



How To Use Premise For Social and Behavior Change Programs





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Introduction

Social and behavior change (SBC) programs play a pivotal role in international development, encompassing areas such as global health, nutrition, agriculture, food security, and democracy and governance. SBC programs focus on promoting positive changes in attitudes and behaviors, with the ultimate goal of improving the well-being of individuals and communities. Effective SBC programs rely on robust data and evidence-based approaches to design, implement, and evaluate their activities.

Premise's innovative platform offers an opportunity to revolutionize the way SBC programs are designed, implemented, and assessed. By leveraging the power of a global Contributor network and advanced data collection methodologies, Premise enables organizations to access real-time, hyper-localized data to inform their SBC strategies. This guide is designed to provide an overview of how Premise can be used to enhance SBC programs in international development using our four SBC data collection activities—audience segmentation, messaging and content testing, performance measurement, efficacy measurement—which can be conducted independently or sequentially.

“ Premise offers you the ability to conduct any of the four data collection activities—audience segmentation, messaging and content testing, performance measurement, efficacy measurement—individually or sequentially. ”

In today's rapidly changing world, it is more important than ever for SBC programs to adapt and respond to the needs of the communities they serve. Traditional data collection methods, such as in-depth interviews and focus groups, can be great for a smaller group of respondents. However, when conducted at scale, they can be time-consuming, resource-intensive, and may not always provide a complete or accurate picture of the on-the-ground situation. In contrast, Premise offers a more agile and responsive approach, enabling organizations to collect real-time data from a diverse and engaged Contributor network, validating findings from more qualitative methods at scale. This allows for more timely decision-making and ensures that SBC programs remain relevant and impactful in the face of changing circumstances.

By harnessing the power of Premise, SBC practitioners can access a wealth of insights to inform their program design, implementation, and evaluation efforts. This includes the ability to:

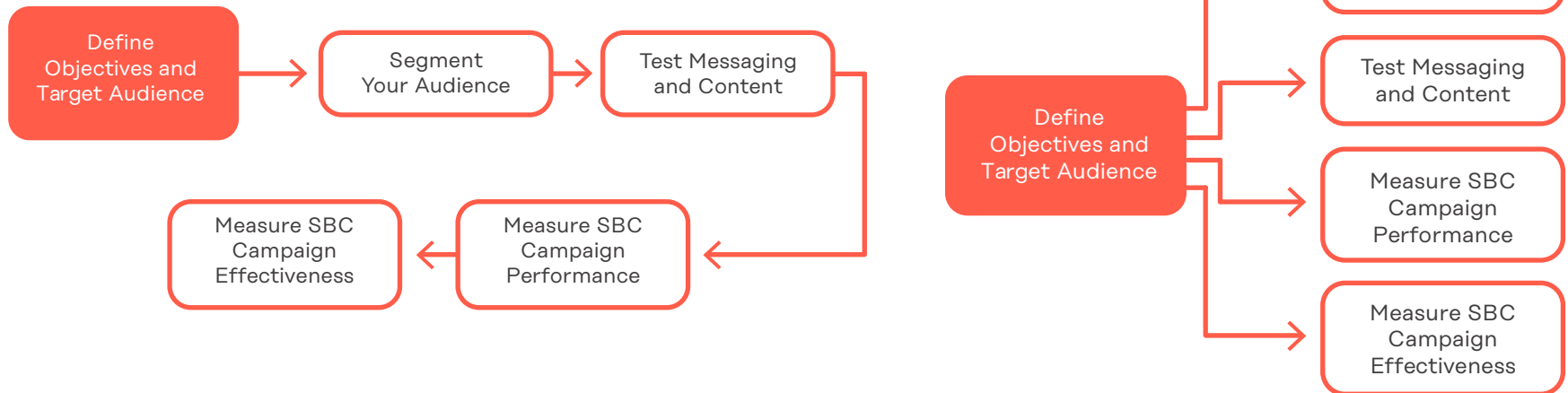
1. Understand the target audience, their communities, and environments; identify barriers and facilitators to behavior change; and gain insights into factors influencing or inhibiting their decision-making processes.
2. Conduct A/B and concept testing of communication materials to optimize messaging and ensure it resonates with the target audience.



