

# Social and Behavior Change Workshop Series

## 2. Nuts and Bolts

**April 2024**

## Supporting Donors

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***Note:*** This webinar is made possible by the generous support of all of our donors, however, the contents are the responsibility of the GNC and the individual presenters and do not necessarily reflect the views of these donors.

# AGENDA: OVERVIEW

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- Recap and feedback
- SBC Strategy Development process
- Prioritizing behaviors
- Formative research – decision tree
- Using formative research findings for strategy development

## **Objectives:**

By the end of this session we aim to

- Have an enhanced understanding of how to prioritize nutrition behaviors.
- Learn about types of formative research and tools for decision making.
- Build an understanding on the strategy development process and tools

# SBC PROCESS

1. **Prioritize behaviors** and conduct formative research (if needed).
2. **Analyze** research findings.
3. **Confirm or refine** your priority behaviors.
4. **Highlight factors and actors** most closely related to the refined behaviors.
5. **Create linked pathways** from factors to program activities.
6. Develop the **SBC strategy**

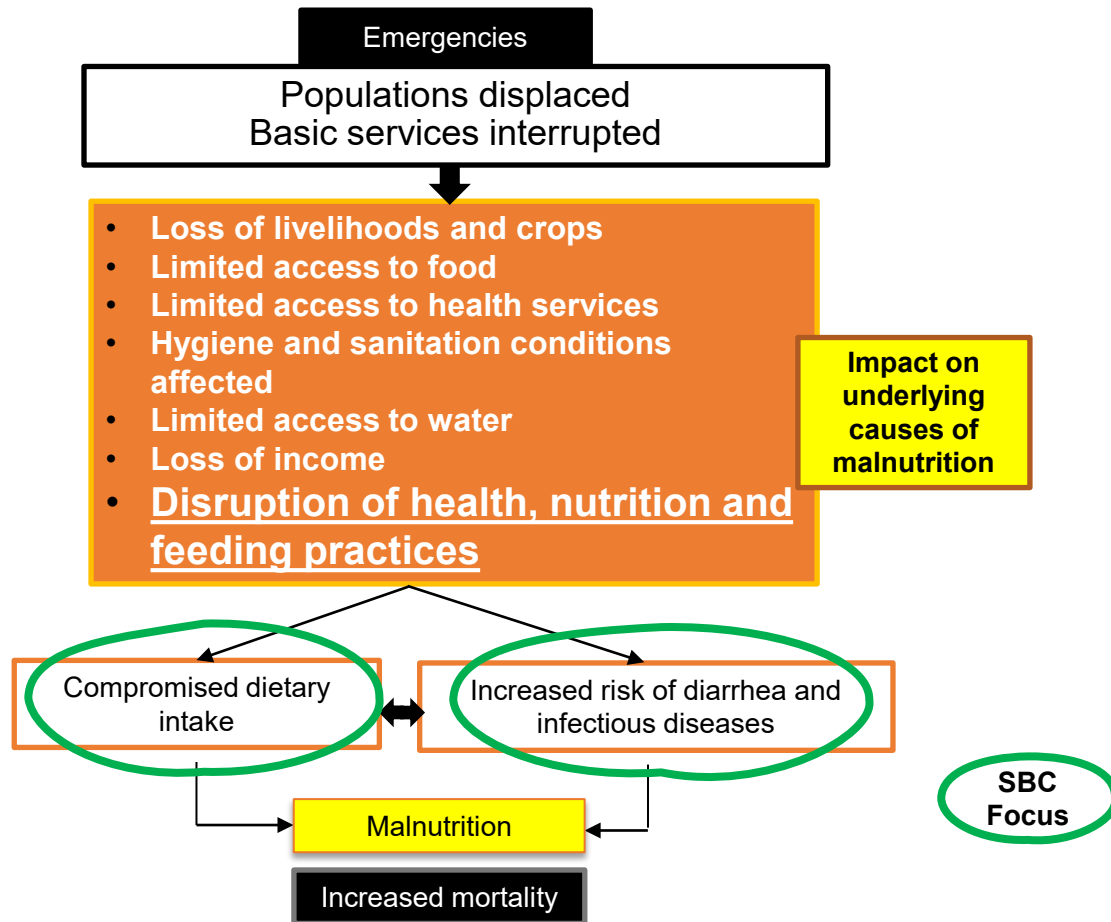


# Prioritizing Behaviors

1. **Determine** nutritional status or note the nutrition-sensitive program outcome.
2. For each of the relevant behaviors, **analyze the behavior gap**, potential to impact results, and potential ability to change.
3. **Narrow the behaviors** of interest by determining program and policy fit.
4. **Select final prioritized behaviors.**



