

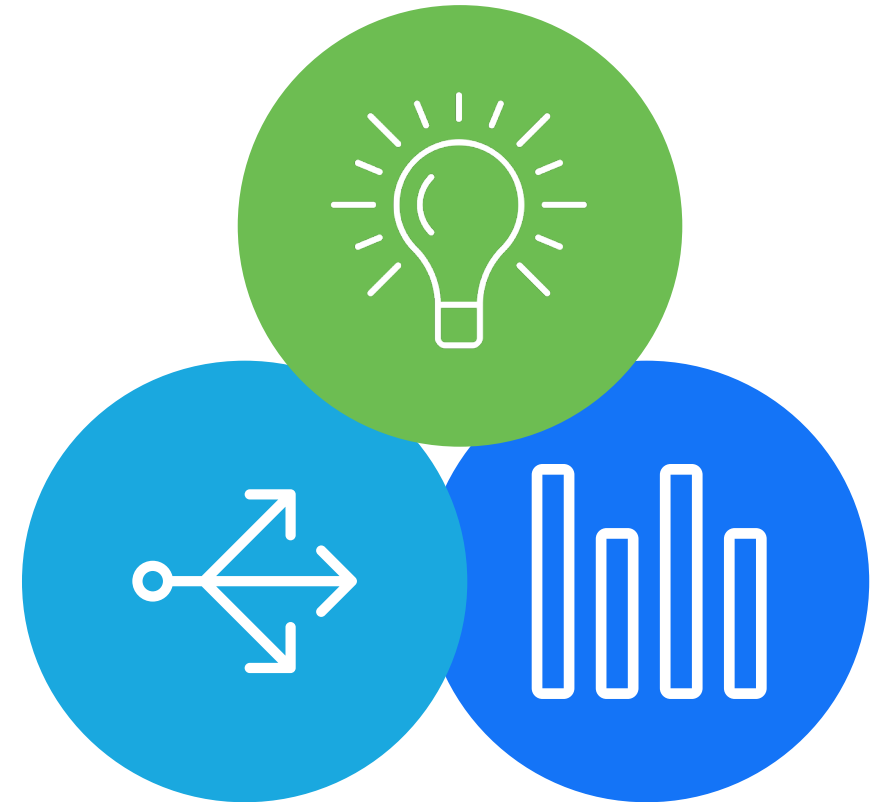
Measuring Social and Behavior Change (SBC) Program or Campaign Exposure

