

Leveraging M&E Systems to Improve SBC Programme Performance

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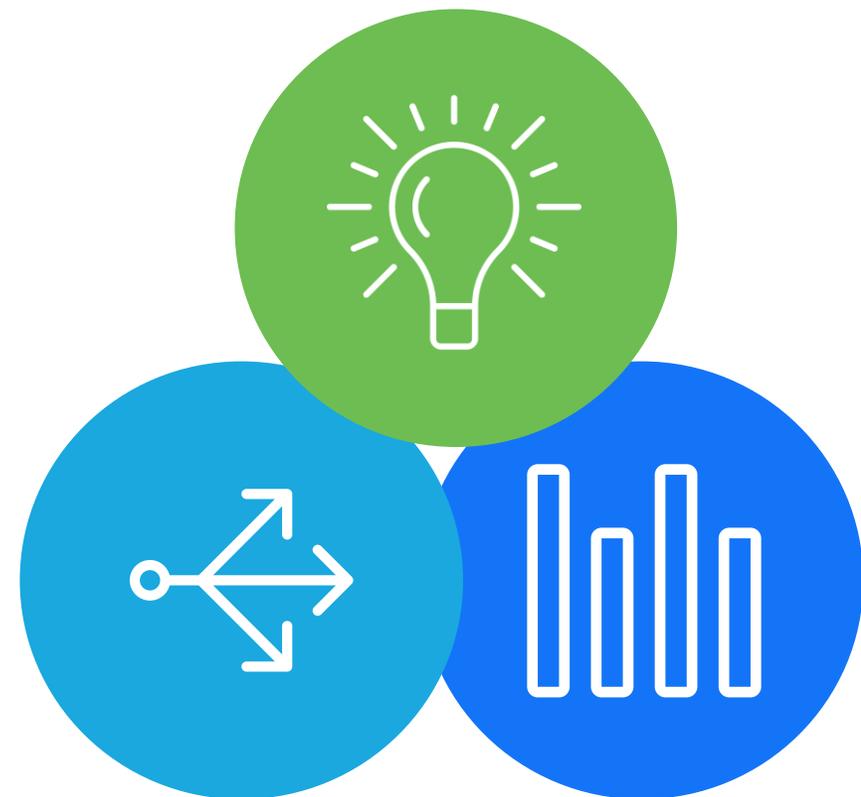
Breakthrough RESEARCH

- USAID's flagship social and behavior change (SBC) research and evaluation project designed to drive the generation, packaging, and use of innovative SBC research to inform programming
- Five-year project from August 2017 to July 2022
- We work across health areas such as nutrition, and other development sectors such as agriculture and food security.
- Close collaboration with sister project Breakthrough ACTION



Learning Objectives

- 1) Understand how to build a project theory of change that incorporates SBC theory
- 2) Become familiar with how data can be used to prioritize behaviors, segment audiences and select communication channels
- 3) Learn the types of quantitative indicators that are useful to measure in an SBC program
- 4) Explore how routine monitoring and qualitative methods can help tell your story
- 5) Learn how data can help to explain whether the programme reached the desired outcome



What is an M&E System and what does it do?

An M&E system links strategic information obtained from various data collection systems to decisions that will improve programs.

Specifically an M&E systems allows you to:

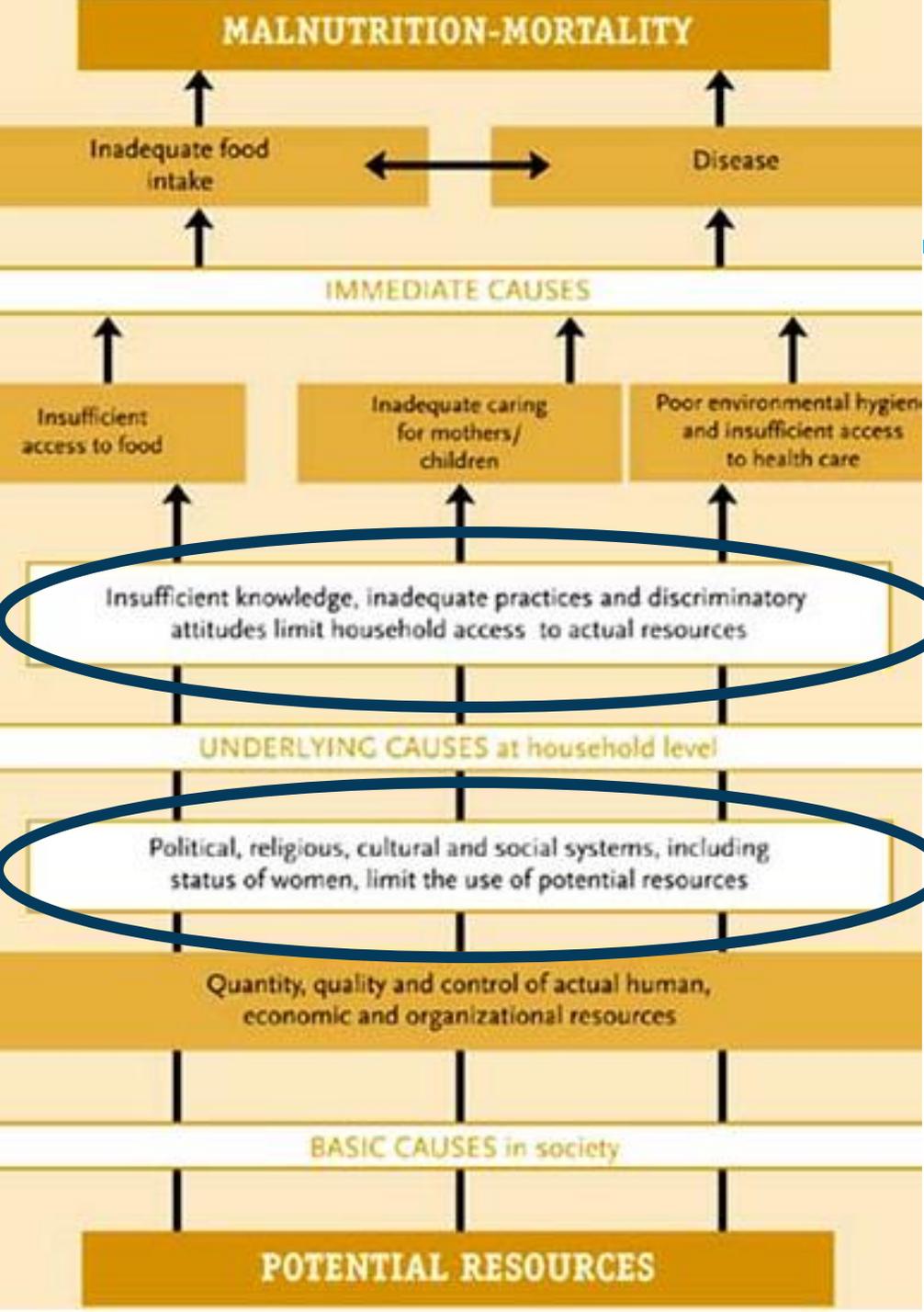
- Document pathways with which results will be achieved
- Monitor process outputs and outcomes for community and donor accountability
- *Depending on intent*, Enables you to determine impact and cost-effectiveness to build the evidence base both nationally and globally

I. Building an SBC M&E Theory of Change for Improved Agriculture and Nutrition

Poll #1

What types of activities does SBC comprise?