3. Measure the performance of behavior change campaigns by tracking whether individuals have seen or heard campaign messages and assessing program reach and effectiveness.
4. Evaluate the impact of SBC programs on attitudes, behaviors, and social norms by measuring changes over time.
5. Monitor and evaluate SBC program implementation by collecting real-time data on program activities and outputs and assessing their alignment with intended outcomes.

Throughout this guide, we will provide detailed information on how to use Premise to support each of these key aspects of SBC programming. By leveraging the platform's capabilities, organizations can enhance their SBC programs, ensuring that they are evidence-based, data-driven, and responsive to the needs of the communities they serve. As a result, SBC practitioners will be better equipped to create lasting and meaningful change, contributing to the overall success of international development

Setting Up a SBC Project in Premise



After defining your objectives and target audience, Premise can be used for any of the four SBC activities alone or in conjunction with one another.



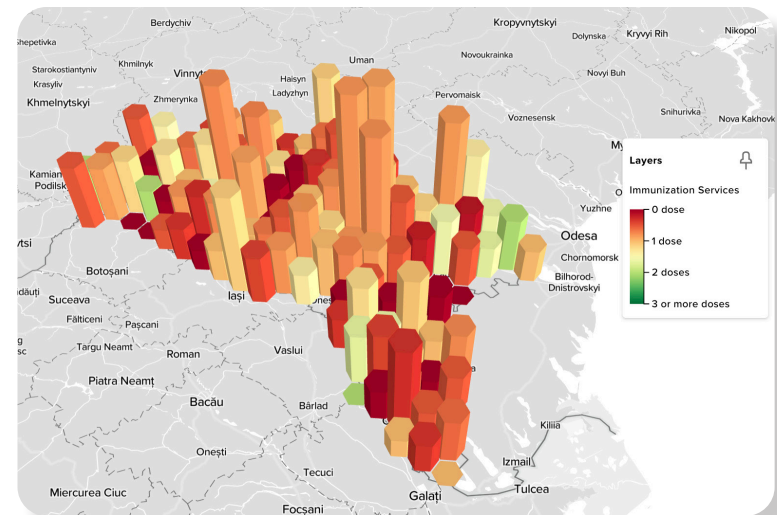
Define Project Objectives and Target Audience

The first step in setting up an SBC project in Premise is clearly defining your objectives and identifying your target audience. When defining your target audience, consider factors such as demographics, socioeconomic status, geographic location, and any specific needs or vulnerabilities that your SBC program aims to address. Your target audience can range from the entire population of a country to particular subpopulations of interest to your program. Some examples of subpopulations that are appropriate to reach using Premise include:

- Women of reproductive age
- Youth and adolescents
- Parents or caregivers of children under five
- Workers in the informal sector

In some cases, your target audience might consist of subpopulations that are hard to reach using Premise—for example, sex workers, intravenous drug users, village elders, or others that are better considered key informants. Reaching these populations using Premise can be challenging due to the nature of the platform and the characteristics of these populations. However, Premise can still provide valuable insights into the broader context in which these populations live and operate, which can be beneficial for designing and implementing SBC programs.

In addition to demographic and socioeconomic targeting, geographic targeting is another crucial aspect of defining your target audience. Premise allows you to target down to the [administrative level two](#) when surveying contributors directly. However, if you need more granular geographic targeting, you can use Premise to [interview others through site visits](#). This method enables you to reach specific locations where your key populations may reside. For instance, if you are targeting migrant populations, they might have settled in particular settlements or neighborhoods that can be more effectively reached through in-person interviews. By leveraging this geographically targeted approach, you can ensure that your SBC program gathers valuable insights from the populations most relevant to your objectives, ultimately increasing the impact and effectiveness of your programs.



My Premise enables you to use filters and tools, like the above hex aggregation feature, to analyze your data and identify trends.



Segment Your Audience

After defining your target audience based on standard demographic information, Premise can be used to help segment your audience into groups with common characteristics, needs, and preferences that can guide the design of your SBC activities. Segmenting your audience allows you to tailor messages and programs to be more effective, relevant, and engaging to each group.

