

PHASE 1
AUDIENCE
ANALYSIS

Literature Review

Effort ●●●●●

Objective

To collect and organize existing literature and research to help design program activities, provide understanding of the current state of the field, and identify gaps in knowledge.



Time needed

Multiple days, depending on size and scope



Participants

Core design team; research team

How to use this tool

A literature review is a powerful tool for thoroughly examining existing literature and data. A comprehensive review allows your team to better understand the health issue and to address the problem. Use this template to help organize the relevant information you find.

1. **Determine the scope.** Decide how comprehensive the review should be. Consider relevant dates for the data, studies to collect, and databases or other sources of information to focus the search (e.g., whether to include only peer review literature or to add grey literature).
2. **Look for the literature.** Use the keywords or search terms from the Literature Review Scope of Work to identify literature that fits within the scope of the review. Include existing quantitative and qualitative data about the challenge and the people affected. Look for the following information:
 - a. **The problem:** What is its size and impact?
 - b. **The health situation and context:** What is its size? Who is affected? What is the capacity of the health system to address it?
 - c. **Media access:** What is the state of the media and communication infrastructure?
 - d. **Gender and power relationships:** How do they influence behaviors?
 - e. **Social and behavior drivers.** What barriers and facilitators influence behavior?
 - f. **Previous efforts to address the issue.** What has worked? What has not?

PHASE 1: AUDIENCE ANALYSIS

Literature Review

Study Name (year):

Key Findings:

Social and Behavioral Drivers:

Location(s) (urban/rural):

Study Population:

Objective:

Implications for Social and Behavior Change (SBC) Campaign:

Methodology:

Limitations:

Gender Analysis:

Citation

Citations

Johns Hopkins Center for Communication Programs. (n.d.). *How to Conduct a Situation Analysis*. The Compass for SBC. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>