Social and Behavior Change Workshop Series
4. Tracking & Measuring Behavior Change

June 2024

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About

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AGENDA: OVERVIEW

- Experiences in monitoring SBC
- Developing monitoring indicators
- Monitoring methods to collect data on behaviors and factors

Evaluation:

- Measuring SBC in nutrition programs
- Developing research questions for SBC
- SBC Indicator table

Objectives:

By the end of this session, we aim to

- Have an enhanced understanding of the process to monitor and evaluate SBC initiatives.

- Have practiced developing SBC indicators and research questions for evaluation.

7 STEPS IN MONITORING

1. Choose behaviors and factors to monitor.

2. Select/develop indicators for priority behaviors and influencing factors.

3. Identify the frequency and method for collecting data on each indicator.

4. Establish a plan for analyzing monitoring data and sharing with communities.

5. Monitor and analyze the findings.

6. Share findings with communities and participants.

7. Implement program changes as needed

Steps
for Quality
SBC

Implement, Monitor, & Adapt

https://www.advancingnutrition.org/sites/default/files/2021-08/sbc_behaviors_to_improve_nutrition_0.pdf

MONITORING QUESTIONS

General Questions for analysis
- ❑ How did the outputs compare to those expected?
- ❑ Are the activities implemented as expected (i.e. timing, number of trainings, exposure etc.)?
- ❑ What was the perception/acceptability of the activities?
- ❑ Are the indicators being tracked measuring the experience of women and men, girls and boys separately?

Examples
- ❑ Did the group meetings take place as planned? How many participants attended the meetings?
- ❑ How many PLWs did the video messages reach through Whatsapp?
- ❑ How many CHVs were trained on counselling and SBC?
- ❑ **Why did some mothers decide not to attend ANC?**
- ❑ **Did the fathers/husbands hear the audio messages? What did they think of the audio messages?**

MONITORING INDICATORS

Identify/create indicators for each priority behavior and 1–3 influencing factors for each behavior.

1. **Outcome indicators:** measure long-term, gradual changes of key results, including behaviors on the way to achieving the overall goal.

2. **Output indicators** measure short-term and direct results that you usually have control over—activities, services, events, etc.

3. **Input indicators** measure the resources, contributions, and investments that go into a program.

Sample Indicators: Behaviors related to complementary feeding of children
Outcome indicator: % of caregivers who fed their child aged 6-8 months adequate quality, quantity and frequency of food
Factors
Outcome indicator: % of caregivers who fed a child 6–12 months an egg in the past 24 hours

Output indicator: # of home visits conducted on counselling for diverse diet
Input indicator: # of health workers equipped with counseling materials on age-appropriate complementary feeding based on locally available food.

OUTCOME INDICATORS

Formula:

[percentage/number/proportion of]

+

[who/what]

+

[verb (did, receive, etc.) _____]

+

[optional: when, where, how long, disaggregation]

Example:

[*Percentage of*]

+

[*women with a live birth*]

+

[*who increased food intake*]

+

[*during their most recent pregnancy in the 3 years preceding the survey*]

EXAMPLES OF OUTCOME INDICATORS FOR FACTORS

Behavior	Outcome Indicator Behavior	Factors	Outcome Indicator Factor
Pregnant women visit the health facility to complete a full course (at least four check-ups) of quality antenatal care	*Percentage of Pregnant women who received ANC check ups at least four times.*	The most common factor impeding women from accessing health care for themselves is not wanting to go alone.	*Percentage of pregnant women who received support from family members in accessing ANC services.*
Seek timely treatment when the child is sick (especially diarrhea, cholera and ARI)	*Percentage of caregivers of children under five years who sought timely treatment from a health facility when their child was sick.*	Mothers who did not seek treatment thought that their husbands disapproved of seeking care, due to the cost associated with traveling to the health unit.	*Percentage of husbands who approved of seeking timely treatment when their child is sick.*

