Gender and SBCC
Implementation Kit

Address Gender within a Behavior Change Theory
Activity 4.1: Applying Gender to Your Behavior Change Theory or Framework

Objectives:

- Learn about the different SBCC and gender theories.
- Identify gender-related factors in your selected behavior change theory(ies) and frameworks.

Preparation:

Review the **key concepts** and **background research** to be sure your team has a good understanding of **behavior change and gender** and is aware of the gender-related social and behavioral determinants.

Gather the following program documents to help you go through this activity:

- Current strategy or marketing plan
- Quarterly and annual reports
- Formative research results (if available)
- Monitoring and evaluation results (if available)
- Other programmatic documents
- Activity Template (see below)
- Common SBCC Theories Handout (see below)
- Relevant resources from the I-Kit

Be sure you have enough copies of any templates, handouts or resources needed for this activity. Consider printing the **Gender-Related Social and Behavioral Determinants Handout** from the step page to use as reference during the activity.

Expected Outcome:

Gender-based analysis of your program's SBCC theory with a list of implications to consider while designing your strategy.

Purpose:

The purpose of this activity is to guide you on how to apply a gender lens to your current behavior change theory or framework.

Introduction:

A theory provides a systematic way to understand a series of events, behaviors or situations. Choosing the most appropriate theory, framework, model or combination of those, will help you to better understand why people do or do not practice desired behaviors. They will also guide you in identifying what information is needed and provide additional insight into how to design, develop and implement an effective SBCC strategy or marketing plan. Theory can help to understand why your audience currently engages in a behavior and how different constructs contribute to behavior change. It can also help you to identify potential entry points for an intervention. For common SBCC theories see the handout below.

Most SBCC models and theories are rooted in both an understanding of the social and behavioral determinants and that individuals do not operate in isolation but are part of a community and system.
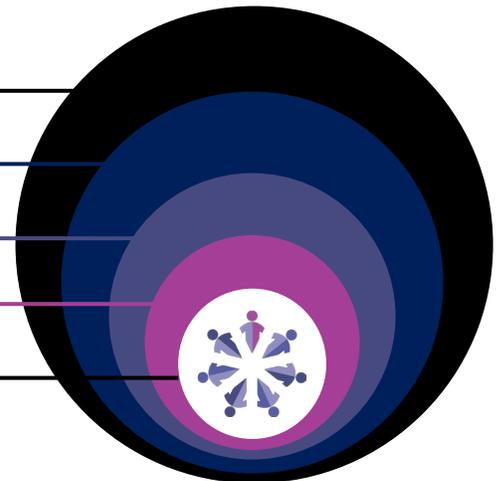

Enabling Environments

Service Delivery

Community

Family and Peer Networks

Individuals

In addition to SBCC theories, there are a number of gender-specific theories, often rooted in sociology, that aim to address barriers or facilitators across the socio-ecological model.

- The **Theory of Gender and Power** looks at division of labor, power and the structure of social norms and affective attachment that identify exposure and risk factors that adversely affect women's health.
- **Feminist Political Ecology Theory** examines gender in the political landscape in areas such as development, resource use and rural-urban transformation. This theory can also inform health outcomes, especially in light of global warming and climate change.
- **Conflict Theory** examines macro-level social structures and the dominance of some groups over others based on common interests, resulting in struggle and tension.
- **Symbolic Interaction** looks at symbolic interactions and the social constructs of reality.
- **Feminist Sociological Theory** explores the impact of gender in the social order of our relationships.

Instructions to complete this activity:

Before you begin, review the SBCC theory(ies) or framework(s) that your program is currently based on. If you haven't yet selected a theory, review the "**SBCC Theories, Frameworks and Models**" in the "**Learn**" section of this I-Kit.

Key Steps:

1. List your theory or framework in the space provided in the template.

   Consider whether your theory(ies) or framework(s) are focused at the individual, interpersonal, community or structural level? Does this match your gender-based analysis of the situation?

   For example, if you found that social norms around women's role in society are a major determinant of their behavior, you will need to use a theory that addresses community, or structural-level factors. Individual-level theories can still be useful in such an example but will not on their own facilitate gender transformation.

2. Once you have identified the final theory(ies) or framework(s) that your program will use, list out each key construct that is most important for your behavior change strategy.

