

SBCC Check-In: Planning

PROJECT NAME: _____

DATE OF CHECK-IN: _____

INQUIRE	
<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. Bolded words are defined in the glossary.	
PLANNING	Situation & Channel Analysis
	The planning team and stakeholders have a common vision to guide the program
	The planning team and stakeholders review secondary data and conduct research to fill gaps*
	The planning team and stakeholders analyze barriers and facilitators to health behaviors
	Analysis includes severity of health problem in terms of prevalence, incidence, or mortality
	Analysis includes who/where/when of health problem: population at risk, geographic area, time
	Analysis includes behavioral/social/economic/political factors related to health problem
	Analysis includes differences in health impact by audience characteristics (for example, gender)
	Analysis includes a channel analysis describing available channels
	Analysis includes a clear problem statement
Audience Insight	Analysis includes audience needs, motivators, habits, interests, resources, knowledge, attitudes, and behaviors
Partnerships	The planning team identifies and engages relevant local and national stakeholders
	Formal agreements with partners are in place
DESIGN STRATEGY	
Participation	Stakeholders and intended audience participates in program design
	The planning team and stakeholders use written criteria for selecting field workers or volunteers
Program Theory	The planning team and stakeholders select a theory or theories to guide program design
	Program theory is applied and referred to routinely in design strategy
Audience Segments	The team creates demographic and psychographic (audience insight) profiles for audiences
	Design strategy identifies a primary audience and secondary (influencing) audiences
	Design strategy segments audiences according to similar characteristics
Objectives	Segments follow audience analysis & insight findings
	Objectives are Specific, Measurable, Appropriate, Realistic and Time-bound (SMART)
	Objectives follow situational analysis findings (context) and program theory
Strategic Approaches	Objectives describe what audience should think, feel and do
	The planning team and stakeholders select approaches that contribute to objectives
Channels	Approaches are packaged cohesively with a positioning statement
	Channel selection considers audience access and cost-effectiveness
Creative Brief	Channel selection considers the audience analysis, channel analysis, and program theory
	Brief describes the target health problem, primary audience, and desired behavior change
	Brief describes desired product/service/behavior for each audience segment
Implementation Plan	Brief includes key promise and support points that follow program theory and objectives
	Plan includes all activities, partner roles, timeline, budget and management plan
	Plan includes marketing needs, existing opportunities and sustainability
M&E Plan	Plan follows program theory, audience segments, objectives and approaches
	The planning team and stakeholders develop a logic model or theory of change *
	M&E plan describes data sources and timeline for collecting data*
	Indicators are valid, reliable, specific, sensitive and operational*
	Indicators align with objectives and program theory*
Indicators include behaviors (rather than only knowledge and attitudes)*	

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		CREATE & TEST						
PLANNING	Activities		Activities align with strategic approaches and objectives					
			Activities are linked through common program elements					
	Messages		Messages are based on analyses findings and creative brief specifications					
			Messages apply the 7 Cs of effective communication: http://www.thehealthcompass.org/how-to-guides/how-design-sbcc-messages (see step 6)					
			Messages are tailored to each audience segment					
			Messages are technically accurate					
			Messages are appropriate for literacy of audience					
			Messages clearly convey the key promise/benefit and support points					
			Messages are appropriate for channels used					
			Messages are pretested with the intended audience and revised before final production					
	Materials		Materials based on analyses findings and creative brief specifications					
			Materials apply the 7 Cs of effective communication					
			Materials are technically accurate					
			Materials are appropriate for literacy of audience					
			Materials are pretested with the intended audience and revised before final production					
	SECTION SCORE							
<table border="1"> <tr> <td style="background-color: red; color: white;">0 to 63: RED</td> <td style="background-color: orange;">64 to 84: YELLOW</td> <td style="background-color: green; color: white;">85 to 106: GREEN</td> </tr> <tr> <td>The plan does not provide a solid foundation for implementation. Address the major concerns before continuing.</td> <td>The plan is sufficient for proceeding, but can be significantly improved.</td> <td>The program is positioned to achieve substantial results.</td> </tr> </table>			0 to 63: RED	64 to 84: YELLOW	85 to 106: GREEN	The plan does not provide a solid foundation for implementation. Address the major concerns before continuing.	The plan is sufficient for proceeding, but can be significantly improved.	The program is positioned to achieve substantial results.
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The plan does not provide a solid foundation for implementation. Address the major concerns before continuing.	The plan is sufficient for proceeding, 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-planning> to find guides and examples for each activity in planning an SBCC program.

COMMENTS: _____

AREAS OF STRENGTH: _____

AREAS OF WEAKNESS: _____

ACTIONS FOR IMPROVEMENT: _____

DATE OF NEXT CHECK-IN: _____