# Prioritizing behaviors for nutrition in emergencies



# Formative Research

## Recommended steps

### **Literature review:**

identify what is known and gaps in information



**Choose the most appropriate methodology** for additional research based on:

- ✓ Time available
- ✓ Access to expertise
- ✓ Behaviour or intervention focus
- ✓ Information gaps that the research needs to address

**Ethical considerations are imperative**





# Formative Research Methods

Qualitative methods	Quantitative methods
<ul style="list-style-type: none"><li>• Group interviews</li><li>• Focus groups</li><li>• In-depth interviews</li><li>• Barrier Analysis</li><li>• Household observations</li><li>• Facility observations</li><li>• Trials of Improved Practices (TIPs)</li><li>• Positive Deviance Inquiry</li><li>• Guided photo narratives</li></ul>	<ul style="list-style-type: none"><li>• Knowledge, Attitude and Practice (KAP) surveys</li><li>• Household surveys</li><li>• Reviews of health centre logs</li><li>• Supply audits</li></ul>

# Formative research decisions

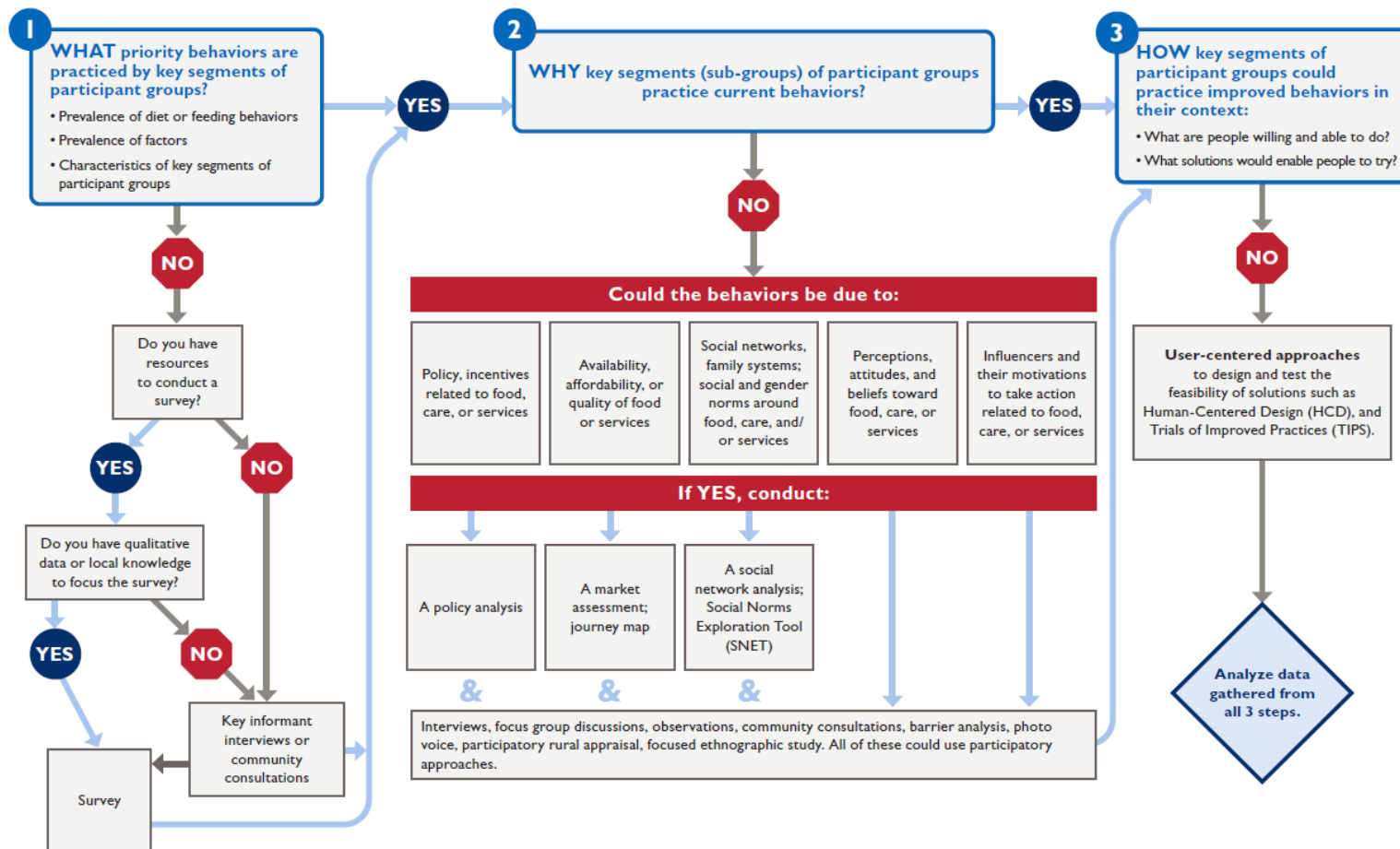
**Step 1. Design research questions.**

**Step 2. Select methods.**

**Step 3. Select participant groups  
and places to include in the  
research.**



# Do You Know...



# SBC Strategy

Provides a roadmap to ensure that program activities achieve outcomes.

Outlines the following components:

- priority behaviors,
- primary participant groups and supporting actors,
- key factors and pathways to activities,
- implementation/action plan,
- monitoring and evaluation plans.



