



Provider Behavior Change Implementation Kit

Social and Behavior Change Communication Strategy Worksheet

Purpose – The purpose of this template is to compile all the information from each step to create an overarching communication strategy for provider behavior change.

Directions – As you complete each step, fill out the relevant section of this template. Once you have finished filling out Step 9, this template will contain all the information you need to write your provider behavior change SBCC strategy.

- 1** Problem Statement, Shared Vision, Problem Scope, Affected Population, Context, Provider Barriers and Needs, Motivational Barriers, Communication Landscape and Other Efforts
- 2** Core Problem
- 3** Primary Audience, Influencing Audiences, Audience Segments, Primary Audience Profile and Influencing Audience Profile
- 4** Communication Objectives
- 5** Key Promise and Supporting Points
- 6** Communication Approach and Communication Channels
- 7** Ideas for Adaptation
- 8** Partner Roles, Activities and Budget
- 9** Monitoring and Evaluation Indicators

Step 1

Problem Statement
<i>What is the provider behavioral problem you need to address?</i>



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Shared Vision

What is your vision for provider behavior and service provision? What will the future look like thanks to your SBCC intervention?

Problem Scope

How big or widespread is the problem? How severe is it and what are its causes?

Affected Population

Who is affected by the problem (provider types, values, demographics, psychographics, location, motivations and education level)?

Context

What is the broad context in which the problem exists (policy, environment and social)?

Provider Barriers and Needs

What inhibits and facilitates provider behavior change (in each category)?

Expectation



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Ability

Opportunity

Motivation

Motivational Barriers

What specific motivational factors (social norms, status, lack of rewards or lack of recognition, etc.) are barriers to provider behavior change and quality service provision?

Communication Landscape

What communication channels are available? What are the preferred sources of information and channels? Who uses which channels?

Other Efforts

What are other programs doing to address the identified problem? How do you plan to work with them to reach the shared vision?



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Step 2

Core Problem

What is the core problem your intervention needs to address?

Step 3

Primary Audience

Who is the broad primary audience for your intervention? Whose behavior needs to change?

Influencing Audiences

Who are the key influencing audiences for your intervention? Who influences your primary audience?

Audience Segments

What audience segments will your intervention focus on?

Primary Audience Profile(s)

What is your primary audience segment like (demographics, psychographics, geographic location and behaviors)?



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Influencing Audience Profile(s)

What is your influencing audience segment like (demographics, psychographics, geographic location and behaviors)?

Step 4

Communication Objectives

What objectives do you hope your SBCC intervention will achieve? What change do you desire, how much, and by when?

Step 5

Key Promise and Support Points

What promise are you offering each audience if it makes the desired behavior change? What evidence do you have to back up that promise?

Step 6

Communication Approach

What communication approach(es) will you use to achieve your objectives?



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Communication Channels

What specific communication channels will you use for which audience segments? Which channel will be your primary channel and which are supporting?

Step 7

Ideas for Adaptation

How could you adapt or use the ideas and project examples presented?

Step 8

Partner Roles

What role will each partner play in implementing the SBCC intervention?

Activities

What activities will you and your partners carry out to achieve your objectives, based on the selected approach and channels? What is the timeline for activities?

Budget

What is your budget for your intervention? (This is best done in a spreadsheet but can be summarized here.)

