

Social and Behavior Change Capacity Assessment Among Workers at Health Facilities and Higher Institution in Amhara Region, Ethiopia, 2023, SBC Intervention Based Mixed Study

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Background

Social and behavior change communication (SBCC) in the international health context plays an important role in introducing and maintaining desired health behaviors and norms. In Ethiopia, there is limited evidence regarding the capacity of workers for social and behavioral change.

Objectives

To assess and explore social and behavior change capacity among workers at health facilities and higher institutions.

Methods

A concurrent mixed study design was conducted among workers in selected health facilities and higher education institutions in Bahir Dar city from December 17, 2024, to January 10, 2024. Quantitative cross-sectional survey data were collected from 120 participants using a self-administered questionnaire. For the qualitative, purposive sampling techniques were used to recruit the study subject, and data were collected using key informant interviews. Quantitative data analysis was done using SPSS version 20 software and descriptive statistics were computed. For the qualitative data, Atlas Ti version 7 software and a thematic analysis approach were used to facilitate data analysis. To maintain the rigor and trustworthiness of the study, credibility, dependability, confirmability, and transferability were considered.

Results

Of 120 rapid survey respondents, nearly half of them knows about importance of SBC theories and model, scope of SBC and importance of reviewing SBC stakeholders while conducting situational analysis. Only 38% the study respondents had capacity to perform situation analysis but could use some additional training on it (Table 1). The six themes that emerged from the analysis are: - (1) implementation of social behavior change activities, (2) perceived effectiveness of SBC activities, (3) felt gaps of SBC program (4) inhibitors for SBC implementation, (5) facilitators of SBC implementation, and (6) felt needs of organizations regarding SBC (Figure 1).

Conclusions

The study discovered that nearly all respondents had poor knowledge and skills to implement SBC activities. Social behavior change capacity building and system strengthening strategy should be designed to bring good social behavior and a sustainable SBC program to the Amhara region of Ethiopia. Besides this, it is difficult to measure the outcome and the impact of SBC activities without monitoring and evaluation indicators. Hence, it would be better to develop an SBC monitoring and evaluation tool and incorporate it into the demographic health information (DHIS 2) reporting system.

Table 1: Summary of findings on Social and behavioral change (SBC) skill of participants

Items	None	Novice	Apprentice	Professional	Expert
Conducting a situation analysis	22(18.3%)	22(18.3%)	45(37.5%)	28 (23.3%)	3 (2.5%)
Using research data to assist with SBC program design	25(20.8%)	30(25.0%)	34(28.3%)	27(22.5%)	4(3.3%)
Conducting audience segmentation	18(15.0%)	30(25.0%)	35(29.2%)	32(26.7%)	5(4.2%)
Developing creative briefs	29(24.2%)	35(29.2%)	30(25.0%)	21(17.5%)	5(4.2%)
Pretesting materials with key audiences	27(22.5%)	19(15.8%)	46(38.3%)	21(17.5%)	7(5.8%)
Developing a detailed workplan	26(21.7%)	22(18.3%)	35(29.2%)	28(23.3%)	9(7.5%)
Coordinating implementation with other SBC programs	26(21.7%)	27(22.5%)	36(30.0%)	20(16.7%)	11(9.2%)
Coordinating implementation of activities for impact	28(23.3%)	20(16.7%)	45(37.5%)	20(16.7%)	7(5.8%)
Developing indicators for SBC programs that are linked with communication objectives	26(21.7%)	28(23.3%)	34(28.3%)	24(20.0%)	8(6.7%)
Using monitoring and evaluation data to improve current SBC programs	27(22.5%)	26(21.7%)	34(28.3%)	22(18.3%)	11(9.2%)

Note: **SBC**., Social and Behavioral Change, **None**: I have never performed this competency and do not know how, **Novice**: I have a superficial understanding of this competency but not enough to perform it, **Apprentice**: I can perform this competency but could use some additional training on it, **Professional**: I can perform this competency well and apply it in my work, **Expert**: I can perform this competency, apply it, and train others in it.

