

Data/Information for Behavioral Change Communication Decision Making

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Session's Objectives

Participants will be able to:

- Describe data/information and decision making and the relationship between them
- Present reasons for using data/information for BCC decision making.
- Describe some relevant and appropriate data/information for BCC decision making
- Better appreciate the role, relevance and importance of data/information in decision making for BCC interventions using Nigeria's case study

Presentation Outline

Session 1

- Data and Information
- Evidence-based decision making
- Using P-Process to illustrate BCC decision making framework
- Information needs and data sources for BCC decision making

Session 2

- The Nigeria LLIN Campaign Case Study
 - M&E strategies and BCC decision making

Scale Up for Impact (SUFI) for LLIN (Global Movement)

Objectives

- To achieve universal coverage of one LLIN for every 2 people by the end of 2010 (Catch up phase)
- To contribute to the reduction of malaria mortality and morbidity by 50% by the end of 2010

Data & Information

- Often, *Data* and *Information* are used interchangeably, but:
 - Data refers to raw data, unprocessed information.
 - Information refers to processed data, or data presented in some sort of context.
- Usually, most data/information issues are brought under Monitoring & Evaluation (M&E)

Information is Vital in:

- Making informed decisions about operations management and campaign implementation including effective and efficient use of resources
- Determining the extent to which the campaign is on track and to make any needed corrections accordingly - **Monitoring**
- Evaluating the extent to which the campaign is having or has had the desired impact based on stated objectives - **Evaluation**

Qualitative and Quantitative Information

- Quantitative information are necessary for tracking trends accurately
- Qualitative information are useful for understanding the context in which the trends occurred and to interpret the quantitative data accurately
- BCC uses a lot of qualitative information since it provides additional information that is useful in understanding human behavior. Qualitative research allows the people to voice their opinions, views, experiences and motivations all aimed at understanding reality and in having an in-depth understanding of a behavior

Data Quality In Very Vital

- Be sure that data used for BCC decision making satisfies your data quality requirements by:
 - Investigating instruments & processes (tools testing and use, training of data collectors, data processing and reporting, etc)
 - Verifying question assumptions (population size & distribution, sampling strategy, context)
 - Maintaining clarity in indicators and appropriateness
 - Investigating anomalous results. Ask questions about results you don't understand until satisfied

Don't over-interpret data or indicators when your confidence is not 100 percent!

Decision making

The process of choosing from
among various alternatives using
information

Decision – Underlying Principles

- Decisions are choices made to support the achievement of a goal and/or set of objectives
- Decisions are made on the basis of some information
- Type of goal/objectives determines what information is needed
- Decisions are made by an individual or a group
- Individual interpretation of same goal/objectives may be different even if they are part of the same decisions.
- Individuals may differ on type of information needed to make same decisions

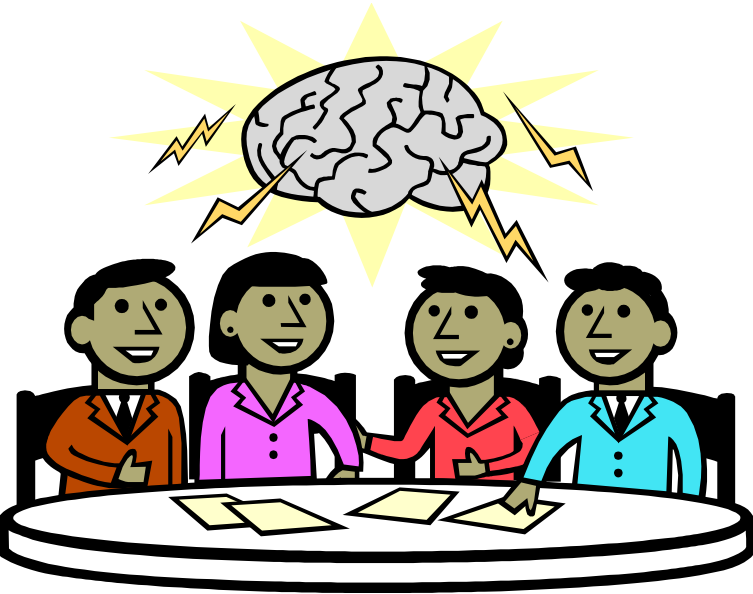
Critical Questions In Decision Making:

- **Who makes BCC decisions? (Mention one recent BCC decision)**
- **When or why decisions are made?**
- **How are decisions made?**
- **What information is needed?**
- **What are our role in the decision making, challenges and lessons learned?**

Decision Makers are Stakeholders

A **stakeholder** is anyone who has a “stake” in your program

- BENEFICIARY (Households)
- IMPLEMENTER (National and sub-national Malaria Team (public, private sectors and the Media))
- POLICYMAKER (Government at all levels, Gatekeepers, NGOs, FBOs, Private Sector, Donor or donor groups, etc.).



