

SBCC Check-In

Quality Standards for Social and Behavior Change Communication

Why check for quality?

Quality assurance (QA) is essential when implementing social and behavior change communication (SBCC) programs. Routine QA can prevent problems from occurring, detect problems that do occur and lead to consistently, high-impact SBCC programs.

How does SBCC Check-In help?

SBCC Check-In is a performance improvement tool and tracker designed specifically for the [strategic communication process](#). It provides performance standards that quality improvement teams and committees can use for routine QA and SBCC improvement action planning.

A system of processes are suggested to improve SBCC quality:

- Appoint an SBCC improvement committee to periodically investigate and improve quality.
- Use SBCC Check-In throughout **planning, implementation** and **evaluation** phases of strategic communication. Complete an SBCC Check-In at baseline and after executing each quality improvement plan. SBCC Check-Ins are also useful when SBCC programs do not produce desired results.
- Limiting SBCC Check-Ins to specific components of an SBCC program (such as one family planning campaign) can be more useful than Check-Ins combining two or more communication programs.
- Each SBCC Check-In takes about 30 minutes. Users will be able to see areas of strength, see areas for improvement and set goals for quality improvement plans.

SBCC Check-In instructions:

STEP 1: Go to <http://healthcommcapacity.org/qa-in-sbcc> to use SBCC Check-In online or continue reading to use this print version. Select the section(s) of interest: **planning** (pgs 2-3); **implementation** (pgs 4-5); **evaluation** (pg 6).

STEP 2: In each section, a list of standards are provided. Review available documents and interview team members to determine if each standard is met. Use the comments section (below each table) to document the rationale for specific scores.

- **Write a score of 0 if it is not met at all.** The stated standard is not true.
Example standard: “Each person has a clear job description” is not true if no one has a clear job description. The score should be 0.
- **Write a score of 1 if it is partially met.** A part of the stated standard is true, but a part of it is not true. A score of 1 is also appropriate if meeting the standard is in progress.
Example standard: “Program theory is applied and referred to routinely” is partially true if the team used a theory for message design but does not use the theory in the evaluation plan. The score should be 1.
Example standard: “The team has forms in place for reporting progress” is in progress if program implementers have already created forms for reporting progress but they are not yet being used. The score should be 1.
- **Write a score of 2 if it is fully met.** The stated standard is entirely true.
Example standard: “Indicators are valid, reliable, specific, sensitive and operational” is entirely true if each indicator meets all of these conditions. The score should be 2.

STEP 3: After completing a section, add all the points for the section score and see the color-coded interpretations.

STEP 4: A space is provided for noting areas of strength, areas of weakness, a list of actions for improvement and the date of the next Check-In. The SBCC improvement committee should set another Check-In immediately after executing each improvement action.

STEP 5: Online (<http://healthcommcapacity.org/qa-in-sbcc>) you will find a list of resources for planning, implementing and evaluating an SBCC program. Additional guides can be found online at www.TheHealthCOMpass.org.

A glossary of terms used in this tool is provided at the end (pgs 7-9).



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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)+	

		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	
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	SECTION SCORE			
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.	

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: _____

SBCC Check-In: Implementation

PROJECT NAME: _____

DATE OF CHECK-IN: _____

MOBILIZE																	
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SBCC Check-In: Evaluation

