

Social and Behavior Change Workshop Series

2. Nuts and Bolts

Date: April 25 & 30



Supporting Donors



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



- 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**

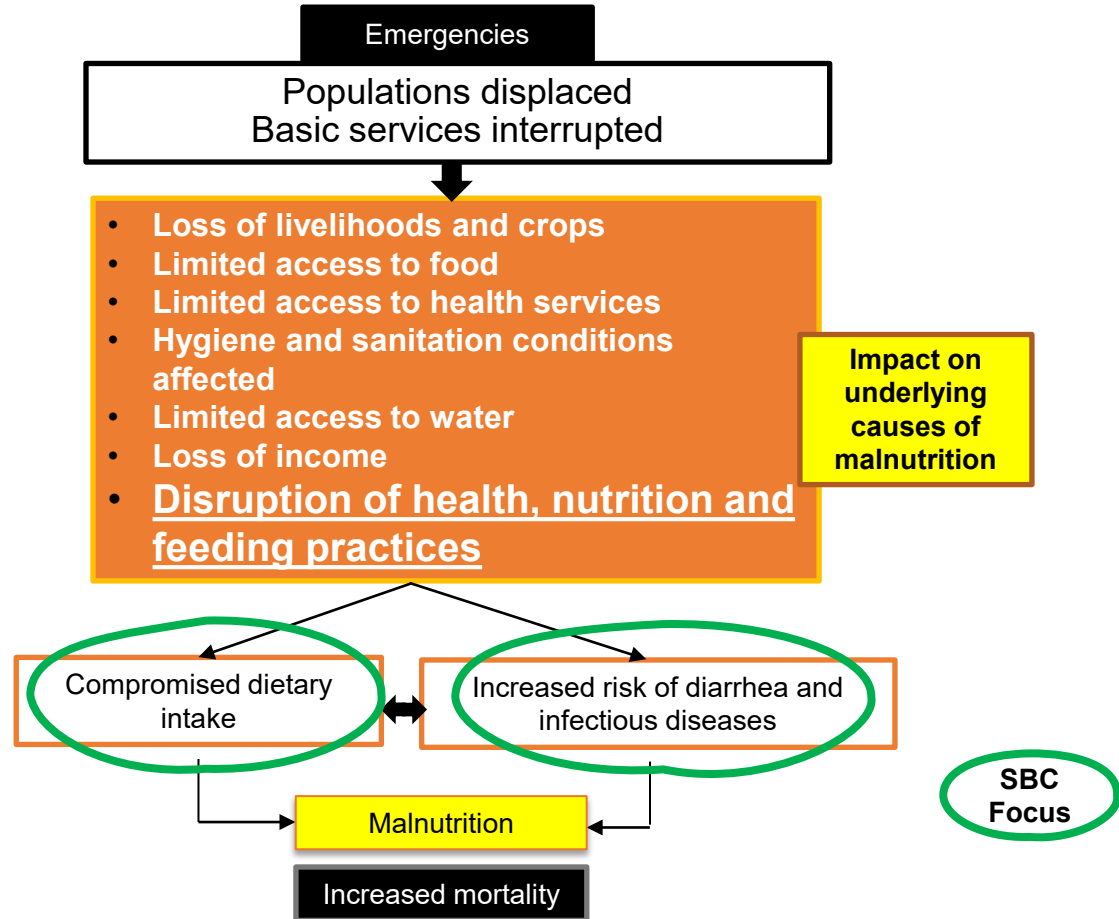


Prioritizing Behaviors

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

Guided Photo Narratives





Formative research decisions

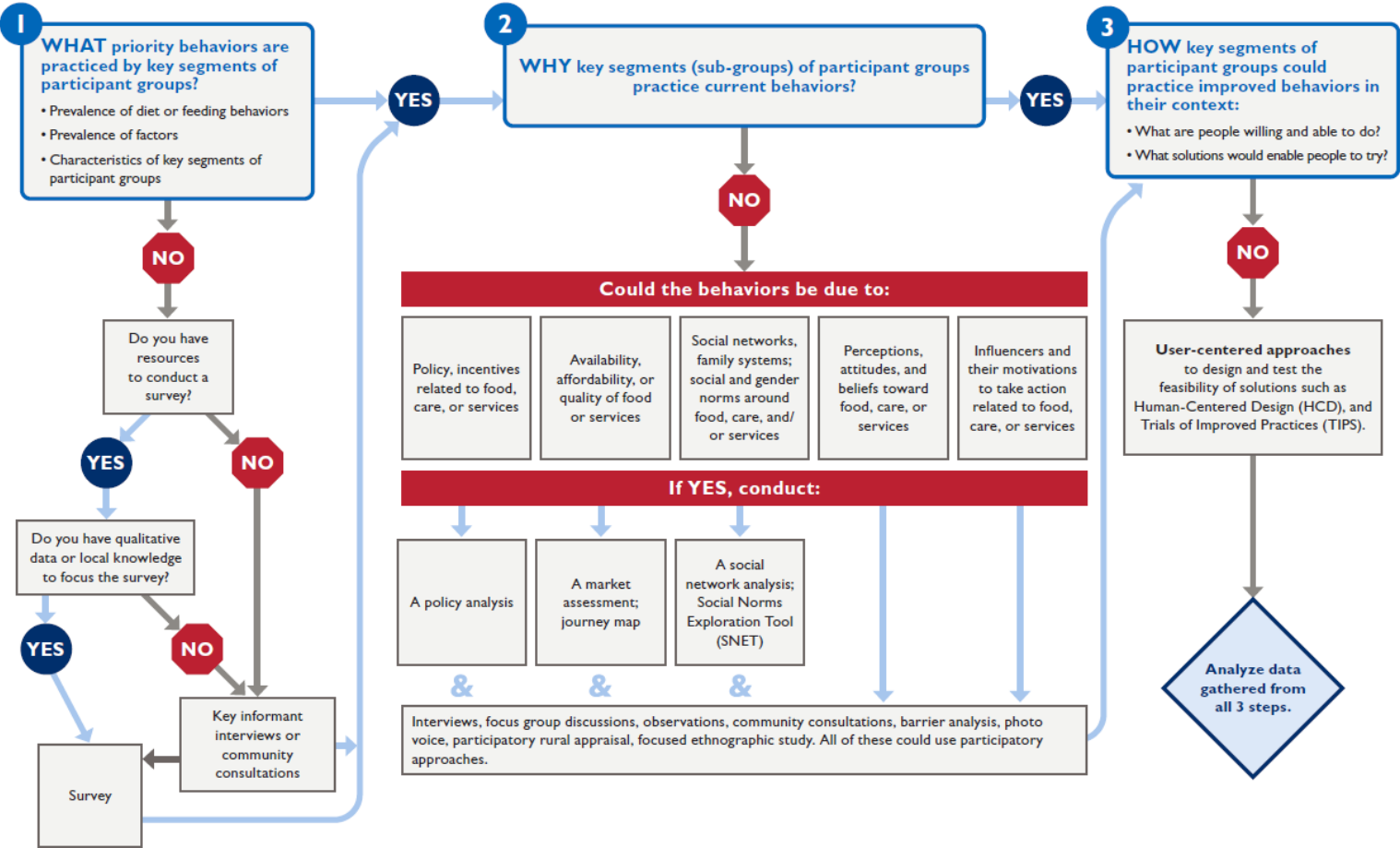
Step 1. Design research questions.

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

Prioritizing behaviors tool: 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/usaid-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/usaid-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://yourwaytobehaviourchange.org/>

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



**Next workshop:
The Creative Hat!
On 7th May**

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3	I want quick technical advice	GNC HelpDesk
4	I want peer support	www.en-net.org

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