For our discussion, we will consider only the last two categories (Implementers and Policy Makers)

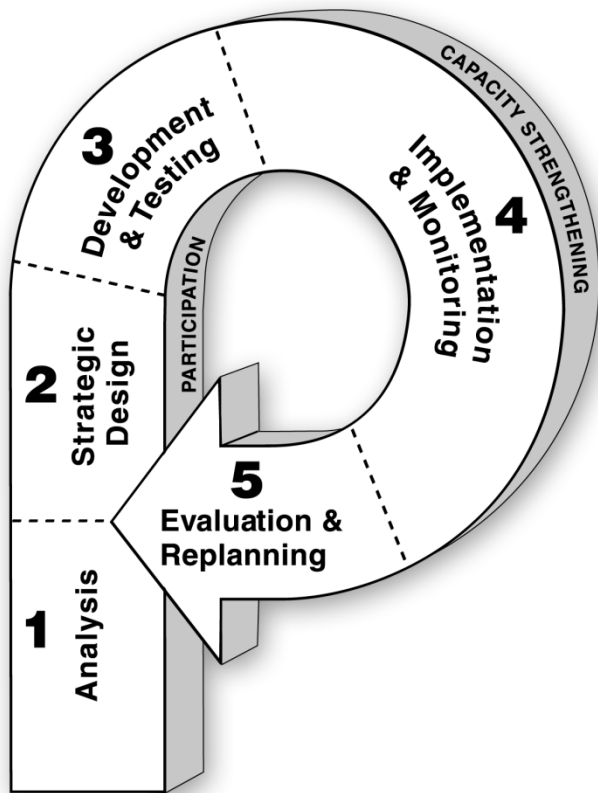
Benefits of Evidence-based decisions

- Improves ability to respond to health needs
- Promotes transparency in decision making process
- Allows for accountability of health decision making
- Helps meet the need of communication in this current strategic era where there are:
 - Greater multi-channel integration
 - Multiplicity of stakeholders
 - Increased attention to evaluation and evidence based programming
 - Increased sophistication in audience segmentation
 - Large scale impact at national and sub-national level
 - Role of electronic media more pervasive

Other Factors Apart from Data That May Influence Decisions

- »Power and influence
- »Timing
- »Corruption
- »Political ideology
- »Arbitrariness
- »Anecdote
- »Public opinion

Strategic Communication - The P Process



- A framework or step-by-step roadmap designed to guide development of strategic communication programs in a participatory manner with a measurable impact on the intended audience

The P - Process

- 8 Key Questions (BCC Decision Issues)
 - What is the communication problem?
 - What do we need to do?
 - What materials and/or interventions do we need to develop?
 - How do we make things to happen?
 - How do we know that the tasks are being met?
 - How do we plan for continuity?
 - How do we ensure the participation of all stakeholders in all activities of the P process?
 - How do we build the capacity of all stakeholders in all activities within the P-Process?

Information needs & Data Sources - Examples

Stage in P-Process	Information Need	Data Sources
Analysis <ul style="list-style-type: none">•What is the communication problem? Decisions: <ul style="list-style-type: none">• Priority setting•Advocacy decisions•Program budgets		
Strategic Design <ul style="list-style-type: none">•What do we need to do? Decisions: <ul style="list-style-type: none">•Objectives•Channel/tool selection		

