



# Evidence

Provider Behavior  
Change  
Communication

# Providers = Audience



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What  
influences  
**Provider  
Behavior?**

**Expectation**

**Ability**

**Opportunity**

**Motivation**

# What has been done to improve provider behavior?



Access to transport



Supportive supervision



Direct incentives



Training and skills



Supportive policies



Job aids and materials



Positive environment



Equipment and resources

# What's missing?

Internal Motivation

Attitudes

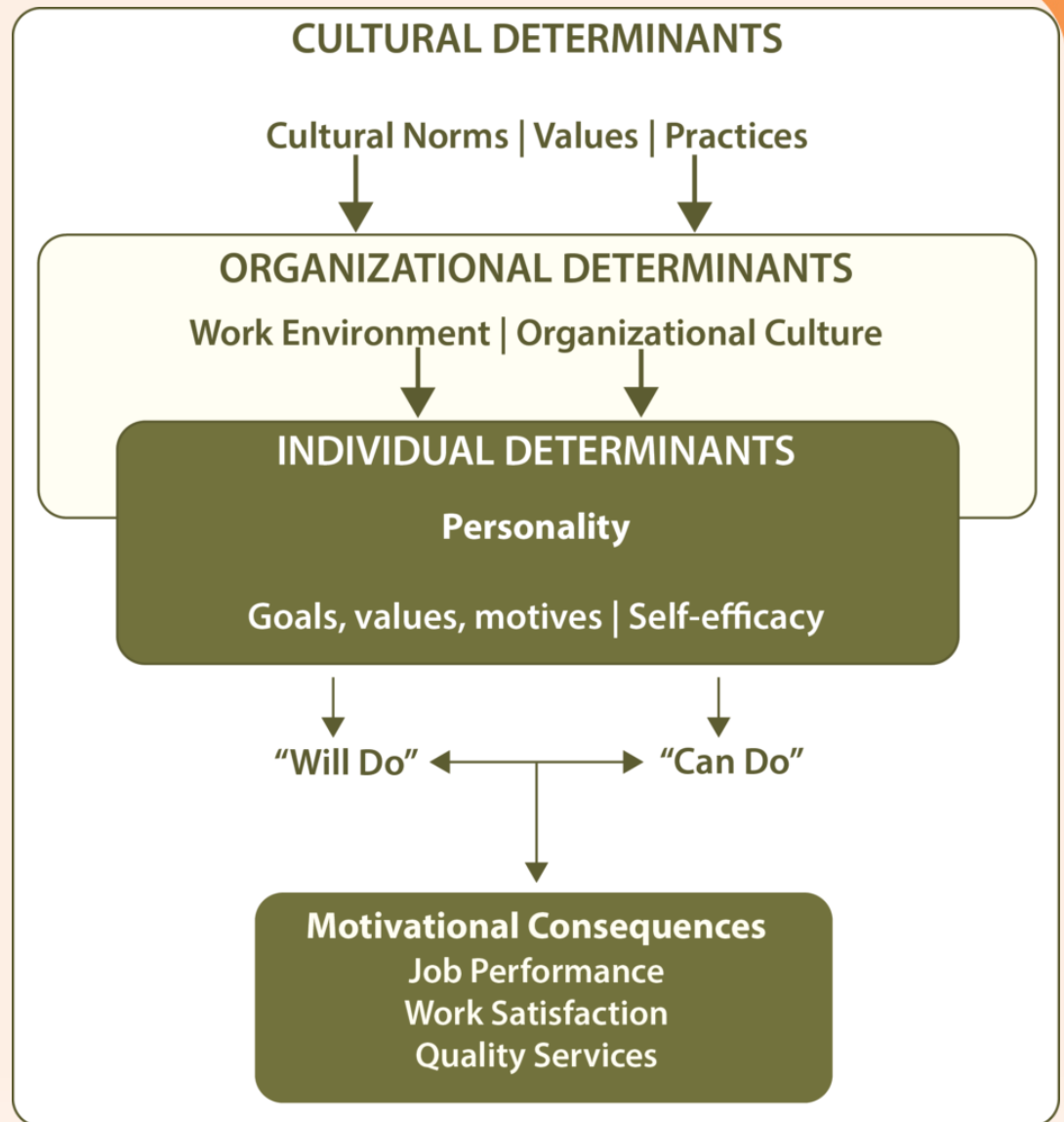
Beliefs

Values

Norms

# Focusing on

## Motivation



Adapted from Mathauer and Imhoff, 2006.

# What motivates CHWs?

Perceived status and social support

Level of connectedness

Personal attitudes and beliefs

Social and gender norms

Incentives and personal rewards

# Effective SBCC approaches

Perceived status/  
social support

- Public recognition/appreciation
- Branding providers
- Providing status materials

Level of  
connectedness

- Newsletters, social media groups, closed circuit communication networks
- Coaching and mentoring
- Community mobilization, advocacy, and recruitment

Personal attitudes  
and beliefs

- Positive deviance with peer discussion groups
- Values assessments
- Defining quality with community members

Social and gender  
norms

- Modeling and peer-to-peer approaches
- Community dialogue
- Mass media listeners' groups
- Community mobilization

Incentives and  
rewards

- Formal and informal recognition campaigns
- Professional development
- Advocacy for payments and rewards



# What motivates FBPs?

Self-efficacy

Perceived place in social  
hierarchy/status

Rewards

Social and gender norms

Work environment

# Effective SBCC approaches

## Self-efficacy

- Modeling and role-play
- Mass media + group discussion
- Trainings and job aids
- Supportive supervision, praise

## Social hierarchy/status

- Joint FBP-client projects, community dialogue
- Perceptions of expectations and quality
- Client sensitization

## Rewards

- Advocacy for rewards
- Demonstrating impact of work
- Recognition campaigns

## Social and gender norms

- Modeling and peer-to-peer approaches
- Community dialogue
- Mass media listeners' groups
- Community mobilization

## Work environment

- Civility campaigns
- Leadership and management interventions
- Norm setting and peer-to-peer

# Thank you!

Provider Behavior Change  
Communication Implementation Kit:  
<http://sbccimplementationkits.org/provider-behavior-change/>

Heather.hancock@jhu.edu