



eLearning Series

# Evidence-based Malaria SBCC: From Theory to Program Evaluation

Module 5 of 5:

## Evaluating Social and Behavior Change Communication

**Marc Boulay, PhD**

Deputy Director of Research and Evaluation,  
Center for Communication Programs,  
Johns Hopkins Bloomberg School of Public Health

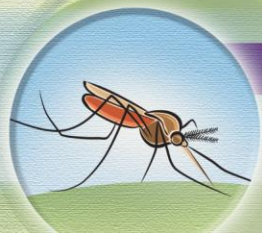


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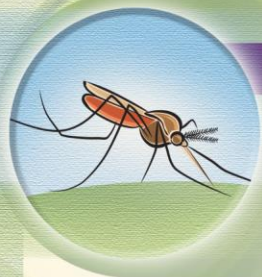




## Learning Objectives

**At the end of this presentation, participants should . . .**

- Understand and list at least two main questions that SBCC outcome evaluations strive to answer in order to help program planners learn
- Be familiar with and describe at least three standard approaches used for evaluating SBCC interventions
- Be aware of and describe two current State-of-the-Art approaches for determining the causal attribution of SBCC



# Table of Contents

**Part 1:** Purpose of Evaluating SBCC

**Part 2:** Standard Approaches for SBCC Outcome Evaluation

**Part 3:** Propensity Score Matching Approaches for Outcome Evaluations of SBCC

**Part 4:** Mediation Analysis to Identify How a SBCC Program Changed Behavior

**Summary**

**Additional resources**



Part 1:

# PURPOSE OF EVALUATING SOCIAL & BEHAVIOR CHANGE COMMUNICATION



# Evaluation system for health communication interventions

**FORMATIVE EVALUATION**  
4-6 months before the intervention

**MONITORING EVALUATION**  
Periodically during lifespan of program

**OUTCOME EVALUATION**  
Short-term effects: 1-6 months  
Long-term effects: 7-12+ months

Redesign

Utilization

**Review of existing information**

- Literature review
- Secondary data analysis

**Review of goals & objectives**

**Qualitative studies**

- Focus Groups
- Semi-structured interviews
- Community mapping
- Policy review
- Case studies of community assessments
- Pre-testing messages and materials

**Population-based baseline surveys**

**Process Monitoring**

**Audience monitoring**

- Trends in health service utilization
- Provider interviews
- Client intake and exit interviews
- Rapid community assessments
- Omnibus/Marketing surveys

**Media monitoring**

- Ratings data
- Broadcast logs
- Media content analyses

**Activities monitoring**

- Activity reports
- Training reports

**Impact Research**

**Qualitative Studies**

- Focus Groups
- Semi-structured interviews
- Community mapping
- Policy review
- Case studies of community assessments
- Audience reception analysis

**Quantitative Studies**

- Social network surveys
- Population-based follow-up surveys

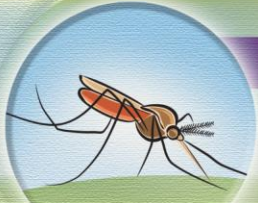
FINDINGS

DISSEMINATION

PRE-INTERVENTION PERIOD

INTERVENTION PERIOD

POST-INTERVENTION PERIOD



## Purpose of conducting SBCC outcome evaluation

To answer the main questions:

- Did the program work?
- If so, how did it work?
- If not, why not?