

## **Monitoring and Evaluation Framework for the “Delayed Sexual Debut” REGIONAL BCC CAMPAIGN**

In the coming months you will receive the spots for the Delayed Debut Regional Behavior Change Communications Campaign. As with all PSI programs, every effort should be made to evaluate the reach and effectiveness of the campaign. The nature of a regional behavior change communications program coupled with this ambitious and timely topic demand an evaluation that is appropriately timed, efficient, and cost effective. The attached documents offer a framework and a menu of choices to help you do so. The choices will help determine what level of evaluation and precision are cost-effective for your program. Technical assistance will be provided by Kerry Richter ([krichter@psi.org](mailto:krichter@psi.org)) and Jessica Greene ([jgreene@psi.org](mailto:jgreene@psi.org)).

**What is the Delayed Debut Campaign?** The Delayed Debut campaign aims to encourage youth ages 13-19 to postpone sexual activity, and refrain from engaging in future sexual activity if they are already sexually active. The campaign seeks to influence these behaviors by addressing the barriers and contextual issues that emerged from PSI’s formative research conducted over the past several months. These issues, including peer pressure to fit in, tolerance for sexual coercion and violence, the desire to fulfill perceived societal norms of what it means to become a “man” or “woman,” as well as a lack of parental support and communication all influence adolescents’ lives and decision making with regards to sexual activity. The Delayed Debut series of television, radio, and print spots will focus on these and other barriers to delayed sexual debut by encouraging youth to make safer choices and focus on their futures.

**How Would the Campaign Be Evaluated?** Evaluation of the Delayed Debut Regional Behavior Change Communications Campaign incorporates 5 main goals:

- 1) To evaluate **recall** of the campaign among the target audience;
- 2) To assess **changes in self-efficacy** with regard to peer pressure among target populations;
- 3) To assess the **change in perception of relationship social norms** including a diminished tolerance for sexual violence and coercion as well as an increased acceptance for abstinence as a life style choice among the target populations;
- 4) To examine the **change in focus on future goals and accomplishments** among the target population;
- 5) To measure associated **change in sexual behavior** based on the widely accepted “ABC” indicators.

The campaign will be effective if:

- The target audience is **aware of** and can **recall key elements of** the campaign;
- **Self-efficacy** increases among those exposed to the campaign;
- **Perceived relationship social norms** are modified among those exposed to the campaign;
- The target audience demonstrates an increased **focus on future goals**;
- **AB&C Behaviors** increase among those exposed.

The program will be evaluated through a quantitative survey (or surveys) including questions on attitudes and behaviors. These questions may either be incorporated into a KAP or regular tracking survey (if your office is currently implementing them) or conducted as a stand-alone survey. To facilitate a focused evaluation, the questionnaire will only address questions pertaining to the 5 programmatic goals; besides basic sociodemographic measures, many of the standard KAP questions will not be asked.

The campaign aims to address the barriers to and raise awareness of the benefits of delayed sexual debut. To this end, the evaluation will only survey never-married (and never-cohabited) 13-19 year old individuals. Countries will choose from four levels of evaluation. As would be expected, increases in the level of effort involved in the evaluation also increases the ability of the research team to offer more conclusive evidence of the program's impact.

**What Level of Evaluation Do I Need?** Four levels, from minimal to the highest level (E), described in the following table, are possible.

Evaluation type	Level of effort	Estimated Budget	Sample size needed by percent change detected:
A) One post-campaign evaluation	Minimal	\$25,000	10% change: 200 7% change: 450 5% change: 900 4% change: 1300
B) Baseline, Follow-up	Medium	\$30,000 per wave	10% change: 800 7% change: 1500 5% change: 2700
C) Baseline, Follow-up, Follow-up	Medium plus	\$30,000 per wave	

Within each level of evaluation, countries will have to choose from the suggested sample size and catchment areas. The sample population is the target group and the data should be collected on a national, regional, or city level depending on the locations where people will likely have exposure. Collecting data only in areas or in and around the capital city are suggested as the most cost effective means of reaching groups that are highly exposed to media. Sample size is largely a function of the level of precision desired. As the preceding table suggests, each increase in sample size increases the level of precision in the data (or how accurately we can attributed changes in knowledge, attitudes, or behaviors to the campaign itself).

