



**From Gender Analysis to
Barrier Analysis and Beyond**
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Objectives

1. Provide an overview of steps to go from Gender Analysis to Barrier Analysis then to specific program activities
2. Practice writing clear and specific behavior statements
3. Introduce resources to help you effectively promote behavior change through targeted program activities.

Gender Analysis

Gender analysis is a context specific, systematic analytical process used to identify, understand, and describe:

- gender differences
- gender roles
- and power dynamics

Behavior Statement

A behavior statement should include:

an **action** that is:

- observable,
- specific,
- measurable,
- feasible,
- with a direct link to improved outcomes.

Examples of behavior statements

- Fathers help their children U5 wash their hands with soap before eating
- Targeted farmers plant orange fleshed sweet potatoes
- Women who own chickens keep them enclosed (penned up) at all times
- Mothers of children U5 plant home vegetable gardens
- Farmers with hilly land plant trees on the hillsides

Writing a Behavior Statement

Now lets take about 15 minutes to practice writing behavior statements, in groups of 2 or 3

Priority Group: Who actually does the action, or is responsible for making sure it takes place?

Action verb in present tense

Specifics: How the behavior should be practiced, when, how often, where (but not why).

Fathers Help Children with Hand Washing

Priority Group or Influencing Groups	Determinants	Bridges To Activities	Activities
<p>Priority Group: Burundian fathers with children under age 5 years; Live in rural settings;</p> <p>Influencing Group: Grandfathers (fathers of the priority group)</p>	<p><u>Negative consequences:</u> don't know the relationship between hand washing before eating and illness</p> <p><u>Social norms:</u> believe that their fathers would not approve</p>	<ol style="list-style-type: none"> 1. Increase the perception that a child who eats with dirty hands will more easily get sick. 2. Reinforce the perception that grandfathers will be approve of the helping children wash hands 	<ol style="list-style-type: none"> 1. Offer a new father's workshop to young men whose wives are expecting. Promote greater engagement among fathers in the rearing of their children. Include ensuring that children wash their hands with soap before every meal; 2. During the workshop, have grandparents(parents of the fathers) explain why they think the behavior is important; why it is now culturally acceptable for fathers to help wash their children's hands before eating

Resources

A Practical Guide to Conduction a Barrier Analysis

<http://fsnnetwork.org/resource-library/social-and-behavioral-change/practical-guide-conducting-barrier-analysis>

Designing for Behavior Change: For Agriculture, Natural Resource Management, Health and Nutrition

<http://fsnnetwork.org/resource-library/social-and-behavioral-change/designing-behavior-change-agriculture-natural-resource>

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