

Is Better Measurement the Key to Increased Investment in Social and Behavior Change for Family Planning in Francophone West Africa?

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Webinar

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Presentation overview

- About Breakthrough RESEARCH
- Exploring the SBC measurement landscape
- Mapping results and identifying gaps
- Recommendations
- Monitoring and evaluating SBC approaches
- Next Steps

About Breakthrough RESEARCH

Fast Facts

- Flagship SBC project for USAID Global Health Bureau to drive the generation, packaging, and use of innovative SBC research to inform programming
- Fiveyear project from August 2017 to July 2022
- USAID/W and country office supported activities
- Close collaboration with sister project Breakthrough ACTION
- In the Francophone West Africa (FWA) region, Breakthrough RESEARCH supports family planning investments in four Ouagadougou Partnership Countries (Burkina Faso, Niger, Togo and Côte d'Ivoire)



Consortium

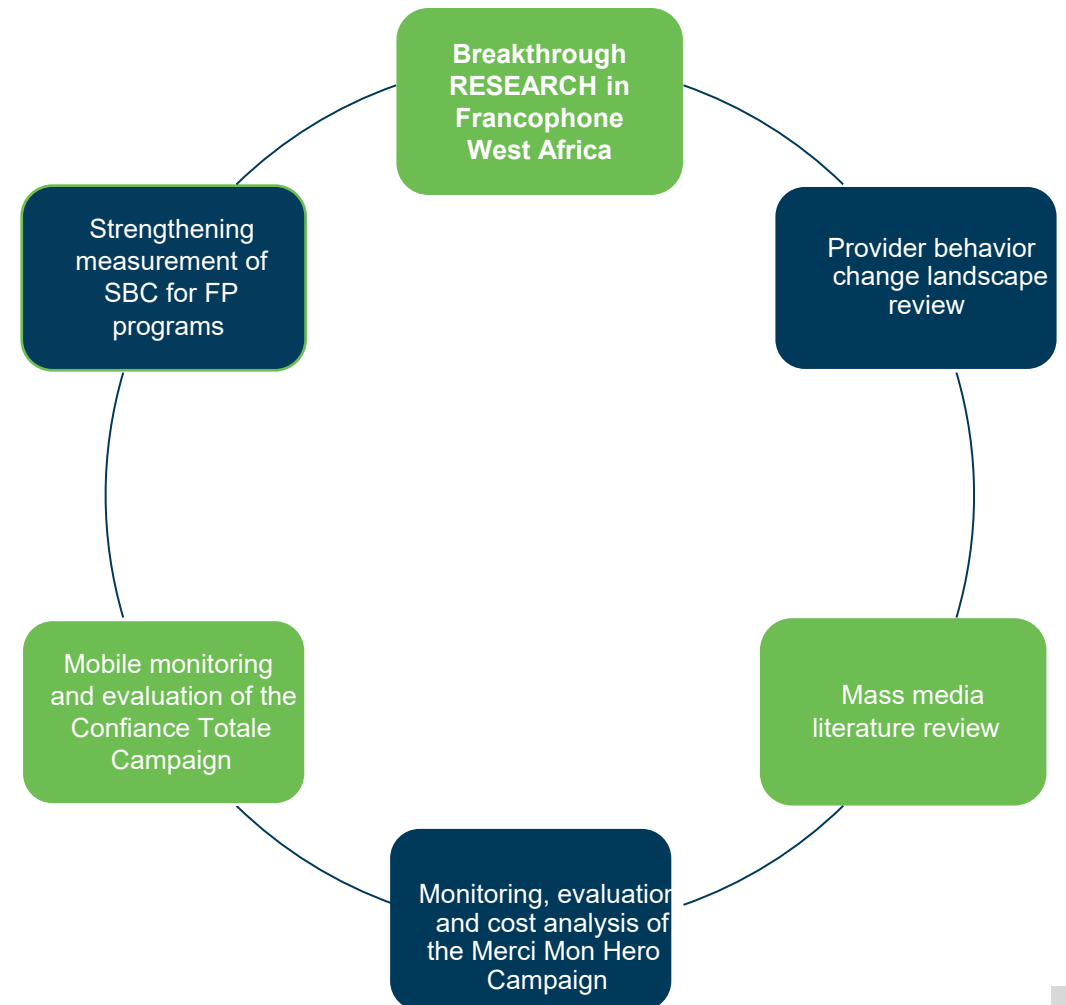


Breakthrough RESEARCH in Francophone

West Africa

Breakthrough RESEARCH's suite of research activities will build the evidence base on interventions that address knowledge, attitudes and social norms to support demand for family planning.