Monitoring methods

Surveys: Short periodic surveys, QIVC forms, market observation, digital survey

Community Group Records: Care Group registers, activity registers/feedback forms

Records of community agents/field staff: weekly/monthly reports, observations, monitoring tools
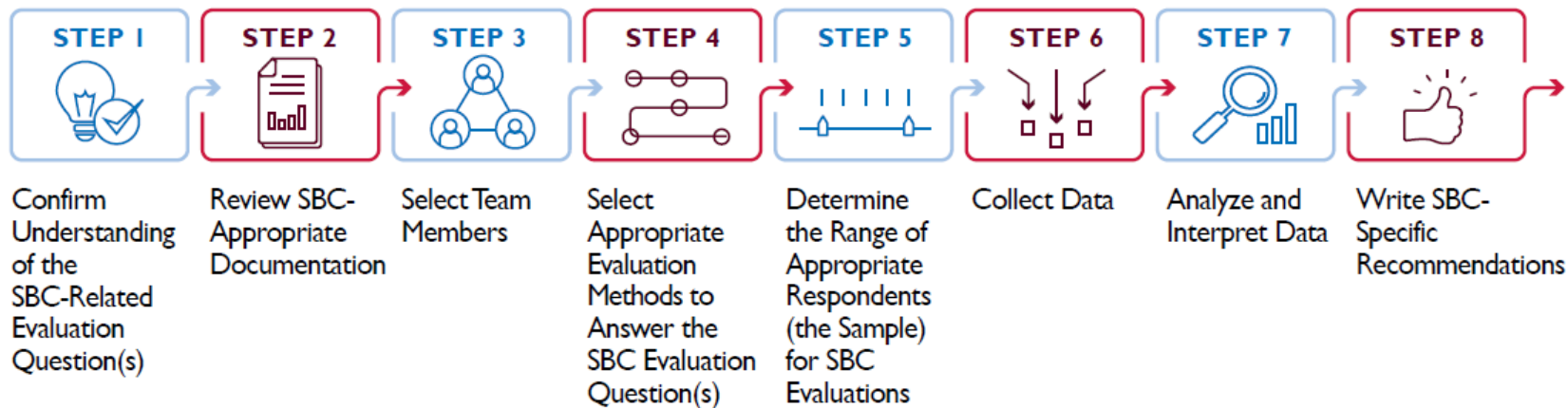
Focus group discussions

Community consultations

EVALUATION

FIGURE 1: STEPS FOR CONDUCTING AN SBC FOR NUTRITION EVALUATION

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8
Confirm Understanding of the SBC-Related Evaluation Question(s)	Review SBC-Appropriate Documentation	Select Team Members	Select Appropriate Evaluation Methods to Answer the SBC Evaluation Question(s)	Determine the Range of Appropriate Respondents (the Sample) for SBC Evaluations	Collect Data	Analyze and Interpret Data	Write SBC-Specific Recommendations

To embed in program evaluation, identify SBC specific research questions and ensure that the evaluation methods are appropriate to answer the questions

https://www.advancingnutrition.org/sites/default/files/2024-02/usaid_an_sbc_nutrition_guide_2023_update.pdf

IDEATIONAL FACTORS

By creating a combined ideational index, researchers can show that individuals who have more ideational factors are more likely to adopt a given behavior. The likelihood of someone adopting and sustaining a new behavior is much higher when she or he:

Has gained sufficient knowledge about it

Has developed a positive attitude towards it

Thinks others support and practice it

Has talked to others about it

Feels good about doing it

EVALUATION QUESTIONS

- What does the target audience think about the SBC approach/activities? Do they understand and trust your messages?
- Did the activity achieve its intended behavior change outcome? (For the intended group of people?) Alternatively, **to what degree did the activity achieve its intended behavior change outcomes**?
- **How have SBC efforts contributed to behavior change** (risk perception, knowledge, attitude, self-efficacy, action triggered, maintained)?
- Will or has the activity/behavior change continue(d) after external funding has ended?

SBC INDICATOR TABLE

Audience	Priority Behavior	Activity	Indicator	Indicator Type	Data Source	Frequency of Measurement	Frequency of Reporting	Responsible for Measurement
Pregnant women	Pregnant women visit the health facility to complete a full course (at least four check-ups) of quality antenatal care	Group meetings with PWs promote for women to go to at least 4 ANC check ups	# group sessions conducted # of women reached in group sessions.	Output	Internal Project Documentation	Monitoring data every month	Once in a month	M&E Officer
			% of PW who received at least 4 ANC check ups	Outcome (behavior)	Endline survey	Once at the end of project	Once	
			% of PW who received support from family members in accessing ANC services	Outcome (factor)	Rapid assessment and Endline survey	Every 6 months Once at the end of project	Twice a year Once	

KEY POINTS

1. *Ensure monitoring of factors/ determinants* in addition to process and behavioral indicators.

2. Include questions on ideational factors both in monitoring and evaluation to *track movement towards behavior change*.

3. It is important to *include both qualitative and quantitative methods* for monitoring and evaluation of social norms and behavior change.

4. *Use an iterative process* of periodic monitoring, sharing the monitoring feedback with the community, seeking solutions and modifying SBC activities based on the feedback, to enhance the effectiveness of SBC.