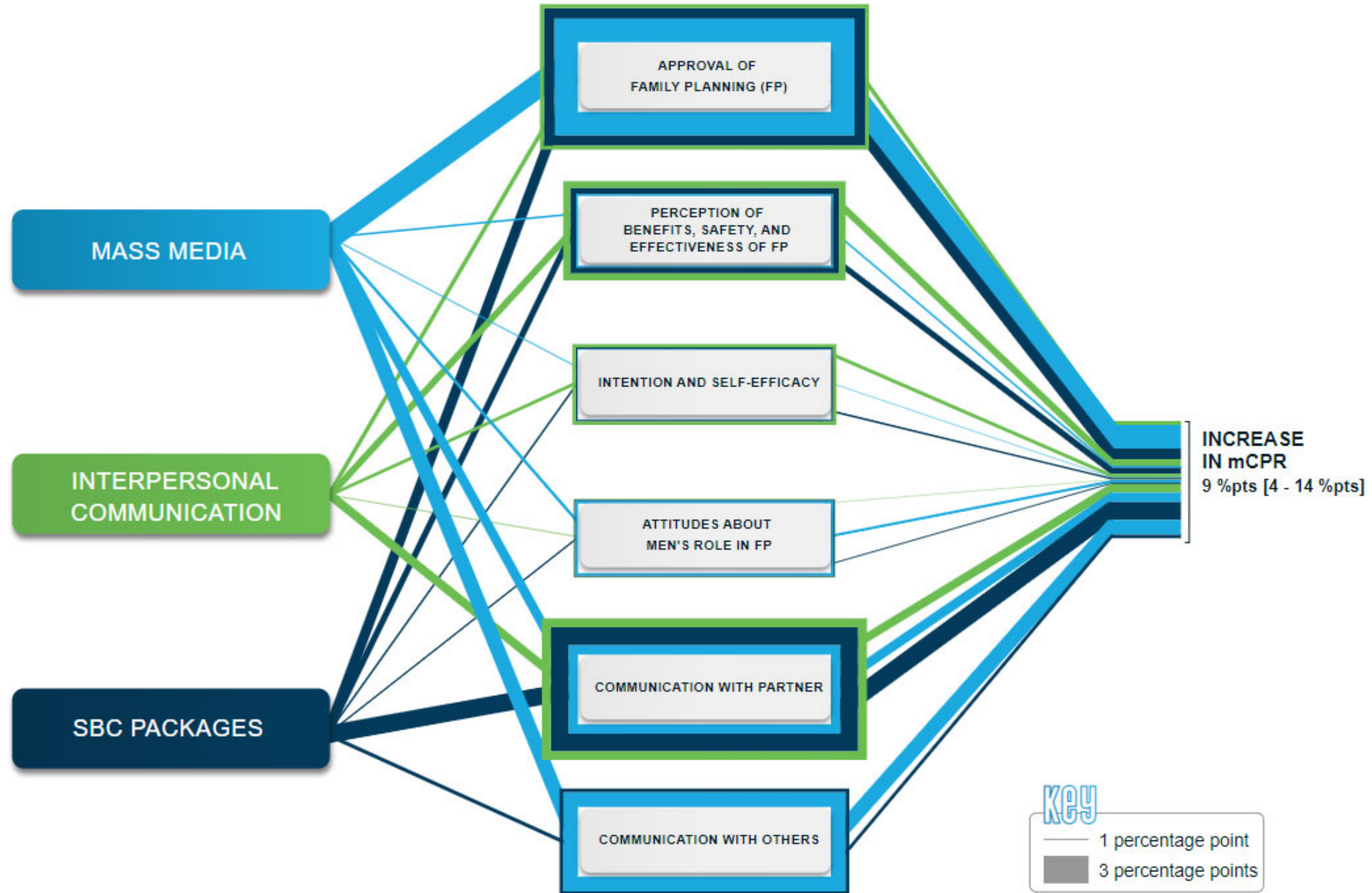
Low

Moderate

LEVEL OF INTERVENTION SCALE-UP

Moderate

High



STARTING mCPR

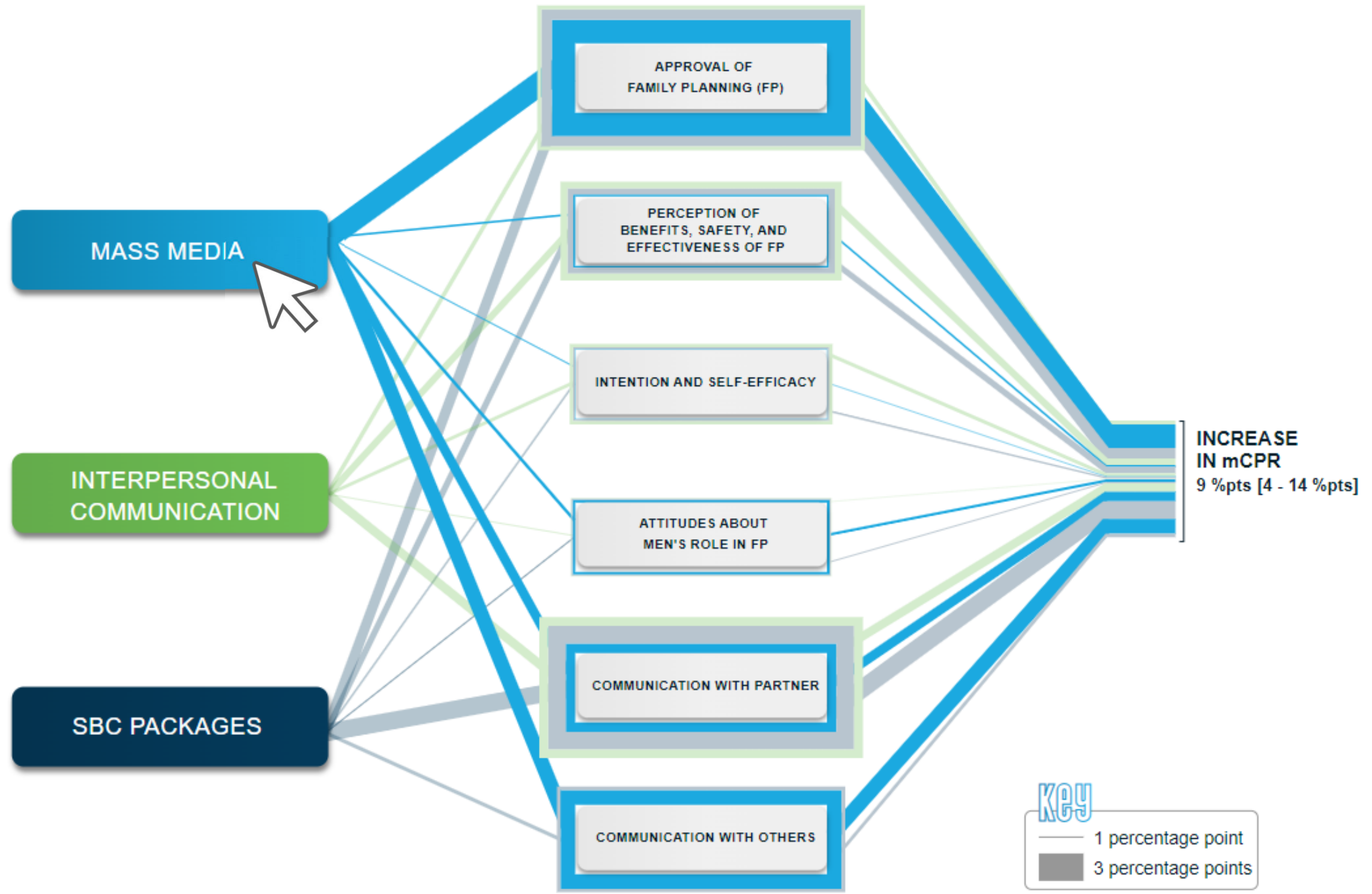
Low Moderate

FAVORABLE ATTITUDES AND COMMUNICATIONS

Low Moderate

LEVEL OF INTERVENTION SCALE-UP

Moderate High





STARTING mCPR

Low

Moderate

FAVORABLE ATTITUDES AND COMMUNICATIONS

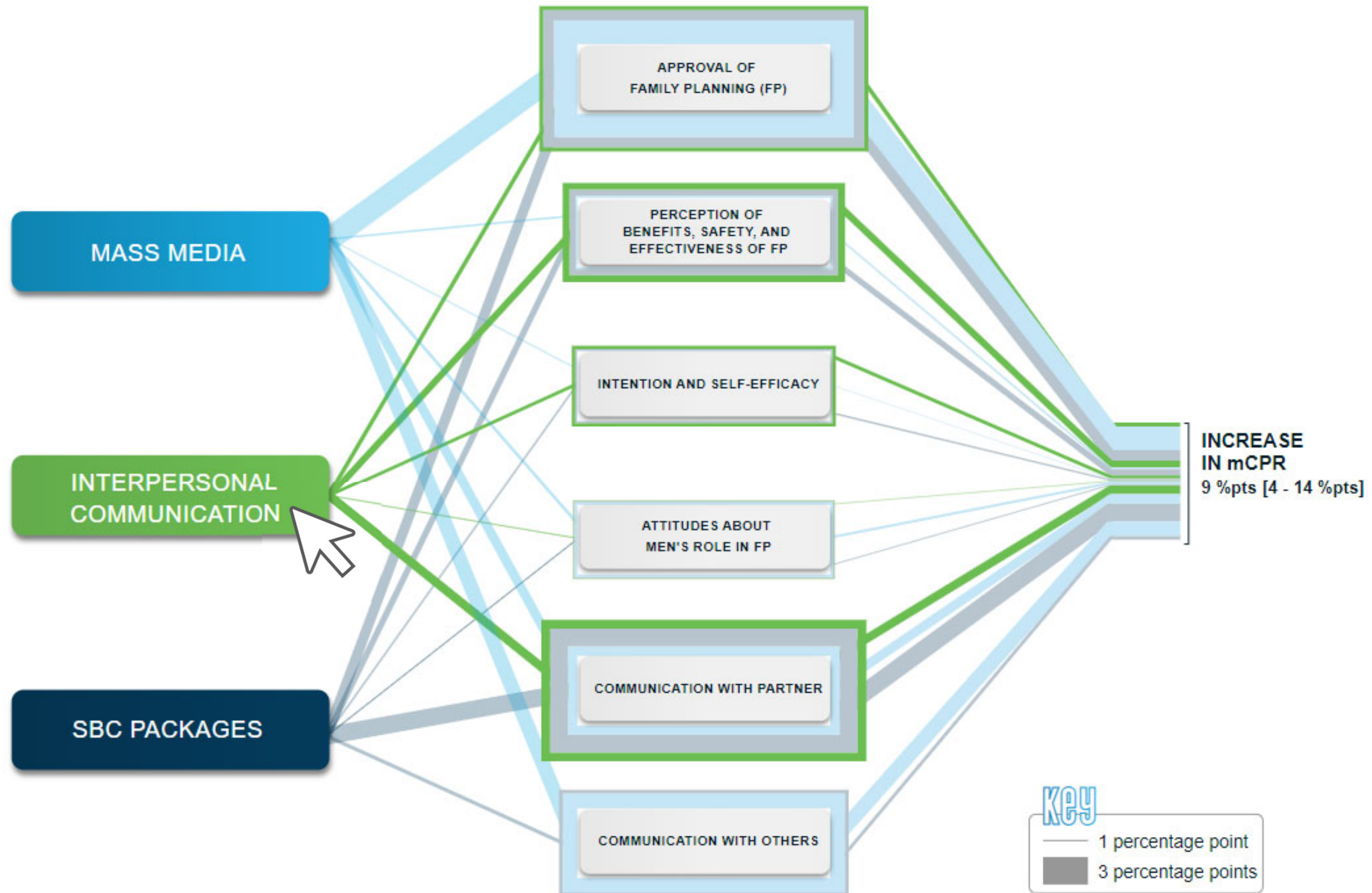
Low

Moderate