- **Landscaping and literature reviews** address SBC approaches that focus on provider behavior and use of mass media.
- **Mass media campaign evaluations** using quantitative and qualitative approaches including innovative social listening methodologies.
- **Mapping SBC indicators** to identify gaps in measurement and make recommendations or provide technical assistance to partners in the region.



Developing Research and Learning Agendas to Strengthen Social and Behavior Change Programming

An Overview of the Approach, Outcomes, and Next Steps
Updated June 2019

*Conducted a desk review to inform the RLA and found **back of consistency/alignment** in the indicators used **to measure** the same outcomes or mediating factors **in behavioral interventions** .*

Exploring the SBC

Measurement Landscape

Rationale for SBC measurement

- Investing in rapid, inexpensive innovative measurement strategies can enable programs to engage in continuous learning and improvement.
- Evidence of effectiveness of SBC is also critical in our efforts to mobilize resources.

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

How can we strengthen M&E for SBC in a cost-effective way?

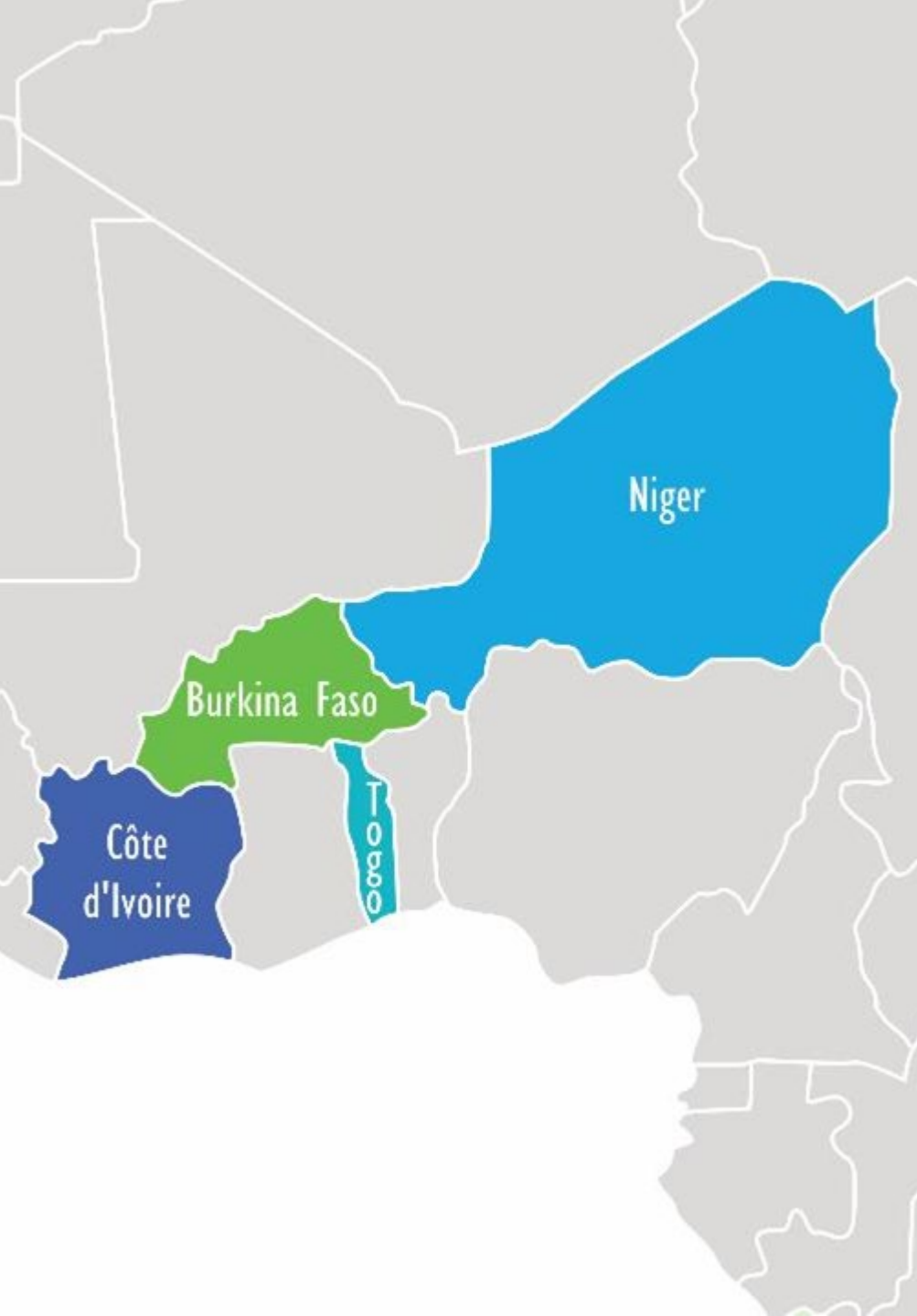
Indicator Mapping Activity

Question 1

To what extent are FP indicators collected on 1) programmatic reach, 2) determinants of behavior, 3) service delivery including supply chain, 4) FP-related behaviors, 5) policy, and 6) cost?

Question 2

What gaps exist and what additional SBC indicators can stakeholders adopt to increase the availability and utility of routine SBC data?



Methods

Setting

- Conducted in West Africa Breakthrough ACTION/Amplify-FP countries

Stakeholder interviews

- Conducted structured key informant interviews with family planning stakeholders (November through December 2019)

Data collected

- Program descriptions, monitoring-evaluation and learning plans, and indicator reference sheets

Analysis

- Compiled information in Excel matrix with information on partner/donor, data collection frequency, geographic level, and coded by type and sociocological level

Family planning in FWA

	Burkina Faso	Niger	Cote d'Ivoire	Togo
TFR	5.2*	7.6*	5.0*	4.8
mCPR	27.3	15.2	20.9*	16.7
Unmet need	23.3	21	26.5*	33.6
Adolescent pregnancy (15-19)	25.1*	40.4*	29.6**	18.6
