Barrier Analysis:

A Food Security and Nutrition Network SBC Task Force Endorsed Method / Tool

Purpose:

- **Barrier Analysis**[1] is a rapid assessment tool that can help organizations identify why a promoted behavior has low coverage or has not been adopted at all. It is usually used at the beginning of a program to determine key messages, strategies and activities for boosting behavior change in food security, child survival and other community development programs. It can also be used in an ongoing program to evaluate how to improve the promotion of specific behaviors that continue to show low adoption rates.

Evidence for efficacy of the Method / Tool:

- Barrier Analysis was designed by Food for the Hungry staff in 1990 using the scientific literature on behavior change. The main theories that support the method are the *Health Belief Model* and the *Theory of Reasoned Action*. Knowledge is not enough to change behavior, so many different determinants of behaviors should be explored when putting together a behavior change plan.

- "Powerful to Change Analysis[2]" was conducted by the CORE Group SBC Working Group in order to compare those projects that successfully boosted behavior change for different practices (e.g., exclusive breastfeeding, hand washing with soap) in comparison with those that did not. Those projects that showed the highest levels of behavior change used formative research tools like Barrier Analysis and Doer/NonDoer Analysis.

Details of Use:

Overview: Barrier Analysis has generally been used to improve health, nutrition and hygiene practices at the household and community levels, working with health personnel, community health workers, mothers and caretakers. However, the methodology has recently been updated based on determinants of agricultural and NRM practices, and the latest *Designing for Behavior Change* manual (available on the Food Security and Nutrition Network website) includes these modifications. Barrier Analysis should be useful for better understanding all types of behavior at the community level, including behaviors related to value chains. It has been applied in both developing and industrialized countries.

Barrier Analysis is practical because it can be applied in a short time frame, does not require a lot of time or money, and produces enough information to design behavior change communication messages, strategies, and activities for food security, child survival and other types of programs. It is useful for use at the beginning of a project focusing on key practices most linked with impact, and later in a project focusing on other practices where widespread adoption has not occurred.

Barrier Analysis explores 12 behavioral determinants: perceived self-efficacy/skills, perceived social norms, perceived positive/negative consequences, access, perceived barriers/enablers, cues for action/reminders, perceived susceptibility, perceived severity, perceived divine will, culture, and policy. Ninety respondents are selected (45 "Doers" and 45 "NonDoers" of the behavior) and asked a series of questions to identify which determinants are impeding them – or enabling them – to do the behavior. This comparison of people who do and do not do a behavior is very helpful to identify which of the determinants are the most important ones to focus on during the behavior change plan. The tabulation table allows the user to make statements such as "Doers of the behavior are 5.2 times more likely to say that their husband approves of the practice than NonDoers." Project staff members then use these results to develop key activities and messages to make changes related to each determinant found to be important (e.g., to convince husbands to approve of the practice).

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[1] Davis, Thomas. Barrier Analysis Facilitator's Guide. http://barrieranalysis.fhi.net/annex/Barrier_Analysis_Facilitator_Guide.pdf

[2] For an example, see http://www.coregroup.org/storage/Social_Behavior_Change/EBF_Final_Report_and_Annex.pdf

There are seven steps in developing barrier analysis:

1) Define the Goal, Behavior & Target Group
2) Develop the Behavior Question
3) Developing Questions About Determinants and Pretest Questionnaire
4) Organize the Data Collection
5) Collect Field Data for Barrier Analysis
6) Organize and Analyze the Results
7) Use the Results of Barrier Analysis

- **Usual Audiences**: Farmers and mothers of young children. Sometimes Barrier Analysis is done with groups of people who influence the key beneficiary group, such as fathers and grandmothers of young children, or agricultural extension agents.

- **Level of skill needed:** The tool is meant for use by project management staff and community-level implementers. Past experience with social and behavior change programs is helpful, as well as skills in conducting interviews, developing questionnaires, and using MS Excel. Analysis is done manually with markers, paper, and a computer loaded with an Excel BA Tabulation Table (which can be downloaded[3]). Basic training is needed. Training in Barrier Analysis is usually done as part of the 6.5 day *Designing for Behavior Change* training.

- **Time/staff required**: Barrier Analysis can be done quite rapidly by trained personnel. If you have a team of 10 people available to carry out Barrier Analysis, the data collection for each behavior studied can usually be done in about 9-10 communities in 1-2 days (total). Tabulation of the data can usually be done in a single day. A larger group can generally analyze more behaviors in the same amount of time.

- **Common constraints/difficulties**:   (1) Sometimes it is difficult to find enough Doers (people currently doing the behavior) for certain behaviors. (2) Participants will often default to only focusing on new messages. The facilitator in the process need to be skilled in helping people to think of activities that focus on each determinant identified to be important to avoid too much focus on messaging.

Resources:

- **Designing for Behavior Change for Agriculture, Natural Resource Management, Health and Nutrition** (manual). Produced by TOPS, FSN Network, & CORE Group. October 2011. This manual has the latest information and guidance on using Barrier Analysis and can be found here: http://www.caregroupinfo.org/docs/Multisectoral_DBC_Curriculum_11_03_11.pdf .

- **Barrier Analysis Facilitator´s Guide**. Food for the Hungry. Reprint 2010. Download from here: http://barrieranalysis.fhi.net/annex/Barrier_Analysis_Facilitator_Guide.pdf. Please see this important preface to the second printing: www.caregroupinfo.org/docs/BA_Preface_to_Second_Printing.doc. While this manual includes more details on the process, some of the information in this manual is outdated, and it would be preferable to use the Designing for Behavior Change manual (cited above) when doing Barrier Analysis.

- **Barrier Analysis Narrated Presentation**: http://caregroupinfo.org/vids/bavid/player.html

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[3] The Excel file can be downloaded here: www.caregroupinfo.org/docs/BA_Tab_Table_Eng_9_30_10.xls. An instruction sheet for use of the BA Tabulation Table is available here: www.caregroupinfo.org/docs/BA_Analysis_Excel_Sheet_Tab_Sheet_Explanation_Sept_2010.doc