

TOOL 3

STEPS TO ANALYSE CEA ASSESMENT INFORMATION

Community Engagement and Accountability / IFRC / June 2016

OVERVIEW

This tool provides guidance to develop a deeper understanding of the CEA information gathered during the assessment phase and supports the transition from assessment to planning. This includes a detailed examination of the key issues and problems to be tackled and analysis of potential CEA approaches and activities to address these.

WHAT INFORMATION DO I ASSESS?

The short answer is everything! As with any programme, a good plan will be based on an assessment of all the available data, including:

- Survey data
- Results of interviews and focus groups – with the community, volunteers and other organisations, the Government, local health facilities etc
- Observations of the community
- Secondary information from other organisations or previous assessments
- Internal assessments of the NS capacity

STAKEHOLDER ANALYSIS

Stakeholder analysis involves identifying the different groups of people who have a role to play in the community and can influence the success of CEA activities and wider programme outcomes. These include:

- **Institutions** that will potentially be involved in the intervention: such as government ministries, UN, IFRC and other Red Cross and Red Crescent National Societies
- **Target groups**, for example vulnerable groups or potential beneficiaries, such as “pregnant women”, “youth population under 30 years old” or potential supporters for your messages, such as “religious and community leaders”
- **Others**, for example media, various associations, local groups, schools, local NGOs, community leaders, etc.

For each stakeholder group, the problems, interests, needs, potential, interaction and other relevant factors to CEA are identified and analysed.

- **Problems:** What are the key problems identified in the assessment and affecting the stakeholder in question?
- **Interests:** What motivates the stakeholder group?
- **Potential:** How can the stakeholder group contribute to resolving the issues identified?
- **Interaction:** Which communication channels work best to reach this group?



ICRC



International Federation
of Red Cross and Red Crescent Societies

- **Others' actions:** Is any other association or organization already implementing CEA activities? If so, identify them and their actions to avoid overlap and opportunities for collaboration
- **Red Cross Red Crescent actions:** Is there any previous or current Red Cross Red Crescent project/programme or service using CEA approaches with this group? If so, you need to discuss your plans with them to avoid overlap and identify possible collaboration.

See below for a simple example of a stakeholder analysis specific to CEA for 3 potential stakeholders in relation to a behavior change communication component of a malaria prevention programme.

	HEALTH MINISTRY (example of an institution)	PREGNANT WOMEN (example of a target group)	LOCAL RADIO (example of other stakeholder)
PROBLEMS	Over stretched health staff and budgets mean they don't have time for community outreach	Women spend most of their time at home and not very few read or write	Receive audience calls to radio shows asking about malaria
INTERESTS	Need to increase # of women sleeping under insecticide-treated nets (ITNs)	Want to have a safe pregnancy and healthy baby	Providing interesting shows and content to their listeners
POTENTIAL	Have results of a KAP survey into malaria and use of ITNs	Most homes have a radio and women listen during the day and call in	Most of the community own radios and listen regularly, including women and vulnerable groups
INTERACTION	Health promotion network meetings	Radio and/or community events	Private meeting
OTHERS' ACTION	Have a partnership with WHO	Strong influence of religion on family and behaviors	Ministry of Health pays for health adverts
RED CROSS RED CRESCENT ACTION	NS has good links with the Ministry of Health, including the head of health promotion and have worked together previously	NS has targeted women before during child nutrition campaigns	NS has limited experience of working with radio stations – once paid for adverts for a nutrition campaign



SWOT ANALYSIS

A SWOT analysis is used to identify and compare strengths, weaknesses, opportunities and threats related to different aspects of the situation being analysed. The exercise can be used to analyse organizational capacity, capacity in the community or general societal factors in relation to CEA.

