Supporting Measurement and Replication Techniques for Family Planning High Impact Practices (SMART-HIPs): Assessment of the Scale, Reach, Quality, and Cost of Service Delivery High Impact Practices for Family Planning

Mass media strategy plan review – Mass Media (MM)

INSTRUCTIONS

- *Gather the SBC Strategy and Mass Media Plan provided by each Managing Authority*
- *Read the SBC Strategy and Mass Media Plan thoroughly*
- *Complete one document review tool per Managing Authority*

Section A. Unique Identifier

001.	MANAGING AUTHORITY CODE	[_____|_____]		
002.	SBC CONSULTANT CODES	Consultant 1 Consultant 2 Consultant 3	1 2 3	
003.	Full ID: ***Calculated field, based on q001, q002.***	[_____|_____] - [_____] ***Managing Authority*** ***Interviewer***		

Section B: Document listing

004.	Is there an SBC Strategy document for this Managing Authority?	Yes No	1 0	à006
005.	Record the name of the document	_____		
006.	Is there a Mass Media Plan document for this Managing Authority?	Yes No	1 0	if 004=1 à101 if 006=1 & 004=0 à201

				if 006=0 & 004=0 à**END**
007.	Record the name of the document	_____		

1. SBC STRATEGY REVIEW

Read: To start, I would like to ask you some questions about yourself and your responsibilities.

101.	What is the primary goal of the SBC strategy or plan?	_____			
102.	What health, development, or other areas does the plan include? ***Select all that apply***		Yes	No	
		FP/RH (a)	1	0	
			1	0	
		MNCH (b)	1	0	
			1	0	
		Malaria (c)	1	0	
		Nutrition (d)	1	0	
			1	0	
		WASH (e)	1	0	
			1	0	
		HIV (f)	1	0	
		TB (g)			
			1	0	
		Gender norms (h)			
		Education (i)			
		Economic development (j)			
		Other, specify _____ (k)			
103.	Does the SBC strategy/plan delineate desired behavior changes or social changes that their use of mass media channels seeks to achieve for FP/RH? *(e.g., increase the use of modern contraceptive methods after a live birth for at least 24 months)*	Yes	1		
		No	0		

104.	Does the SBC strategy/plan describe the determinants (*barriers or facilitators, like knowledge, motivation/attitudes, access, self-efficacy, social norms, etc.*) that their use of mass media for FP/RH seeks to address or leverage?	Yes No	1 0	
105.	Does the strategy/plan describe the primary audience(s) (the population(s) for which the strategy/plan wishes to see the behavior change with) (*e.g., adolescent girls, ages 15-18; new mothers, etc*.)?	Yes No	1 0	

If the response to q103, q104 or q105 is YES, complete q106. If the response to all are NO, skip to q107.

Please list all with, if possible, corresponding behavior change objective and key determinants it seeks to shift. If you need more rows, duplicate this page as many times as needed to complete.

106.		**Primary Audience Segment**	**Desired Behavior Change or Social Change**	**Determinants to be addressed by FP/RH mass media**
		e.g. Sexually active adolescent girls	*e.g. Use a modern contraceptive method to delay first birth*	*e.g. Fear of side effects* *e.g. Embarrassment around talking with parents about FP/RH topics*
	a)			
	b)			
	c)			
	d)			
	e)			
	f)			
	g)			
107.	Does the strategy/plan describe the secondary audience(s) (key population(s) that influence the primary audience) (*e.g., peers, parents*)?	Yes No Other, describe _____	1 0 2	 à109 à109
108.	If q107 is YES, please list all with, if possible, corresponding behavior change objective and key determinants it seeks to shift. If you need more rows, duplicate this page as many times as needed to complete.			

		Secondary Audience Segment	Desired Behavior Change	Determinants to be addressed by FP/RH mass media
		e.g. Parents	*e.g. Talk to their adolescent child about FP/RH-related topics*	*Social norms around parent/child dialog around FP/RH topics*
	a)			
	b)			
	c)			
	d)			
	e)			
	f)			
	g)			

109.	In addition to the use of mass media for FP/RH SBC objectives, does the strategy/plan describe the use of other channels to achieve its FP/RH behavior change and social change objectives? **Select all that apply**		Yes	No	
		Interpersonal communication (a)	1	0	
		Small group dialog (b)	1	0	
		Mid media/community media (c)	1	0	
		Community mobilization (d)	1	0	
		Advocacy (e)	1	0	
		Linkages with FP/RH services(f)	1	0	
		Social media (g)	1	0	
		Digital media (h)	1	0	
		Other, describe_____ (i)	1	0	
110.	If any in q109 are YES, please describe the channel mix by audience. If you need more rows, duplicate this page as many times as needed to complete.				

		Audience	Behavior Change and/or Social Change Objectives	Channels Used
	a)			
	b)			
	c)			
	d)			
	e)			
	f)			
	g)			

111.	Does the strategy/plan describe any targets, by audience, it hopes to achieve for its FP/RH mass media programming?	Yes No	1 0	à113
112.	Describe targets, by audience, for programming. If you need more rows, duplicate this page as many times as needed to complete.			

		FP/RH Mass Media Audience	Target (number of those intended to be reached)
	a)		
	b)		
	c)		

	d)					
	e)					
	f)					
	g)					
113.	What is the geographic catchment for the activities contained within this strategy? **Select all that apply**	a) National b) Regions ***If Regions = YES*** c) Number of Regions in catchment area [__][__] d) Districts ***If Districts = YES*** c) Number of districts in catchment area [__][__][__]	Yes 1 1 1 	No 0 0 0 		
114.	Does the SBC strategy/plan include a section that describes the monitoring and evaluation of its implementation?	Yes No	1 0			à201
115.	Does this include a monitoring and evaluation component that would cover the FP/RH mass media activities?	Yes No	1 0			ALL if 006=0 à**END**

2. MASS MEDIA PLAN REVIEW

201.	Do the target audiences described align with those delineated in the SBC strategy/plan?	Yes No	1 0	à203
202.	Explain why they do not align.	_____ _____ _____ _____		
203.	What is the timeline and total expected duration of the FP/RH mass media activity?	a) Dates: [__][__][__][__]-[__][__][__][__] YEAR - YEAR b) Total duration: bb) [__][__] Years bc) [__][__] Months		

204.	Based on the FP/RH mass media channels selected, what is the estimated reach of the FP/RH mass media activity by target audience?		

	Target Audience	**Channel**	**Estimated Reach**
a)			
b)			
c)			
d)			
e)			
f)			
g)			

205.	For radio/TV, what is the airing frequency of each media product?	

	Product	**Airing Frequency**
a)		
b)		
c)		
d)		
e)		
f)		
g)		

205.	What is the budget for this media plan?	[__],[__][__][__],[__][__][__] FCFA	