

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

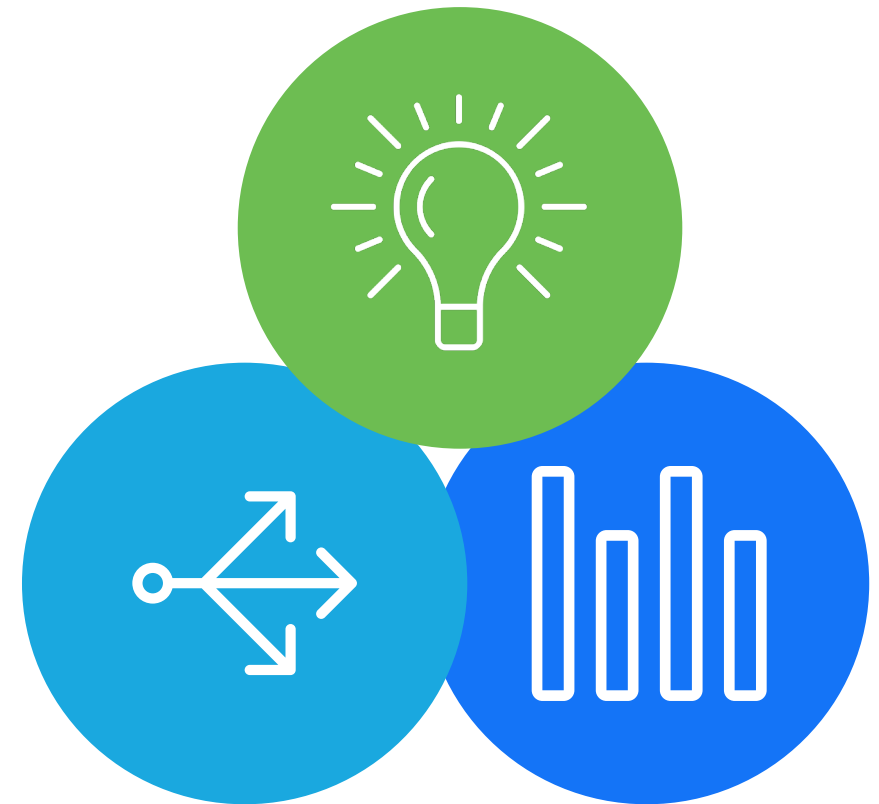
## Module 3: Using exposure data to inform your SBC program or campaign



# 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.



# Identifying Your Audience

---

- The first step in developing a communication strategy is to identify the primary audience or whose behavior you are trying to change with your particular intervention.
- The primary audience will usually be the people who are at risk of or who are suffering from a particular health problem.
- Group audiences by characteristics, such as age, gender, occupation, residence, or number of children, as well as by lifestyle and access to print, radio, and television media.

# Using Exposure Data to Inform Programs

---

SBC program or campaign exposure data can be used to:

- Determine if the program reached the intended audience
- Determine how to budget for your SBC program based on the desired number of people reached
- Assess whether the audience understand the program
- Assess audience reaction to the SBC program or campaign
- Assess whether the program had an impact on the audience reached

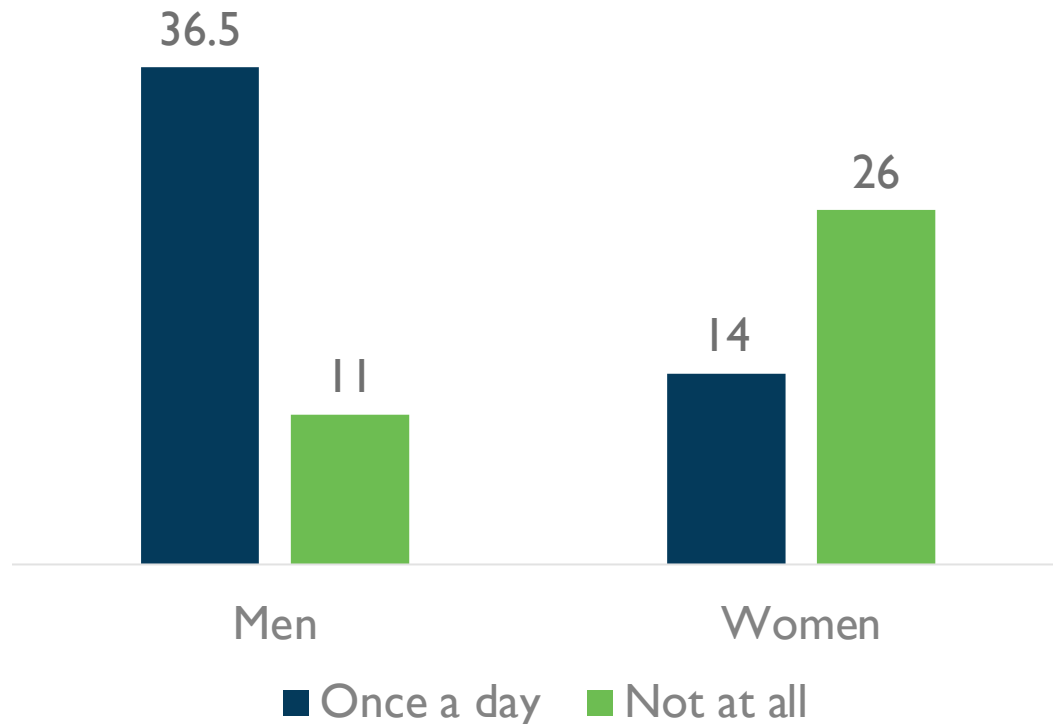
# Will a Radio Campaign Reach the Intended Audience?