- A. Mass media communication
- B. Community engagement
- C. Interpersonal communication
- D. All of the above

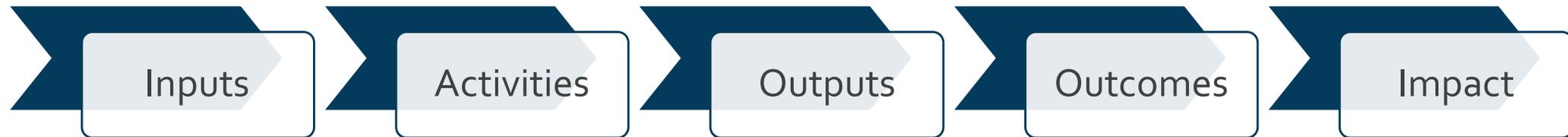


Conceptual Framework of Causes of Malnutrition and Mortality

- Illustrates causes including basic, underlying and immediate.
- Highlights contribution of insufficient knowledge; inadequate practices, attitudes and status of women
- Identifies underlying causes related to insufficient food, inadequate care and poor hygiene
- Highlights malnutrition outcome and links to mortality
- Activities must be contextualized for local situations.

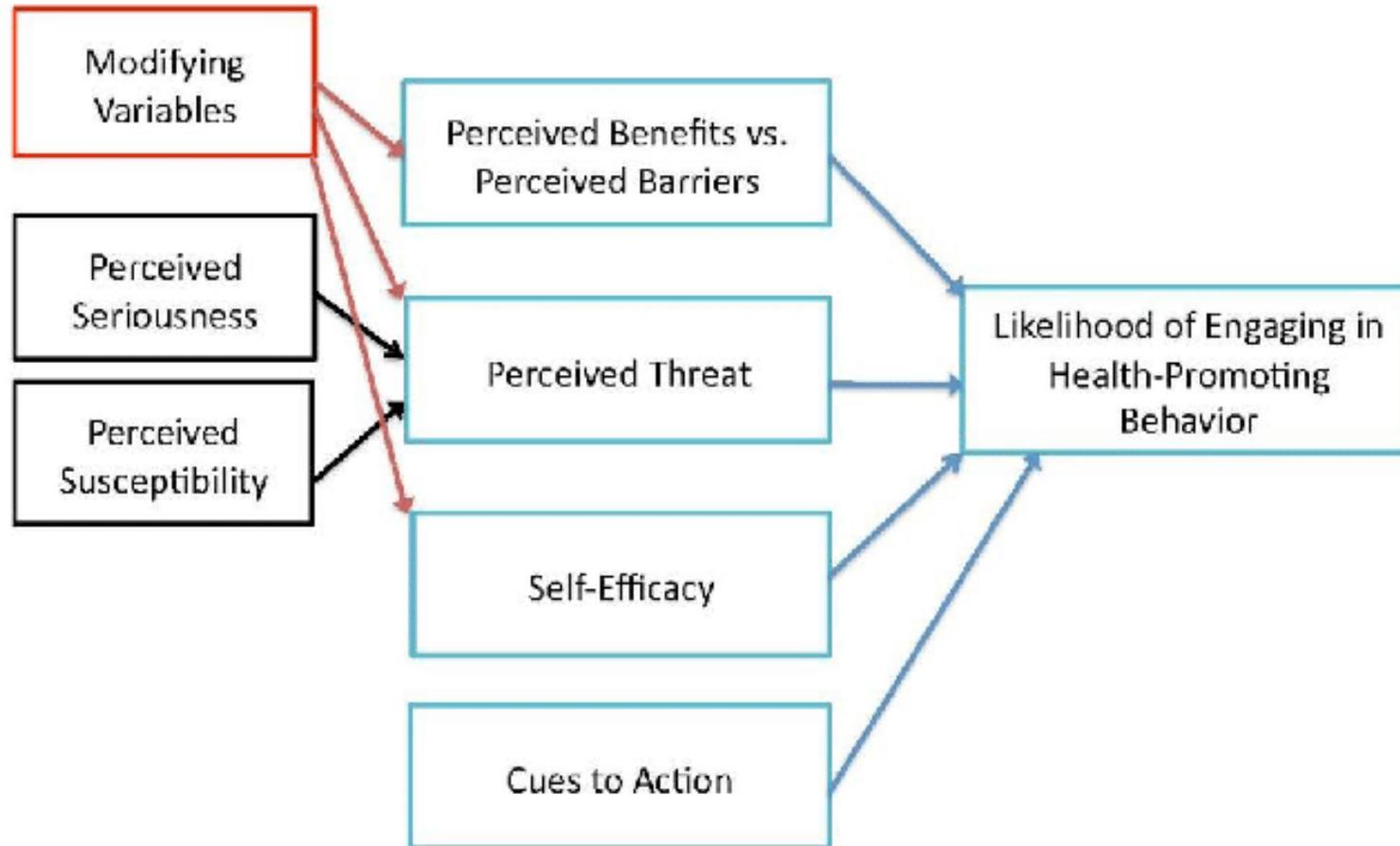
Reference: UNICEF. Strategy for improved nutrition of children and women in developing countries. New York, NY: UNICEF; 1990. (Policy Review Paper E/ICEF/1990/1.6). Report No.: JC 27/UNICEF-WHO/89.4.

Logical framework (Logframe)



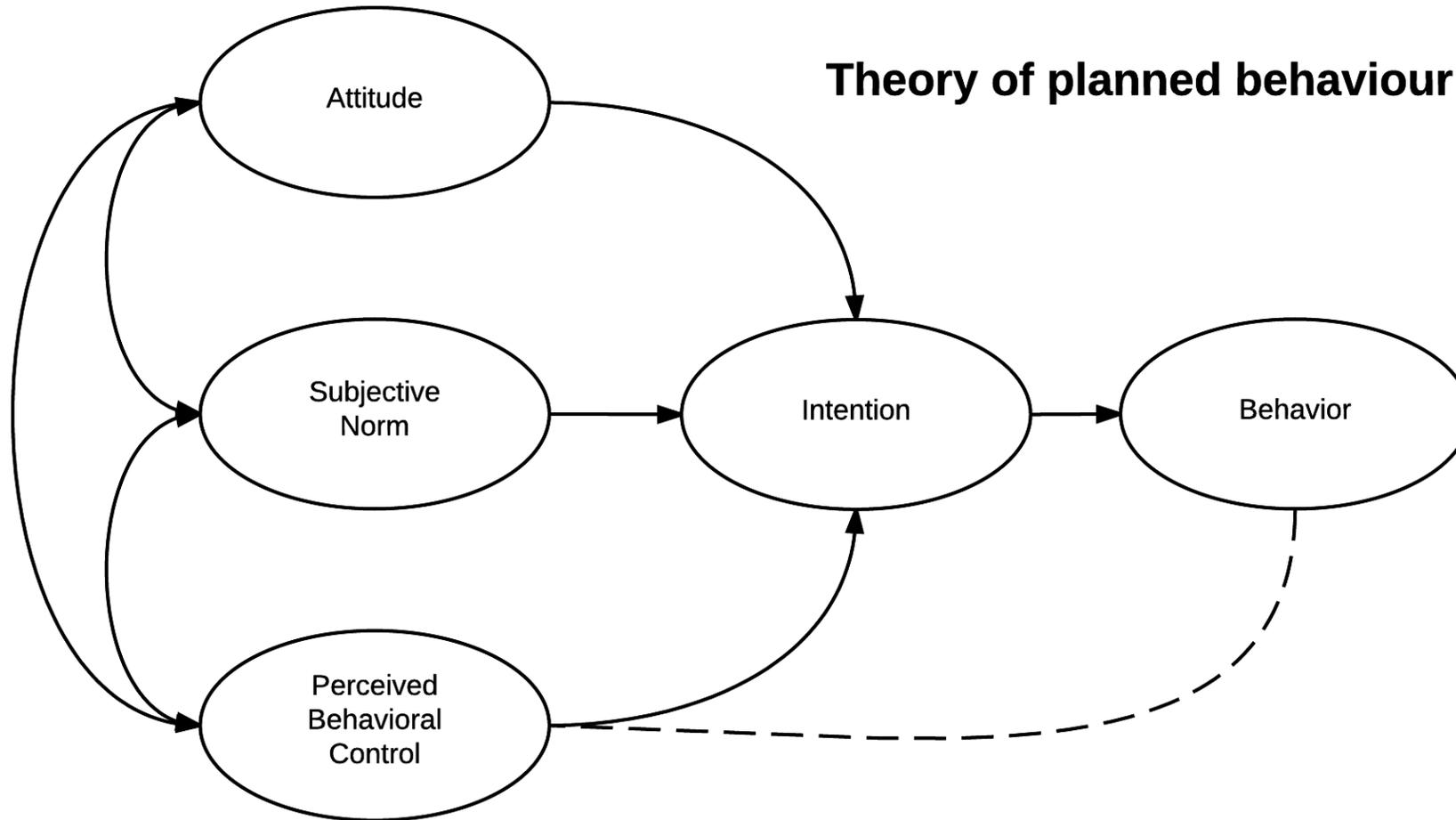
SBC is an evidence-based, theory-driven process that identifies factors that influence people's behaviors and addresses these by using approaches that are most likely to improve outcomes