Source	2018 PMA Survey * 2017-2108 MIS	2017 PMA Survey *2012 DHS	2018 PMA Survey * 2011 MIS	2013-14 DHS

Type of indicators and socio -ecological levels

Type of indicators

OUTPUT

Occurs as a result (direct product) of a program's activities



REACH

or % of beneficiaries exposed to an intervention



INTERMEDIATE

Factors that are considered as contributing to behavioral and health outcomes



OUTCOME

Desired behavioral or health effect on target audience; may also include unintended behavioral or health effects



Socio-ecological levels

INDIVIDUAL

Indicators reported at the beneficiary level, including intermediate behavior and health outcomes



COMMUNITY

Indicators capturing activities at the community level such as community mobilization, engagement with community leaders



FACILITY

Indicators reporting on service delivery providers (SDP), pharmacy, or other FP distribution points



NATIONAL/POLICY

Indicators reporting national-level plans in place, policies, national TV and other channels, and government expenditures



Analysis

- We collated 1,507 indicators from 55 stakeholder/projects operating in four countries that are currently active into an indicator matrix.
- We prepared heat maps based on the indicator matrix by type of indicator and socioecological level.
- We first looked at all indicators and then SBC-specific indicators

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

Mapping Results

Identifying Gaps

Heat map of indicators by country, type, and socio-ecological level (n=1,507)

HEAT MAP OF INDICATORS BY COUNTRY, TYPE, AND SOCIO-ECOLOGICAL LEVEL (N=1,508)

CÔTE D'IVOIRE	OUTPUT	REACH	INTERMEDIATE	OUTCOME	LEGEND	
Individual	14	26	26	74	0 81	
Community	67	7	0	1	Total number of indicators: 406	
Facility	81	0	0	3	Excludes 30 project indicators	
Regional/national/policy	44	0	7	26		
BURKINA FASO						
Individual	11	27	27	145	0 145	
Community	30	1	1	1	Total number of indicators: 539	
Facility	68	0	0	2	Excludes 57 project indicators	
Regional/national/policy	120	15	8	26		
TOGO						
Individual	4	9	21	55	0 93	
Community	14	0	0	1	Total number of indicators: 297	
Facility	28	0	0	0	Excludes 33 project indicators	
Regional/national/policy	93	1	8	30		
NIGER						
Individual	2	10	39	36	0 60	
Community	26	0	1	2	Total number of indicators: 266	
Facility	33	0	0	1	Excludes 17 project indicators	
Regional/national/policy	60	3	8	28		

