

## PHASE 1 AUDIENCE ANALYSIS

# Prioritizing SBC Determinants

Effort ●●●●●

### Objective

To prioritize social and behavior change (SBC) objectives for your campaign by reviewing statistical data and measuring how closely determinants are linked to behavior change.



### Time needed

3 hours



### Participants

Core design team; research, monitoring, evaluation, and learning unit

### How to use this tool

Each SBC objective typically has specific key messages. Including all of these can overwhelm a campaign. Prioritizing SBC objectives helps maintain focus on the most impactful messages. Use statistical data to evaluate the following factors for your campaign:

- **Association:** Measure the link between the determinant and the desired behavior, often represented by a logistic odds ratio (LOR). Although correlation does not imply causation, it does help identify where the campaign can succeed. Only determinants with a statistically significant relationship to the behavior should be included in your analysis, and only determinants with a positive association should be considered.
- **Complexity:** Assess how difficult it would be to change the determinant. Less complex determinants are likely to respond more quickly to the campaign.
- **Scope:** Evaluate the audience's potential for change. If a determinant is already high, efforts should shift to other determinants for better results.

Use the Prioritizing SBC Determinants template to enter the SBC determinants, its LOR (or similar) and prevalence among the intended audience.

Next, assign each determinant a ranking (high, medium, or low) in comparison to other determinants under the Association, Complexity, and Scope headings. If a determinant has a negative association, use an asterisk for the Association score and do not assign scores to the other areas. After completing your rankings for all determinants, review how they compare to each other and select the determinants your SBC campaign will address.

## PHASE 1: AUDIENCE ANALYSIS

## Prioritizing SBC Determinants

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## Prioritizing SBC Determinants (Example)

Determinant	LOR	%	Association	Complexity	Scope
Aware that some people have mild side effects.	0.23*	77%	*		
Believes the COVID-19 vaccine is safe to use.	2.09*	53%	M	H	H
Believes the COVID-19 vaccine may affect health in future.	0.41*	23%	*		
Believes the country where the vaccine is made is important.	0.29*	34%	*		
Believes global recognition of the vaccine is important.	4.16*	75%	H	M	M
Agrees with the statement, "The COVID-19 vaccine will protect me and my family."	3.45*	44%	H	L	H
Believes friends and family members have been vaccinated.	3.35*	42%	H	M	H

H = High

M = Medium

L = Low

\* = Negative Association

Use color codes to help scores stand out during your analysis (red for "stop" or "stay away," yellow for "caution," and green for "let's go!")

A low score for Association and Scope is less preferable. A low score for Complexity is more preferable.

The scores and colors should guide discussions about choosing the most appropriate determinants for your context.

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## Citations

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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>