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Barrier Analysis Facilitator's Guide - A Tool for Improving Behaviour Change Communication in Child Survival and Community Development Programmes

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Description / Abstract

Barrier Analysis can be used at the start of a behaviour change program to determine key messages and activities for intervention. It can also be used in an ongoing program focusing on behaviours that have not changed very much (despite repeated efforts) in order to understand what is keeping people from making a particular change.

This Facilitator's Guide has been written for trainers to teach others about Barrier Analysis and/or to learn the technique themselves. It guides trainers through a step-by-step process for conducting the analysis and provides background information on the technique as well as some basic information on behaviour change theory. Trainers are encouraged to adapt the materials to meet their own needs.

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Behaviour Change Communication

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