Alternative Approaches: Follow the Feedback, Plan for Adaptation
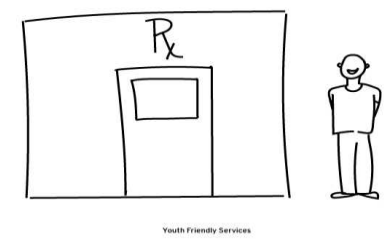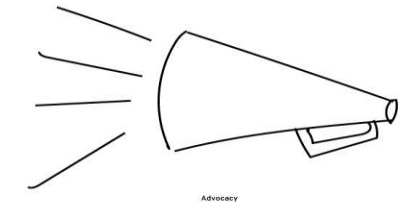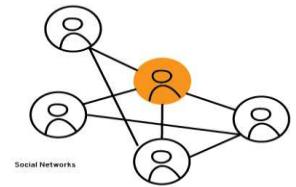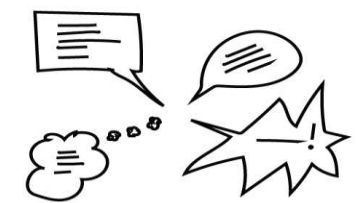
Behavior Change in the Age of Complexity

Stephen Rahaim,
Director, Private Sector Health, Social & Behavior Change

October 9th, 2015

> Stephen - Palladium & Helen - Abt Associates

> Preface

> Re-cap the intervention

> Introduce the activity

> Table discussions

> Report w/ illustrated capture
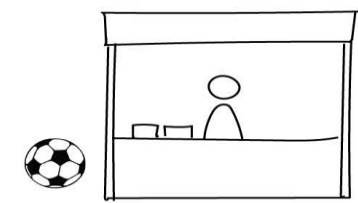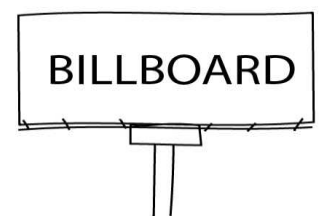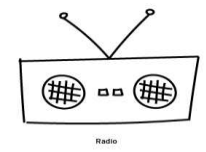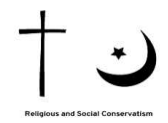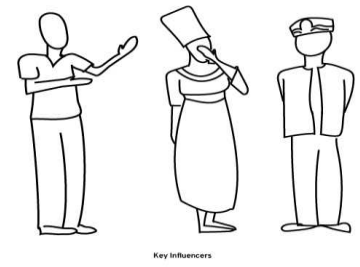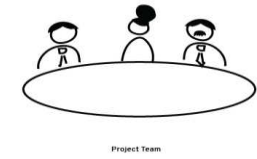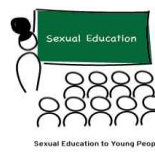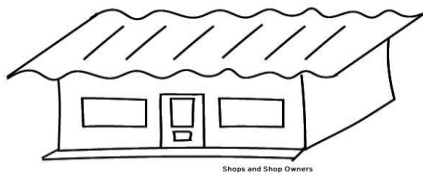
To understand and attempt to leverage complexity:

Engagement is essential!

This means more than messaging through researched channels.

Listen, adapt, respond.

How can we plan for this?
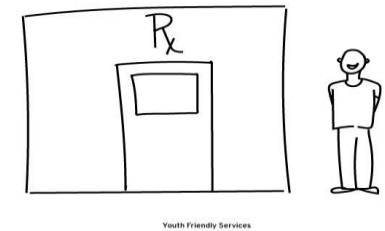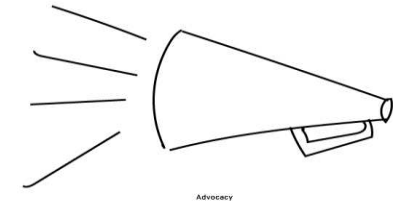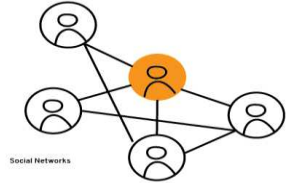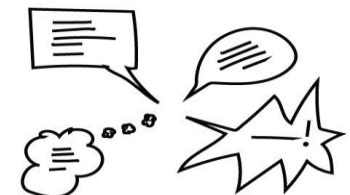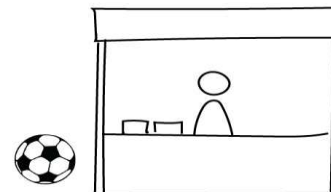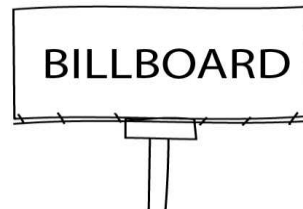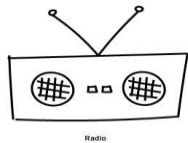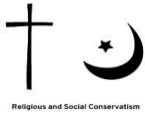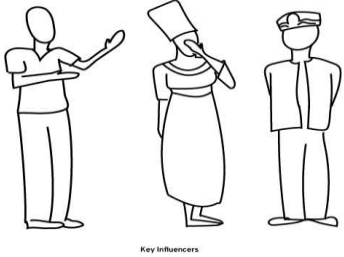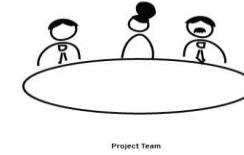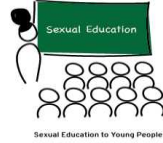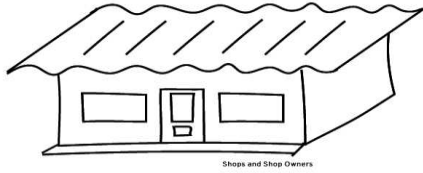
Focus on applying data which:

