

4*4 MATRIX: A SIMPLE AND INNOVATIVE TOOL TO IDENTIFY THE NEEDS FOR BEHAVIOUR CHANGE, CAPACITY BUILDING, AND PROVIDING TAILORED SOLUTIONS

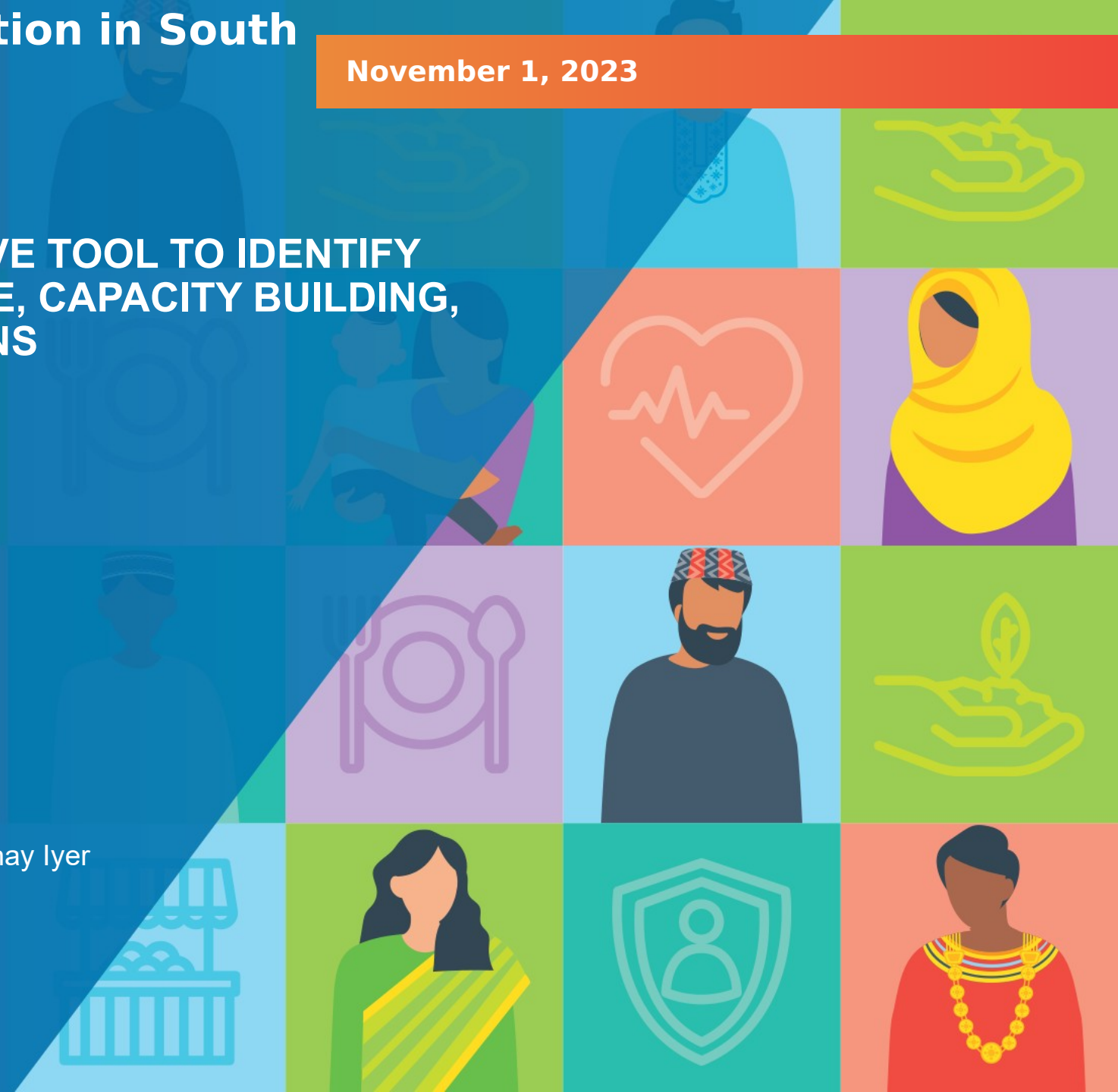