Information needs & Data Sources - Examples

Stage in P-Process	Information Need	Data Sources
<p><u>Analysis</u></p> <ul style="list-style-type: none"> •What is the communication problem? <p><u>Decisions:</u></p> <ul style="list-style-type: none"> • Priority setting •Advocacy decisions •Program budgets 	<ul style="list-style-type: none"> •Extent and severity of problem (mortality/morbidity rates, malaria burden, etc.) •Barriers to use of LLIN •Audience and behavior analysis •Communication resources available, etc. •Quantification of needs (projections) 	<ul style="list-style-type: none"> •Existing data e.g. NHMIS, population and housing census, •Formative research •Other relevant survey reports e.g. NDHS, etc •Birth and Death records •Surveillance & response data •Service statistics •Mapping and GIS •National Health Accounts •Operational research, etc
<p><u>Strategic Design</u></p> <ul style="list-style-type: none"> •What do we need to do? <p><u>Decisions:</u></p> <ul style="list-style-type: none"> •Objectives •Channel/tool selection 	<ul style="list-style-type: none"> •Indicator setting •Existing channels and tools •Other competitors for product •Trend information on mortality/morbidity rates, malaria burden, •Communication resources available, etc. 	<ul style="list-style-type: none"> •Existing data e.g. NHMIS, Census figures, etc •Formative research •Other relevant survey reports NDHS, etc. •Media Survey,

Information needs & Data Sources - Examples

State in P-Process	Information Need	Data Sources
<ul style="list-style-type: none"> • Development and Testing • What materials and/or interventions do we need to develop? 	<ul style="list-style-type: none"> • Listenership/viewership pattern • Social mapping • Demographic characteristic 	<ul style="list-style-type: none"> • Pre-test data • Media survey • Population Census • Etc.
<ul style="list-style-type: none"> • Implement and Monitor • How do we make things to happen? 	<p>Training resource availability</p> <p>Organizational structure</p> <p>Necessary skills set</p> <p>Roles and responsibilities</p> <p>Timeline</p> <p>Resources situation</p> <p>Manage and monitor program</p> <p>Getting and managing feedback</p> <p>Quality assessment</p>	<ul style="list-style-type: none"> • Training needs assessment • Service/Operational data • Longitudinal survey • Audit report • Organogram • Profile of State/LGA

Information needs & Data Sources - Examples

State in P-Process	Information Need	Data Sources
<ul style="list-style-type: none"> •Evaluation •How do we know that the tasks are being met? <u>Decisions:</u> <ul style="list-style-type: none"> •Scale up? •Discontinue and test another strategy? 	<ul style="list-style-type: none"> •Coverage, retention, use of LLIN •Implementation input and output •Cost effectiveness 	<ul style="list-style-type: none"> •Surveys •Qualitative Research •Assessment report •Baseline and End of program surveys
<ul style="list-style-type: none"> •How do we plan for continuity? 	<ul style="list-style-type: none"> •MoU among partners •LLIN use projection •Budget projections •Resource mapping 	<ul style="list-style-type: none"> •Evaluation and research report

Information needs & Data Sources - Examples

State in P-Process	Information Need	Data Sources
<ul style="list-style-type: none"> •How do we ensure the participation of all stakeholders in all activities of the P process? 	<ul style="list-style-type: none"> •Data base on NGOs/volunteers •Partner's mapping •Minutes of meetings 	Reports
<ul style="list-style-type: none"> •How do we build the capacity of all stakeholders in all activities within the P-Process? 	Training needs and capacity building needs assessment report Commitment of partners Technical mandate of partners	<ul style="list-style-type: none"> •Reports

Session 2 Outline

The Nigeria LLIN Campaign Case Study

- M&E strategies and BCC decision making



LLIN CAMPAIGN MONITORING AND EVALUATION STRATEGIES (With emphasis on BCC Decision Making)

NIGERIA EXPERIENCE

**National Malaria Control Programme
Abuja, Nigeria**



Nigeria: Country Facts



- Population: 149,229,090 (Projected - 2006 Census)
- Political Structure: 36 States & Fed. Capital Territory (Abuja), 774 Local Govt Areas
- Infant Mortality: 93.35 deaths/1,000 live births
- ITN coverage: 9% (2008 NDHS)
- ITN use (Under 5): 12%(2008 NDHS)
- ITN use (Preg. Women): 12%(2008 NDHS)
- Malaria related mortality (U5): 30%
- Malaria related Mat. mortality: 11%
- LLIN distributed (as at August 2010): **24,023,826 in 14 States**



LLIN Campaign Objectives



Campaign goal: To contribute to the reduction of malaria mortality & morbidity by 50% by end of 2010 and minimize the socio-economic impact of the disease

Campaign Objective:

- To achieve 100% ownership of LLINs and 80% usage by December 31, 2010.
- To deliver 63 million LLINs to about 30 million households through mass campaign by December 2010 on the basis of 2 LLINs per household.