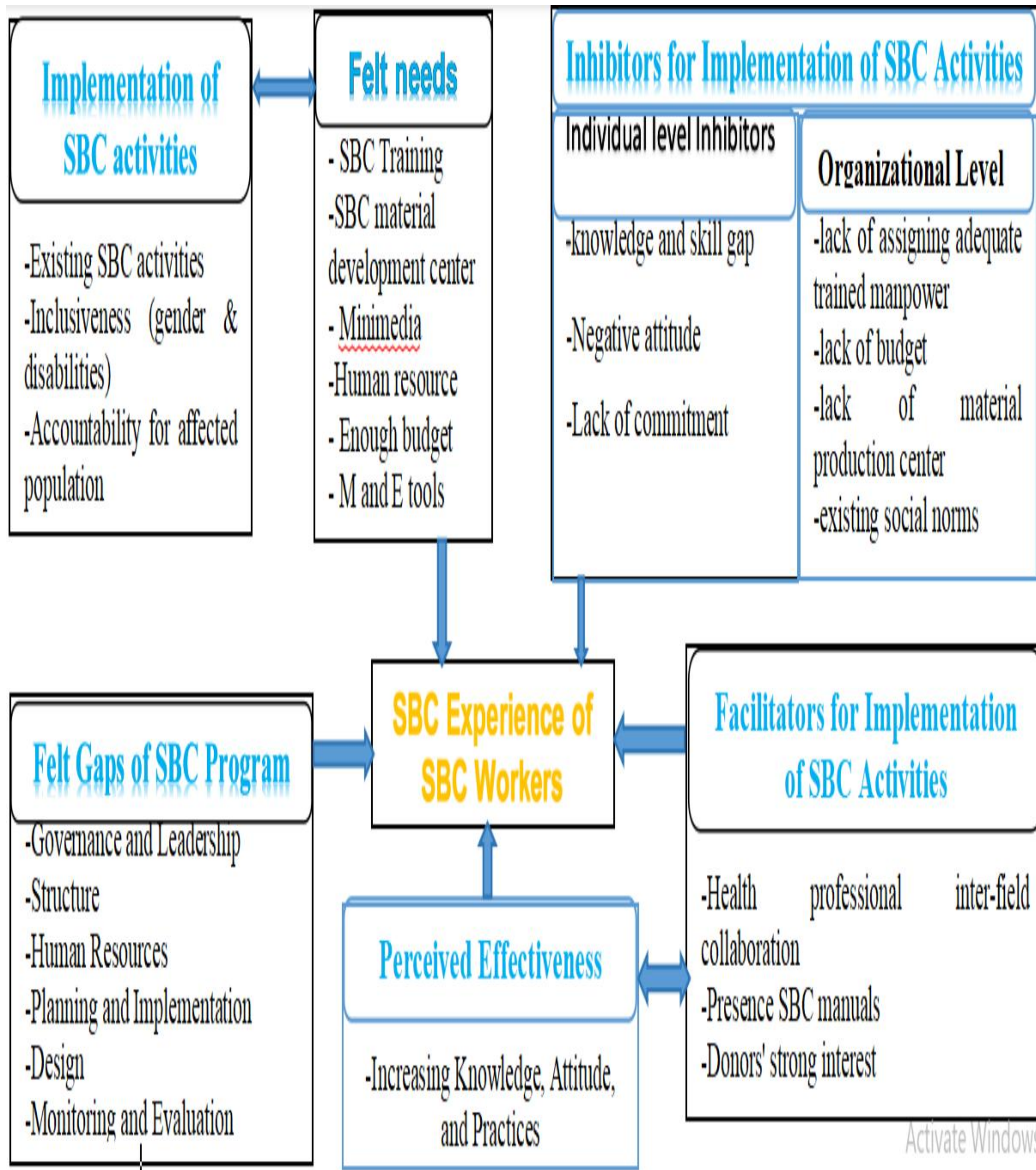


Figure 1: Emerged themes, subthemes and categories

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