LEVEL OF INTERVENTION SCALE-UP

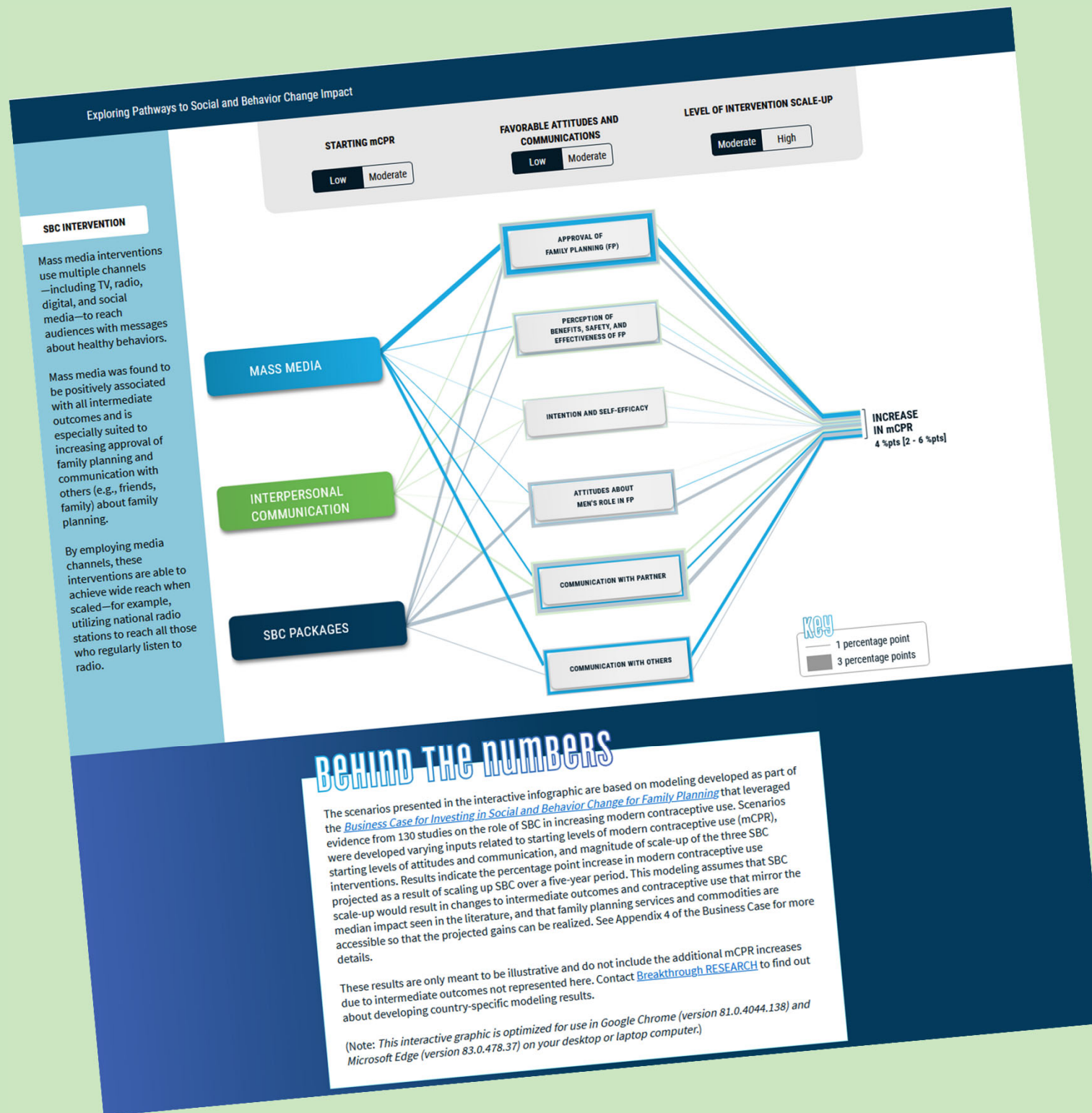
Moderate

High





# Exploring Pathways to SBC Impact





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# SBC Costing Tool



# SBC Costing Tool

- Assists SBC implementers, donors, and researchers **with planning and budgeting.**
- Allows users to select the characteristics of an SBC intervention to generate a range of estimated