Heat map of SBC-related indicators by country, type, and socio-ecological level (n=810)

HEAT MAP OF SBC-RELATED INDICATORS BY COUNTRY, TYPE, AND SOCIO-ECOLOGICAL LEVEL (N=810)

CÔTE D'IVOIRE SBC	OUTPUT	REACH	INTERMEDIATE	OUTCOME	LEGEND
Individual	0	20	25	60	
Community	56	7	0	1	0 60
Facility	5	0	0	1	Total number of indicators 199
Regional/national/policy	20	0	0	0	Excludes 4 project indicators
BURKINA FASO SBC					
Individual	8	26	27	138	
Community	20	1	1	1	0 138
Facility	19	0	0	0	Total number of indicators 356
Regional/national/policy	83	15	0	0	Excludes 17 project indicators
TOGO SBC					
Individual	1	9	20	49	
Community	12	0	0	1	0 49
Facility	7	0	0	0	Total number of indicators 135
Regional/national/policy	29	1	1	2	Excludes 3 project indicators
NIGER SBC					
Individual	0	9	34	31	
Community	14	0	1	2	0 34
Facility	3	0	0	0	Total number of indicators 120
Regional/national/policy	19	3	1	1	Excludes 2 project indicators

Recommendations
for
Countries, donors, and implementing partners

Country recommendations

- Government should adopt standardized SBC measures, such as the 12 we recommend as well as those in the SBC FP indicator bank, to allow for cross country comparability in key measures, leading to a clearer understanding of the behavioral drivers that require attention in each country.
- Ministries who invest in collecting routine data and monitoring systems should leverage SBC data for decision making and promote their use across all levels of the health system.

Donor recommendations

- Global and regional FP partnerships have regular measurement and reporting systems in place to ensure that the latest data are available to support decisionmaking.
- Yet, standard indicators monitored for these partnerships focus on contraceptive uptake and service delivery indicators.
- DHS and PMA surveys are currently not designed to provide SBC measurement.
- Donors should consider investing in project specific surveys that collect a greater number of SBC relevant indicators than large national surveys such as DHS and PMA are able to.
- Donors should regularly convene and coordinate partners to facilitate the standardization of SBC indicators, and data collection methods, and ensure data-informed programmatic learnings are shared.

