

Capacity Assessment Tool (updated May 2015)

Step 1 : Assessing SSBCC Capacity				
Component 1: Situation Analysis				
1.1.1	Before organizing any SBCC programs, does the organization do the following: 1. Conduct a situation analysis gathering information from multiple perspectives 2. Consult key stakeholders outside the organization 3. Refers to information at the national, district & community levels 4. Consults health providers, community health workers, families, mothers, influential, religious leaders etc.	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	How did the organization conduct a situation analysis during the last year? (Please give examples)			
1.1.2	Does the organization use frameworks or models to conduct situation analysis?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	Does the organization use frameworks or models to design communication strategies?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	What model or framework the organization is familiar with? Which one did they use for designing the last communication strategy?			
1.1.3	Does the organization use research data to design SBCC programs?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	What are the data sources that you use to design SBCC programs?			
1.1.4	Do you collaborate with other partners in SBCC activity development to reduce duplication of services?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	What are the mechanisms of collaboration?			
Total from SBCC Component 1				/20 points possible

Component 2: The Communication Strategy				
1.2.1	Has the organization developed a communication strategy that includes all of the following components: 1. Final audience segmentation 2. Barriers (by audience) 3. Enablers 4. Desired changes/Key behaviors (by audience) 5. Communication objectives (by audience) 6. Strategic approach 7. Positioning statement 8. Messages 9. Channels (by audience) 10. Activities and materials	Take note of how many components they are addressing. If 8-10 the ranking will be 4; if 5-7, ranking will be 3; if 1-4, ranking will be 2; if 0, ranking will be 1	Score:	Comments:
	Of the above 10 components, How many do you use? (number) List the components you use regularly.			
	What components are covered in the organization's most recent strategy? (Try to collect the strategy)			
1.2.2	Does your organization prepare audience specific messages?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	Please give an example of an audience specific message			
	Why is it important to develop audience-specific messages and SBCC programs?			
1.2.3	Do SBCC Programs set SMART communication objectives that address barriers to and enablers of change for each audience? (SMART = Specific, Measureable, Attainable, Reliable and Time-bound)	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	In a recent SBCC campaign/program, what was the behavioral barrier? (for example, institutional delivery in the community) What were the enablers that the organization utilized to change behavior?			
Total from SBCC Component 2				/12 points possible

Component 3: Materials Development				
1.3.1	Do you have an inventory of SBCC materials?	Very good inventory-4; Moderately documented-3; Not so well-documented-2; No inventory maintained-1	Score:	Comments:
	How do you use the inventory?			
1.3.2	Does your organization develop creative briefs before drafting the messages?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	Why is a creative brief necessary?			
1.3.3	Does your organization involve the target audience in materials development?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	How can you ensure audience participation in materials development?			
1.3.4	Does your organization arrange stakeholders'/technical review of materials before finalization?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
1.3.5	Does your organization pre-test draft materials before finalization?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	Why do you pretest materials?			
1.3.6	If your program is using materials from other organizations, do you have a formal review by technical staff and stakeholders to ensure information is correct and relevant?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	Who reviews the materials for technical accuracy?			
1.3.7	Does your organization follow 7Cs for developing effective message? 7Cs are: command attention, clarify message, communicate benefits, cater to heart and head, create trust, call to action and consistency	Always-4; Sometimes-3; Rarely-2; Never-1 (Need to follow all 7 Cs to get highest score)	Score:	Comments:
	If yes, please give some examples. If you are not using 7Cs, how do you ensure developing effective message?			
Total from SBCC Component 3				/28 points possible

Component 4: Implementation, Management, and Leadership in SBCC				
<i>Sub-component 1: Work plan development</i>				
1.4.1.1	Does the organization develop work plans for SBCC programs with the following components: <ol style="list-style-type: none"> 1. assigns duties to staff 2. sets time frames 3. allocates resources 4. links materials and activities to communication objectives 	4 components-4; 3 components-3; 1-2 components-2; no components-1	Score:	Comments:
	What components were covered in a recent (within the past year) work plan?			
1.4.1.2	Does your organization have a specific strategy to coordinate with others (e.g., referral for products and services)?	Strong coordination-4; moderate coordination-3; weak coordination-2; no coordination-1	Score:	Comments:
	What efforts have you made toward coordination with others?			
1.4.1.3	Does your program include a budget for SBCC from the beginning?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
<i>Sub-component 2: Staffing plans and competencies</i>				
1.4.2.1	Does your management staff have the skills to manage and implement SBCC programs? <ol style="list-style-type: none"> a. Planning b. Strategic communication c. IPC/C d. SBCC e. KM 	Almost all-4; Majority-3; Limited to a few-2; Not at all-1	Score:	Comments:
	What types of training has management staff had on how to manage and implement SBCC programs?			