Breakthrough ACTION, USAID's flagship SBC implementation mechanism, aimed to increase demand for and use of quality family planning (FP) services through the development and promotion of a quality assurance brand named **Confiance Totale** (Complete Trust) using eight short 45-second radio spots that aired through commercial and community radio stations in Côte d'Ivoire.



# Radio Listenership by Sex

Radio listenership from a mobile survey among men and women in Abidjan, October 2020



**Finding:** Radio listenership skewed male, with about a third of female survey respondents reporting not listening to the radio at all.

**Implication:** Findings suggest a multi-channel approach beyond radio is necessary to reach women of reproductive age.

# Pair Cost with Reach or Impact Data

Denominator	Program outputs	Health behaviors	Health impacts
Study type	Unit cost study	Costs per behavioral outcome	Cost-effectiveness
Primary purposes	Budgeting and planning  Comparing SBC interventions to improve technical efficiency	Evaluating the cost per health behavior  Examining the relative costs for improving health behaviors between two or more interventions for planning purposes  Advocating for additional investments within a health field	Evaluating the cost per health impact  Examining the relative cost-effectiveness on achieving health impact between two or more interventions for planning purposes  Advocating for additional investments across health areas
Questions addressed	How much does the intervention cost per person reached/exposed/participated/etc.?  How do unit costs compare based on SBC approach or location?  Which approach is more efficient in reaching the population of interest?	How much does the intervention cost per desired health behavior?  How do the costs per health behavior compare based on SBC approach or location?  Which approach is most cost-efficient in improving health behaviors?	How much does the intervention cost per desired health outcome?  How do the costs per health outcome compare based on SBC approach or location?  Which approach is most cost-effective at improving health outcomes?

# Can a Training Intervention for Health Providers

## Improve Communication with Clients?

AmplifyPF, a USAID-supported project aimed to improve the quality of FP services delivered through an Integrated Learning Network model, coordinated at the district level. The intervention focused by improving provider capacity through trainings to communicate with FP clients in Togo.





# Did Health Providers Share Contraceptive Method Information with Clients?

Client-provider observations assessing messages shared on method information

	AmplifyPF Intervention %	Comparison %
Provided information on different FP methods	79.1	53.5
Spoke of secondary effects or possible problems with the method selected	81.1	53.8
Told you what to do if you have side effects or problems with your chosen method	83.2	62.2
Talked about the possibility of switching to another method if the selected method was not suitable	79.0	61.7
Method information index plus (all four above)	62.3	36.6

**Findings:** Descriptive results from a Breakthrough RESEARCH study indicate that among AmplifyPF facilities, a higher percentage of interactions observed show providers sharing method information messages with clients.

**Implications:** The results indicate that efforts to improve the quality of counseling and administration of FP methods through well-designed interventions has been successful.

# What Was the Reaction of the Target Audience to the Merci Mon Hero Campaign?

To help break down taboos about discussing sexual and reproductive health (SRH) and to increase access to FP/SRH services for adolescents and youth, Breakthrough ACTION cofacilitated, codeveloped, and implemented the Merci Mon Héros (MMH) campaign with local stakeholders, particularly youth.

MMH seeks to improve intergenerational communication affecting FP/SRH outcomes by creating and disseminating content that highlights the role of adult allies, or “heroes,” that support youth to navigate SRH challenges.



# Complexity Aware Evaluation

---

## Most Significant Change

- A participatory qualitative method based on narratives of change
- Appreciation for the complexity of youth FP/RH and intergenerational communication
- Strong testimonials of individual level change (not-generalizable)
- Qualitative evidence of the potential for campaign impact

Triangulation with other M&E data is key

# Audience Reactions to MMH

## Messages

**Findings:** A qualitative evaluation conducted by Breakthrough RESEARCH provided insights on audience members reactions to the campaign and how this influenced their communication related to intergenerational communication.

