

# What behavioral determinants matter? Insights from a large-scale survey in Ethiopia.

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## Behavioral determinant findings from a doer/non-doer analysis of a large-scale survey in Ethiopia

### INTRO AND OBJECTIVE

In 2023, the USAID Healthy Behaviors Activity conducted its baseline survey to serve as a benchmark for progress, objectives included informing the design of the Activity's SBC strategy and interventions.

### METHODS

A cross-sectional baseline survey was fielded, using a comparative methodology in intervention and non-intervention woredas. A total of 7,906 women and men, proportionally representing key audiences of **adolescents, pregnant women (PW)** and their **partners, mothers, and fathers** of children under 5 (CU5), were surveyed on behaviors and a selection of individual, community, and structural behavioral determinants for **family planning; maternal, newborn, and child health; and malaria** priority behaviors. Data analysis included a doer/non-doer analysis – looking at which determinants proved important for those who engaged in a behavior versus those who did not engage in that behavior.

### RESULTS

Doer/non-doer analyses identified key determinants for each priority behavior. Trends emerged across behaviors for each audience.

- *PW and partners:* Health literacy, understanding benefits of MNCH behaviors, couple discussion, and joint-decision-making, family and partner support.
- *Mothers and fathers of CU5:* Understand the benefits of child health behaviors, discuss and make joint decisions on child/own health with a partner, and have made plans to seek care for children.
- *Adolescents:* Knowledge and health literacy about behaviors, belief in the efficacy of key behaviors (i.e., using contraception), partner and family support.

### CONCLUSIONS

This survey provided a rich behavioral data set, including allowing the identification of key behavioral determinants associated with those individuals who engaged in behaviors of interest when compared to those who did not. This allow the USAID Healthy Behaviors Activity – and other actors in Ethiopia – to design and implement evidence-based SBC programming.

Example behavior-specific doer/non-doer analysis: Selected determinants from mothers of CU5 for early initiation of breastfeeding.