Segmenting your audience involves running an initial survey to gather data to help you define groups based on demographic, socioeconomic, and behavioral information. Analyzing the segmentation survey results can reveal patterns and trends to inform your SBC program's design and implementation. For instance, one Premise customer ran a segmentation survey and found that older and rural populations were the most vaccine-hesitant segments. By identifying these segments, the SBC program was able to develop tailored messages and programs that addressed the unique concerns and barriers faced by these specific groups, ultimately increasing vaccine uptake.

To conduct an audience segmentation survey using Premise, follow these steps:

1. **Design your survey:** Begin by creating a survey that captures a wide range of demographic, socioeconomic, and behavioral variables. Include questions that will help you understand the factors influencing your target audience's attitudes and behaviors related to the issue you aim to address.

Premise already has templates for some audience segmentation surveys, particularly in global health (e.g. the [WHO Behavioral and Social Drivers of Immunization \[BeSD\] survey](#)).

2. **Determine scoring system:** Premise will apply a given score to the answers of each question, e.g. answering “highly agree” might equal five points and “highly disagree” one point. The points for all answers are added up to give each user a score, which can then be used to segment the respondents into the number of desired segments, e.g. quartiles.
3. **Deploy the survey:** Distribute the survey through Premise, targeting your chosen audience based on demographics, geography, and other relevant criteria. Premise has well-established sampling methodologies for surveys. [Learn more about our survey methods.](#)
4. **Analyze the data:** Once you have collected the survey data, analyze it to identify patterns and trends that reveal distinct segments within your target audience. Look for groups with shared characteristics, needs, or preferences that could inform the design of your SBC activities. The maps and charts functions of My Premise contain filters that can make this process easier.
5. **Define your segments:** Based on your analysis, define the key segments within your target audience. These segments should represent groups with unique characteristics or needs that require tailored SBC programs.



REAL-WORLD EXAMPLE

M-RITE Project: Boosting COVID-19 Immunization Rates in Serbia and Moldova

The Momentum for Routine Immunization Transformation and Equity (M-RITE) project used Premise to support SBC activities in Serbia and Moldova, focusing on increasing COVID-19 immunization rates.

To better understand the barriers and motivators influencing decision-making within different segments of the population, M-RITE used Premise to gather data on beliefs, attitudes, and concerns related to COVID-19 vaccines through two country-wide surveys. This information helped the project team develop tailored SBC messages and programs that addressed specific concerns and built trust among the target audience. Additionally, the surveys helped identify older and more rural populations as the main vaccine-hesitant segments.

The segmentation survey identified two important segments for follow-up surveys:

- 1) Pregnant women
- 2) People with chronic conditions above the age of 45

Test Messaging and Content for SBC Activities

A/B testing, also known as split or concept testing, is a valuable method for evaluating the effectiveness of different media types and messages in your SBC activities. By comparing the performance of various media assets and messages, you can identify which ones resonate most with your target audience segments and optimize your campaign accordingly. With Premise, you can easily A/B test different media types, such as images (e.g., billboards, internet ads, social media ads), videos (e.g., TV spots, internet ads), and audio (e.g., radio ads).

To conduct an A/B test using Premise, follow these steps:

1. **Develop different messages or media assets:** Create multiple versions of your SBC messages using various media types and formats. Ensure that, when testing media types and formats, each version communicates the same core message but uses different visuals, sounds, or text to appeal to your target audience.
2. **Design your A/B testing task:** Set up a task in Premise that presents your different media assets or messages to Contributors (ideally the segments you identified through your previous survey). Include a survey that captures their reactions, preferences, and perceptions of the presented media or messages. Be sure to use SBC terminology and concepts in your survey questions to better understand the potential impact of each media type or message on behavior change.



3. Deploy the task: Distribute the A/B testing task to your target audience through Premise, ensuring that each participant is only exposed to one version of the media asset or message. Premise has the ability to randomly assign Contributors in your target audience to two different groups to facilitate this.