Individual Level SBC Theories: Health Belief Model



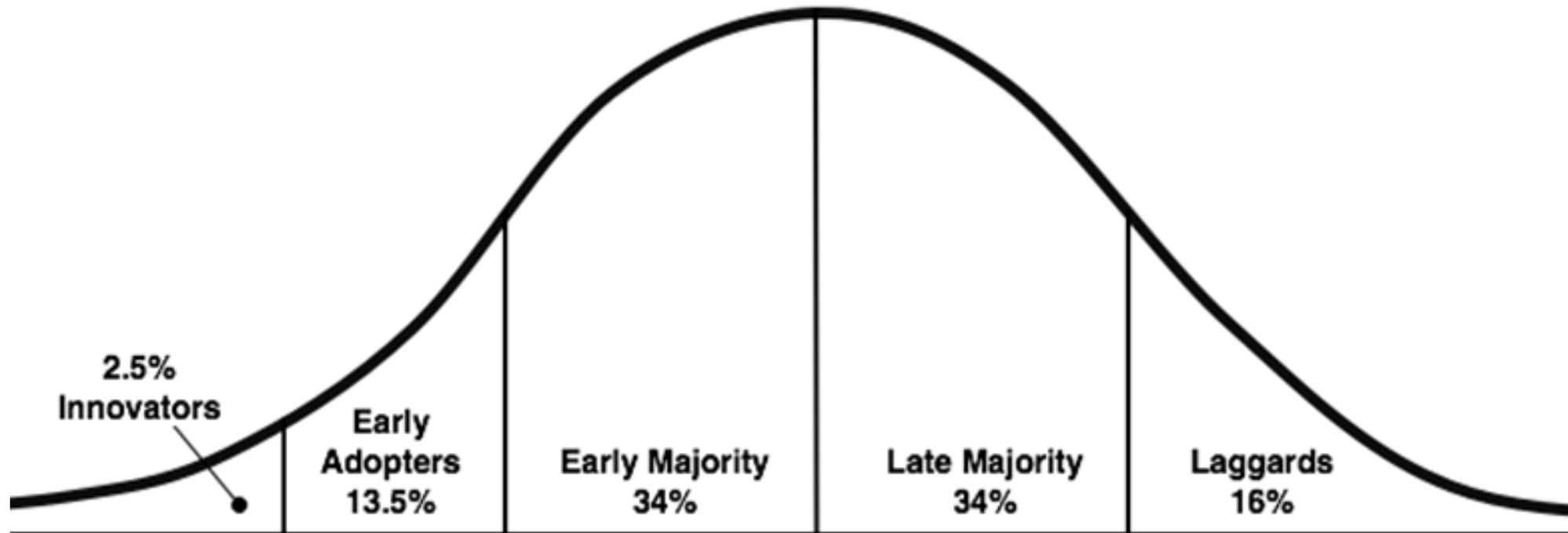
Reference: Rosenstock IM. The health belief model and preventive health behavior. Health Educ Monogr. 1974;2(4):354-386.

Individual Level SBC Theories: Theory of Planned Behavior



Reference: Ajzen I. The theory of planned behavior. Organ Behav Hum Decis Process. 1991;50(2):179–211.

Community Level SBC Theories: Diffusion of Innovation



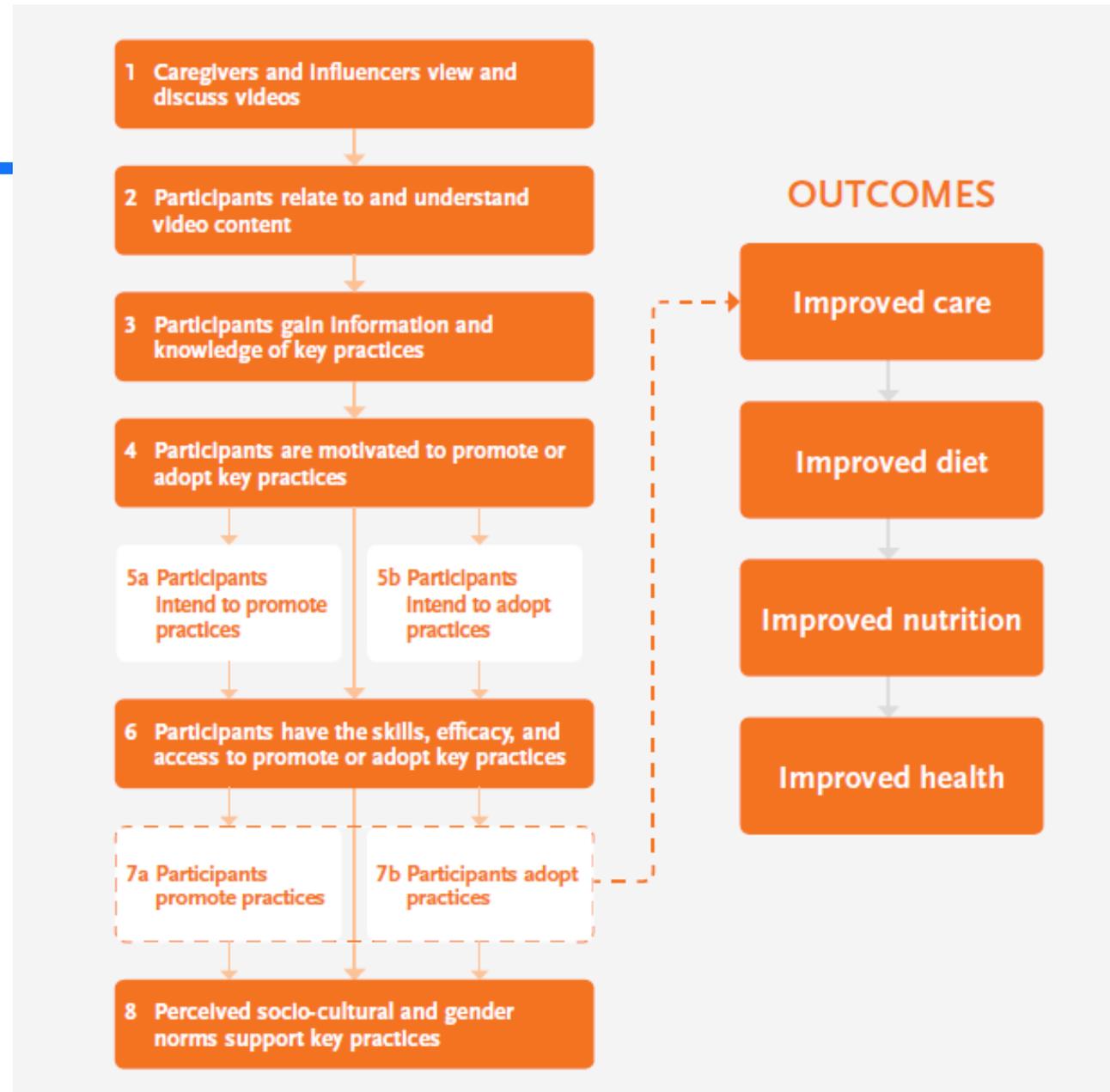
Source: Everett Rogers, Diffusion of innovations model

Combined Level SBC Theories: Socio-Ecological Model



Building an SBC M&E Theory of change

- Provides an illustration of how and why a desired change is expected to happen.
- Maps out what has been described as the “missing middle” between the activities or interventions and how these lead to desired goals being achieved.



