PHASE 1 DEFINE

Theory of Change

Effort ●●●○○

Objective
To develop a theory of change that guides program design and helps measure results.

Note: Refer back to your Intent Statement. It will help you think through some of the different pieces below. Your lines of inquiry, intent statement, and theory of change should all support each other.

🕐 **Time needed**
5–6 hours

👤 **Participants**
Design and research team

How to use this tool
A theory of change is a valuable, yet often overlooked, step in developing a program that will have lasting impact. Use this template to outline a simple theory of change and that uses the socio-ecological model to identify some of the factors that influence your audience's behavior change.
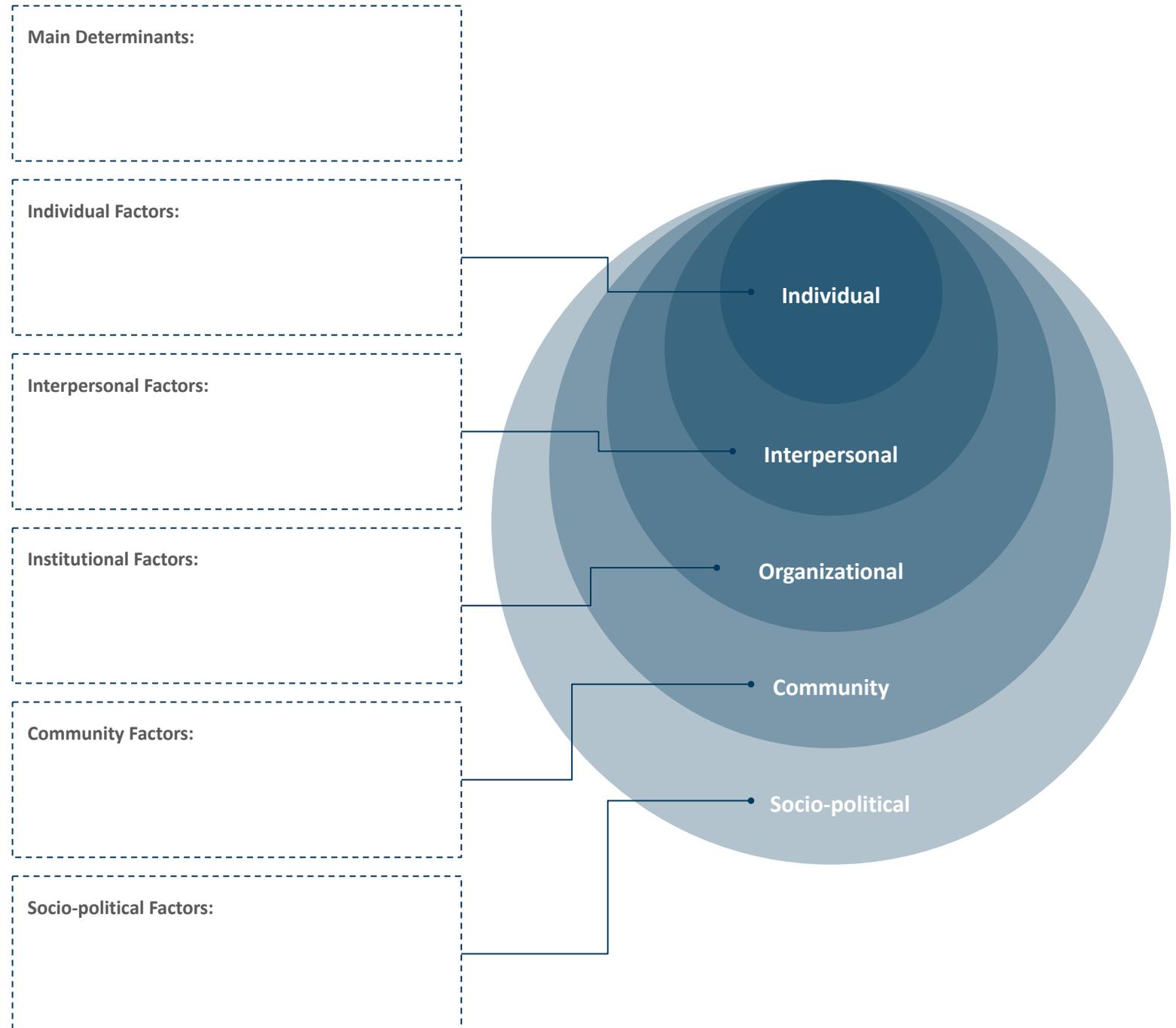
1. **Identify goals.** Start from the right side of the template and think about the impact you want to have. Ultimately, this should answer that big question: "so what?"
2. **Describe the situation.** Describe the current context in which you are working. Consider things like gender and power, and the relationships that exist. Do not just limit yourself to "problems"; rather, include areas of strength and the assets that exist within the community.
3. **Find entry points.** Think about how to reach your audience. What is needed? Use the socio-ecological model template to help you think beyond just the individual.
4. **Identify strategies and activities.** What are those strategies and activities that will help you reach your goal?
5. **Identify outcomes.** What are the intermediate and behavioral outcomes as a result of your strategies and activities? Will those lead you to the final goal?
6. **Record assumptions.** As you build out your theory of change, continue to think about what assumptions are in place.
7. **Review theory of change.** Take a step back and look at your theory of change as a whole. Does it make sense? Are the linkages established? Don't be afraid to revisit your theory of change throughout the project.

| PHASE 1: DEFINE | Theory of Change |

| CHALLENGE | *What is the problem you are trying to solve?* |
| AUDIENCE | *Who is your audience?* |

| Where are you now? | How do you plan to get there? | | So what? | | |

| What is the current situation? | What are the entry points to reaching your audience? | What strategies/activities are needed to reach your goal? | What are the measurable intermediate outcomes of your work? | What are the wider behavioral outcomes of your work? | What is the long-term impact do you want to see? |

| *KEY ASSUMPTION* | *KEY ASSUMPTION* | *KEY ASSUMPTION* | *KEY ASSUMPTION* | *KEY ASSUMPTION* | *KEY ASSUMPTION* |

PHASE 1: DEFINE | **Theory of Change**

SOCIO-ECOLOGICAL MODEL

Instructions

1. **List Main Determinants:**
   Identify key factors influencing behavior adoption.
2. **Individual Factors:** What are the individual factors?
   Personal beliefs, attitudes, knowledge, and skills.
3. **Interpersonal Factors:** What are the interpersonal factors?
   Social networks, family, friends, and colleagues.
   Communication patterns and social support.
4. **Institutional Factors:**
   What are the institutional factors?
   Organizational culture, policies, and practices.
   Formal and informal structures within institutions.
5. **Community Factors:** What are the community factors?
   Community norms, values, and resources.
   Availability of services, facilities, and organizations.
6. **Socio-political Factors:** What are the Socio-political factors?
   Cultural norms, media influences, and societal attitudes.
   Legislation, government policies, and economic factors.
   Exceptional user experiences.

Main Determinants:

Individual Factors:

Interpersonal Factors:

Institutional Factors:

Community Factors:

Socio-political Factors:

Individual

Interpersonal

Organizational

Community

Socio-political

Citations

The Annie E. Casey Foundation. (2022). *Developing a Theory of Change: Practical Guidance.*

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https://thecompassforsbc.org/how-to-guide/how-to-use-a-theory-of-change-to-monitor-and-evaluate-social-and-behavior-change-programs

Sood, S et al. (2019). *Technical Guidance for Communication for Development Programmes Addressing Violence Against Children.* UNICEF.