4. Collect and analyze data: Gather feedback from Premise Contributors and analyze the data to determine which media type or message performs best in terms of engagement, message comprehension, and potential behavior change.

5. Refine your SBC campaign: Based on the insights gained from the A/B test, refine your SBC campaign by selecting the most effective media type or message and optimizing your campaign accordingly.

One of the key advantages of using Premise for A/B testing is the ability to gather quantitative data in a relatively short time frame. Traditional methods, such as focus groups, can provide valuable qualitative insights but may be limited in terms of sample size and the ability to capture measurable outcomes. In contrast, Premise allows you to rapidly test different media types and messages with a larger and more diverse audience, providing more robust data to inform your SBC campaign.



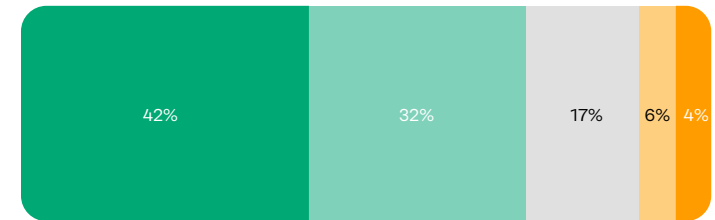
REAL-WORLD EXAMPLE

Testing Health Messaging Content

In Nigeria, a global health partner wanted to test the copy, layout, and imagery for an upcoming campaign promoting the COVID-19 vaccine. They used Premise to test their messaging for resonance, motivation, and trustworthiness. Using Premise enabled them to easily test their messaging against separate groups of Contributors and optimize their campaign before launch.

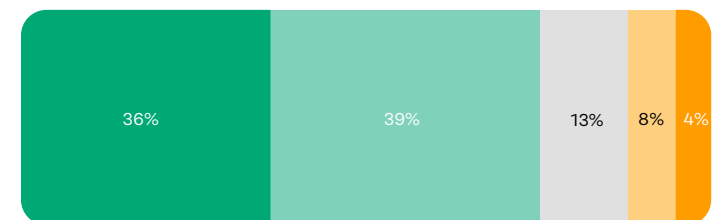


After seeing the below concept, how likely are you to have COVID-19 vaccine?



- Much more likely to get vaccinated
- More likely to get vaccinated
- Neither more nor less likely to get vaccinated
- Less likely to get vaccinated
- Much less likely to get vaccinated

After seeing the below concept, how likely are you to have a COVID-19 vaccine?



- Much more likely to get vaccinated
- More likely to get vaccinated
- Neither more nor less likely to get vaccinated
- Less likely to get vaccinated
- Much less likely to get vaccinated



Measure the Performance of SBC Campaigns

Evaluating the performance of your SBC campaign is essential to ensure its effectiveness and maximize its impact. With Premise, you can collect real-time data on various performance measures, allowing you to adjust your strategies mid-campaign based on the insights gained. The key performance measures to consider when assessing your SBC campaign include reach, penetration, and resonance

- 1. Reach:** Reach refers to the number of individuals in your target audience who have been exposed to your SBC campaign. By using Premise, you can quickly survey your target population to determine if they have seen or heard your campaign materials. This information will help you gauge the effectiveness of your campaign in reaching the intended audience and identify any gaps in coverage that need to be addressed.
- 2. Penetration:** Penetration measures the extent to which your campaign messages have been understood and internalized by the target audience. Using Premise, you can design surveys that test the target audience's comprehension of your campaign messages and assess the degree to which these messages have influenced their attitudes, beliefs, and behaviors. This data will provide insights into campaign clarity and effectiveness and inform necessary adjustments.

- 3. Resonance:** Resonance refers to the emotional impact of your campaign on the target audience and their level of engagement with the campaign. Premise allows you to collect real-time feedback on the emotional reactions and level of interest of your target audience in response to your SBC campaign. By analyzing this data, you can identify the most engaging and emotionally resonant aspects of your campaign, as well as areas that may require improvement.

By regularly monitoring these performance measures using Premise, you can quickly identify areas of your campaign that are performing well and those that may require adjustments. The real-time data collection capability of Premise enables you to make data-driven decisions and iterate on your campaign strategies as needed, ensuring the ongoing effectiveness and success of your SBC efforts.