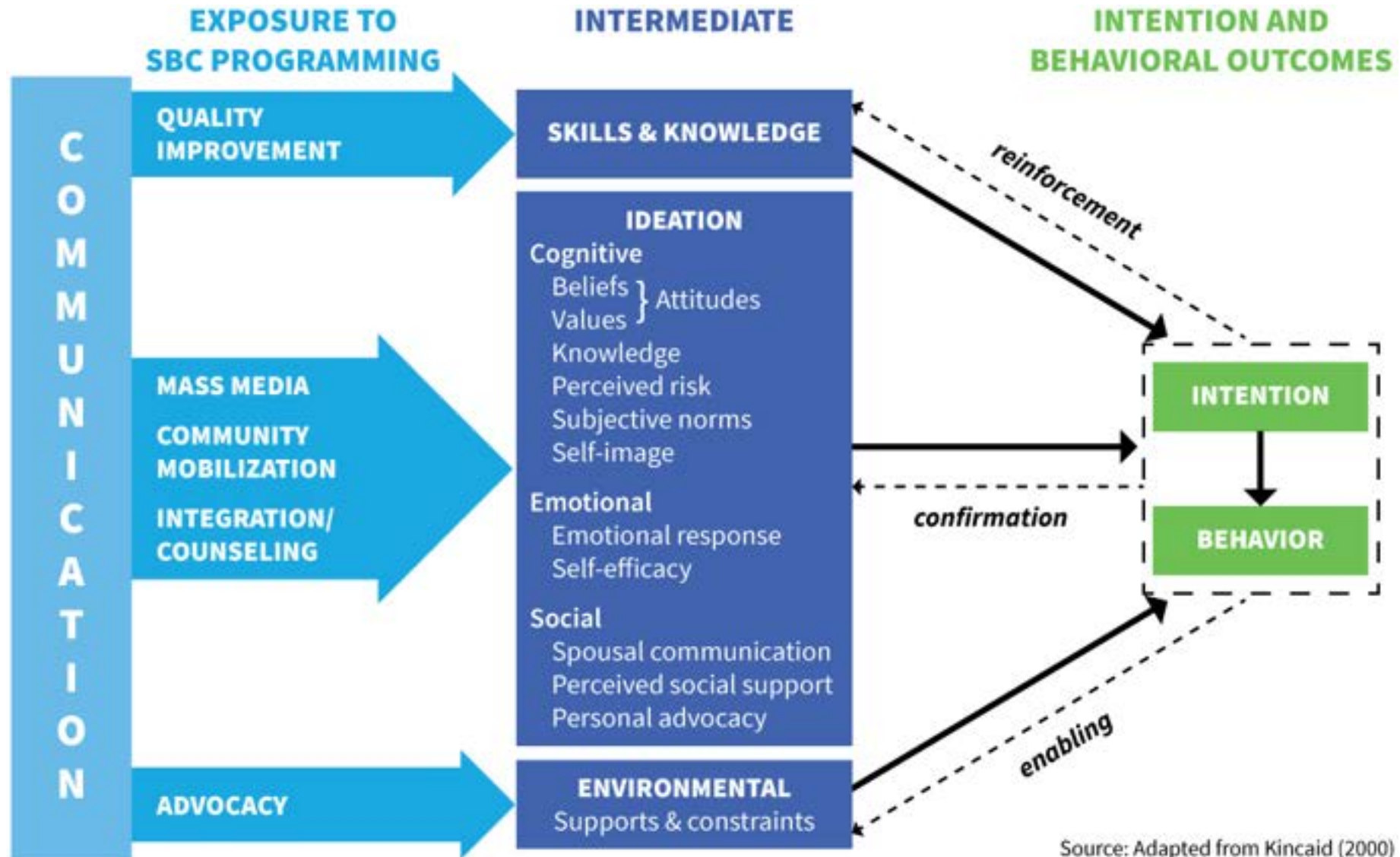
Implementing partner recommendations

- Programs should identify, through a theory of change development process at the design stage, important behavioral drivers that can be addressed with SBC programs.
- There is a need for improved and more consistent measurement of program reach.
- SBC and service delivery partners would benefit from jointly reviewing ~~supply~~ ^{supply} demandside data; thus, partners may better map results, interpret findings, and identify programmatic needs.
- While the goal of facilities is to improve outcomes for clients, there is a need for service delivery partners to measure intermediate indicators such as changes to providers' knowledge, attitudes, and behaviors.
- There is a dearth of cost-related measures available to inform programs. Programs should leverage the availability [of SBC costing guidelines](#) to develop cost measures that can support advocacy, program prioritization, and agenda setting.

Monitoring and Evaluating SBC Approaches

Indicators for consideration

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



Recommended indicators to measure exposure to SBC programming

Number of decisionmakers (i.e. local or religious leaders) reached with advocacy activities

Percentage of intended audience who recall hearing or seeing a specific message/campaign/communication initiative

Number of service providers trained in interpersonal communication for FP counseling

Measuring SBC intermediate outcomes

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

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

Recommended family planning SBC intermediate indicators

Percentage of intended audience who know of at least three modern FP methods

Knowledge

Percentage of intended audience with favorable attitudes towards modern FP methods

Attitude

Percentage of intended audience who believe that most people in their community approve of people like them using FP

Norm

Percentage of individuals of reproductive age who are confident in their ability to use FP