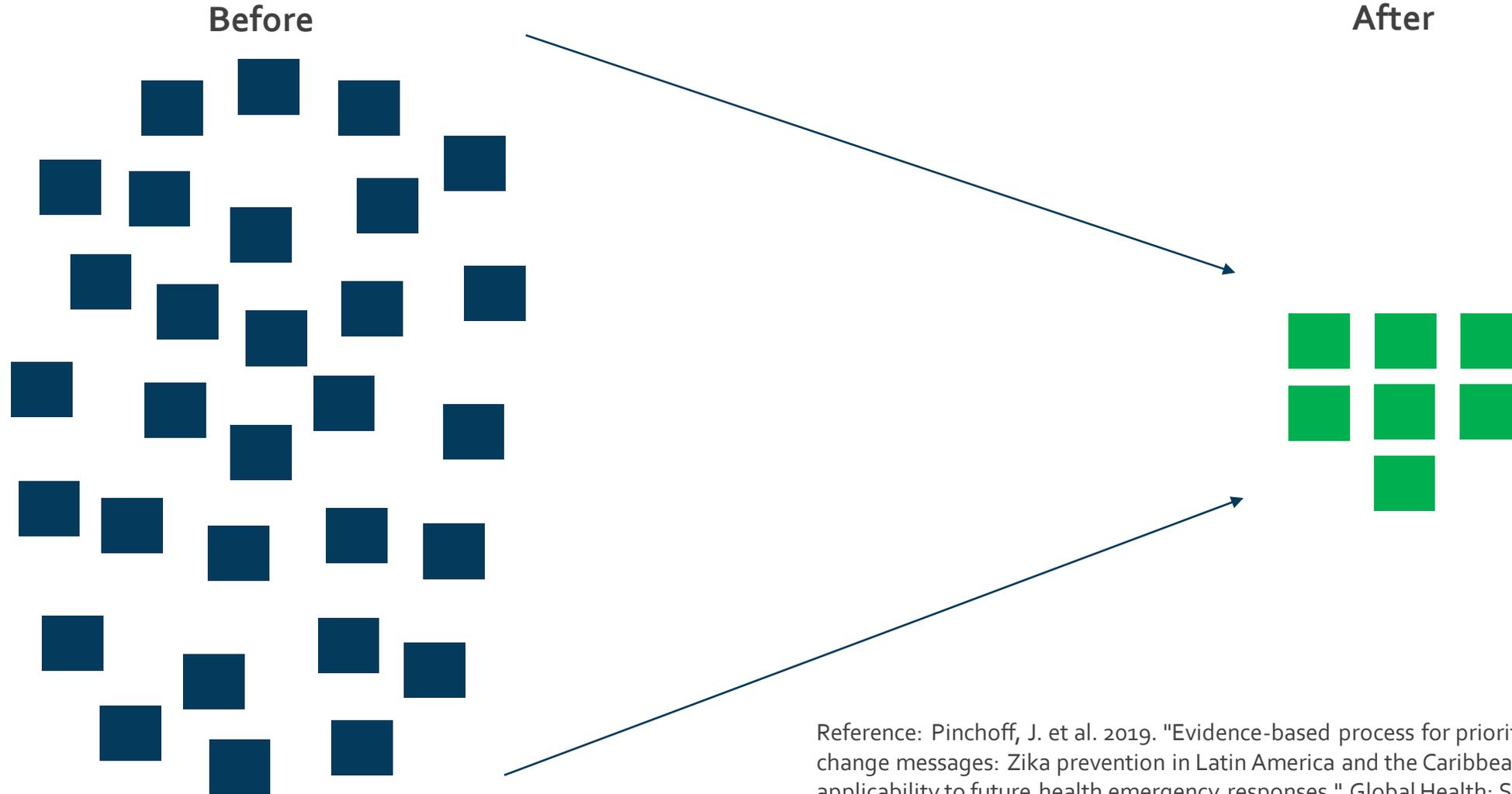
2. Data for SBC Program Design

SBC is an evidence-based, theory-driven process that identifies factors that influence people's behaviors and addresses these by using approaches that are most likely to improve outcomes

Types of data for SBC program design, monitoring and evaluation

- Literature and desk reviews
- Qualitative methods such as focus group discussions, and in-depth interviews
- Routine monitoring data
- Quantitative methods such as household and facility surveys

Prioritizing behaviors to avoid overburdening audiences



Reference: Pinchoff, J. et al. 2019. "Evidence-based process for prioritizing behavior-change messages: Zika prevention in Latin America and the Caribbean and applicability to future health emergency responses," *Global Health: Science and Practice* 7(3):404–417; <https://doi.org/10.9745/GHSP-D-19-00188>

How did we get from 30 to 7?

Example: Use of a repellent product

Criteria	Audience		Analysis
			
1) Efficacy	High	High	Some ingredients have been shown to be very effective in preventing mosquito bites for 5 to 11 hours per application.
2) Potential to reduce transmission at population level	Low	Low	It only protects the person who applied the repellent
3) Easy to do/amendable to change			
Frequency	High	High	You must reapply to your skin every 4 hours.
Feasibility	Medium	Medium	For some people it may be easy, for others it is not.
Access	Medium	Medium	To what extent can you get what you need to do this behaviour?

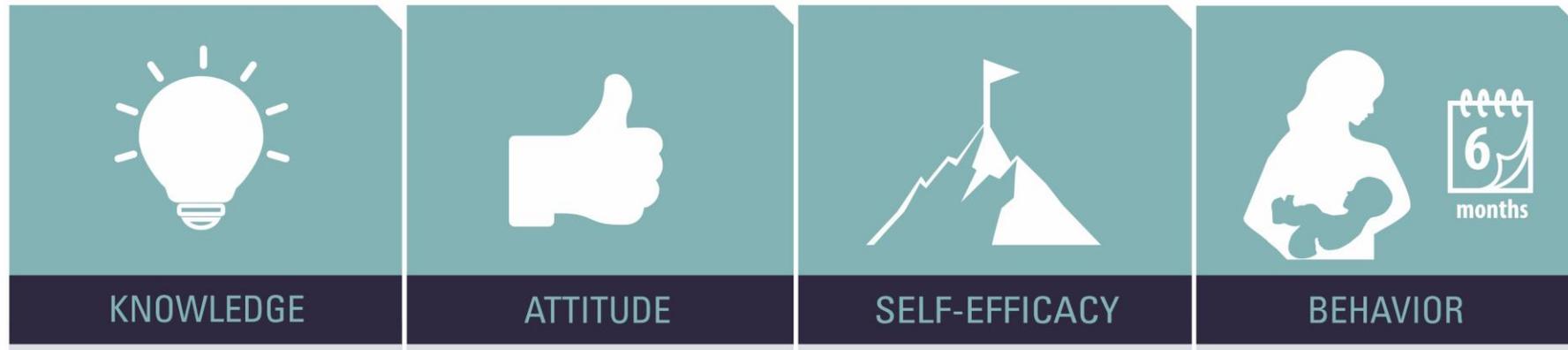
Poll #2

True or False

Market segmentation is the process of dividing audiences into groups that share similar characteristics such as demographic, interests, needs or location.