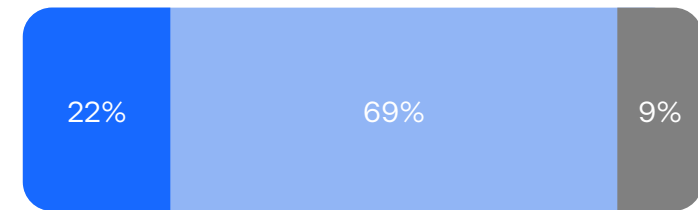
REAL-WORLD EXAMPLE

Measuring the Performance of Civic Engagement Campaigns

In Ukraine, a large NGO wanted to measure and monitor the performance and resonance of their civic engagement campaigns. By surveying Premise contributors in a manner that involved embedding the campaign's creatives, they were able to better understand which of their channels were performing better than others, which of their messages were being shared more widely, and which were resonating the most with their target audience.

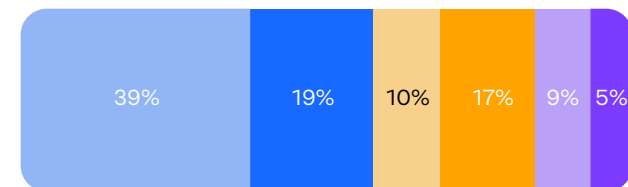


Have you seen any of these images?



● Yes ● No ● I do not remember

Where have you seen these images?



● Facebook ● Instagram ● TikTok
● Other ● Don't know ● My friends/relatives shared with me



Measure the Performance of SBC Campaigns

Measures of effect are essential for evaluating the impact of your SBC campaign on attitudes and behaviors. This section will guide you on how to use Premise to assess the effectiveness of your campaign in achieving its intended goals and driving the desired behavior change among the target population.

- 1. Identify key indicators of success:** Begin by establishing specific, measurable indicators that reflect the desired outcomes of your campaign. These indicators may include changes in attitudes and behaviors, such as increased rates of vaccination, reduced smoking, or improved adherence to a specific health practice.
- 2. Design tasks to capture effect data:** To measure the impact of your SBC campaign, create tasks in Premise that are designed to collect information on the key indicators of success you've identified. These tasks may involve asking Contributors to self-report their behavior, beliefs, and attitudes or to provide information about their exposure to the campaign and how it has influenced their actions.

- 3. Monitor and analyze results:** As data is collected through Premise, monitor the results to assess the impact of your SBC campaign on the target audience. Use quantitative analysis techniques to determine whether there are significant changes in the key indicators of success and if these changes can be attributed to the campaign. It's important to analyze the data by different segments of your target audience. This will help you understand if the campaign is equally effective across various subgroups, or if there are specific populations that require additional focus or tailored programs.

- 4. Iterate and optimize:** Leverage the insights gathered from the measures of effect to optimize your SBC campaign. Identify areas where the campaign is not achieving the desired impact, and adjust the messaging, targeting, or delivery channels accordingly. Continuously measure and analyze the effect of these changes to ensure that your campaign is driving the intended behavior change among the target population.

By focusing on measures of effect, you can better understand the true impact of your SBC campaign and use this information to optimize your strategy and programs for maximum effectiveness. Premise's data collection capabilities allow you to continuously assess the success of your campaign, making it possible to fine-tune your approach and achieve the desired behavior change among your target audience.



