**WORKSHEET 2: Integrated SBCC Program Stakeholder Interview Guide**

Institution/Organization:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewee Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This interview guide is meant to be all encompassing, and can be adapted for use with government, donors, and implementing partners by selecting the relevant questions for each.

**Basic Information**

1. What are the goals and objectives of your institution/project?
2. What are your intervention topics?
3. What are your geographic areas of operation? Do you have any zonal, regional, or other sub-national offices or staff?
4. Who are your target audiences?
5. What local organizations are you working with on the ground, if any?
6. When is your fiscal year? If a time-bound initiative, when did your project start? When does it end?
7. How is your institution staffed? Do you have individuals responsible for individual topical areas (e.g. HIV, malaria, family planning)? SBCC skill areas (e.g. mass media, community engagement)? Both?

**SBCC**

1. What is your organization’s understanding of and experience with social and behavior change communication?
2. How important do you feel SBCC is to your program?
3. What is the level of support for SBCC in your institution?
4. What SBCC strategies and approaches have you used in your institution, if any?
5. What SBCC channels and activities have you used, if any?
6. What do you feel are your institution’s SBCC strengths?
7. Where might you need SBCC capacity strengthening?

**Integration**

1. What is your understanding of integrated SBCC, and what it is meant to do in the context of this initiative?
2. To what extent do the various divisions within your institution support an integrated SBCC approach? Where do you see the biggest resistance? Why?
3. Please describe your previous experience with integrated programs, if any.
4. How do you feel your institution might benefit from SBCC integration?
5. What can your institution contribute to the SBCC integration effort?
6. What concerns do you have about SBCC integration?
7. What topics do you feel should be prioritized in the integration? Why? How flexible are you in this prioritization?
8. How do you envision the integration process taking place?
9. What are the working relationships like between the funding agency and the government? Between each of those and the implementing partners?

**RM&E**

1. What indicators are reported on for each of your topics?
2. How is this data collected (e.g. paper-based, SMS, database)?
3. What is your timeframe for reporting?
4. What monitoring and evaluation systems are already in place?
5. How amenable are your reporting systems to change?

**Resources**

1. What are the funding levels available for integrated SBCC?
2. What are the sources of funding, and what are the requirements and expectations of the donor for its use?
3. What non-financial resources can your institution contribute to this initiative?
4. How well are your existing financial tracking systems able to handle integration?