PROJECT NAME: _____

DATE OF CHECK-IN: _____

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

COMMENTS: _____

AREAS OF STRENGTH: _____

AREAS OF WEAKNESS: _____

ACTIONS FOR IMPROVEMENT: _____

DATE OF NEXT CHECK-IN: _____

7 Cs	The 7 C's of Effective Communication act as a checklist that helps ensure that messages are interesting, clear, and effective in reaching the audience: Command Attention, Clarify the Message, Communicate a Benefit, Consistency Counts, Create Trust, Cater to the Heart and Head and Call to Action.
Activities	May include advocacy, community-based media, community mobilization, counseling, distance learning, information and communication technology, interpersonal communication/peer communication, mass media, social mobilization and support media/mid-media activities.
Audience Analysis	An audience analysis is a process used to identify and understand the priority and influencing audiences for a SBCC strategy. The priority and influencing audiences are those people whose behavior must change in order to improve the health situation.
Audience Insight	Audience insight refers to an understanding of the emotional motivations and needs of the audience. An insight goes beyond descriptive demographic data, such as age, gender or income level, and describes a key piece of information about how the audience feels in relation to a specific product, service or behavior. An audience insight statement is comprised of two fundamental components: A summary of the understanding of the audience's identified needs, and the key problem they have faced trying to fulfill this need.
Audience Segments	Audience segmentation is a key activity within an audience analysis. It is the process of dividing a large audience into smaller groups of people - or segments - who have similar needs, values or characteristics. Segmentation recognizes that different groups will respond differently to social and behavior change communication (SBCC) messages and interventions.
Channel Analysis	Part of the process of developing a channel mix plan is to assess what channels are available to the priority audience(s) and how effective they will be in reaching them.
Channel Mix	A channel mix plan for a social and behavior change communication (SBCC) program is a strategic document that identifies the types of communication channels that best reach the priority audience to deliver the messages and the optimal blend of channels that maximizes reach and effectiveness of the messages. Ultimately, the channel mix selected for the program depends on the communication landscape, audience characteristics, the program's objectives and messages, reach and intensity, and budget.
Channels	Health communicators have defined communication channels as modes of transmission that enable messages to be exchanged between "senders" and "receivers."
Common Vision	The vision will anchor your strategy by stating what you hope to achieve. Your vision should be agreed upon by the stakeholders involved in the strategy design process and will thus be "shared" by all. This shared vision statement clarifies what is important, illustrates what you want to happen in the future, and guides the strategy design and development process.
Create & Test	Create and Test is the third step in the communication process. In this step you design, test, revise, and produce final communication products including materials, activities, and processes.
Creative Brief	A creative brief is a short, written document used by project managers and creative professionals to guide the development of creative materials (e.g. drama, film, visual design, narrative copy, advertising, websites, slogans) to be used in communication campaigns. Usually, it is no more than two pages in length, sets the direction, defines the audience(s), focuses on the key messages and shows the desired results for an SBCC campaign or materials.
Criteria for Causal Attribution	Include: strength, consistency, specificity, temporality, dose-response, plausibility, coherence, and consideration of confounding (see https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1898525/pdf/procrsmed00196-0010.pdf for more).
Design Strategy	Design Strategy incorporates what has been learned during the Inquire step and uses the information gathered to develop a strategic plan for reaching program objectives. This step focuses on developing the Communication Strategy, which includes information from the situation analysis, communication objectives, audience segmentation, program approaches, a workplan, and a plan for monitoring and evaluation.
Evaluate & Evolve	Evaluate and Evolve is the fifth step in the communication process. In this step you evaluate your program and use lessons learned to inform development of upcoming programs.
Implementation Plan	The implementation plan details the who, what, when and how much of your communication strategy. The plan covers partner roles and responsibilities, activities, timeline, budget and management considerations.

Indicators	Indicators are tools used to measure Social Behavior Change Communication (SBCC) program progress. They are used to assess the state of a program by defining its characteristics or variables, and then tracking changes in those characteristics over time or between groups.
Inquire	Inquire aims to gain a deeper understanding of the SBCC challenge within a specific context and of the social and behavioral drivers that facilitate or act as barriers to uptake of desired behavior(s). Inquire is a situation analysis based on available country-level research data and evidence.
Key Promise	The key promise is the core information that to be conveyed in all messages and activities. It is the basis of the actual messages.
Logic Model/ Theory of Change	Logic models are program planning tools that define the inputs, outputs, outcomes of a program in order to explain the thinking behind program design and show how specific program activities lead to desired results. Inputs include the resources, contributions, and investments that go into a program; outputs are the activities, services, events and products that reach the program's primary audience; and outcomes are the results or changes related to the program's intervention that are experienced by the primary audience.
Materials	Materials are a primary means by which health programs deliver social and behavior change communication (SBCC) messages. There are many types of SBCC materials, including printed brochures, the script for a television advertisement, a guide for facilitating a group discussion, a Facebook page or an Internet-based game. Materials development brings together the most effective messages with materials for the best combination of channels – the channel mix - in order to reach and influence the priority audiences.
Messages	In social and behavior change communication (SBCC), a message is a statement containing key points of information that a program wants to communicate to an audience to encourage behavior change. Message design is the process of connecting insights about the priority audience with key information the audience needs to know in order to make the change the program desires. Successful, well-designed messages are simple, memorable, easily understood, culturally appropriate and meaningful to the audience. Their design stems from a clear creative brief that outlines what the communication intervention aims to achieve.
Mobilize & Monitor	Mobilize and Monitor is the fourth step in the communication process. In this step you mobilize your partners, implement your program and monitor its progress.
Monitoring and Evaluation (M&E) Plan	A monitoring and evaluation (M&E) plan is a document that helps to track and assess the results of the interventions throughout the life of a program. It is a living document that should be referred to and updated on a regular basis. While the specifics of each program's M&E plan will look different, they should all follow the same basic structure and include the same key elements.
Objectives	"Communication objectives reflect the needs of the intended audience as well as the goals set by the program or funding agency. They clearly and concisely state: <ul style="list-style-type: none"> • The desired change in behavior, social norms, or policies • The intended effect of the change • The timeframe required for the change"
Participation	Strategic health communication should be informed by a robust group of program partners, decision-makers, audience members and technical experts. Not everyone needs to be at every meeting, but it is important to bring the entire team together at crucial points in the planning and implementation process—at the design strategy workshop, for example, and the project kickoff. It is also critical to have broad participation during implementation; this spreads project ownership and is the first step to on the road to sustainability.
Partners/ Partnerships	Organizations that are working to advance the same health or social issue. Partners could include various government ministries; local non-governmental, community, or civic organizations; international non-governmental organizations; foundations; and private sector companies.
Positioning Statement	Positioning is a way to make an issue, such as breastfeeding, occupy a particular space in the audience's mind. It is a way to make the issue stand out, and how the program wants people to see and feel about the issue. A positioning statement is one sentence that captures what the program's behavior, product or service stands for in the mind of the audience.
Pretest	Pretesting is the process of bringing together members of the priority audience to react to the components of a communication campaign before they are produced in final form. Pre-testing measures the reaction of the selected group of individuals and helps determine whether the priority audience will find the components - usually draft materials understandable, believable and appealing.