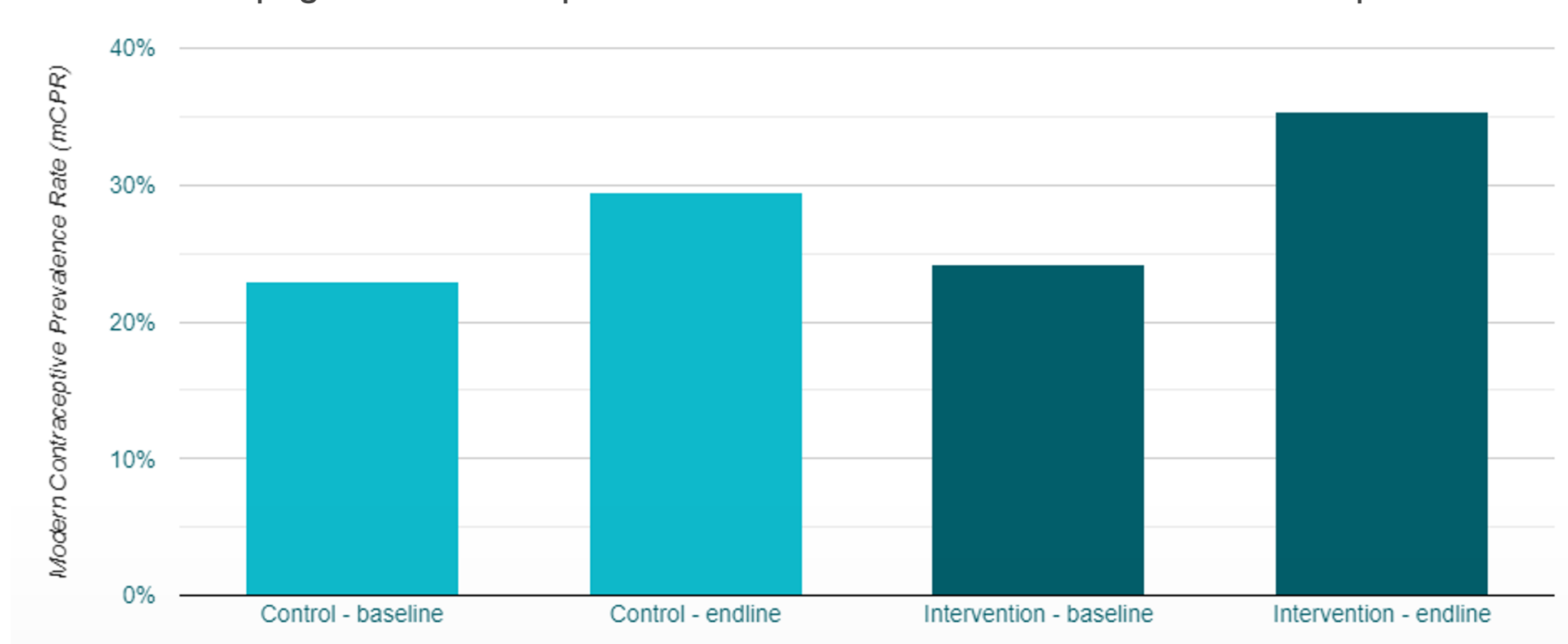
**Implications:** Findings indicate improvement in the participant's awareness of the importance of communication with adults/parents on sexuality issues and increased motivation to initiate these conversations.

“ In our house, we never discussed sex. Any discussion about sex was forbidden in the family circle. After following the [MMH] campaign, I had the idea to start discussing sexuality, especially menstruation, first with my sisters. Afterwards, I approached my father more to ask him for advice because I have my girlfriend with whom I plan to get married. Since he saw me talking to my sisters, he knew that I needed him to advise them better too. So he really appreciated that I asked him; we talked and he told me that as soon as I can afford it, I can get married.

—Young adult male, 18–24, Niamey

# Could Exposure to the Project Achieve the Desired Behavior Change?

The primary outcome for this evaluation was modern contraceptive prevalence rate (mCPR). The 2.5 year mass media campaign led to a 5.9% point increase in mCPR in intervention zones compared to control zones.



Reference: Silva, Glennerster, Rachel, Joanna Murray, and Victor Pouliquen. March 2021. [“The media or the message? Experimental evidence on mass media and modern contraception uptake in Burkina Faso”](#) CSAE Working Paper WPS 2021-04.

# How Much Exposure is Enough?

---

- The amount of program or campaign exposure depends on many factors. The “more the better” does not always help determine how much money to invest and which approaches are best suited to maximize reach among the intended audience.
- Program channels may also influence levels of exposure needed.
  - A mass media campaign should reach a majority of the intended audience (50–90%), otherwise, it does not capitalize on the economies of scale inherent in mass media but reaching 100% is an unrealistic goal.
  - The Saturation+ model recommends messages in local languages be shared at least 6–12 times a day for radio, at least 3 times a day TV and at least once a day for other formats over a sustained period.

# In Summary

---

- Measuring SBC program or campaign exposure can provide insights into appropriate communication strategies, levels of effort and audience reaction.
- Sharing findings from SBC programs or campaigns using exposure data can continue to build the evidence base on what works and how.

# THANK YOU



BreakthroughAR



@Breakthrough\_AR



Breakthrough ACTION + RESEARCH



Breakthrough\_AR

<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.

Breakthrough RESEARCH is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of cooperative agreement no. AID-OAA-A-17-00018. The contents of this document are the sole responsibility of the Breakthrough RESEARCH and Population Council and do not necessarily reflect the views of USAID or the United States Government.

