

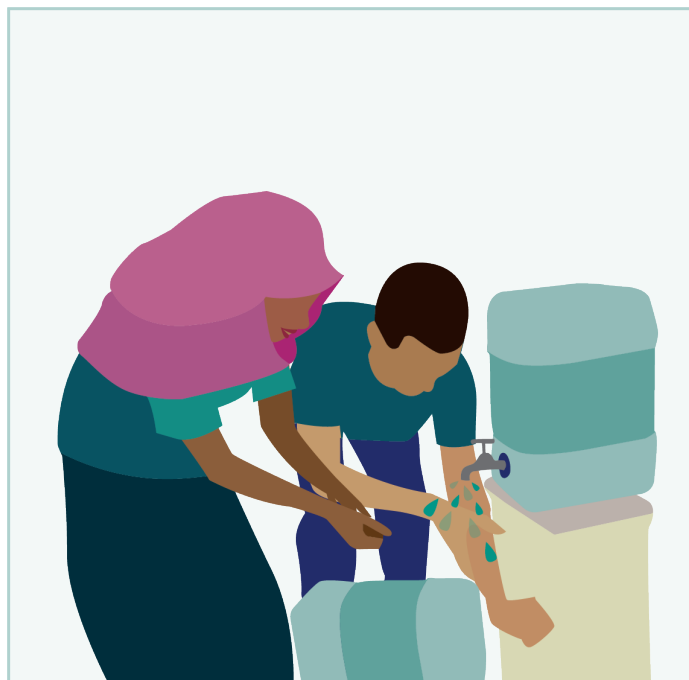
Family Planning Social and Behavioral Change Communication Key Indicators

The United States Agency for International Development (USAID) Office of Population and Reproductive Health (PRH) is working to improve access to and quality of family planning (FP) products and services, to contribute to increased contraceptive use among priority populations. This increase in contraceptive use requires that health-seeking behaviors of individuals and communities, as well as the norms that underpin those behaviors, change. Interventions that seek to change behaviors by addressing knowledge, attitudes, and practices are known collectively as social and behavior change interventions. Because these interventions complement and enhance the role played by other FP interventions (USAID, 2017) they are a priority area for PRH. Social and behavior change communication (SBCC) activities can raise awareness, dispel myths, and address barriers that prevent people from accepting and using FP.

Countries can achieve the organizational and technical capacity to manage SBCC programs themselves through the following theory-driven, interactive approaches to SBCC:

- Increasing informed and voluntary demand for or use of FP products and services
- Cultivating sustainable changes in behaviors that contribute to improved reproductive health (RH) and use of FP products and services, by addressing social norms, shifting personal attitudes, and reducing barriers
- Enabling healthcare providers to develop relationships with clients based on respect and trust, by building skills and addressing biases
- Improving the capacity of host country organizations to design, implement, and monitor robust SBCC interventions (USAID, n.d.)

Rigorous monitoring and evaluation (M&E) is essential to the success of FP programs, and establishing consistent and effective indicators is part of USAID-funded MEASURE Evaluation's work to improve health information systems globally. This resource outlines seven key SBCC indicators that are intended to inform USAID and implementing partners on the M&E of FP programs supporting SBCC activities. Each indicator featured in



this resource contains a definition as well as any calculations, suggested disaggregations, or reference periods.

No program or project should attempt to use all indicators presented here. For routine monitoring purposes, program managers and evaluators should select a few relevant indicators that both are important to program objectives and easy to collect and interpret. The indicators may be supplemented or tailored to reflect a program's unique context and objectives.

Each indicator featured in this resource contains its definition, calculation, and source as well as any suggested disaggregations or reference periods. Because these indicators were drawn from several resources, the original source of the indicator is also noted; however, the original indicator reference sheets from those sources may not apply—some of these indicators have been modified. Indicators on method choice are also found in the relevant section of MEASURE Evaluation's Family Planning and Reproductive Health Indicators Database,¹ here: https://www.measureevaluation.org/prh/rh_indicators/family-planning/copy_of_the-policy-environment.html

¹ https://www.measureevaluation.org/prh/rh_indicators

1. Percent of audience reporting exposure to family planning messages on radio, television, electronic platforms, or in print

Definition: The percent of target audience members who report having heard or seen FP messages on radio, television, electronic platforms (e.g., text messages or websites), or in print in the past six months or some other specified reference period. “Audience” is defined as the intended population for the program (e.g., pregnant women for antenatal care or youth in a specific age range for an adolescent program). This indicator can be disaggregated by dissemination channel or by audience characteristics (age, sex, geographic location, rural/urban status, or other characteristics of interest to the program).