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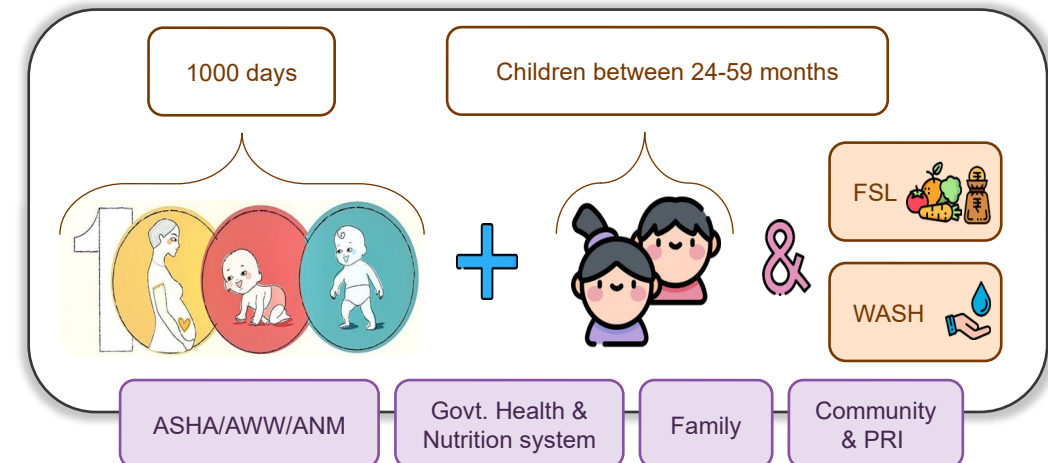
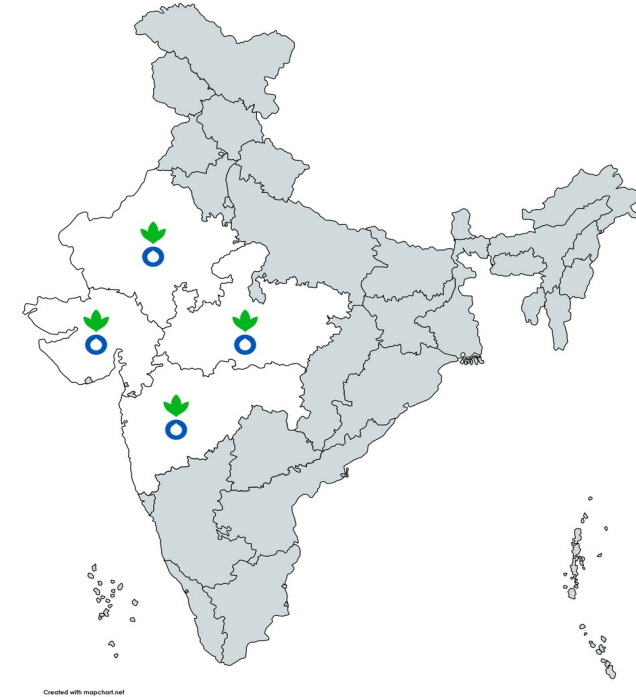
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Action Against Hunger India