Key LLIN Campaign Components

Stakeholders' Engagement



Planning Meetings with Stakeholders



BCC Materials and Equipment



In the Production Room...



Community Mobilization



Personnel Selection and Trainings



House to House Mobilization and Issuance of Net Card



Logistics: Warehousing, Storage and Security of LLINs



Off-loading of Nets; transporting nets to Distribution points



Decision Makers Demonstrating Support and Ownership



Net Distribution



Net Distribution



Monitoring & Supervision



Data Management with Rapid SMS



In and End Process Monitoring



Follow-Up – Net Hanging Assistance





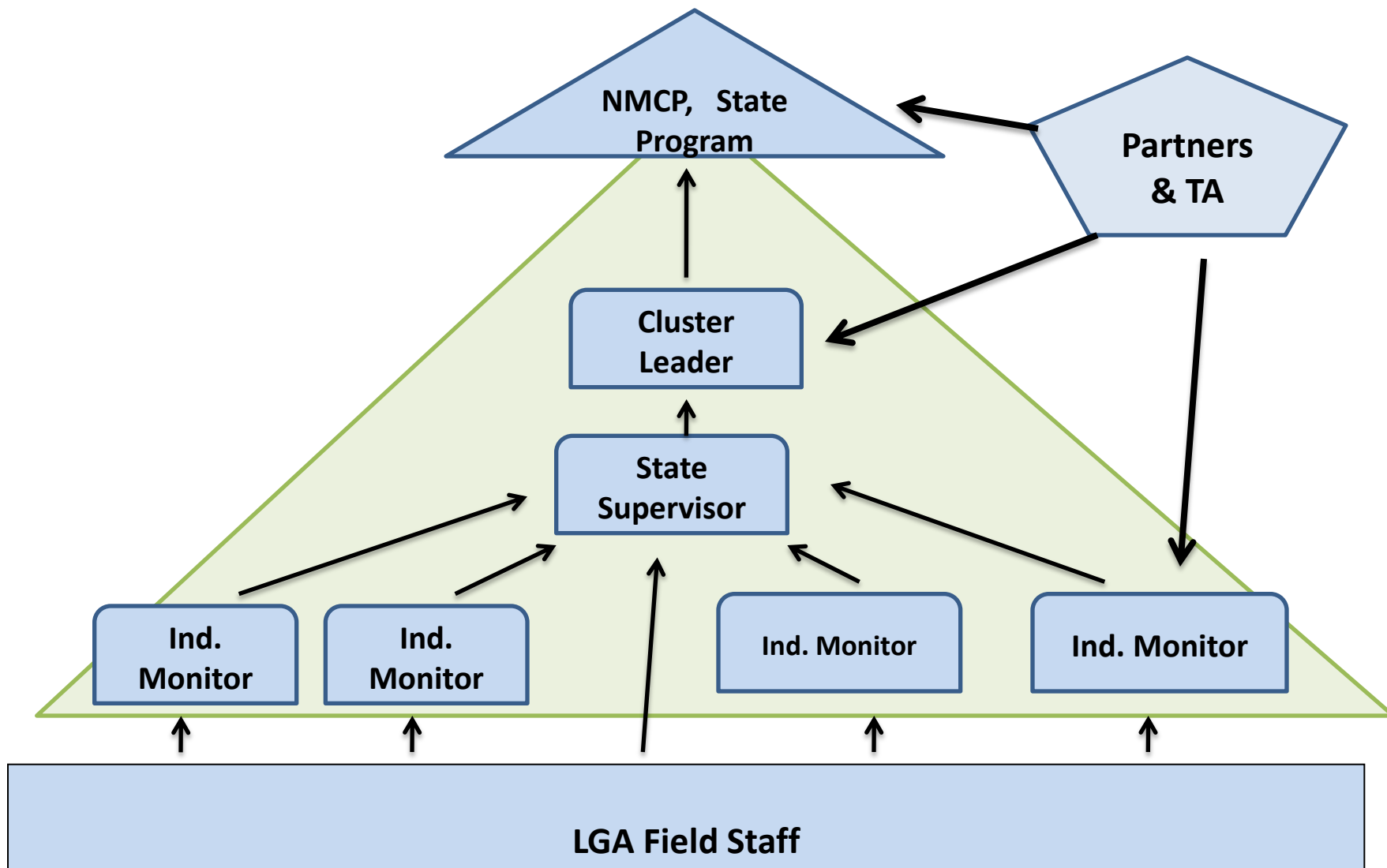
Process Monitoring

Process Monitoring is conducted at two levels

- ☐ In Process monitoring through out the implementation stages:
 - prior to household mobilization
 - During household mobilization (net card/coupon issuance) &
 - During net card (coupon) exchange (at distribution points)

- ☐ End process monitoring immediately or a day after LLIN distribution. End process is to provide information about immediate output of the campaign that could guide development and implementation of short term follow up plans.

Supervision Communication Pyramid(Nigeria context)





In process Monitoring



- In process is conducted by trained supervisory campaign personnel (independent/national monitors and supervisors)
- Special checklists are prepared for various activity levels:
 - During Training (Form I9a)
 - During Household Mobilization (Form I9b)
 - At Storage Site / Warehouse (Form I9c)
 - At Distribution Points (Form I9d)
 - [I-9\[1\]. Daily Monitoring and Supervision Checklists.doc](#)
- Monitors & supervisors are carry out spot and cross checks and complete data forms.
- They provide daily feedback to the LGA team for immediate decision making.
- Final data are aggregated and reported as part of campaign report.



In process Monitoring



Some Information provided for immediate Decision Making

- Training delivery – adequacy and effectiveness
- Delivery, correctness and adequacy of messages during household mobilization and net distribution
- Missed households/settlements at each stage of campaign
- Non-compliant households and communities.
- Unethical practices during household mobilization e.g. over issuance of net cards(coupons)/ net cards in wrong hands.
- Under positioning of LLINs to meet demand on daily basis
- Adequacy of storage space and documentation