unit costs that can then be used to **either estimate the potential reach of an intervention based on a given budget or estimate an intervention budget based on an intended reach.**
- The embedded **user guide walks through five steps** to use the tool and estimate intervention reach or estimate budget.



# SBC Costing Tool

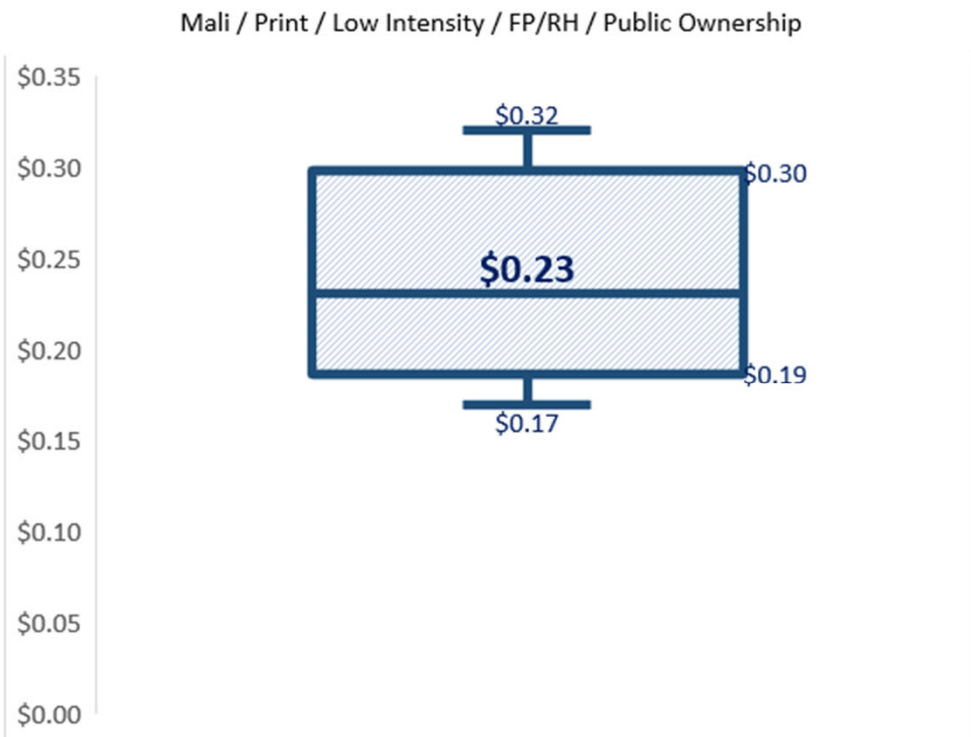
## 1. Use the dropdown menus to select SBC intervention characteristics

Country	Mali	
SBC intervention type	Print	<a href="#">Click here to review SBC intervention types</a>
Intervention intensity	Low	<a href="#">Click here to review intervention intensity</a>
Health area	FP/RH	<a href="#">Click here to review health areas</a>
Ownership type	Public	<a href="#">Click here to review ownership</a>
Scale	Regional	<a href="#">Click here to review scale</a>

## 2. Review estimated unit costs

Estimated unit cost based on selections \$ **0.23** per person exposed

Expected range of SBC costs for this intervention are shown in the chart below



While the tool presents an estimated rate of unit costs, the overall range for different SBC interventions vary substantially. Further details on reported unit costs can be found in the [SBC Cost Repository](#).

