**Step 2. Situation Analysis Templates**

*The situation analysis should give programmers and stakeholders a clear, detailed understanding of (a) the current status of breastfeeding practices in the country and (b) the factors most likely to influence optimal breastfeeding practices within each audience of target users or target influencers. These may include perceived benefits of breastfeeding, knowledge of optimal breastfeeding practices, and perceptions and social and cultural norms that may encourage or discourage optimal breastfeeding practices and behaviors. Typically, national-level stakeholders would use formative research and other national-level data to complete their situation analysis. See an “Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide” for a global-level example situation analysis for breastfeeding. That global-level situation analysis can be adapted to the national/local level based on national/local level data.*

**Barriers and Facilitators Template**

|  |  |  |  |
| --- | --- | --- | --- |
| **Audience** | **Current Behaviors** | **Factors associated with suboptimal breastfeeding practices** | **Factors associated with optimal breastfeeding practices** |
| **Primary Audience** | | | |
| Mothers |  |  |  |
| Grandmothers |  |  |  |
| Others (?) |  |  |  |
| **Influencing Audience** | | | |
| Fathers |  |  |  |
| Faith Communities |  |  |  |
| Community Health Workers |  |  |  |
| Others (?) |  |  |  |

*See an Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide for a global level example.*

**Analysis Aid Template**

| **What?** | **Why?** | **So what?** | **Now what?** |
| --- | --- | --- | --- |
| **Data Collection:** Key facts collected during the situation analysis | **Root Cause Analysis:** Key facts collected during the situation analysis | **Data Analysis:** Implications that the facts may have on the SBCC strategy | **Strategic Priorities:** Identify which implications to address in the SBCC strategy. Limit to 3-5 strategic priorities in order to focus on the plan |
|  | **Breastfeeding:** | | |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

*See an Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide for a global level example. This global level situation analysis can be adapted to the local level based on local level data. Once you have completed the tables above, you can write your situation analysis using the table below, to include information on the national-level breastfeeding context, including your audience analysis.*

**Country-level Situation Analysis Tool**

|  |
| --- |
| **Breastfeeding Context** |
| |  | | --- | |  |     **Audience and Communication Analysis**   |  | | --- | |  | |

**Step 2. Situation Analysis Checklist**

|  |  |  |  |
| --- | --- | --- | --- |
| Situation Analysis | Yes | No | Suggestions/Notes |
| * National data sources checked |  |  |  |
| * + Demographic and Health Survey |  |  |  |
| * + Multiple Cluster Indicator Survey |  |  |  |
| * + National Breastfeeding Policy |  |  |  |
| * + National Breastfeeding Strategy |  |  |  |
| * + National Child Health Policy (or RMNCH) |  |  |  |
| * + National Child Health Strategy (or RMNCH) |  |  |  |
| * + Infant and Young Child Feeding Policy, Strategy, or Guidelines |  |  |  |
| * + National Nutrition Survey |  |  |  |
| * + National and international organizations working in MNCH |  |  |  |
| * + Nielsen surveys |  |  |  |
| * + Other national marketing surveys/companies (List here \_\_\_\_\_\_\_\_\_) |  |  |  |
| * Local data sources checked |  |  |  |
| * + NGOs working in the target areas |  |  |  |
| * + Demographic Surveillance Sites |  |  |  |
| * + Published academic or programmatic research (online search) |  |  |  |
| * Formative research conducted |  |  |  |
| * + Stakeholder consultation |  |  |  |
| * + Focus group discussions |  |  |  |
| * + Audience member interviews |  |  |  |
| * + Health facility surveys |  |  |  |
| * + Membership surveys |  |  |  |
| * + Intercept interviews |  |  |  |
| * Local health context described |  |  |  |
| * Local breastfeeding context described |  |  |  |
| * Potential audiences identified |  |  |  |
| * Local practices documented |  |  |  |
| * Root causes of key problems identified |  |  |  |
| * Do you know what percentage of children 0-6 months in the target area get only breast milk? |  |  |  |