

## **Designing for Behavior Change Workshop Report**

January 22-26, 2007

Bamako, Mali

The Social Behavior Change working group (SBC) of CORE, which is supported by USAID, conducted a five-day training on Designing for Behavior Change. The workshop was facilitated by Bonnie Kittle, of Project HOPE, Co-Chair of the SBC working group, and Pierre-Marie Metangmo of PLAN, and hosted by Helen Keller International/Mali. The workshop was attended by 34 participants from nine Francophone African countries representing 15 non-governmental organizations, three ministries of health, and one US Federal Agency (Peace Corps). Most of the participants are responsible for supporting health programs that seek to improve the health of mothers and children in their respective countries. Eight of the participating organizations are currently implementing USAID-funded child health projects. All of the participants expect to train others from their organizations and partners in the Designing for Behavior Change methodology and one training, by Helen Keller International, is scheduled for the first week of February, 2007 in Niger. The Peace Corps Assistant Peace Corps Director (APCD) will incorporate parts of the training into their training of PCVs. It was suggested that the Malian participants organize themselves to train members of the Groupe Pivot – a consortium of Malian NGOs some of whom work with workshop participant organizations and are supported by CORE's malaria initiative.

### **Summary of the Evaluations of Participants with Recommendations**

According to the workshop evaluations, the workshop design succeeded in meeting 80 percent or more of the expectations of 71 percent of the participants, many of the participants recommended that the workshop be extended to 7 – 10 days. The lack of time was caused by the larger-than-recommended number of participants and the varying levels of understanding of the topic among the participants. The participants also noted the inconsistent quality of translation of the workshop materials. Indeed some had been translated professionally and some by SBC volunteers; however even the professionally translated materials need to be reviewed for consistency, especially as it relates to terms and health references. 85 percent of the participants felt the training methods were excellent, very good or satisfactory. The vast majority of the participants felt the workshop was very well organized (length, training methods, session contents, locations, and meals).

### **Outcome of the Training for the Participants**

As demonstrated by the Comfort Table completed by the participants before and after the workshop, the participants expressed the sentiment that they felt much more capable and comfortable with the different elements related to designing a behavior change strategy at the end of the workshop. The facilitators observed an improvement in the seven teams' abilities to adequately complete the Designing for Behavior Change Matrix including: behavior and priority group formulation; key factor writing and identification of activities. The groups need more practice in analyzing the key factors and interpreting

their importance with the context of the project. Connecting activities and key factors also needs continued re-enforcement. Determinants and key factors continue to be difficult concepts to grasp. Workshop post test results indicate that participants need to review the training material and practice developing behavior change strategies to improve their understanding of the concepts related to the BEHAVE Framework.

### **Lessons Learned**

- When more than 20 – 25 participants are invited to attend the workshop, the length of the workshop should be extended to seven days.
- The French translations need to be reviewed for accuracy and consistency in use of terms and between handouts.
- For best results, both of the facilitators need to have equal understanding and familiarity with workshop topic and share the facilitation role equally.
- Participants feel more comfortable when they can have a copy of the curriculum available to them from day one.
- Mastering the design of a behavior change strategy requires practice over a long period of time; this workshop is a very good and practical first step.
- Having concrete examples of activities for each of the key determinants for each of the child survival technical components would be instructive.
- Using one example throughout the workshop would be helpful to the participants

## **Attachment 1.**

### **What participants will do following the training?**

1. Adama Thiombiano from PLAN, Burkina Faso will train the five members of the PLAN Child Health Project, and possibly other PLAN staff as well.
2. Claudine Adou-Lath and Haoua Troare from Peace Corps/Mali plan to conduct a debriefing of the workshop with their Program and Training officer and other PC staff. Then, in April they will organize an In Service Training event for health and water and sanitation volunteers on the Designing for Behavior Change matrix.
3. Medoune Diop from Counterpart International, Senegal will replicate the training for 10 staff members (from maternal health, child survival unit, HIV/AIDS and school health and nutrition). He will also organize training for the CBOs they work with.
4. Erin Healy – CRS/Sénégal will be doing two “step-down” trainings – one for her co-workers in Senegal (approximately five people), and another for the project staff at Caritas in Guinea-Bissau (approximately four people).
5. Prudencia Ayivi - PSI /Benin will replicate the training for six people from PSI/Benin (IEC specialists, marketing and research people).
6. Mohammed Toure from CARE/Mali/Kenya Ciwara Project (bi-lateral funded by USAID) will brief about 20 staff from CARE/Mali and the Keneya Ciwara project partners.
7. Gisele Kasungi - CARE/Congo will organize a briefing for her staff and project partners (MOH and CBOs).
- 8 - 10. Sidy Traore, Lina Mahy, and Zoumana Berthe from HKI/Mali will organize a workshop in February for about 20 people to review the project’s HKI behavior change strategy in light of the CORE training on Designing for Behavior Change. They also plan to seek financial support so they can train the local NGOs such as the Groupe Pivot.
11. Sylvestre Mugabarabona from Concern Worldwide in Burundi - will do a one-day briefing for his six-person staff on February 6<sup>th</sup> and then they will plan to train people from other programs (Education, food security and HIV/AIDS).
12. Chad MacArther from HKI/HQ will replicate the entire 5-day training from Feb. 5-9, 2007 for HKI/Niger’s child survival staff.

	<b>Name</b>	<b>Organization/Country</b>
1	Zoumana Berthe	HKI - Mali
2	Yacouba Kone	Foundation Aga Khan/ Mali
3	Dione Coulibaby Poricho	CRWRC - Mali
4	Sidy Traore	Helen Keller International/ Mali
5	Medoune Diop	Counterpart International Senegal
6	Appolinaire Delamou	Helen Keller International /Guinea
7	Hannah Reddick	Helen Keller International /Guinea
8	Erin Baldrige	CRS Niger
9	Fall Ndeye	CRWRC - Senegal
10	Chad MacArthur	Helen Keller International/ USA
11	Pogba Prosper Theoro	Africare
12	Ayebobo Doumbouya	Africare
13	Maiga Abdourhamane	USAID/ATN - Mali
14	Claudine K. Adou-Lath	Peace Corps Mali
15	Annaliese Limb	Peace Corps DR Guinea
16	Lina Mahy	Helen Keller International/Mali
17	Biaye Sana	CECS - Senegal
18	Assirou NIONO	Helen Keller International/Mali
19	Seraphin Petelo Nzolambi	CRS
20	Kaba Soufiana	Save The Children US / Mali
21	Melene Kabadege	World Relief - Rwanda
22	Sylvestre Mugabarabona	Concern Worldwide – Bur.
23	Gloriose Kankindi	Concern Worldwide – Bur.
24	Martin Bayisingize	MOH -Burundi
26	Adama Thiombiano	PLAN International – Burkina Faso
27	Erin Healy	CRS - Senegal
28	Haoua Traore	Peace Corps - Mali
29	Dalanda Diallo	MOH - Guinea
30	Gisele Kasungi	CARE D.R. Congo
31	Viviane Da	PLAN International
32	Fatimata Diakite	ONG ALCPM - Mali
33	Mohamed Toure	Care - Mali
34	Prudencia Ayivi	PSI Benin
35	Mme Koreissi Makadia Traoré	CNIECS Mali
	Bonnie Kittle	ProjectHOPE
	Pierre-Marie Metangmo	PLAN International Washington DC