Module 2: Examples of SBC exposure questions and data sources



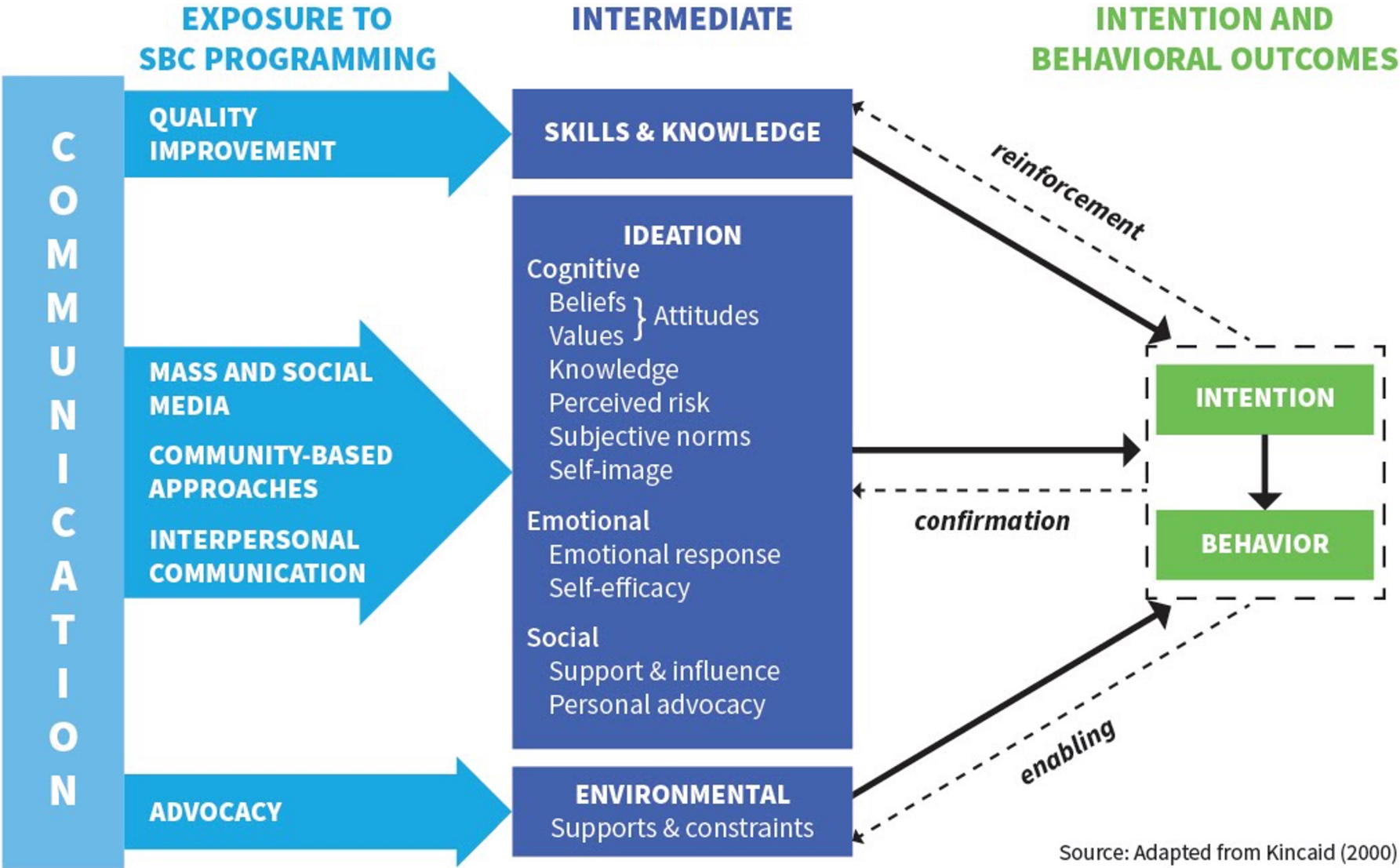
Learning Objectives

1. Learn different types of SBC program or campaign exposure measures, measurement challenges and how to minimize error.
2. Explore the types of questions and sources of data that can be used to assess SBC program or campaign exposure.
3. Consider how exposure data can be used to inform your SBC program or campaign.



SBC is a systematic, evidence-driven approach to improve and sustain changes in behaviors, norms, and the enabling environment by addressing their individual, social, and structural determinants.

Ideational Model



Source: Adapted from Kincaid (2000)

Types of SBC Approaches

SBC Approaches	Description
Mass-mid and social media	A broad range of media technologies from large (e.g., national television) to small (e.g., community radio) and from one-to-one technologies (e.g., texting) to one-to-many technologies (e.g., television, Facebook).
Interpersonal communication	Employ face-to-face interaction between health promoters/service providers and clients in one-on-one or group settings in a health facility, the home or elsewhere in the community.
Community-based approaches	Emphasize the engagement of civic structures. May involve the use of face-to-face or media channels, they tend to focus on group processes (e.g., participation, consensus building, community dialogue) and the use of public events.
Group-based approaches	Emphasize social structural factors that influence behavioral choices, including the network structure of a social group, the nature of the interpersonal relationships in a network, the role of norms and normative perceptions and the extent to which social and material resources are available and equitably distributed.

