



## Provider Behavior Change Implementation Kit

### Example Stakeholder Analysis Worksheet

This is the Worksheet that Cecilia compiled to better understand the key players in the Needs Analysis she is facilitating.

Major stakeholder(s) or groups	Point of Contact	Their Stake	Support
<b>Regional public health officials</b>	the Deputy Regional Minister	Accountable to the national ministry of public health, and anxious to have the region seen as an exemplar within country	Access to limited discretionary budget to support public health initiatives; can provide access to clinical data and health indicators measures
<b>NGO project representatives</b>	Associate Directors for each of 4 major projects in the region that address public health – two address family planning directly, one focuses on Maternal & Child health, one on HIV/AIDS	Interested in CHW performance that contributes to project goals; wants to ensure that any changes to CHW support do not negatively impact ongoing projects or effect project metrics.	Actively collecting data on CHW actions as related to their individual project goals; employ a number of opinion leaders across the community; can provide some financial support if it is an allowable expense and funds are available
<b>NGO M&amp;E representatives</b>	Senior M&E Manager for largest project in region	Wants to ensure valid of needs analysis; concerned project M&E staff will be pressed to support needs analysis that is not an allowable expense	Able to lend personal expertise, but not funding, for sampling, instrument development, data collection, data housing/management, and analysis
<b>Regional Pharmacy Centers</b>	Purchasing Manager, regional pharma distribution center	Wants to ensure that regional stocking/distribution methods are seen as supportive; concerned that poor ordering at clinics that result in stock-outs will be seen as a failure of their systems	Can provide measures of stock and pharma throughput to region, region clinics and local areas
<b>SCHWs</b>	A typical SCHW, and clinic Director	Interested in ensuring work at clinics is seen in a positive light and in improving the funding and support of clinics throughout the region	Can provide unique insights to the work and motivation of SCHWs throughout the area; can pilot data collection instruments and assist in interpretation of comments and data
<b>VHWs</b>	Cecilia, representing the typical VHW within the region; a VHW Supervisor from another area within the region	Wants to represent her local community well, and ensure VHW challenges are identified and addressed; nervous about	Can provide unique insights to the work and motivation of VHWs throughout the area; can pilot data collection instruments and assist in interpretation of comments and data



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		working with senior managers and political authorities	
<b>Local government officials</b>	the Assistant Mayor of one the largest towns in the Local Government Area	Want to be sure that their authority on local matters is not ignored, and that regional or NGO group don't interfere with local governance, values, or traditions	Can provide access to local public radio stations, public events and local funding to support health initiatives when they deem them in the public interest; can influence leaders of other towns in the area
<b>Religious leaders</b>	Local Imam, Shaman, and Christian Minister	Concerned that family planning services conflict with religious doctrine	Can influence public opinion about healthcare offerings and practices
<b>Civic society organizations</b>	Member of local Football League Administration; School Board member	Generally concerned about public health, public health education and public well-being	Can influence public opinion, provide venues for public gatherings, and possibly provide additional funding or support to CHWs at regional or local level