## 3. Enter in estimated reach

Enter reach	1,000,000
Median unit cost	\$0.23
Lower estimate	\$0.17
Higher estimate	\$0.32

## 4. Adjust unit costs, if necessary

Enter %

Intervention	Reach	Median cost	Low cost	High cost
Print	1,000,000	\$ 230,000.00	\$ 170,000.00	\$ 320,000.00

## 5. Copy row above into table below - paste values

Intervention	Reach	Median cost	Low cost	High cost
Group IPC	200,000	\$ 1,896,000	\$ 1,292,000	\$ 3,068,000
Individual IPC	50,000	\$ 484,500	\$ 330,000	\$ 783,500
Radio	1,000,000	\$ 350,000	\$ 260,000	\$ 490,000
Print	1,000,000	\$ 230,000	\$ 170,000	\$ 320,000
TOTAL	2,250,000	\$ 2,960,500	\$ 2,052,000	\$ 4,661,500

## SBC Costing Tool Estimate Intervention Budget



# Welcome to the SBC Costing Tool

The **SBC Costing Tool** was funded by USAID and developed by Breakthrough RESEARCH. The costing tool is based on analyses of 157 SBC unit cost observations from studies in the peer reviewed and grey literature. SBC donors, implementers, and researchers can use this tool to assist with planning and budgeting. The estimates generated in this tool are best estimates based on the literature; however, actual unit costs may vary depending on external factors. See the "Guide" tab for further information on how to use the tool.

Breakthrough RESEARCH is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of cooperative agreement no. AID-OAA-A-17-00018. The contents of this document are the sole responsibility of Breakthrough RESEARCH and do not necessarily reflect the views of USAID or the United States Government.

Version 1.0 released **September 13, 2022**

[Cover](#) [Guide](#) [Estimate reach](#) [Estimate budget](#) [Review](#)

# SBC Costing Tool





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# Fostering an SBC Costing Community of Practice



# Fostering a Community of Practice

To help to fill evidence gaps and support implementing partners and others working on costing of SBC approaches, including those supporting family planning programs, Breakthrough RESEARCH initiated and nurtured a Community of Practice around SBC costing, including a series of briefs that highlight important issues and practices for SBC costing.





# Fostering a Community of Practice

## 1 Costing Social and Behavior Change Programming—The Role of the Denominator

Explains how costs can be linked to denominators for comparisons with other interventions.

Program outputs	Health behaviors	Health impact
Woman of reproductive age	Person seeking family planning services	Unintended pregnancies averted
Family planning user	New family planning adopter	Pregnancy complications averted
Person exposed	Continuation of family planning	Maternal lives saved
Person informed	Couple year protection by family planning	Healthy life years (HLYs) saved
Person attended/participating	Person adopting a specific family planning method	Deaths averted
Person campaign recall		Disability-adjusted life years (DALYS) averted
SMS sent		
Provider trained		
Group session		
School or class participating		



# Fostering a Community of Practice

## 2 Understanding the Costs of SBC Social Media Interventions

How to consider the appropriate denominator and what costs need to be considered that may be unique to delivering SBC using social media.



**Reach**—the number of individuals exposed to SBC content via a social media platform, which can be further segmented into “paid reach” if the reach was due to social media advertising promoting the content (e.g., Facebook ads) and “organic reach” if the content was due to being part of a regular social media feed.



**Engagement**—the number of times people engaged with content through reactions, comments, shares, mentions, likes, etc.