Types of Audience Segmentation

Breastfeed Only, First 6 Months

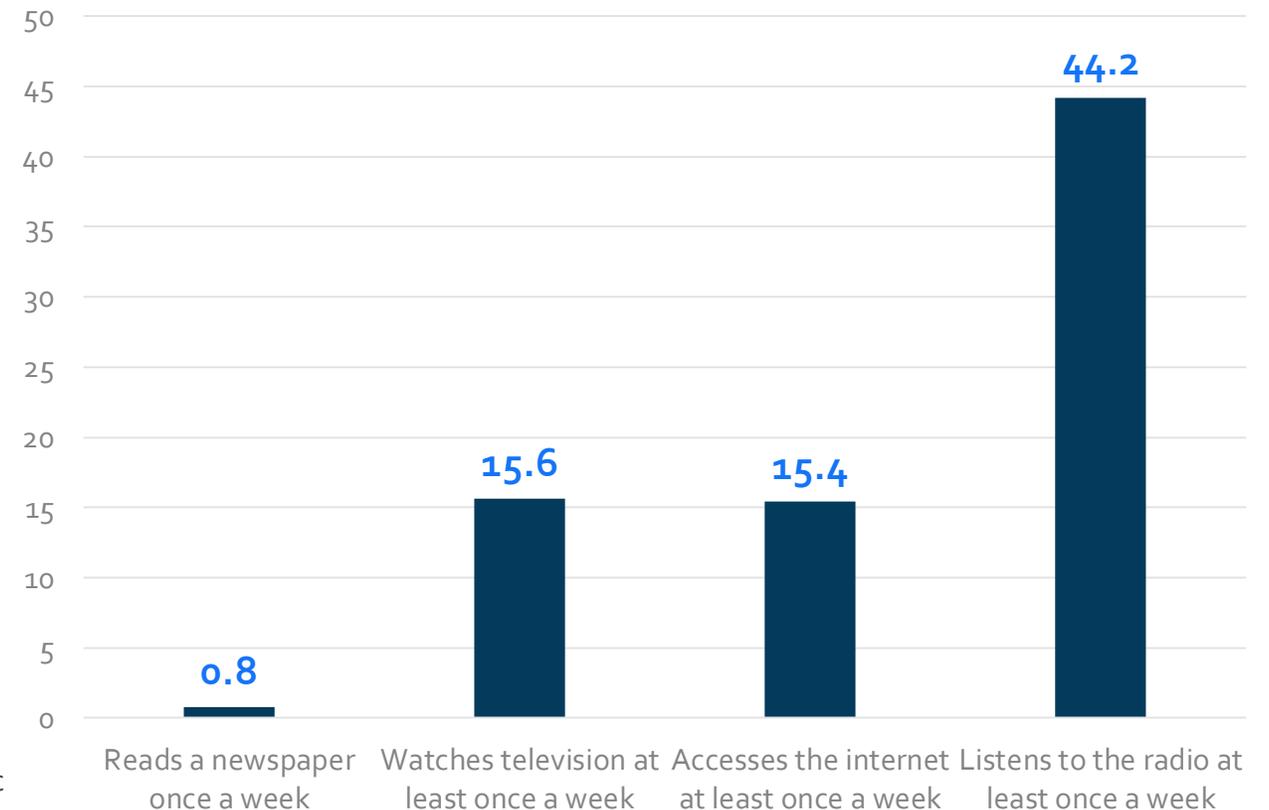


- Young women, first child, low level of knowledge, low level of self-efficacy, do not exclusively breastfeed → focus messages on how to correctly exclusively breastfeed
- Older woman, high parity, high level of knowledge, low levels of self-efficacy but low levels of exclusively breastfeeding → introduce interventions that encourage social support for mothers

Using data to identify appropriate channels

Survey data can be used to identify levels of access to various media channels including newspapers, internet, television and radio.

Percentage of women of reproductive age who report exposure to media channels in the last week, Sokoto, Nigeria 2017



Reference: Dougherty L, Abdulkarim M, Ahmed A, Cherima Y, Ladan A, Abdu S, et al. Engaging traditional barbers to identify and refer newborns for routine immunization services in Sokoto, Nigeria: a mixed methods evaluation. *Int J Public Health*. 2020. doi:10.1007/s00038-020-01518-9.

3. Selecting Meaningful SBC Indicators

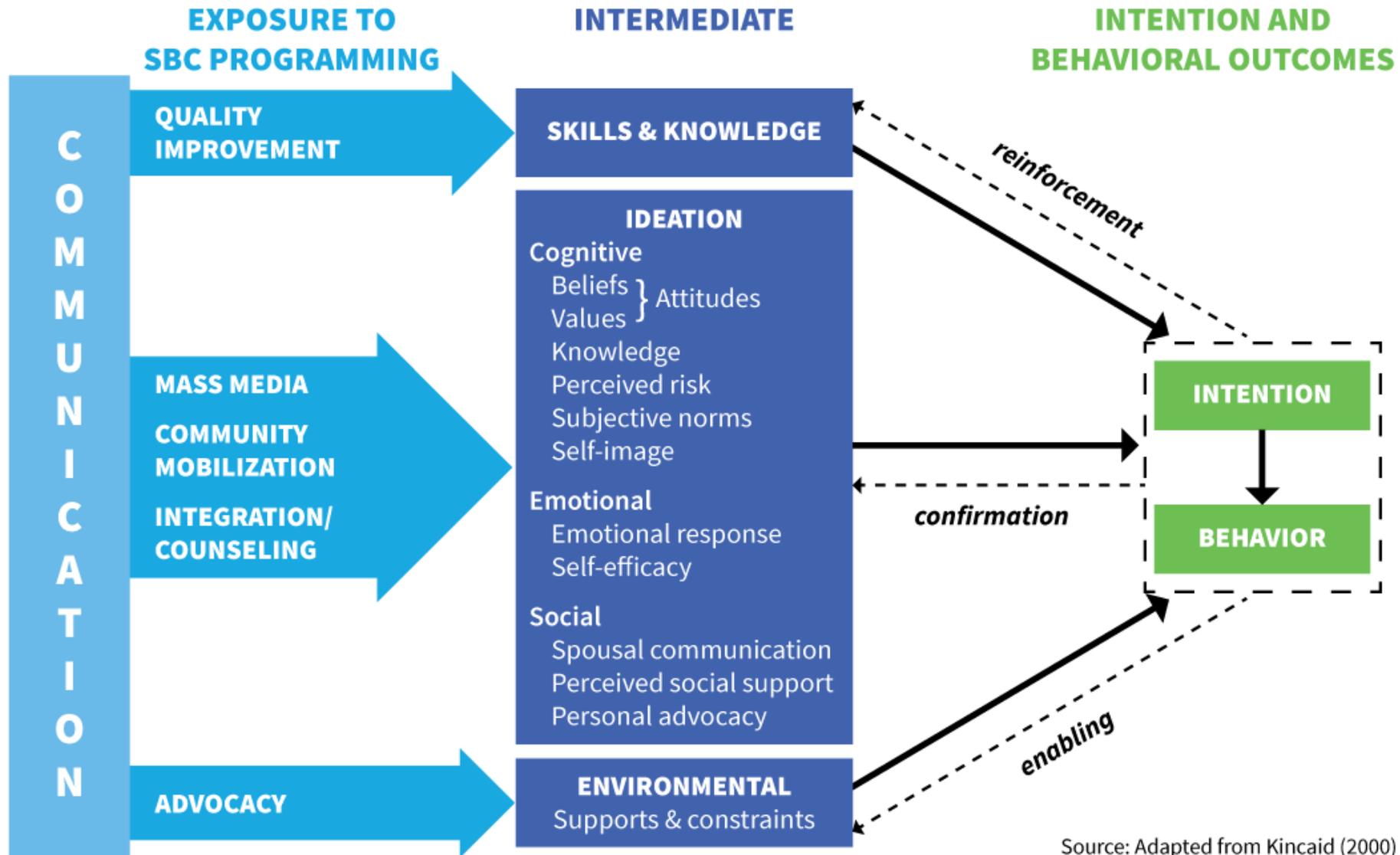
Poll #3

SBC M&E plans should measure:

- A. # or % of beneficiaries exposed to an intervention
- B. Factors contributing to behavioral outcomes
- C. Desired behavioral effect on target audience
- D. All of the above

SBC-related indicators measure processes and approaches implemented to motivate and increase uptake and/or maintenance of behaviors among intended audiences.

Ideational model



Source: Adapted from Kincaid (2000)

Measuring exposure to SBC programming

Enables us to understand the extent to which beneficiaries are exposed to SBC approaches



Example of how to measure recall of SBC

Table 7. Exposure to Handwashing Messages among Women Ages 15–49 with at Least 1 Child Born in the Last 2 Years by Survey Round

	Baseline	Second Survey	Endline
Heard message about handwashing in the two weeks preceding the survey			
Percent of women that have heard messages about handwashing by type of messages			
How to wash hands (with clean water, soap, duration to wash and drying method)	21.9	65.5	52.5
When to wash hands (after defecation, before eating)	16.3	45.3	50.8
Reason to wash hands is to reduce infection	14.6	40.7	43.3
Source of message on handwashing in the two weeks preceding the survey			
Percent of women who heard messages on handwashing by channel			
Posters in the community	0.7	0.9	3.4
Meetings in the community	23.3	22.7	9.6
Government public service messages	0.3	0	0.6
Visiting a health facility	5.3	9.3	1.7
Visiting a family member home	4.7	15.8	4.8
Newspapers/magazines	0	0.3	0
TV	0	0.9	0.8
Radio	9	4.7	0.3
Video	0	56.2	52.8

Reference: Dougherty L, Moreaux M, Dadi C, Minault S. Seeing Is Believing: Evidence from a Community Video Approach for Nutrition and Hygiene Behaviors. Arlington, VA: Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project; 2016.

SKILLS & KNOWLEDGE

IDEATION

Cognitive

Beliefs } Attitudes
Values }

Knowledge

Perceived risk

Subjective norms

Self-image

Emotional

Emotional response

Self-efficacy

Social

Spousal communication

Perceived social support

Personal advocacy

ENVIRONMENTAL

Supports & constraints

Measuring SBC intermediate outcomes

Enables us to understand the factors that are contributing to behavioral outcomes

Examples of ideational indicators

Ideational indicators can provide insight into areas for improvement with handwashing behaviors.

Reference: Dougherty L, Moreaux M, Dadi C, Minault S. Seeing Is Believing: Evidence from a Community Video Approach for Nutrition and Hygiene Behaviors. Arlington, VA: Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project; 2016.

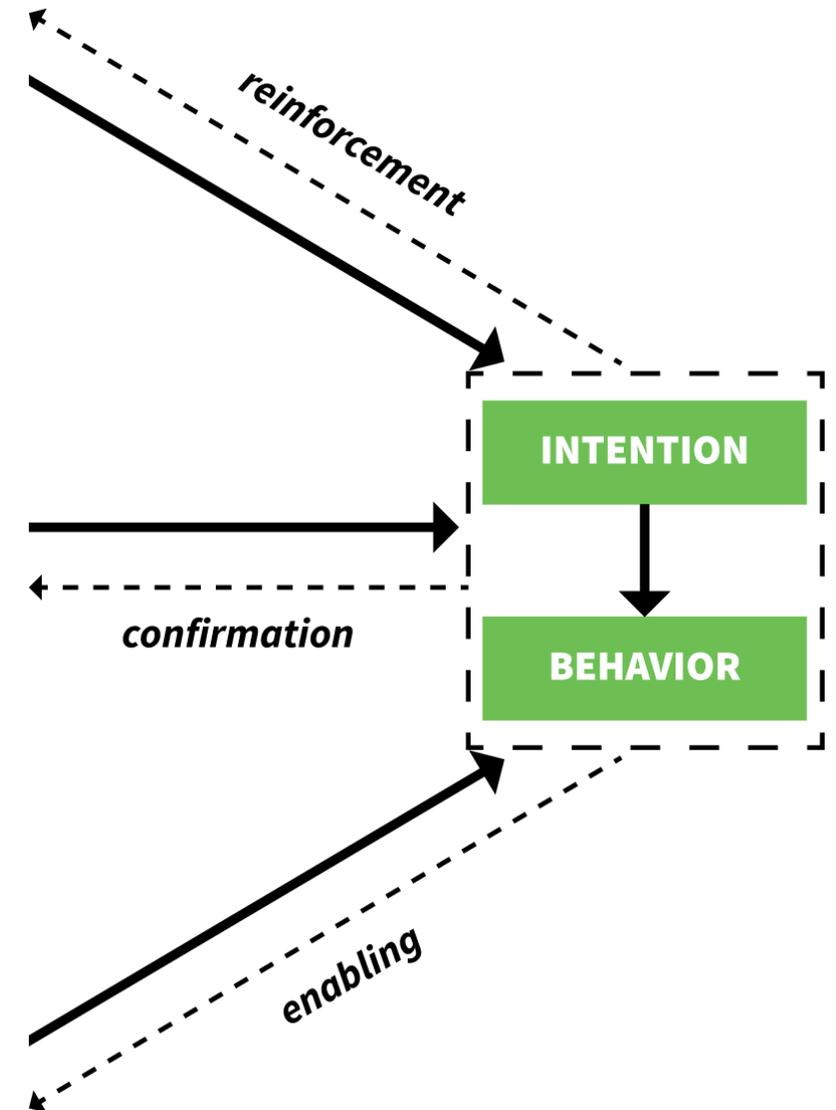
Figure 4: Presence of a handwashing station, knowledge, attitudes, self-efficacy, and behavior of women with a child under two years by survey round



INTENTION AND BEHAVIORAL OUTCOMES

Measuring SBC outcomes

Enables us to determine if behavior has changed



SBC outcome indicators

Examples :

- Proportion of children 0-5 months who were exclusively breastfed in the 24 hours preceding the survey
- Proportion of children 6-9 months who received complementary feeding in the 24 hours preceding the survey.
- Percentage of households using improved sanitation facilities



4. Monitoring SBC implementation

Poll #4

True or False

Focus group discussions and in-depth interviews are only useful to inform project design before implementation.

***Measurement is a tool to strengthen
SBC programmatic focus and determine
effectiveness and programmatic impact.***

Monitoring implementation

How well did the planned activities adhere to the original design of the project during implementation?

1

How have contextual factors influenced the intervention?