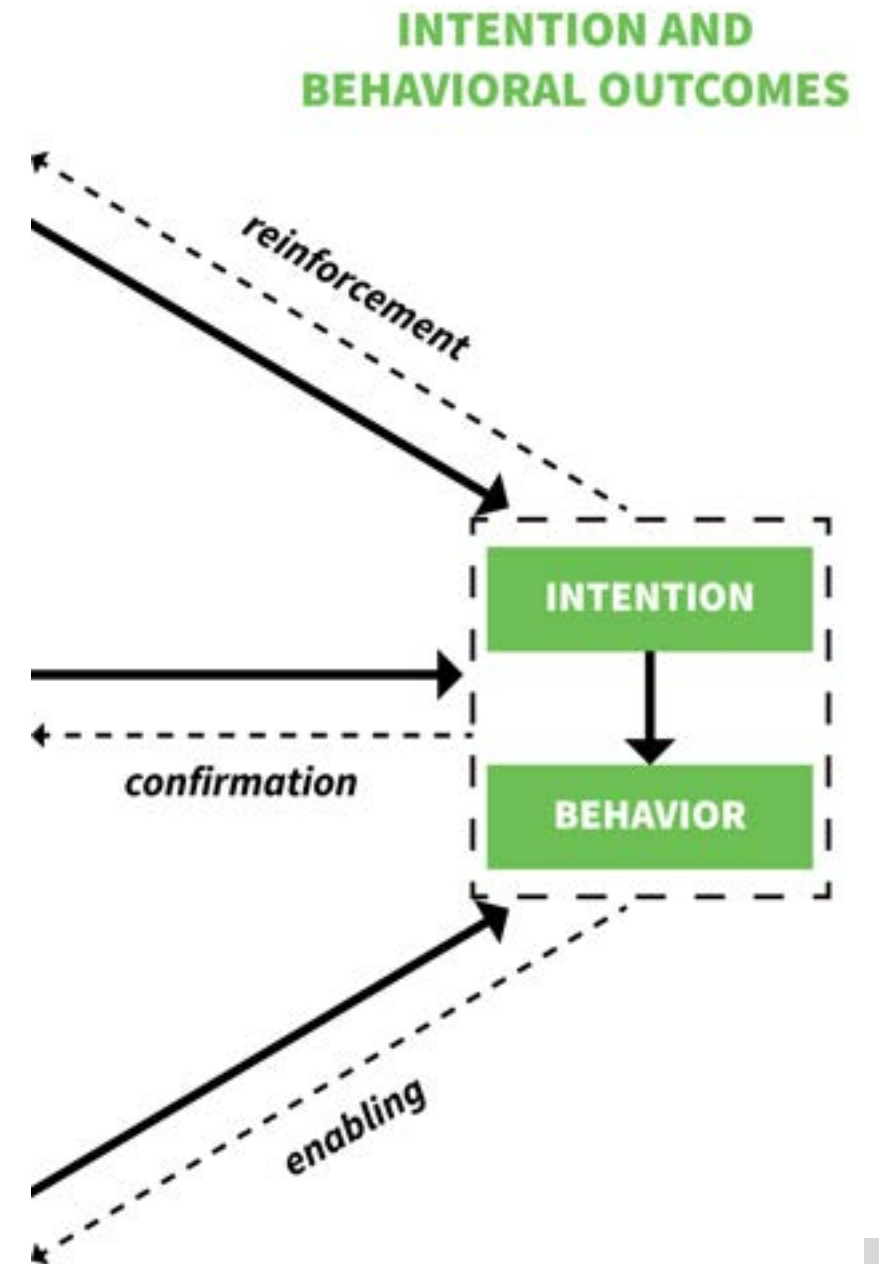
Perceived behavioral control

Percentage of the intended audience who talked about FP with their spouse/partner in the last 12 months

Spousal communication

Measuring SBC outcomes

Enables us to determine if behavior has changed



Recommended SBC outcome indicators & cost

Percentage of nonusers who intend to adopt modern FP method in the future/
Percentage of modern FP users who intend to continue using a modern FP method

Intention

Percentage of women of reproductive age currently using a modern FP method

Behavior

Cost per person reached by SBC message

Cost

Breakthrough RESEARCH next steps

- Planning a series of capacity building activities using online platforms such as webinars, podcasts, and virtual journal club discussions that will be disseminated via the burgeoning francophone Springboard community.
- Conducting inperson skillsbuilding exercises with existing country Technical Working Groups in two WABA countries.
- Creating indicator reference sheet for proposed SBC indicators
- Completing a similar indicator mapping exercise focused on supporting RISE II partners in the Sahel and using findings to advocate for a joint RISE II SBC M&E plan that allows for implementing partners to harmonize SBC indicators.

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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