

The Sonke CHANGE intervention

evaluating social behaviour change communication programmes, tools and experiences from the field

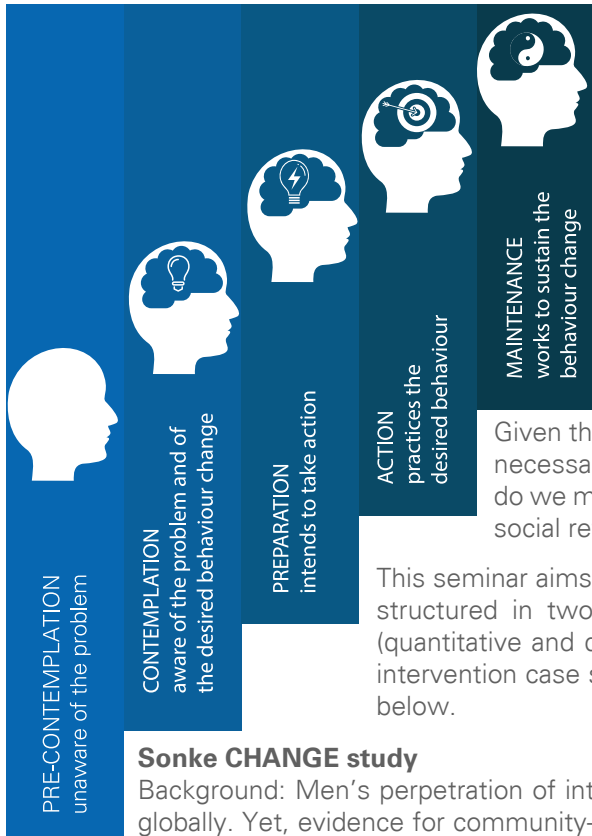


The Human Sciences Research Council (HSRC) cordially invites you to a seminar where we will evaluate the efficacy of social behaviour change communication programmes and share experiences from the field.

Social Behaviour Change Communication (SBCC) programmes use communication approaches to change the knowledge, attitudes, norms, beliefs and behaviours of individuals and communities. The aim is for people to adopt practices that increase their resilience in the face of society's numerous health and social changes. These SBCC methods have been applied for the prevention and management of these challenges using different theoretical frameworks, for example, the health belief model, the theory of reasoned action model, the theory of planned behaviour model, and the social cognitive theory model.

Given the time and resources spent to implement these many different interventions, it is necessary to measure their efficacy and impact. What outcomes are envisaged and how do we measure impact? Do we understand the pathways to achieving impact? What is the social return on investment, and how cost-effective are they?

This seminar aims to discuss some of the common tools used to evaluate SBCC programmes. It is structured in two parts: the first part will be a presentation of the evaluation methodologies (quantitative and qualitative) used in SBCC evaluations, and the second part will look at an SBCC intervention case study on intimate partner violence. A brief background of the case study is given below.



Sonke CHANGE study

Background: Men's perpetration of intimate partner violence (IPV) limits gains in health and well-being for populations globally. Yet, evidence for community-based interventions to reduce men's perpetration of IPV is limited, particularly in resource-constrained settings. The Division on Health and Society, School of Public Health at Wits University undertook the evaluation of a cluster randomised controlled trial to determine the effectiveness of the Sonke CHANGE intervention over a two-year period. The main aim of this intervention was to reduce men's use of sexual and/or physical IPV and, to reduce the severity of perpetration by men aged 18–40 years.

Methodology:

The theory-based intervention delivered activities to bolster community action, such as door-to-door workshops and establishing community action teams over 18 months. In 2016 and 2018, data was collected from a cohort of men recruited from 18 clusters, 9 of whom were randomised to receive the intervention. A self-administered questionnaire, using audio-computer-assisted software, asked about socio-demographics, gender attitudes, mental health, as well as the use and severity of IPV. To evaluate the intervention, an intention-to-treat analysis at the cluster level was conducted, comparing the expected risk to the observed risk of using IPV while controlling for baseline characteristics. A sub-analysis used latent class analysis (a statistical procedure used to identify qualitatively different subgroups that share certain outward characteristics within a population) of men to see whether there were differential effects (impacts) of the intervention for sub-groups of men.

Facilitator: Prof. Nicola Christofides

Nicola Christofides is an associate professor in the School of Public Health, University of Witwatersrand. She heads up the Division on Health and Society within the School. Christofides has more than 20 years of research experience in gender-based violence, HIV and evaluating social and behaviour change programmes. Her research has focused on how services for survivors of sexual violence are delivered, as well as the role that gender-based violence plays in reproductive and sexual health outcomes. Christofides was the principal investigator on a "What Works" innovation grant that evaluated the Sonke community mobilisation and advocacy intervention to reduce men's perpetration of violence against women and a co-PI on the evaluation of the effectiveness of MomConnect. She is currently a co-investigator on a study investigating the intergenerational transmission of violence.

Date: 12 March 2024

Time: 11:00 – 13:00

Contact person: For more information, contact Dr Edmore Marinda (emarinda@hsrc.ac.za)