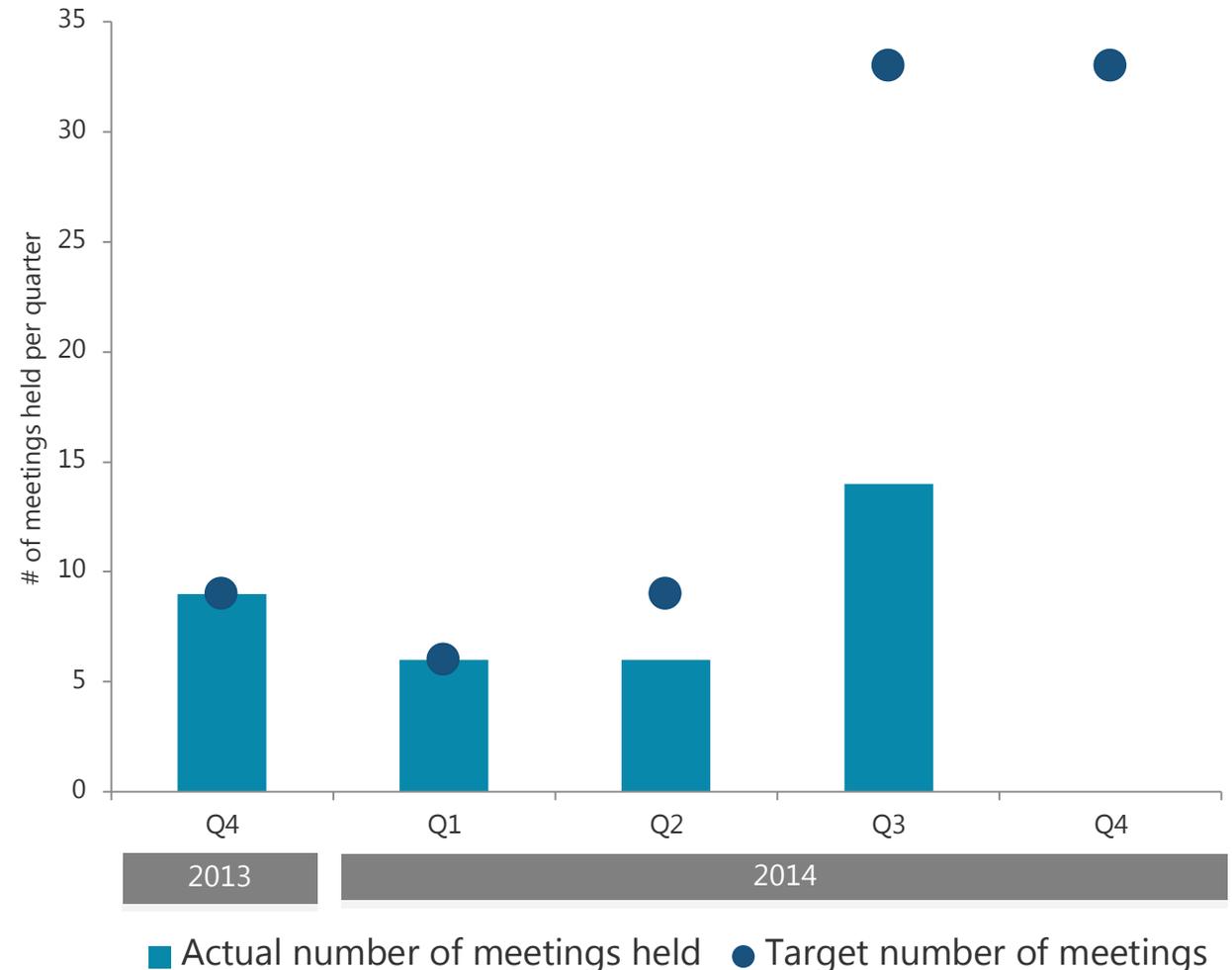
2

Have planned activities influenced the proposed change pathways in the theory of change?

3

How well did the planned activities adhere to the original design of the project during implementation?

Routine monitoring can uncover gaps between the target and actual number of planned activities.



Reference: Dougherty L, Stammer E, Derbile E, Dery M, Yahaya W, Gle DB, et al. A Mixed-Methods Evaluation of a Community-Based Behavior Change Program to Improve Maternal Health Outcomes in the Upper West Region of Ghana. *J Health Commun.* 2018;23:80–90.

How have contextual factors influenced the intervention?

Using qualitative methods including interviewing beneficiaries and project staff can help to identify implementation barriers.



Farming season

During farming season (May – October), men and women work all day in their fields and cannot regularly attend program activities.



Annual migration

During the dry season, young men and women leave the villages, often going to work in cities as traders.

Reference: Dougherty L, Stammer E, Derbile E, Dery M, Yahaya W, Gle DB, et al. A Mixed-Methods Evaluation of a Community-Based Behavior Change Program to Improve Maternal Health Outcomes in the Upper West Region of Ghana. *J Health Commun.* 2018;23:80–90.

Have planned activities influenced the proposed change pathways in the theory of change?

- Use qualitative methods to assess the reasons why some people do not adopt the promoted behaviors
- Provides opportunity to identify suggestions for frontline workers, target group members and other 'grassroots-level' stakeholders on what could be improved

"Yes, it is the peer volunteers and those people who came and shown as the video that advised us how to breast feed our babies. They said we should always handle the baby in such a way that they feel comfortable to breast feed. By either using our right or left hand to support the bottoms of the baby while she/he is breast feeding. They also told us that the two breasts contain different content. One has the breast milk serving the purpose of water while the other one serves us food to the baby so we should always make sure that we breast feed the baby both breast instance of limiting them to the one breast."-Woman, Tapumaz

5. Determining if the SBC programme reached the desired outcome

***Measurement is a tool to strengthen
SBC programmatic focus and determine
effectiveness and programmatic impact.***

Evaluating implementation

to what extent did the project address the main barriers? **1**

to what extent did the project achieve the desired behavior change and was it cost effective? **2**

to what extent are the changes likely to last? **3**

Did the project address the main barriers?

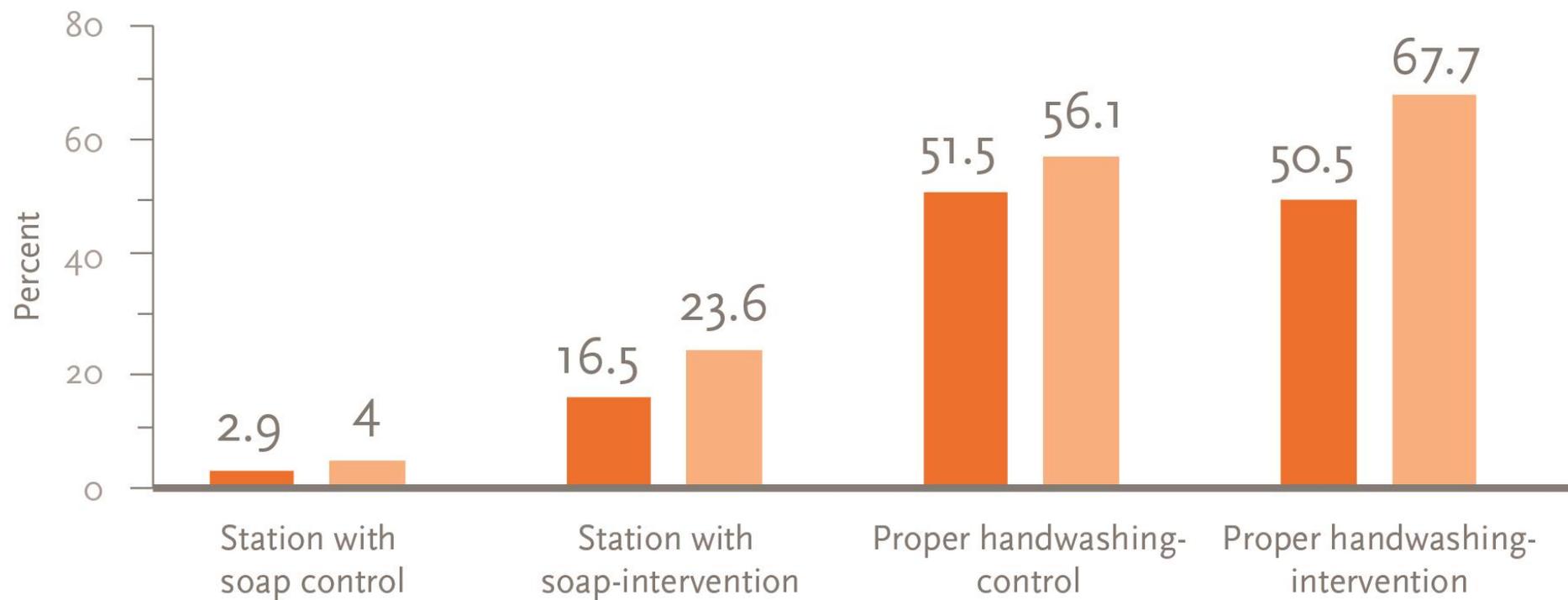
Table 2: Key indicators according to the theory of change as reported by mothers with child between 0-5 months at baseline and endline

