

ABOUT THIS CANVAS

Inspired by the Business Model Canvas, the Adaptation Canvas is a one-page framework intended to help SBC practitioners think through what changes might need to be made when adapting an intervention to new contexts. It is a thinking tool that raises critical questions that that may or may not need answering. Your feedback is welcome!

KEY ACTORS

1

Who are the key actors (target audience, influencers, systems, organizations, institutions, etc.) in the original concept? Are they the same or different in the new context? Do they play similar or different roles? (e.g., grandmothers existing in both settings but play different roles).

💡 Tip: Map out the key actors and their relationships across the socio-ecological model.

SETTING & ENVIRONMENT

2

Review existing data or evidence from the country or context you are adapting to. What stands out? Consider changes in setting in the new context. Is it urban or rural? What is the socioeconomic profile of the target population?

KEY RESOURCES & COSTS

3

What are the key resources needed for the original concept? Are they also needed in the new context?

💡 Tip: Consider the five S's: "staff, stuff, space, systems, and social support" (Zhang 2021). Are the following resources the same or different in this new context? What are the associated costs?

- Human resources
- Materials and supplies
- Physical space needs
- System(s) access, integration or institutional buy-in
- Social supports (i.e., transportation and meal vouchers)

VALUE PROPOSITION & THEORY OF CHANGE

4

What change are you trying to make by adapting this concept? Does the Theory of Change still hold true?

💡 Tip: Conduct this fill in the blank exercise: "If we [NAME OF ACTIVITY] with [TARGET AUDIENCE] then [DESIRED RESULT]."

VALIDATION & REFINEMENT

7

Which of the changes need to be validated? How will you know if the changes are "successful?" With whom do you need to validate and how will you do that?

💡 Tip: Focus on assessing desirability and feasibility.

CONSTRAINTS

5

What constraints are present in the new context that may need to be factored into the adaptation?

💡 Tip: Consider these factors but do not limit yourself to them.

PROPOSED CHANGES

6

Given the previous steps, what key changes do you propose making to the concept?

💡 Tip: List the changes and prioritize them using an importance/ difficulty matrix or another matrix of your choosing. For example, translation would be "important" and "not difficult", whereas adapting a digital video so that the characters more closely resemble the local population would be "difficult." The importance may be unknown but can potentially be validated during testing!