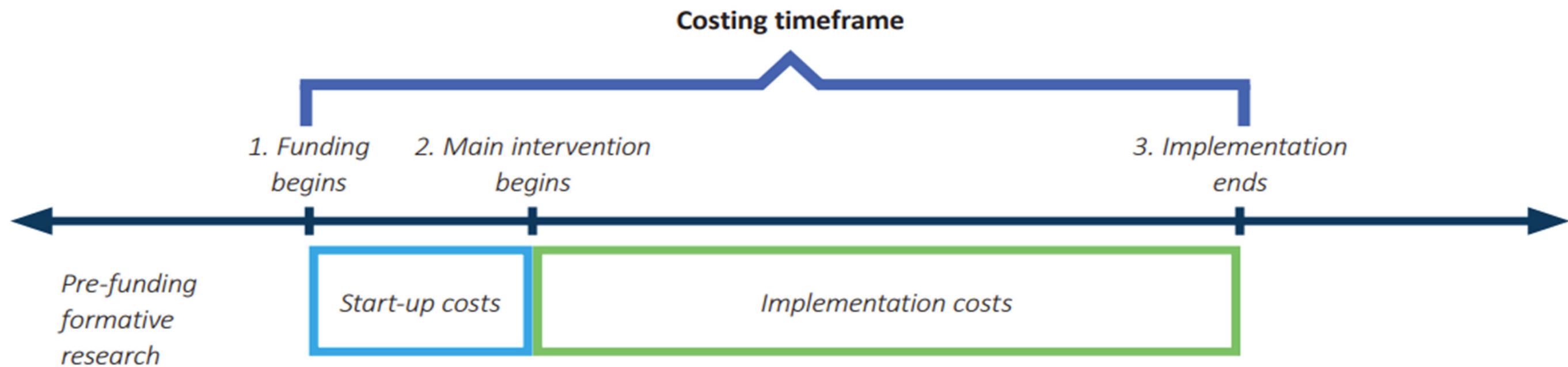
**Views**—for videos shared on social media, the number of times the video was viewed, which can be further subdivided based on the amount of time spent viewing the content (e.g., at least 30 seconds, complete view).



# Fostering a Community of Practice

## 3 Capturing the Start-up Costs Associated with Social and Behavior Change Interventions

How to capture these initial costs separately and allocate them appropriately over the life of the intervention.





# Fostering a Community of Practice

- ④ Are Integrated Social and Behavior Change Interventions Cost-effective? A methodological approach

Outlines steps to examine the cost-effectiveness of integrated SBC programs that can be used for future cost-effectiveness analyses.

## IN REVIEW



1: Establish the research question.



2: Specify the overall study design.



3: Calculate program costs.



4: Calculate program impact.



5: Examine the ICER.



6: Conduct sensitivity analysis.



7: Communicate the results.



**BREAKTHROUGH RESEARCH** PROGRAMMATIC RESEARCH BRIEF | FEBRUARY 2021  
Breakthrough RESEARCH—Social and Behavior Change Costing Community of Practice Series Brief #1

### Costing Social and Behavior Change Programming—The Role of the Denominator

The foundation of any social and behavior intervention cost analysis is a thorough that adheres to the *Guidelines for Costing Behavior Change Health Interventions* a relevant activity costs, including human ing, media, as well as other operational of the total costs of an SBC intervention useful for donors and program planners budgeting future projects and their und intervention's costliest components.

For even greater SBC programming rele be linked to denominators for comparis interventions. This SBC Costing Commur

**BREAKTHROUGH RESEARCH** PROGRAMMATIC RESEARCH BRIEF | SEPTEMBER 2021  
Breakthrough RESEARCH—Social and Behavior Change Costing Community of Practice Series Brief #3

### Capturing the Start-up Costs Associated with Social and Behavior

A successful social and behavior change (SBC) tion requires the investment of time and resd intervention's initial start-up phase, which is the time from the project initiation until the broad implementation. When conducting a c SBC intervention, it is useful to capture these separately and allocate them appropriately o the intervention. By examining start-up costs the post-start-up implementation costs can b more accurately for future budgeting purpos determining the appropriate costs for scaling tions.