- Sharp practices during net distribution e.g. giving out one net/household instead of two



Objectives of end process assessment

- To estimate coverage rate/ net utilization rates
- To identify the major channels by which households learned about the campaign
- To determine the proportion of households that did not hear of the campaign
- To provide information that could be compared across states



Indicators and information provided by end process (End Process form 1 & 2)



- Proportion of households reached during the campaign
- Proportion of households reached during mobilization with net cards
- Net card redemption rate
- LLIN retention rate
- LLIN hanging rate
- % of Children under 5 who slept under LLIN the night before assessment.
- % of Pregnant women who slept under LLIN the night before assessment.
- Proportion of households that heard of campaign by source of information
- [End process Form 1.doc](#)
- [End process form 2.doc](#)



Methodology for end process



- End process monitoring is a rapid assessment carried out a day after LLINs distribution by Independent Monitors using a standardised form.
- 4 independent monitors cover each Local Government Area.
- 4 political Wards are selected randomly per LGA and distributed to the independent monitors (one ward per monitor)
- In each ward, 4 communities or settlements are randomly selected
- In each community or settlement, 10 households are randomly selected, visited and interviewed with the end-process checklist.
- This is called the 4-4-10 rule of end process. Hence each monitor will interview 40 households
- The end process data is aggregated into the LGA summary end process form.
- Information captured is used to plan and implement campaign follow up activities



Rapid SMS



Rapid SMS involves the use of GSM phones to send data (by text) about LLIN movements, HH mobilization and distribution data to a central database in real time and on a daily basis. Such data provides information on challenging scenarios that would require immediate intervention for the campaign to be on track areas.

It is toll free



Monitoring Process & Tools - Limitations

in process Monitoring

- Inadequate & ineffective supervision of field workers
- Field Officers observation bias
- Some level of bias in the recruitment of field officers

End Process Monitoring

- Sampling process *is not sufficiently rigorous for a* representative sample.
- Ineffective supervision of monitors on the field.