# Resources

**Nutrition behaviors:** [https://www.advancingnutrition.org/sites/default/files/2020-05/behaviors\\_to\\_improve\\_nutrition\\_infographic.pdf](https://www.advancingnutrition.org/sites/default/files/2020-05/behaviors_to_improve_nutrition_infographic.pdf)

**Prioritizing behaviors tool:** [https://www.advancingnutrition.org/sites/default/files/2021-08/prioritizing\\_behaviors\\_tool\\_for\\_high\\_quality\\_sbc.pdf](https://www.advancingnutrition.org/sites/default/files/2021-08/prioritizing_behaviors_tool_for_high_quality_sbc.pdf)

**Formative research decision tools:**

<https://www.advancingnutrition.org/sites/default/files/2022-10/usaids-an-sbc-decision-tree-2022.pdf>

<https://yourwaytobehaviourchange.org/a-step-by-step-process/analysis/>

**SBC Strategy development tools/guides:**

<https://www.advancingnutrition.org/sites/default/files/2023-08/usaids-an-sbc-research-design-strategy-2022-updated.pdf>

[https://www.fsnnetwork.org/sites/default/files/designing\\_for\\_behavior\\_change\\_a\\_practical\\_field\\_guide.pdf](https://www.fsnnetwork.org/sites/default/files/designing_for_behavior_change_a_practical_field_guide.pdf)

<https://yourwaytobehaviourchange.org/>

<https://resourcecentre.savethechildren.net/document/guide-for-developing-an-social-and-behavior-change-sbc-strategy/>

## Looking for support in Nutrition in Emergencies?

	Type of supported needed	Provider
1	I want remote or in-country in depth technical support	GNC Operations Team
2	I want to hire a consultant directly	GNC Consultant Rosters
3	I want quick technical advice	GNC HelpDesk
4	I want peer support	<a href="http://www.en-net.org">www.en-net.org</a>

Visit: <https://nutritioncluster.net/> and click "Request Support"

# How to Access Support

Request support on coordination, information management, integration for nutrition outcomes or technical nutrition in emergencies assistance.

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Subject of Request

Description

About



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it will take less than 5 minutes  
*(it will pop up when you close the webinar)*