**BREAKTHROUGH RESEARCH** PROGRAMMATIC RESEARCH BRIEF | JULY 2022  
Breakthrough RESEARCH—Social and Behavior Change Costing Community of Practice Series Brief #5

### Are Integrated Social and Behavior Change Interventions Cost-effective? A methodological approach

Breakthrough RESEARCH is gathering, analyzing, and sharing evidence on the costs and impact of social and behavior change (SBC) interventions to support the case that investing in SBC is crucial for improving health and advancing development. A review of the SBC costing literature identified 185 studies on SBC costs, methodological shortcomings, and knowledge gaps that should be addressed in new SBC costing studies. To address these gaps, Breakthrough RESEARCH issued *Guidelines for Costing of Social and Behavior Change Health Interventions*<sup>1</sup> which lay out 17 principles for conducting high-quality costing studies. This is the fifth in a series of brief reports intended to complement the guidelines and support a *Community of Practice around SBC costing* by highlighting important issues and practices for SBC costing.

In addition to social and behavior change (SBC) programs that focus on a single health area, integrated SBC programs are packaged to jointly apply to multiple health areas and/or development sectors and address common barriers to the use of different preventive health services and practices (e.g., knowledge, attitudes, and norms).

Advocates of integrated SBC posit that integrating the design and implementation of SBC programs can reduce duplication, leverage synergies between health areas, and thus be more cost-effective.<sup>2</sup> Additionally, integrated SBC approaches can be more client-centered and focused on the health needs for life stages rather than on single health issues.<sup>3</sup> However, studies on the cost-effectiveness of SBC interventions have not yet explored the implications of integration and thus more research on this issue is needed.<sup>4</sup> As such, the Research and Learning Agenda for Advancing Integrated Social and Behavior Change programming, developed by Breakthrough RESEARCH through a consensus-driven process involving 190 SBC experts in 2019, identified the need for costing and evaluating the cost-effectiveness of integrated SBC as one of four key questions that needs addressing.<sup>5</sup> **This Community of Practice brief provides an overview of the steps for examining the cost-effectiveness of integrated SBC programs that can be used for future cost-effectiveness analyses (CEA).**

Logos: USAID, Avenir Health, POPULATION COUNCIL, Breakthrough RESEARCH, U.S. President's Malaria Initiative, CDC.

# Fostering a Community of Practice



# Mentimeter

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# Calls to Action

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**PROGRAMS:** During the program planning stage, determine at the outset if a cost-effectiveness analysis is planned, which necessitate including costing in your program.

**RESEARCHERS/M&E:** Work toward improving the capture of program impact data that allow for cost-effectiveness analysis of integrated programs, but also recognize that not all the benefits from SBC interventions may be easily captured in a common denominator.

**DONORS:** Provide programs with specific requirements for how costing should be done, using the Guidelines for Costing of Social and Behavior Change Health Interventions.

**DONORS:** Be realistic about what cost-effectiveness questions currently can and cannot be answered, and exercise caution about benchmarking.

**DONORS:** When considering support for programs, work toward building local organizational capacity for managing expenditure reporting, and champion efforts to improve the reporting of SBC expenditures among all implementing organizations.



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# **Reflecting on the Calls to Action: Julianne Weis, USAID**

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# Discussion and Q&A

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- Please post your questions in the chat.
- We will also discuss the implications from the Mentimeter results we've seen throughout the webinar.

 Breakthrough RESEARCH  
Legacy and Learning Series

# Costing for Family Planning Social and Behavior Change Programming

APRIL 2023



# THANK YOU



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<https://breakthroughactionandresearch.org/>

Breakthrough RESEARCH catalyzes social and behavior change (SBC) by conducting state-of-the-art research and evaluation and promoting evidence-based solutions to improve health and development programs around the world. Breakthrough RESEARCH is a consortium led by the Population Council in partnership with Avenir Health, ideas42, Institute for Reproductive Health at Georgetown University, Population Reference Bureau, and Tulane University.

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