Providers as People: Using Social and Behavior Change Communication to Influence Provider Behavior

World Social Marketing Conference
Washington, DC
May 17, 2017

Trish Davis, HC3
Objectives:

- Learn about experience with providers
- Explore HC3 Provider Behavior Change approach and framework (examples)
- Visit the HC3 Provider Behavior Change Implementation Kit (I-Kit)
Using SBCC to Change Provider Behavior and Improve Health Outcomes
Example

FBPs can be rude, condescending, dismissive to clients, particularly those who are less educated.

Effects:

• Poor client experience
• Poor health outcomes
HC3’s Provider Behavior Change Communication Approach

- Places providers as the *audience* for SBCC efforts
- Goes beyond traditional training for better skills, knowledge, and IPC
- Seeks to address the underlying motivations, norms, attitudes, values, and beliefs that impact provider behavior
I-Kit Framework

• Four factors support provider performance:
  – **Expectation**: providers understand the performance expected and the definition of quality
  – **Ability**: providers have the skills and knowledge necessary to do the tasks in their SOW and feel competent in doing so
  – **Opportunity**: providers have the environment and necessary resources to support their performance
  – **Attitudes/Motivation**: providers are sufficiently rewarded and have attitudes, beliefs and norms that facilitate quality service provision
Example

FBPs can be rude, condescending, dismissive to clients, particularly those who are less educated.

Effects:

• Poor client experience
• Poor health outcomes
• **Expectation:** They may not know as providers how they are expected to treat clients; it has never been made explicit to them

• **Ability:** They may have never been trained in interpersonal communication skills

• **Opportunity:** They may be overworked; the health facility might be understaffed

• **Motivation:** They may not feel respected, appreciated or valued
What has been done to improve provider behavior?

- Access to transport
- Supportive supervision
- Direct incentives
- Training and skills
- Supportive policies
- Job aids and materials
- Positive environment
- Equipment and resources
What’s missing?

- Internal Motivation
- Attitudes
- Beliefs
- Values
- Norms
Focusing on Motivation

Adapted from Mathauer and Imhoff, 2006.
What motivates FBPs?

- Self-efficacy
- Perceived place in social hierarchy/status
- Rewards
- Social and gender norms
- Work culture
Strategic Design Process

Provider Behavior Change Implementation Kit

Steps

1. Step 1: Analyze the Situation
2. Step 2: Identify the Core Problem
3. Step 3: Define Your Audience
4. Step 4: Develop Communication Objectives
5. Step 5: Determine the Key Promise and Support Points
6. Step 6: Define Your Strategic Approach
7. Step 7: Match Communication Approach to Identified Motivation Barrier
8. Step 8: Develop an Implementation Plan
9. Step 9: Monitor and Evaluate
<table>
<thead>
<tr>
<th>Effective SBCC approaches</th>
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<tbody>
<tr>
<td><strong>Self-efficacy</strong></td>
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<tr>
<td>- Modeling and role-play</td>
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<td>- Mass media + group discussion</td>
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<td>- Trainings and job aids</td>
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<td>- Supportive supervision, praise</td>
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<tr>
<td><strong>Social hierarchy/status</strong></td>
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<td>- Joint FBP-client projects, community dialogue</td>
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<td>- Perceptions of expectations and quality</td>
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<td>- Client sensitization</td>
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<td><strong>Rewards</strong></td>
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<td>- Advocacy for rewards</td>
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<td>- Demonstrating impact of work</td>
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<td>- Recognition campaigns</td>
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<td><strong>Social and gender norms</strong></td>
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<td>- Modeling and peer-to-peer approaches</td>
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<td>- Community dialogue</td>
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<td>- Mass media listeners’ groups</td>
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<td>- Community mobilization</td>
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<td><strong>Work culture</strong></td>
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<td>- Civility campaigns</td>
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<td>- Leadership and management interventions</td>
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<td>- Norm setting and peer-to-peer</td>
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Example

- **Problem Behavior:** FBPs can be rude and condescending to clients particularly those less educated
- **Root Cause:** Social norm is that when someone has more education, they tend to look down on those with less education, rooted in social hierarchy
- **Motivation:** Social hierarchy/status
- **SBCC Approach:** Community dialogues, peer modeling approaches, radio and television spots promoting compassionate providers
Using Social and Behavior Change Communication to Change Provider Behavior and Improve Client Outcomes

Understand and prioritize barriers healthcare providers face; identify whether those barriers can be addressed by a social and behavior change communication (SBCC) approach; and develop an SBCC intervention to influence attitudes, beliefs and norms that undermine providers’ willingness and ability to perform their jobs well.

https://sbccimplementationkits.org/provider-behavior-change/
QUESTIONS?
THANK YOU!