**What's the difference between the levels of evaluation?**

- **One Post-campaign Evaluation:** Due to the variability of campaign roll-out, it may not be possible to collect baseline data. In such countries it is best to conduct a post-campaign evaluation approximately 3-6 months after the campaign launch. This will include aspects of a media recall survey, allowing countries to assess reach and local perceptions of the campaign, as well as obtain behavioral information about the type of person reached. As there is no baseline, it will not allow for the program to measure changes in attitudes or ABC; however, those who were not exposed to the campaign may be compared to those who were. The optimal sample

size for a post-campaign evaluation is between 900 and 1000 respondents. The necessary sample size is slightly smaller than what is needed to measure a change between two rounds of survey data. This type of evaluation may be carried out as part of a tracking survey if the timing of the survey is appropriate.

- **Baseline, Follow-up:** This survey has all the advantages of a post-campaign evaluation, plus it also can assess changes in knowledge, attitudes, and behaviors, that can be attributed to the delayed debut campaign. Under this framework, countries would implement a baseline delayed debut questionnaire prior to launch of the campaign and also administer a second round of data collection approximately 3-6-months after the campaign has been implemented. These two rounds of data collection allow us to capture changes in attitudes and shorter-term behavior change. The sample size needed to detect a change between one round and the next is much larger for each level of precision. The recommended sample size is 1,500 respondents which would allow the program to report changes of 7% or higher. Sample sizes, however, can be adjusted to meet the level of precision needed by a specific program. This type of evaluation may be conducted as part of a regular tracking survey; it may be necessary to adjust the timing of the campaign to suit the tracking survey schedule.

- **Baseline, Follow-up, Follow-up:** This design is optimal for most countries. It has all the advantages of a baseline with one follow-up, plus it measures more long term changes in knowledge, attitudes, and behaviors that can be attributed to the delayed debut campaign. Given the complexity of behavior change, two rounds of research in quick succession (as with the baseline, single follow-up format) may not show an association between the campaign and the “ABC” indicators that we wish to monitor because of the short timeframe. A baseline with two follow-up surveys will monitor impact of a longer period of time. A baseline survey would be carried out prior to launch of the campaign. The first follow-up survey would occur 3-6 months after the launch, the second follow-up would occur 12-14 months after the launch. Three rounds of data in would be better equipped to capture the long-term behavior change that is expected from the campaign and allow the program to assess the increased exposure and behavior change with each wave of the campaign.

### **What’s it going to cost?**

You have the best idea of the estimates of cost. We’ve made estimates that it will cost 25,000-35,000 for round of data collection, but this will depend on your local research context. Take a look at the cost per person interviewed in your last KAP and multiply it by the sample size you plan to use for the delayed debut evaluation to get the best estimate.

**Does this need to be a representative sample?** YES, however it does not have to be a *nationally* representative sample—it could be representative of a province or urban area. We can decide what it should be representative of based on what fits your budget and project goals.

### **How many people do I need to interview?**

The larger the sample size, the less error there is in the percentages that we report. For example, if you chose to conduct one post-campaign evaluation (B) and 40% of respondents report high risk perceptions, the true proportion of your population with a high risk perception would be between 30-50% if you interviewed 200 respondents. The percent would be more precise,

between 36-46%, if you had 1300 respondents. If you are only conducting one round (B), the optimal sample size is between 900 and 1000 respondents.

However, if you are interested in showing change from one wave to the next (C, E, or E), your sample will have to be larger. This is because you will have to account for the error (the “+/-”) in each wave. In this case, if 25% of youth report high risk perceptions in the baseline and 30% report high risk perceptions in the follow-up you would only be able to report an increase (statistically significant) if you had 2,700 or more respondents per wave.