BACKGROUND

- Action Against Hunger (ACF) India works in 4 states: Maharashtra, Madhya Pradesh, Rajasthan, and Gujarat.
- Coverage: 1266 rural and tribal villages and 160 Anganwadi centers in urban slums.
- Key interventions: community management of acute malnutrition, 1000 days, food security and livelihoods (FSL) and water, sanitation and hygiene (WASH), and system strengthening.
- Primary beneficiaries: malnourished children, their caregivers, pregnant, and lactating women, and their families.
- Collaborative efforts with: Govt. officials, frontline workers, and Panchayati Raj Institute (PRI) members.



BACKGROUND

- Needs of beneficiaries are often multifaceted and complex.
- FLWs often have a large area coverage, wide range of beneficiaries to reach within a limited timeframe and resources.
- The opportunities for frontline workers (FLWs) to identify the specific needs and provide targeted solutions are limited.
- They end up providing broad, unnecessary messages which may not necessarily address the issues in question.
- A one-size-fits-all approach works counter productive, wasting cumulative time and resources, and falling short to achieve optimal tangible impact.



METHOD IMPLEMENTED

1. Empathetic discussion to understand the problem areas according to the respondent.
2. Locate specific domain(s) for the identified problem using a matrix of **4 domains of Behavior Change**¹ across **4 levels of implementation (4x4)**.
3. Provide tailored solutions for Behaviour Change based on predefined action strategies for the specific domain located on the matrix.
4. Assess whether the solution solved the problem and carry out course correction.

4 x 4 matrix	Knowledge (K)	Skills (S)	Motivation (M)	Enabling Environment (E)
Individual (I)	I x K	I x S	I x M	I x E
Family (F)	F x K	F x S	F x M	F x E
Community (C)	C x K	C x S	C x M	C x E
System (S)	S x K	S x S	S x M	S x E

¹Kumar, V., et al. Effect of community-based behaviour change management on neonatal mortality in Shivgarh, Uttar Pradesh, India: a cluster-randomised controlled trial. *The Lancet*. 2008;372(9644):1151-1162.



METHOD IMPLEMENTED

Community Mobilizers (CM) Training:

- ACF India's field staff - over 200 at 8 locations across 4 states trained on identifying specific domains for intervention.
- Equipped with knowledge and skills necessary to identify problems and deliver tailored solutions, leveraging the matrix's structure.



Counselling sessions:

- Consisted of:
 - Empathetic discussion and probing with the respondent to understand the problem areas
 - Locating the specific domain on the matrix
 - Providing targeted solutions or follow up points
 - Follow-up to assess outcome of intervention
- Field observation and documentation of training reports to assess:
 - Effectiveness of matrix to deliver the tailored interventions
 - Need-based course correction and improvement in problem solving



APPLICATION OF THE MATRIX

Example	Gender Preference and Family Dynamics	Building Skills of a New FLW
Challenge identified	Mother is facing difficulties attending to her third girl child due to family's gender preference	New FLW faces challenges in conducting anthropometric assessments and the equipment available to her are of poor quality
Specific domain of change	Enabling environment missing at Individual level (I x E), Motivation missing at Family level (F x M)	Skill missing at System level (S x S), Enabling environment missing from higher System authorities (S x E)
Suggested targeted intervention	<ul style="list-style-type: none"> • Understanding the perspective of the family members • Building their motivation for child and mother care • Building an enabling environment for the mother 	<ul style="list-style-type: none"> • Assessing the baseline skills of the new FLW to identify gaps in anthropometric assessment • Providing them with training to build the necessary skills • Advocacy at system level for supply of good quality anthropometric equipment



KEY INTITAL FINDINGS

1. **Improved Confidence:** Delivering tailored solutions with a systematic framework to guide intervention delivery.
2. **Optimizing time of beneficiaries and CMs:** Focus on the most critical aspects for meaningful change, especially when each CM has a large area to cover in shorter time.
3. **Holistic Approach:** Consideration of both individual and environmental factors and recognizing that behavior change often requires a multifaceted solution.
4. **Cultural Sensitivity:** Improved understanding of, and addressing cultural and social factors.
5. **Effective and targeted use of job aids:** Information, education and communication material used only to facilitate need-based solutions, than overwhelming audience with too much information.
6. **More involved and interesting sessions:** Focusing on the critical needs of the beneficiaries, increasing their involvement, than making them feel bored.



SIGNIFICANCE & APPLICATION

- Enhancing CMs' self-efficacy to deliver complex behavior change interventions.
- Increased specificness improves the effectiveness by addressing the root causes of the problem.
- FLWs develop a deeper understanding of the factors influencing behavior change, enhancing their overall capacity at scale.

Adaptability for scaling up well-designed interventions:

Contextualization

- Meet the unique needs of different communities and regions.
- Organizations can tailor the tool to specific cultural, social, and geographical contexts.

Scale

- The matrix can be scaled to reach larger populations.
- Different regions can implement similar, applicable strategies.

Data Collection

- Generation of valuable data to inform design and scaling of interventions.
- Data-driven approach can enhance quality & impact of programmes.

High Fidelity

- Structured nature of the matrix to maintain high fidelity in intervention delivery despite diverse contextual factors.
- Consistency ensures intended outcomes are achieved across communities.



THANK YOU!