Calculation: (Number of audience members who report exposure to FP messages on radio, television, electronic platforms, or in print during a specific period/Total number of audience members) x 100

Complementary indicator: Percent of audience who recall exposure to a specific FP message

Source: Performance Monitoring and Accountability 2020. (n.d.). Glossary of family planning indicators [Adaptation]. Retrieved from <http://www.pma2020.org/glossary-family-planning-indicators>

2. Percent of audience who recall hearing or seeing a specific product, practice, or service

Definition: The percent of target audience members who report exposure to a particular product, practice, or service. “Audience” is defined as the intended population for the program (e.g., pregnant women for antenatal care or youth in a specific age range for an adolescent program). “Recall” refers to the percentage who can spontaneously name (or recognize when mentioned) a particular practice, product, or service. “Practice” refers to the desired behavior the program is promoting among members of a population (e.g., delaying first birth after marriage or exclusively breastfeeding during six-months postpartum). This indicator can be disaggregated by product, practice, or service or by audience characteristics (e.g., age, sex, geographic location, rural/urban status, or other characteristics of interest).

Calculation: (Number of audience members who know of a specific product, practice, or service/Total number of audience members surveyed) x 100

Complementary indicator: Percent of audience who know about a source of supply for a specific product

Source: MEASURE Evaluation. (n.d.). Family planning and reproductive health indicators database [Adaptation]. Retrieved from https://www.measureevaluation.org/prh/rh_indicators

3. Percent of audience with a favorable (or unfavorable) attitude toward the product, practice, or service

Definition: This indicator measures attitude toward a particular product, practice, or service among the target audience. “Favorable attitude” is defined as a person’s positive assessment of a behavior or related construct (such as a specific product or source of service). “Unfavorable attitude” is defined as a person’s negative assessment of a behavior or related construct. The assessment is expressed by statements from the audience that relate the behavior to a positive or negative value held by the audience. This indicator can be disaggregated by product, practice, or service or audience characteristics (age, sex, geographic location, rural/urban status, or other characteristics of interest to the program).

Calculation: (Number of audience members with a favorable [or unfavorable] attitude toward the product, practice, or service/Total number of audience members) x 100

Source: MEASURE Evaluation. (n.d.). Family planning and reproductive health indicators database [Adaptation]. Retrieved from https://www.measureevaluation.org/prh/rh_indicators

4. Percent of audience who perceive risk in a given behavior

Definition: This indicator measures risk perception related to a specific behavior among the target audience. “Risk perception” is defined as one’s beliefs about the likelihood of experiencing negative or harmful consequences. This definition comprises two distinct dimensions: (a) susceptibility to a threat and (b) severity of that threat. Examples of a given behavior are sex without a condom, female genital cutting, and multiple sex partners. “Behavior” refers to the result the program aims to achieve among members of the population in question. This indicator can be disaggregated by audience characteristics (age, sex, geographic location, rural/urban status, or other characteristics of interest to the program).

Calculation: For (a), (Number of audience members who perceive risk in a given behavior/Total number surveyed in intended audience) x 100; for (b), (Number of audience members who perceive severity of risk in a given behavior/Total number surveyed in intended audience) x 100

Source: MEASURE Evaluation. (n.d.). Family planning and reproductive health indicators database [Adaptation]. Retrieved from https://www.measureevaluation.org/prh/rh_indicators

5. Percent of audience who believe that the recommended practice/product will reduce their risk

Definition: This indicator measures the percent of the target audience surveyed who believe that the recommended practice (e.g., using a modern FP method, waiting at least two years before getting pregnant again, or attending antenatal care visits) or product (e.g., condoms, bed nets, or prenatal vitamins) will reduce their personal risk for adverse health outcomes. This indicator can be disaggregated by audience characteristics (e.g., age, sex, geographic location, rural/urban status, or other characteristics of interest to the program).

Calculation: (Number of audience members who believe that the recommended practice/product will reduce their risk/Total number surveyed in intended audience) x 100

Source: MEASURE Evaluation. (n.d.). Family planning and reproductive health indicators database [Adaptation]. Retrieved from https://www.measureevaluation.org/prh/rh_indicators

6. Percent of nonusers who intend to adopt a certain practice in the future

Definition: This indicator measures the intention of nonusers to adopt a behavior. “Nonusers” are those individuals in the intended audience who do not (yet) practice the behavior in question. “Intend” is operationally defined as the percentage of nonusers who answer affirmatively the question, “Do you intend to ____ [practice a specific health behavior] in the future.” Programs should define the reference period (e.g., in the next three, six, or twelve months). This indicator can be disaggregated by audience characteristics (age, sex, geographic location, rural/urban status, or other characteristics of interest to the program).

Calculation: (Number of audience members who intend to adopt the behavior in the specified reference period/Total number surveyed in intended audience) x 100

Source: MEASURE Evaluation. (n.d.). Family planning and reproductive health indicators database [Adaptation]. Retrieved from https://www.measureevaluation.org/prh/rh_indicators

7. Percent of audience who practice the recommended behavior

Definition: This indicator measures, among those in the target audience, the percent who practice the recommended behavior. Programs may have to define what meets the criteria for practicing the recommended behavior and must define the reference period during which the behavior was practiced (e.g., at last sex or in the past day, week, or month). This indicator can be disaggregated by audience characteristics (e.g., age, sex, geographic location, rural/urban status, or other characteristics of interest to the program).

Calculation: (Number of audience members who report practicing the recommended behavior/Total number surveyed in intended audience) x 100

Source: MEASURE Evaluation. (n.d.). Family planning and reproductive health indicators database [Adaptation]. Retrieved from https://www.measureevaluation.org/prh/rh_indicators

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