Using the same example above of a malaria prevention programme, below is an example of a SWOT analysis specific to behavior change communication.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • NS has good links with the Ministry of Health • NS has well trained health staff team • NS has active team of youth volunteers 	<ul style="list-style-type: none"> • NS has limited links with local radio stations • Limited knowledge of malaria in the population
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Radio a popular and trusted source of information, especially amongst women • Some NS youth volunteers have experience in radio production • Religious leaders have influence over behaviours like use of ITNs 	<ul style="list-style-type: none"> • Limited capacity of the Ministry of Health, especially staff time • Potentially high costs of using the radio for communicating BCC

PROBLEM TREE ANALYSIS

Carrying out a problem analysis can help guide decision-making on which CEA approaches and activities will best meet the needs of the community, address issues and support the aims of the programme or operation.

A ‘problem tree’ can be used to present the main problem as the “trunk”, the causes of the problem as the “roots” and the effects of the problem as the “branches”. It involves identifying the negative aspects of an existing situation (i.e. “problems”) and then identifying the immediate and underlying causes. By identifying the causes of a problem, it is possible to start to identify possible solutions. The stakeholder and SWOT analysis both feed into and inform the problem analysis.

The problem tree exercise can be carried out in three steps:

Step 1: Discuss in a group the various issues that have been identified in the assessment.

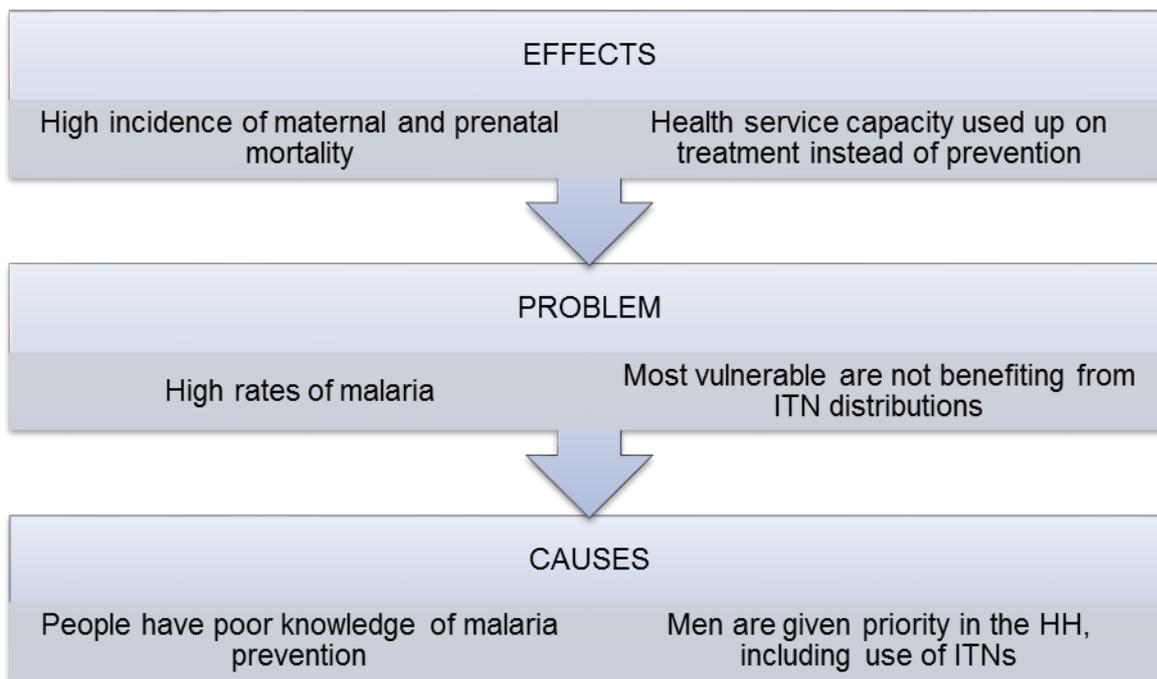
Step 2: Identify and agree on the core problem(s) to be addressed.

Step 3: Identify and analyse the causes and effects of the core problem(s). This involves repeatedly asking: “why does this problem exist?”



ICRC

Below is a simple example of a problem tree analysis for the BCC component of the previously discussed malaria prevention programme.



Together the stakeholder, SWOT and problem analysis should support a deeper understanding of the key issues in the community and how CEA can best address these and support the achievement of the programme or operational outcomes.

