

# SBCC Check-In: Implementation

PROJECT NAME: \_\_\_\_\_

DATE OF CHECK-IN: \_\_\_\_\_

<b>MOBILIZE</b>							
<i>Scoring: Not met=0, Partially met =1, Fully met=2</i> Standards marked with (*) can be used by monitoring and evaluation officers to track research efforts. <b>Bolded</b> words are defined in the glossary.							
<b>Stakeholders</b>	The implementing team and <b>stakeholders</b> support and buy into <b>vision</b> of the program						
	The implementing team and stakeholders understand implementation roles and responsibilities						
	The implementing team communicates openly with stakeholders throughout implementation						
	Implementing partners contribute their expertise to the program						
<b>Staffing &amp; Capacity</b>	A staff member is assigned to lead each implementation activity						
	All staff share a common vision and understand their contribution to the program						
	Each person has a clear job description						
	The implementing team has materials to support implementation, particularly for interpersonal communication and community mobilization activities						
<b>SBCC capacity</b> of the implementing team is assessed and strengthened							
<b>Activity Implementation</b>	<b>Activities/messages/materials</b> are consistent with <b>design strategy</b>						
	Activities/messages/materials reach intended <b>audience segments</b>						
	Activities/messages/materials are used frequently enough to produce behavior change						
	Activities/messages/materials are delivered following <b>implementation plan</b>						
	Activities/messages/materials use a <b>channel mix</b> consistent with design strategy						
	<b>Channels</b> deliver the right message to intended audiences <b>Su</b> at critical times						
	Sequence of events makes sense for desired behavior change						
	The team has a document in place to check if activities are contributing to <b>objectives</b>						
<b>Contextualization</b>	Program is updated to stay relevant to context and realities						
	Program is coordinated with other programs in the same area						
	Program responds to challenges and new information						
<b>MONITOR</b>							
<b>Supervision</b>	Supervisor(s) conduct and document regular check-ins with field staff on program activities						
<b>Monitoring System</b>	The implementing team has forms in place for reporting progress						
	The implementing team discusses monitoring data regularly and acts on them						
	Monitoring activities track if activity implementation is following implementation plan*						
	Monitoring activities track intended reach and impact*						
	Monitoring activities track unexpected and unintended effects*						
<b>Design Review</b>	The implementation team uses data to adjust the plan, strategy, activities/messages/materials						
	The implementation team reviews the plan, strategy, activities/messages/materials regularly						
<b>Design Review</b>	The implementation team makes changes to improve effectiveness and documents them						
<b>SECTION SCORE</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #ff0000; color: white; text-align: center; padding: 5px;"><b>0 to 34: RED</b></td> <td style="background-color: #ffcc00; text-align: center; padding: 5px;"><b>35 to 46: YELLOW</b></td> <td style="background-color: #008000; color: white; text-align: center; padding: 5px;"><b>47 to 58: GREEN</b></td> </tr> <tr> <td style="padding: 5px;">There are gaps inhibiting the program from reaching full potential. Address the major concerns before continuing.</td> <td style="padding: 5px;">The program is likely to achieve its goal, but can be significantly improved.</td> <td style="padding: 5px;">The program is positioned to achieve substantial results.</td> </tr> </table>	<b>0 to 34: RED</b>	<b>35 to 46: YELLOW</b>	<b>47 to 58: GREEN</b>	There are gaps inhibiting the program from reaching full potential. Address the major concerns before continuing.	The program is likely to achieve its goal, but can be significantly improved.	The program is positioned to achieve substantial results.
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There are gaps inhibiting the program from reaching full potential. Address the major concerns before continuing.	The program is likely to achieve its goal, but can be significantly improved.	The program is positioned to achieve substantial results.					

Go to <http://healthcommcapacity.org/quality-assurance-social-behavior-change-communication/qa-sbcc-implementation> to find guides and examples for each activity in implementing an SBCC program.