		Baseline Comparison N=695	Endline Comparison N=614	Baseline intervention N=697	Endline Intervention N=633
	Cue to Action				
Cues to action	Mother receives yellow card from traditional barber	0.0	1.5	0.0	16.6
	Knowledge of immunization				
Knowledge	Mother knows newborn should be immunized within first week after birth	18.3	27.2	18.7	39.3
	Mother knows child should be brought for vaccinations 5 times	11.8	14.2	10.9	18.5
Perceived threats	Benefit of vaccination				
	Mother believes if child is not vaccinated they are more likely to get sick	59.6	59.8	51.4	59.9
Intention	Likelihood of vaccinating child				
	Mother says she will definitely take child for vaccination	64.8	67.6	50.4	64.3
	Immunization coverage of birth antigens				
	Hepatitis B (card only)	10.8	16.6	6.7	15.0
	BCG (card and recall)	20.3	27.7	15.8	27.8
	Polio (card and recall)	21.6	25.6	17.2	25.4

Reference: Dougherty L, Abdulkarim M, Ahmed A, Cherima Y, Ladan A, Abdu S, et al. Engaging traditional barbers to identify and refer newborns for routine immunization services in Sokoto, Nigeria: a mixed methods evaluation. Int J Public Health. 2020. doi:10.1007/s00038-020-01518-9.

Did the project achieve the desired behavior change ?

Adjusted Percent of Women Whose House has a Handwashing Station with Soap and Who can Demonstrate Proper Handwashing, by Study Group



■ Baseline ■ Endline

Reference: Bougma, Moussa, Leanne Dougherty, Jean-François Kobiané, Idrissa Kaboré, and Bilampo Gnomou. 2017. The SPRING Community Video Program in East Region, Burkina Faso: Effects on Women and Children's Nutrition and Hygiene Behaviors. Analysis Report. Arlington, VA: Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project.

Are the changes likely to last?

Sustaining behavior change

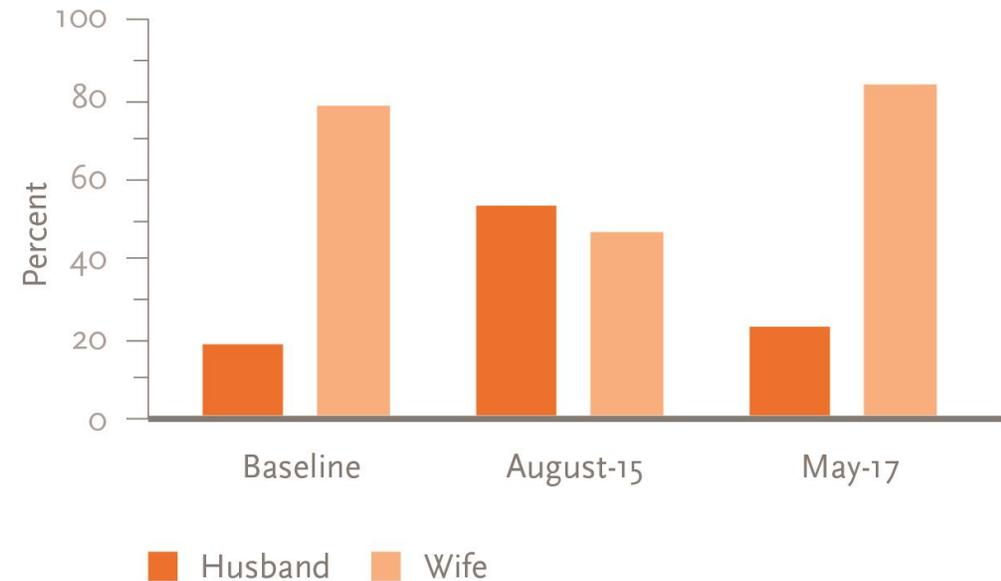
Male involvement is strong immediately following the videos:

“We talked about washing hands with soap and water. It’s a practice we’re already doing, but when we saw the videos, it reinforced us.”

—wife

But, declines over time...:

Person Responsible for Maintaining Handwashing Station



Reference: Dougherty, Leanne, Marjolein Moreaux, Chaibou Dadi, and Sophie Minault. 2017. Seeing Is Believing: Evidence from a Community Video Approach for Nutrition and Hygiene Behaviors. Endline Evaluation. Arlington, VA: Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project.

Dissemination of findings

- Organize in-depth technical workshops with team members to discuss emerging findings
- Provide donors and policymakers with evidence on what works for addressing a given problem, where the key gaps are, and what actions they should consider addressing
- Discuss evaluation findings with beneficiaries, seeking their feedback on the validity and accuracy of the findings
- Publish research results for broader sharing
- Share through online platforms

Recommendations for Strengthening SBC M&E

- Programs should use a **theory of change process** at the design stage to identify important behavioral drivers that can be addressed with SBC programs.
- **Leverage baseline data** to not only provide baseline indicator values but to inform behavior prioritization, audience segmentation and channel selection.
- When selecting indicators for M&E plans, consider measures that assess **programmatic exposure and behavioral determinants**.
- Introduce **qualitative studies** throughout implementation in order to complement routine monitoring and help to explain how the program is working.
- Finally, don't forget to **share evidence** on what works and how interventions can be improved to advance the field and achieve greater programmatic impact.

Resources

Monitoring and Evaluation Resources

- [Measure Demographic and Health Survey](#) and [UNICEF Multiple Indicator Cluster Surveys](#)
- [USAID Performance Indicator Reference Sheet \(PIRS\) Guidance & Template](#)
- Croft, Trevor N., Aileen M. J. Marshall, Courtney K. Allen, et al. 2018. [Guide to DHS Statistics](#). Rockville, Maryland, USA: ICF.
- [USAID Feed the Future Indicator Handbook](#)
- [Indikit](#)

Social and Behavior Change Monitoring and Evaluation Resources

- [GIZ's Insights and Practice Social and Behavior Change Practitioner's Guide](#) Chapter 5
- Compass for SBC how-to guides: [How to develop Indicators](#)
- [Breakthrough RESEARCH's Twelve recommended indicators for Family Planning Social and Behavior Change Programs](#)
- [Breakthrough RESEARCH's Strengthening Social and Behavior Change Monitoring and Evaluation in Francophone West Africa](#)
- [Breakthrough RESEARCH's Guidelines for Costing Social and Behavior Change Programs](#)
- [IRH's Learning collaborative to advance normative change](#)
- [UNICEF Behavioral Drivers Model \(BDM\)](#)
- [UNICEF BDM Conceptual Framework](#)

THANK YOU



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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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