1.4.2.2	Does the technical staff have the capacity and skills to develop and implement SBCC programs? (IPC/C, SBCC/KM, basic SBCC training)	Almost all-4; Majority-3; Limited to a few-2; Not at all-1	Score:	Comments:
1.4.2.3	Does the organization have a plan for strengthening staff's SBCC capacity? (basic SBCC training, on-the-job training, etc.)	Has planned-4; Will plan-3; Has considered planning-2; no plan at all 1	Score:	Comments:
	What kind of SBCC training are you planning?			
<i>Sub-component 3: Supervision of field workers</i>				
1.4.3.1	Are there regular visits to field staff and field workers to observe strengths and/or identify areas needing support?	Regularly-4; Moderately regular-3; Irregular-2; No visits-1	Score:	Comments:
1.4.3.2	Does your organization have a system in place to provide communication materials for outreach at the field level?	Strong system-4; Moderately strong-3; Occasional system-2; No system-1	Score:	Comments:
Total from SBCC Component 4				/32 points possible

Component 5: Monitoring, Evaluation, and Re-planning of SBCC Programs				
<i>Sub-component 1: Frameworks and mechanisms for measurement</i>				
1.5.1.1	Does the organization has a specific set of M&E indicators that measure behavior, and are they linked to communication objectives?	Specific indicators-4; Some indicators but not specific-3; Very few indicators-2; No indicators-1	Score:	Comments:
	Please name a few indicators that are linked to communication objectives.			
1.5.1.2	Does the organization has a specific set of M&E indicators that measure process, and are they linked to communication objectives?	Specific indicators-4; Some indicators but not specific-3; Very few indicators-2; No indicators-1	Score:	Comments:
1.5.1.3	Does the program use standardized tools and systems to collect and analyze M&E data for SBCC programs?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	What do you do with the data?			
	Please name a few M&E indicators that are linked to SBCC programs.			
<i>Sub-component 2: Use of results for re-planning</i>				
1.5.2.1	Does your organization document and disseminate SBCC programs' results, lessons learned, and best practices?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	When is the last time you shared the results? Who did you share the result with?			
1.5.2.2	Does the organization use M&E data to assess program progress, and to improve current SBCC programs?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
Total from SBCC Component 5				/20 points possible

Step 2 : Assessing KM Capacity				
Component 1: The KM Process				
2.1.1	Is the organization familiar with the concepts of knowledge management and knowledge sharing and exchange?	Very familiar-4; Moderately familiar-3; Little familiar-2; Not at all-1	Score:	Comments:
2.1.2	Does the organization understand that knowledge, information, and data are useful in developing effective programs and activities?	Highly understands-4; Moderate understanding-3; Little understanding-2; Not at all-1	Score:	Comments:
2.1.3	Does the organization have a system in place to identify knowledge gaps?	Strong system-4; Moderate system-3; Weak system-2; No system-1	Score:	Comments:
	How do you identify the knowledge gaps?			
2.1.4	Does the organization have a system in place to fill identified knowledge gaps?	Strong system-4; Moderate system-3; Weak system-2; No system-1	Score:	Comments:
	How do you fill in the knowledge gaps?			
2.1.5	Does the organization have a process for gathering knowledge, information and data to inform activities?	Strong process 4; Moderate process-3; Weak process-2; No process-1	Score:	Comments:
	What is the process of gathering knowledge, information and data to inform activities?			