Rapid SMS:

- Many program staff are not very efficient in the use of SMS.
- Network failure is reported in many areas
- Work overload is often a disincentive for sending messages.
- Lack of electricity to charge phones & use when back home from field
- Not all GSM providers are currently involved



How Process Monitoring Information is Collated & Used



- Review meetings are held daily to examine monitoring reports of the monitors and supervisors. Corrective measures are taken immediately. If late, action is built into the next day's implementation plans. The Demand Creation workstream are responsible in following up and resolving BCC challenges.
- *Using End Process (Rapid Assessment) Results*
Summary report by each Local Government Area (LGA) (Sub-National political unit) is usually available 2 days after the exercise. The result is fed into the follow up activities (see next slide).
- *Using Source of Information Results*
The end process data provides information about the source and effectiveness of campaign information. The LGA uses the information to improve IEC follow up activities. This is also very vital in understanding the preferred source of information for malaria intervention by LGA for continuity of messages beyond the campaign



Follow Up Activities



- Objective:– Promotion of Net hanging and use
- Main thrust: To encourage beneficiaries (households) to hang their LLINs using nails & other local and readily available hanging materials and using the LLINs
- Intervention Sites: Decision often based on the result of the end process
- Main Actors (outside the state and LGA Team):
 - Net champions, community leaders and community networks moving from house to house to support/encourage beneficiaries in net hanging
 - Religious leaders made announcements in churches & mosques on LLIN hanging and use.
- Radio & TV Jingles aired on LLIN hanging and use.



Challenges to Using Monitoring Information

- Systematic but unrepresentative sample (results, however, valuable for campaign decisions)
- Many collation centers do not meet daily thus making taking immediate actions on findings impossible
- Difficult terrain in reaching many communities to resolve problems
- Some Monitors are not committed hence information may not be reliable
- Communication gets less priority during implementation, hence getting funds may be difficult
- Some source of information never verifiable e.g. rumors



Net Retention and use surveys

Following the LLIN distribution campaign in Kano and Anambra States, post campaign surveys were conducted 4-6 months after the campaigns in the two states. The surveys among others were to:

- Document the success of the distribution campaign with respect to coverage scale-up, retention, use and barriers to use.
- Evaluate the effectiveness of the campaign strategy.
- Determine the main sources of information
- Measure the level of recall of campaign messages
- Determine the degree of discussion of net use among families and friends
- Obtain information about intention to use across non-users



BCC Decisions Outcome from the Survey



Main Findings

- While at least 90% (Kano) and 98% (Anambra) HHds still retained the LLINs received during the campaign, only 74% (Kano) and 71% (Anambra) used any of the nets the nights before the survey
- Message recall:
 - Air nets for 24 hours before use was about 6% in the 2 states.
 - High perception among non users that net use increases heat, no mosquitoes during dry season and net use has adverse effects

Decision Points:

- **Reduce** the gap between ownership and use and
- Provide increased and correct information about LLINs to allay fears of adverse effects



BCC Decisions Outcome from the Survey



Actions Taken:

- Formative research done on 4 States (being supported by a DFiD project SunMap) to get more qualitative information on factors influencing use and non-use of LLIN.
- Result used to develop new communication interventions (training of Health Workers, community mobilization, interventions to address rumours and misconceptions, development of materials (especially FAQs), and radio support programs) to correct wrong information about LLINs while acknowledging some of its shortcomings.

Challenges In The Use of Findings

- Results come in long after campaign had been rested. Few partners to support follow up plans in many states
- LLIN issue may not be on the priority list of many sub national governments
- End process is quantitative hence limited for use for BCC actions. Getting support to do qualitative follow up research difficult
- Getting the Policy/decision makers to disseminate result to may be challenging



Conclusion



In-process monitoring is used to get feedback to take immediate corrective action during the implementation of the Campaign, while the end process is used to obtain data about overall campaign implementation and take corrective follow action.

Post campaign survey conducted about 6 months after is meant to provide trend information on behavioural pattern on net retention and use

BCC programming involves taking decisions. Effective decision for change of behavior to be achieved at individual and community levels depends on availability and appropriate use of relevant, timely and quality information.

Nigeria experiences had demonstrated the place and value of data/information in BCC programming for the LLIN campaign⁴⁹

Acknowledgements

- NMCP
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- CCP/N



Thank You- Campaign picture Collection: Courtesy SuNMaP DFID