SBC approaches are commonly used together in layered approaches

Survey Measurement of Mass Media Campaign Exposure

Questions 1–5 are examples of different possible wordings to measure awareness/recall, while question 6 is an example of a question measuring comprehension

Questions	Response options
1. Have you heard the slogan Albishirin Ku! on the radio?	Yes/No
2. Have you heard a radio program featuring the story of a couple named Faruk and Jamila?	Yes/No
3. Have you heard a radio drama or jingle in which this was mentioned at the end: “Brisez les tabous”?	Yes/No
4. Have you heard this song on the radio?	Yes/No
5. Have you heard a radio jingle featuring a religious leader talking to a male youth about family planning?	Yes/No
6. What were the key messages of the Albishirin Ku! song?	Health/antenatal care/child spacing/nutrition/malaria care

Survey Measurement of Exposure to Interpersonal Approaches

Questions	Response options
Have you or someone in your household ever been visited by anybody to talk about family planning? Do not count my visit today.	Yes/No
In the last year, how many times have you been visited by someone to talk about family planning?	Number
What did this person do during their visit? Note: if visited more than once, ask about the last visit	Categorical response options (e.g., 1) provided information, 2) provided a referral)
Who has visited your household to talk about family planning? Note: if visited more than once, ask about the last visit	Categorical community actor response options (e.g., 1) community health worker, 2) peer educator, 3) traditional birth attendant)

Social Media Specific Exposure Measures

What is Social Media Campaign Reach?

The potential audience for a message or a post based on the total count of followers or likes across each social media platforms (Facebook, Twitter, LinkedIn, etc.).

What is Engagement?

The number of times people engaged with a program or campaign post through reactions, comments, shares, retweets, mentions and likes.

What is Exposure?

Exposure measures not just the number of followers of a campaign page, but the number of followers each page follower has. Every time a person shares something in social media, it is delivered to their own set or list of followers and each instance is called an impression.

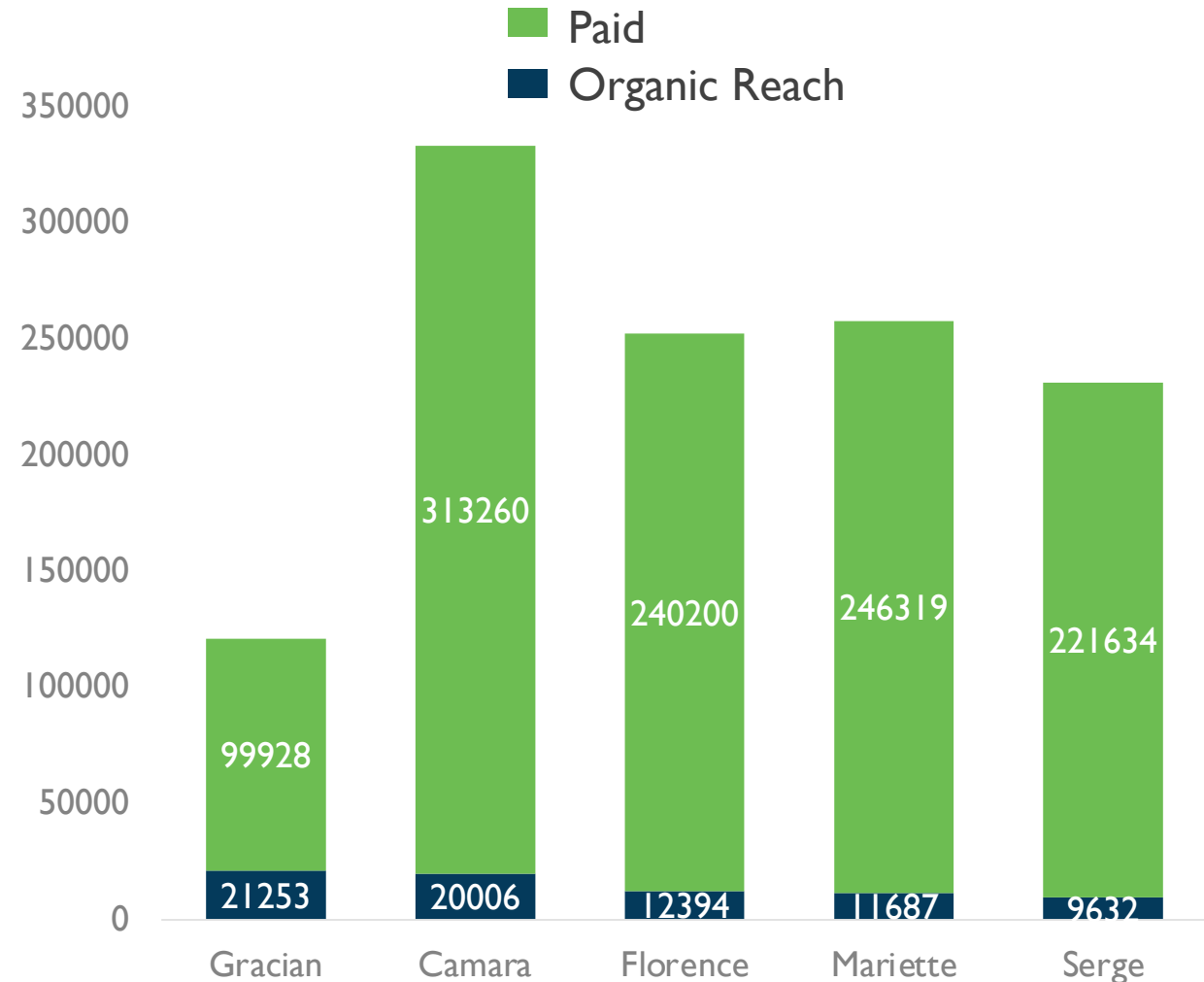
Note: Facebook defines **reach** as “the number of people who saw your post” and “**total reach**” as the “number of unique people that saw any activity from a page”.

