

How to Identify the Key Barriers & Enablers?

Petr Schmied, SBC and M&E consultant



**What is the best way of identifying
the key barriers and enablers?**



**What should
your SBC research
focus on?**

1) Making a behaviour **EASIER**

KEY QUESTIONS:

What are all the things that make it **difficult** for you to ... ?

What are all the things that make it / would make it **easier** for you to ... ?

How easy or difficult is it to access [specify the **material / service required** to practice the behaviour] ?



2) Making a behaviour more ATTRACTIVE

KEY QUESTIONS:

What do 'Doers' **like the most** about the behaviour (and its consequences)?

What do the 'Non-Doers' want the most in life? (**key desires**)

“... [there is] a **significant association** between lower infant height-for-age z-scores and low maternal age ...”

Yu, S. et al (2016)

“We found that stunting and underweight were 11 percentage points **more prevalent in children born to adolescent mothers** compared with children born to adult mothers.”

Nguyen, P. et al, 2019

“Children of teenage mothers, compared to those of adult mothers, were 8 times more likely to be stunted ... 3 times more likely to be wasted ..., and **13 times more likely to be underweight.**”

Wemakor, A. et al, 2018



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YOUNG WOMAN WHO MAKES THE
BEST CHOICES.

I AM A MAXIMUM DIVA



PROTECTION THAT FEELS GREAT FOR BOTH OF YOU
MAXIMUM DIVA
WOMAN'S CONDOM

For more info go to smartchoices.co.zm

2) Making a behaviour more ATTRACTIVE

KEY QUESTIONS:

What do 'Doers' **like the most** about the behaviour (and its consequences)?

What do the 'Non-Doers' want the most in life? (**key desires**)

What are / would be the **positive consequences** of ... ?

What are / would be the **negative consequences** of ... ?

+

To what extent people think that ...

... they **are at risk** of the problem the behaviour is trying to address?

... the **behaviour is effective** in addressing the problem?

3) Making a behaviour more SOCIAL

KEY QUESTIONS:

To what extent Non-Doers think that the people who matter to **them are in favour** of them practicing the behaviour?

To what extent Non-Doers think that people like them **practice** the behaviour?

Who are the people that are **most / least in favour** of the behaviour?



4) Making a behaviour more **TIMELY**

KEY QUESTION:

When are people most likely to be (more) open to adopting the behaviour? (example)



Solar Powered Irrigation
5
The Futurepump SF2

4) Making a behaviour more **TIMELY**

KEY QUESTION:

When are people most likely to be (more) open to adopting the behaviour?

When are people supposed to practice the behaviour?



**How should
you collect
the required
data?**



Using Your Existing M&E Systems

- baseline / annual surveys, KAP surveys, activity monitoring, feedback from community-level staff ... can answer many of the key questions
- examples:
 - % of respondents who practice the behaviour
 - % of respondents who are aware of the promoted benefits
 - % of respondents capable of accessing the required goods / services
 - what makes it difficult to practice the behaviour
 - what motivates and enables Doers to practice the behaviour

Barrier Analysis



Barrier Analysis

- Which of the 12 most common factors prevent / encourage people to follow the promoted behaviour?
- questions are asked to 45 “Doers” + to 45 “Non-Doers”
- suitable for behaviours that are practiced by at least 10-20% of the population
- templates + pre-prepared questionnaires available at www.behaviourchange.net
- with a team of 12-15 enumerators takes 1-2 days per behaviour (incl. analysis)

Client Journey Mapping



Client Journey Mapping

- helps us understand the physical and emotional ‘journey’ people go through when accessing / using a service or product, such as:
 - antenatal visits
 - veterinary services
 - social benefits
 - solar-energy products ...
- gathers information through interviews, observations, testing the use of the given service / product, etc.
- looking for barriers, strengths, areas where weaknesses are experienced

Key Informant Interviews



Key Informant Interviews

- semi-structured interviews with people who are likely to have useful insights into the key barriers and enablers
- the closer to the priority group members these people are, the more useful insights they have (often, not always)
- examples:
 - priority group members (especially ‘positive deviants’)
 - agri / health extension workers
 - supervisors of extension workers
 - sellers of agricultural inputs
 - field / technical staff of other NGOs

Other Methods

- Focus Group Discussions
- Trials of Improved Practices (TIPs)
- Observations
- Wash'Em
- Review of Existing Resources