   For example, if you are using the Health Belief Model, you would write down beliefs, attitudes and subjective norms. If you are using Diffusion of Innovations, you might list out the innovation characteristics (complexity, compatibility, observability, triability), as well as people adopting the innovation (early adopters, early majority, late majority, laggards). Record these constructs in the Activity Template below.

3. For each construct, consider the following questions to integrate gender into your application of the theory:

   - Is this construct influenced by gender-based power dynamics? How? *For example, is women's " self-efficacy" (EPPM) to adopt a family planning method influenced by power dynamics between herself and her partner?*

   - Are there any social structures that influence the construct? Do they act as a barrier or facilitator?

   - Is this construct influenced by the dominance of one group over another? *For example, is "social support and influence" (Ideation Theory) influenced by the dominance of men over women?*

   - How do gender roles and norms influence this construct? *For example, are your audience's "normative beliefs" (Theory of Planned Behavior) influenced by expected roles assigned to women and men around fertility?*

   - What underlying gender-related determinants of health affect this construct? *For example, does the education level of women influence their ability to understand the "complexity" (Diffusion of Innovations) of an innovation? Does mobility of women influence the "triability" of an innovation?*

- Does gender-based division of labor influence your understanding of the construct? *For example, if women are expected to work in the home or informal sector, while men work in the paid formal sector, how does this affect your audience's "influence on others" (Social Learning Theory)?*

4. Next, based on your gender analysis of each construct, consider the implications for your SBCC strategy or marketing plan.

   For example, if limited mobility of women limits their ability to "try" a new innovation (Diffusion of Innovations), what considerations will you need to build into your program. Will you need to conduct household outreach rather than convening community events? If a woman's lack of power in a martial relationship is influencing her self-efficacy to adopt family planning, what implications would that have on the audiences, approaches, channels or messages in your strategy?

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Template 4.1.1: Applying Gender to your Behavior Change Theory or Framework

List your theory or framework

List the key constructs

For each construct consider the following

Is this construct influenced by gender-based power dynamics?

Yes	Yes	Yes	Yes	Yes
☐	☐	☐	☐	☐

Are there any social structures that influence the construct?
Do they act as a barrier or facilitator?

Yes	Yes	Yes	Yes	Yes
☐	☐	☐	☐	☐

Is this construct influenced by the dominance of one group over another?

Yes	Yes	Yes	Yes	Yes
☐	☐	☐	☐	☐

How to gender roles and norms influence this construct?

Yes	Yes	Yes	Yes	Yes
☐	☐	☐	☐	☐

What underlying gender-related determinants of health affect this construct?

Yes	Yes	Yes	Yes	Yes
☐	☐	☐	☐	☐

Does gender-based division of labor influence your understanding of the construct?

Yes	Yes	Yes	Yes	Yes
☐	☐	☐	☐	☐

What implications does this have for your strategy?

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Handout 4.1.1: Common SBCC Theories

Individual

Health Belief Model — Individual's perception of the threat of a health problem and the appraisal of recommended behavior(s) for preventing or managing the problem.

Theory of Planned Behavior — Individual's behavioral intention is the most important determinant of behavior.

Stages of Change — Individual's readiness to change or attempt to change toward health behaviors.

Extended Parallel Processing — Individual's response to fear in an attempt to persuade an individual to adopt a healthy behavior.

Interpersonal

Social Cognitive Theory — Knowledge acquisition can be directly related to observing others modeling the behavior and the consequences of that behavior within the context of social interactions and experiences.
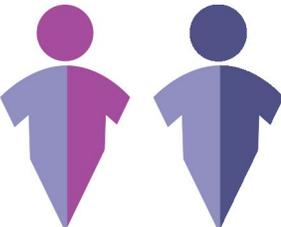
Theory of Social Learning — Behavior is explained via a three-way, dynamic reciprocal theory in which personal factors, environmental influences and behavior continually interact.

Community

Ideation — Refers to how new ways of thinking (or new behaviors) are diffused through a community by means of communication and social interaction among individuals and groups.

Diffusion of Innovation — Addresses how new ideas, products and social practices spread within a society or from one society to another.

Structural

Organizational Development Theory — Examines how organizations align to rapidly changing and complex environments. Organizational theory looks at organization climate, culture and strategies.