

WORKSHEET #8: BEHAVIORAL INDICATORS

Zanbe Example

This example is based on the Zanbe Let's Talk About It! program introduced in Part 1 of the I-Kit. For each behavioral objective, the program managers listed all of the indicators they wanted to measure. Additional insights are provided in the text bubbles.

Behavioral Objective: *Increase the proportion of modern contraceptive method use from 35 percent to 45 percent among sexually active, out-of-school, young women ages 15 to 19 in Zanbe between January 2009 and December 2011.*

Consider prioritizing which behavioral indicators you want to measure most - it might be difficult to measure all indicators listed here.

Behavioral Indicators:

Category	Possible Indicators
OPPORTUNITY	
• Availability of the product or service	<i>Percentage of health clinics under the Lets Talk About It! program that offer free modern contraception to youth.</i>
• Quality of care	<i>Percentage of clinics where youth claim feeling comfortable.</i>
• Social norm	<i>Percentage of audience who believe that sexually active peers use modern contraception.</i>
ABILITY	
• Knowledge	<i>Percentage of youth who know common side effects of contraceptives.</i>
• Self efficacy	<i>Percentage of youth who believe they are capable of dealing with any side effects.</i>
• Social support	<i>Percentage of youth who report that their peers encourage them to use modern contraception.</i>
MOTIVATION	
• Attitude	<i>Percentage of youth who agree with the statement that using modern contraception is one way to ensure a healthy future.</i>
• Belief	<i>Percentage of youth who agree with the statement that using modern contraception will not make a person sterile.</i>
• Intention	<i>Percentage of youth who report planning to use a modern contraceptive method consistently and correctly in the next six months.</i>
• Locus of control	<i>Percentage of youth who feel they have control over whether or not to use contraceptives.</i>
• Outcome expectation	<i>Percentage of youth who agree with the statement that using modern pregnancy prevention is an effective way to prevent an unintended pregnancy.</i>
• Subjective norm	<i>Percentage of youth who report that their best friend believes that modern contraception should be used.</i>
• Threat	<i>Percentage of youth who report feeling at risk of unintended pregnancy.</i>

WORKSHEET #8: BEHAVIORAL INDICATORS (CONTINUED)

Zambe Example

How can they be measured?

A KAB survey can be conducted with the intended audience prior to implementation to form the baseline measures. The KAB survey can be repeated mid-way through the project and then again at the end of the project to measure any changes in the program indicators and achievement of the program objectives.

If your indicators use the same phrasing as other surveys (i.e., DHS), you may be able to compare with your data and have a national reference point.

TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

- 1. We need to make sure that we choose indicators that a) match the behavioral objective that we chose and b) are measurable and achievable within the timeframe of our program.*
- 2. For this program, we will just choose three indicators to measure.*
- 3. Need to think about what methodologies we will use to get data on these indicators.*