GLOSSARY

Primary Audience	Refers to a group of people whose behavior must change in order to improve the health situation. It is the most important group to address because they have the power to make changes the SBCC program calls for. These may be the people who are directly affected by the challenge or who are most at risk for the challenge. Or it may be the people who are best able to address the challenge or who can make decisions on behalf of those affected.
Problem Statement	The core challenge statement outlines key information on why there is a difference between the Vision (what you want to happen) and the current situation (what is happening now).
Program Theory	A program theory is a program's explanation of why it thinks its intended audience acts the way it does and its assumptions on how it will behave or change through exposure to the SBCC program.
SBCC Capacity	Refers to the capacity of country partners to plan, implement and evaluate high-quality SBCC programs.
Secondary (influencing) Audience	Refers to those who influence the primary audience either directly or indirectly. Influencing audiences can include family members and people in the community, such as service providers, community leaders and teachers, but can also include people who shape social norms, influence policies or influence how people think about the challenge.
Situation Analysis	A situation analysis or environmental analysis is the fundamental first step in the social and behavior change communication change (SBCC) process. It involves a systematic collection and study of health and demographic data, study findings and other contextual information in order to identify and understand the specific health issue to be addressed. It examines the current status of the health issue as well as the social, economic, political and health context in which the health issue exists and establishes the vision for the SBCC program.
SMART	<p>A SMART objective is:</p> <ul style="list-style-type: none"> • Specific: Does the objective say who or what is the focus of the effort? Does this objective say what type of change is intended? Does the objective cover only one challenge? • Measurable: Can your objective be measured in some way? Does the objective include a verifiable amount or proportion of change expected? • Appropriate: Is the objective sensitive to audience needs and preferences? Is the objective sensitive to societal norms and expectations? • Realistic: Can you realistically achieve the objective with the time and resources available? Is the degree of expected change reasonable given these conditions? • Time-bound: Does the objective state the time period for achieving change?
Stakeholders	Refers to those who are affected by, have a direct interest in, or are somehow involved with the problem identified during the situation analysis.
Strategic Approaches	The strategic approaches describe how the objectives will be achieved. They will guide the development and implementation of activities and will determine the vehicles, tools and media mix that your team will use.. Strategic approaches are often depicted through a strategic framework, which shows how activities will contribute to objectives.
Support Points	Support points are information that supports the key benefit. They tell the audience why they should believe that they will actually receive the promised benefit. Support points can be in the form of facts, testimonials, celebrity or opinion leader endorsements, comparisons or guarantees.
Sustainability	Sustainability factors include institutional, financial and programmatic. Continuity must be in place at the organizational level, among leaders, and with the donor community, to ensure that strategic communication efforts achieve long-term impact.