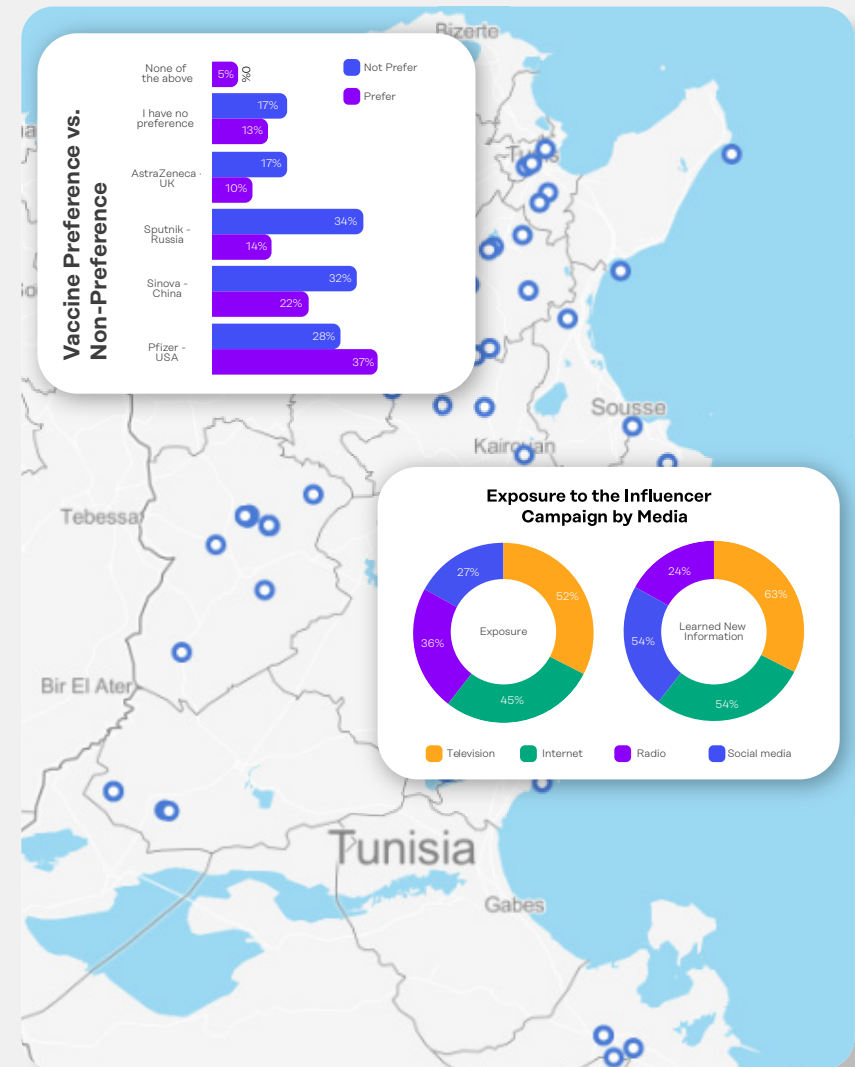
REAL-WORLD EXAMPLE

Measuring the Effectiveness of COVID-19 Awareness Measures in Tunisia

The Monitoring and Evaluation for Tunisia and Libya (METAL) activity used Premise to measure COVID-19 exposure, behavioral changes due to messaging campaigns, and awareness of a COVID-19 hotline that provided pandemic-related counseling services through two rounds of surveys of a nationally representative sample.

The surveys showed that television and the internet were the most effective channels for reaching people with COVID-19 messaging, while social media had the biggest impact on changing people's behavior. Mask-wearing decreased between the two rounds of data collection, but willingness to get vaccinated increased.

The METAL team used these findings to identify effective communication channels and messengers for COVID-19 awareness, understand variations in knowledge and perception across regions, genders, and urban-rural areas, and assess vaccine readiness while addressing the impact of misinformation on public trust in immunization.





Conclusion

In conclusion, using Premise has the potential to revolutionize the way we design, implement, and evaluate SBC programs. By leveraging the power of real-time data and a vast network of Contributors with smartphones, organizations can gather trustworthy, relevant, and timely insights into target audiences, campaign performance, and effectiveness.

As the field of SBC continues to evolve, Premise remains committed to providing cutting-edge solutions that empower organizations to make data-driven decisions, tailor their programs, and ultimately improve the health and well-being of the communities they serve. By harnessing the power of crowdsourced insights and the ubiquity of smartphones, Premise is poised to play a critical role in shaping the future of SBC initiatives worldwide.



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Premise is a crowdsourced insights company. Our technology mobilizes communities of global smartphone users to source actionable data in real-time, cost-effectively and with the visibility you need. In more than 141 countries and 39 languages, we find Data for Every Decision™.

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