***Okay, so which
method should
I choose???***

Use a Combination of Several Methods

Key Question	Research Method	Source of Data
What makes it difficult for women to breastfeed exclusively?	Barrier Analysis	Women with children under 2
	Key informant interviews	Community Health Workers
	Review of Existing Research	Google / research databases / checking with other NGOs

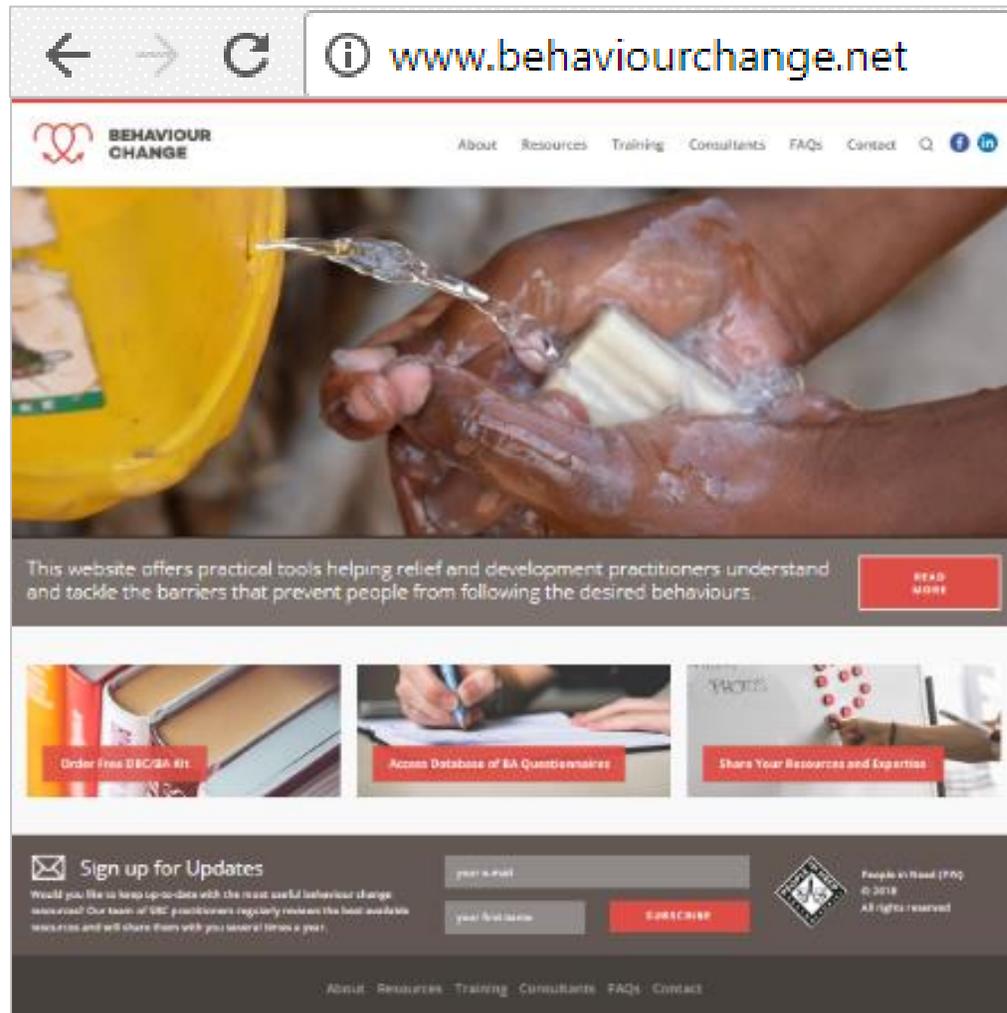
A few practical tips ...