2.1.6	Does the organization have a system for identifying and sharing “tacit” knowledge (what employees know how to do, but cannot or do not express) among others within the organization?	Strong system-4; Moderate system-3; Weak system-2; No system-1	Score:	Comments:
	What are the mechanisms of identifying and sharing tacit knowledge?			
2.1.7	Does the organization have a set of program design and production standards in place, based on knowledge, information and data?	Strong standard-4; Moderate standard-3; Weak standard-2; No standard-1	Score:	Comments:
	Please give an example.			
Total from KM Component 1				/28 points possible

Component 2: Management and Leadership in KM				
2.2.1	Does the organization recognize the public health contribution of its knowledge resources, and develop strategies to disseminate and promote these resources and lessons learned, especially to other government units or organizations working in the same field?	Strongly recognize-4; Moderately recognize-3; Weakly recognize-2; Not at all recognize-1	Score:	Comments:
2.2.2	Does the organization’s operational strategy include managing knowledge, information, and data?	Includes strongly-4; Includes moderately-3; Includes weakly-2; Not at all-1	Score:	Comments:
2.2.3	Does the organization use learning to strengthen existing skills and build new skills among staff?	Uses strongly-4; Uses moderately-3; Uses weakly-2; Not at all-1	Score:	Comments:
	How does the organization use the learning?			
Total from KM Component 2				/12 points possible

Component 3: KM Culture				
2.3.1	Does the organization provide forums for internal knowledge sharing and exchange among staff (at the national and local level)?	Strong forum-4; Moderate forum-3; Weak forum-2; Not at all-1	Score:	Comments:
	What types of forums exist for internal knowledge sharing and exchange among staff?			
2.3.2	Does the organization provide forums for external knowledge sharing and exchange among stakeholders (at the national and local level)?	Strong forum-4; Moderate forum-3; Weak forum-2; Not at all-1	Score:	Comments:
	What types of forums exist for external knowledge sharing and exchange among staff?			
2.3.3	Do the staff members at the national/HQ level know the objectives of the organization, current status of those objectives, and activities that will lead to the achievement of objectives?	Very familiar-4; Moderately familiar-3; Little familiar-2; Not at all-1	Score:	Comments:
2.3.4	Do the staff members at the local level know the objectives of the organization, current status of those objectives, and activities that will lead to the achievement of those objectives?	Very familiar-4; Moderately familiar-3; Little familiar-2; Not at all-1	Score:	Comments:
2.3.5	Are new ideas shared among organizational staff, and is the organization proactive in implementing new ideas?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	What is the latest idea that is being implemented at this time? Who generated the idea?			
2.3.6	Do the employees take responsibility for their own learning?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	Do you acknowledge their learning? How?			

2.3.7	Are innovations and technology seen as tools to manage knowledge, information and data; and facilitate sharing and exchange by most staff members?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
	Is there any innovative idea introduced recently?			
2.3.8	Is there a strategy to deliver SBCC programs through digital platforms as appropriate?	Strong strategy-4; Moderate strategy-3; Sporadically done-2; Never done-1	Score:	Comments:
	What kind of platforms are used?			
Total from KM Component 3				/32 points possible

Component 4: Monitoring, Evaluation, and Re-planning of KM Programs

Sub-component 1: Frameworks and mechanisms for measurement

2.4.1.1	Does the organization have a specific set of M&E indicators linked to KM objectives?	Strong indicators-4; Moderate indicators-3; Weak indicators-2; No indicators-1	Score:	Comments:
2.4.1.2	Does the program use standardized tools and systems to collect and analyze M&E data for KM programs?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:

Sub-component 2: Use of results for re-planning

2.4.2.1	Do KM programs document and disseminate results, lessons learned, and best practices?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
2.4.2.2	Do KM programs analyze data generated by M&E and share it with implementers of SBCC programs?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:
2.4.2.3	Are M&E data used to assess program progress, and to improve current KM programs?	Always-4; Sometimes-3; Rarely-2; Never-1	Score:	Comments:

Total from KM Component 4				/20 points possible
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Scoring Sheet

SBCC	Component 1		/20
	Component 2		/12
	Component 3		/28
	Component 4		/32
	Component 5		/20
	Total	n	/112 possible

$$(n/112) = p$$

$$4 \times p = \text{final SBCC score}$$

Final SBCC score: _____

KM	Component 1		/28
	Component 2		/12
	Component 3		/32
	Component 4		/20
	Total	n	/92 possible

$$(n/92) = p$$

$$4 \times p = \text{final KM score}$$

Final KM score: _____