> Often goes uncaptured; may be difficult to trust

Explore:

> The strategic and operational aspects

> The available resources in the context/ground

> Expanding creative design by planning for feedback

Sexual Education

Sexual Education to Young People

Shops and Shop Owners

Unmarried Men

Unmarried Women

Marriage at Age 15 and Earlier

Project Team

Data Collector

Newly Married

Social Networks

Key Influencers

Advocacy

Religious and Social Conservatism

Broadcast Media

Youth Friendly Services

Radio

SMS

BILLBOARD

NEWSPAPER

Outdoor and Other Print

Community Activities - Youth Led Kiosks

Quantitative and Qualitative Methods

Audience   Influencers   Channels

Unmarried Men

Unmarried Women

Newly Married

Mothers-in-law

Community Leaders

Religious Leaders

Radio

SMS

BILLBOARD   Print
NEWSPAPER
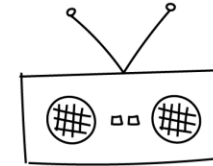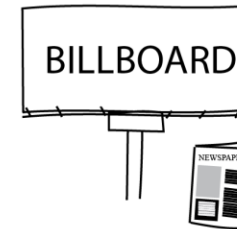
Kiosks
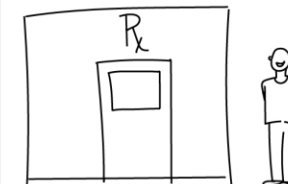
Rx   Youth-friendly Services

Questions for Discussion

1

Who in the community could be engaged in data collection and feedback?

- Identify key resources from the context, and describe a role for them.

- What type of data could they collect – qual/quant? How frequently?

- How will the project team get this data for application to the project?

2

What type of analysis is possible and appropriate for the type of data imagined?

- Qualitative methods? Quantitative methods?

- What are the cost and logistical implications?

3

What kind of adjustments can be made to the intervention's components? E.g.:

- What changes are possible?
- What changes should be prioritized?
- What changes would be nice.
- What can we convince the donor of?

E.G. Changes to approaches, themes or messages, messengers , frequency, channels?

Capture of Discussion

Question 1:

- Data and perspective can be collected through target audience, influencers, shop keepers

- They could collect some quantitative data, but better positioned to collect perspective on key behaviors, experience of the intervention from peers, report on client experience

- A strategy is needed to relay this data to project from identified data collectors. Some crowd sourcing is possible, through radio show calls and SMS and other ideas

Question 2

- This could be expensive!
  - Training people to collect data properly, collecting it from networks
- Costs, effort and time required scales with the type of data we try to collect our expectations of it
  - If we have means we can venture into more rigorous data and methodology, but even reporting from a young woman's discussion with friends can be helpful
- Maybe extraordinary costs could be avoided if this type of feedback is integrated directly into planning and implementation - audience as data collector, deepening their exposure and engagement of the evaluation
- Flexibility is paramount – choosing communication mechanisms that can be easily adjusted, relatively quickly

Question 3:

- Adjustments can be made to
  - Messages – nuance, delete, add, frequency, density
  - Messengers – change, improve/refresh training, delivery
  - Channels – drop ineffective, change density (add broadcasters?) , improve reach

- Call-in radio and interpersonal communication – as channels these provide the opportunity to adjust messaging to feedback in real time – directly to th caller or participant's

Capture of Discussion

The session included an illustrated capture of the table discussions – performed by Helen Li.

The following slide demonstrates the complexity, the opportunity and the challenges to engaging audiences in feedback.

DBC

temporal influencers may change throughout the project

function as data collectors

Key Influencers

Project Team

data collection

understand that info will feed into & change in comm.

Look at history of other projects (KM)

Data Collector

Monitoring a Part of the intervention

reliable data?

talk to elders about their perceptions on RH

gatekeepers know beliefs and understandings

Religious and Social Conservatism

telling youth or what they want them to do?

qualitative photo voice most sig. change

barrier analysis ted methods

response to radio program

output monitoring

Quantitative and Qualitative Methods

giving comm. access to the data

product placement

function as data collectors

use target groups as data collectors better quality but need time

Availability of products

attitudes from students

Shops and Shop Owners

Advocacy

teenagers

Newly Married

Unmarried Men

Unmarried Women

Supportive supervision

monthly incentives

quality of services

teachers

literature review

song contest

sharing convo video utilizing youth who are they saying

diffusion of who reaching

call in programs

CHWS

ask providers about stockouts & monitoring

Youth Friendly Services

asking market vendors about youth preferences

Radio

DJs

SMS

$ $1,000,000

BILLBOARD

NEWSPAPER

Outdoor and Other Print

Youth Led Kiosks

frequency of attendance @ events

regular monitoring

MONTH

Community Activities

PROVIDERS

THANK YOU