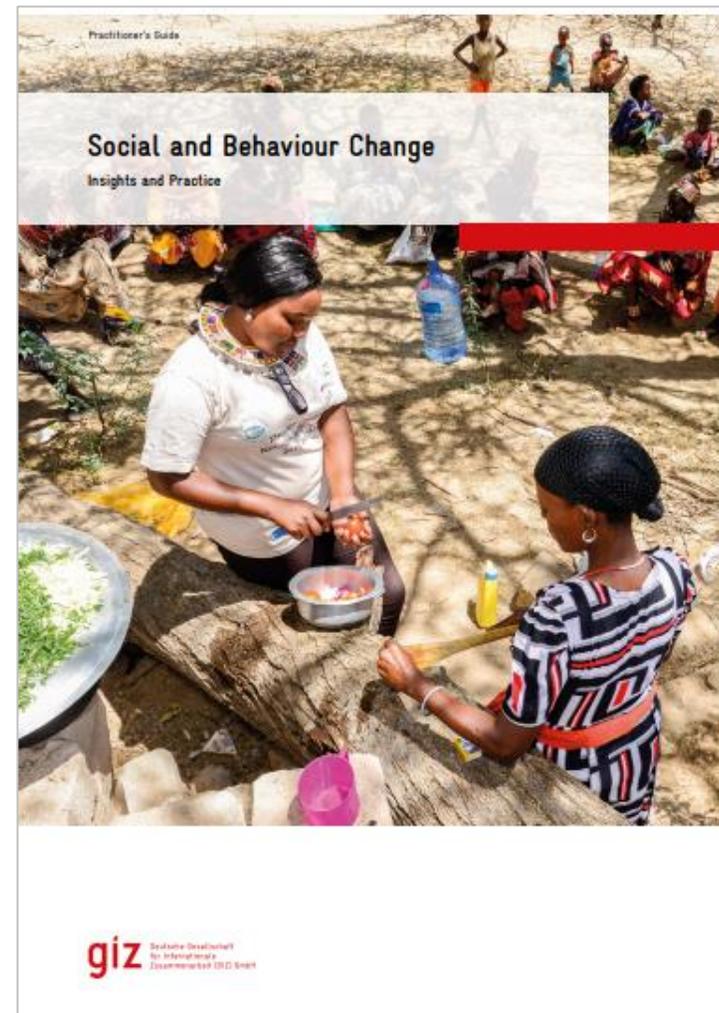


- include SBC research in your **proposal, budget, and timeframe**
- if your team lacks the expertise, **ask someone experienced** to help you with the research (at least remote support)
- if possible, collect both **qualitative and quantitative data**
- keep your **project strategy** (and budget) **flexible enough** so that you are able to accommodate the research findings

Recommended Resources



The screenshot shows the homepage of the website www.behaviourchange.net. The browser address bar displays the URL. The website header includes the logo for BEHAVIOUR CHANGE and a navigation menu with links for About, Resources, Training, Consultants, FAQs, and Contact. A large hero image shows hands being washed with soap and water. Below the hero image, a text block reads: "This website offers practical tools helping relief and development practitioners understand and tackle the barriers that prevent people from following the desired behaviours." A red button labeled "READ MORE" is positioned to the right of this text. Below the hero image, there are three smaller images with corresponding text boxes: "Order Free BEC/BA Kit", "Access Database of BA Questionnaires", and "Share Your Resources and Expertise". At the bottom, there is a "Sign up for Updates" section with a form for email and name, a "SUBSCRIBE" button, and a logo for People in Need (PIN) with the text "© 2018 All rights reserved". A footer at the very bottom contains the same navigation menu as the header.



The image shows the cover of a book titled "Social and Behaviour Change: Insights and Practice". The cover features a photograph of a woman in a white shirt and a woman in a striped shirt sitting on the ground, preparing food. The text "Practitioner's Guide" is visible in the top left corner. The title "Social and Behaviour Change" is prominently displayed in the center, with the subtitle "Insights and Practice" below it. A red horizontal bar is present on the right side of the cover. At the bottom left, the logo for "giz" is visible, with the text "giz Graduate Development for International Development (GIZ) GmbH" below it.

Takeaway #3:

Less guess, more (reliable) data

Thank you for attention!

Feel free to **contact me at:** petschmied07@gmail.com

www.linkedin.com/in/petr-schmied

Photo credits:

- slide 6: PIN, a person washing his hands
- slide 8: Doodle Design, a person holding a poster
- slide 10: Petr Schmied, a focus group discussion with men in Zambia
- slide 12: GIZ, a farmer using solar powered irrigation pump
- slide 13: Dreibelbis et al, nudging for handwashing in a school in Bangladesh
- slide 18: PIN, provision of veterinary services to a poultry producer in Cambodia
- slide 20: PIN, key informant interview in Ethiopia
- slide 30: Petr Schmied, focus group discussion during GIZ's research in India