Example: MMH Campaign Social Media Post

Reach

Paid reach → Number of people who had a paid post/ advertisement from the campaign page enter their screen

Organic reach → Number of people who had an unpaid post from the campaign page enter their screen



How to Keep Track of Social Media Metrics?

Quality social media management tools or analytics platforms will automatically track this for you.



- Broadly similar—same data sources, similar features/functionality
- Similar products—dedicated handles, ‘buzz’ monitors, machine learning capabilities, etc.
- Monthly/annual subscriptions
- Unlimited data vs pay-per-data pull

Estimating Exposure to Layered

Approaches

- More complex or layered approaches may include a combination of interpersonal, group based and community mobilization-based approaches.
- Output measures can estimate the number of targeted persons exposed by tallying the number of persons attending events.
- Surveys can ask respondents to identify all sources of information from different approaches.
- It is important to document all assumptions when estimating exposure as exposure may not lead to recall or comprehension as members of the target population may be exposed yet unable to identify the exposure.

Examples of how to measure exposure to multiple layers in surveys:

- “In the last 3 months have you heard or seen messages related to family planning?” (yes/no response)
- “Where have you heard or seen these messages?” (multiple item responses such as radio, health provider, community events).

Exposure Data Sources

Source of data	Pros	Cons
Routine program monitoring (e.g., # of household visits)	Low cost	Does not tell you whether people remember anything from this exposure
Project-tailored surveys (mobile and household)	Allows for construction of very specific measures	High cost
Estimates using existing largescale surveys (i.e., DHS)	Low cost	Questions included are generic, only capturing exposure to messages in general by health topic and by channel
Client-provider observations (e.g., provider is observed using a job aid to discuss family planning)	Does not rely on self-reported data	High cost May be particularly subject to social desirability bias
Social media monitoring and listening	Low cost	Requires technical expertise
Qualitative interviews with community leaders and program participants	Useful to assess comprehension and message reaction in richer ways that may lead to program learning	Not generalizable to entire target population

In Summary

- Exposure measurement strategies are highly dependent on the SBC approach used.
- Exposure can be directly measured or estimated using secondary sources of data.
- For complex or layered SBC strategies, it may be necessary to both measure exposure to components of the layered program directly and to also estimate exposure with a set of assumptions.

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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