**Annex 1**  
**Delayed Debut Regional BCC Campaign Logframe**

Program Description	Objectively Verifiable Indicators	Means of Verification	Risk and Assumptions
<p><b>Super-goal:</b></p> <p>1. Improved health among youth in Eastern and Southern Africa and in West and Central Africa</p>	<p>Reduce the incidence of HIV infection among youth aged 13-18 in __ countries in East and Southern Africa and West and Central Africa</p>	<p>Country-wide HIV sero-surveillance systems; DHS biomarker survey</p>	
<p><b>Goal:</b></p> <p>1. Delayed Sexual Debut</p>	<p>1.1 % increase of never married 13-18 year old youth reporting never having engaged in sexual intercourse (defined as vaginal sex)</p> <p>1.2 % increase in never married 13-18 year old youth reporting secondary abstinence (not engaging in sexual activities in the past 3 months)</p>	<p>Baseline and follow-up surveys of youth at sites within reach of</p>	<p>Avoidance of vaginal penetration during most recent sex is assumed to be the most reliable self-reported behavior change.</p> <p>Condoms are available and accessible to the target population through condom social marketing programs.</p>
<p><b>Purpose:</b></p> <p>1. Increased understanding of benefits of delayed debut</p> <p>2. Increased acceptability of abstinence or delayed debut as a lifestyle choice</p>	<p>1.1 % Increase in never married youth age 13-18 that spontaneously mention that abstinence prevents HIV transmission</p> <p>2.1 % increase in never married youth age 13-18 that think that not having sex is an acceptable lifestyle choice.</p>	<p>Baseline and follow-up surveys of youth at sites within reach of</p>	
<p><b>Outputs:</b></p> <p>1. Increased self-efficacy to negotiate peer pressure</p>	<p>1.1 % increase in never married youth age 13-18 who believe that they can ignore peer pressure.</p> <p>1.2 % increase in never married youth age 13-18 that can name 3 ways that they can control peer pressure.</p> <p>1.3 % increase in never married male youth age 13-18 who claim that they are not bothered by the insults from sexually active friends and family.</p>	<p>Baseline and follow-up surveys of youth at sites within reach of</p>	

Program Description	Objectively Verifiable Indicators	Means of Verification	Risk and Assumptions
<p>2. Increased acceptability of romantic relationships without sex</p> <p>3. Decrease acceptability of sexual coercion and violence</p> <p>4. Increased focus on future goals and accomplishments</p> <p>5. Increased family connectedness</p>	<p>2.1 % increase in never married youth age 13-18 who feel confident that they could say no to their boy/girl friend if he/she wanted to have sex</p> <p>2.2 % increase in never married youth age 13-18 who say they respect their partner for not wanting to have sex</p> <p>2.3 % decrease in never married 13-18 year old youth who think a girl must have sex with her boyfriend to prove her love for him.</p> <p>3.1 % decrease in never married youth who think it is acceptable to force a girl to have sex</p> <p>3.3 % decrease in never married youth age 13-18 who think it is acceptable to use threats or violence if a girl refuses to have sex with a boy</p> <p>4.1 % of never married youth age 13-18 who agree that that they have goals for the next five years.</p> <p>4.2 % increase in never married youth age 13-18 who feel that long term goals are more important than short term goals.</p> <p>5.1 % increase in youth who feel comfortable asking a close family member about sex.</p> <p>5.2 % increase in youth who feel that their family is interested in what their activities</p>	<p>Baseline and follow-up surveys of youth at sites within reach of</p> <p>Baseline and follow-up surveys of youth at sites within reach of</p> <p>Baseline and follow-up surveys of youth at sites within reach of</p> <p>Baseline and follow-up surveys of youth at sites within reach of</p>	
<p><b>Activities:</b></p> <p>1.1 Annual Marketing Plan Developed</p> <p>1.2 Qualitative research conducted and used to continuously inform intervention design</p> <p>1.3 Collect baseline data</p> <p>1.4 Develop generic behavior change communications campaign (delayed debut)</p> <p>1.5 Implement communications campaign</p> <p>1.6 Conduct evaluations</p>		<p><b>Inputs required (Budget):</b></p>	<p>National government continues to allow PSI to conduct communication campaigns to youth.</p> <p>Country programs Provide consistent condom supply for outlets</p>