



Program Analysis

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Bangladesh
Center for
Communication
Programs



Strategic Communication: Process & Principles



The “P” is a tested and proven communication ***project planning process*** and an effective tool for designing and implementing more scientific and behavior-oriented SBCC programs.





Shared Vision



Situation Analysis

**Program
Analysis**



Strategic Objectives



**Audience
Analysis**



Bangladesh Center for Communication Programs



Session Objectives

- Importance of program analysis in strategic planning
- Root cause and SWOT analysis
- Define the components of program analysis

Where are we now?





Program Analysis

A **program analysis** is the process of looking at program in details and then:

- Identify enabling and limiting factors.
- Identify strategic opportunities and challenges.
- Assess importance and urgency.
- Select policy priorities.

Program analysis is a component of strategic planning process.





Root Cause Analysis

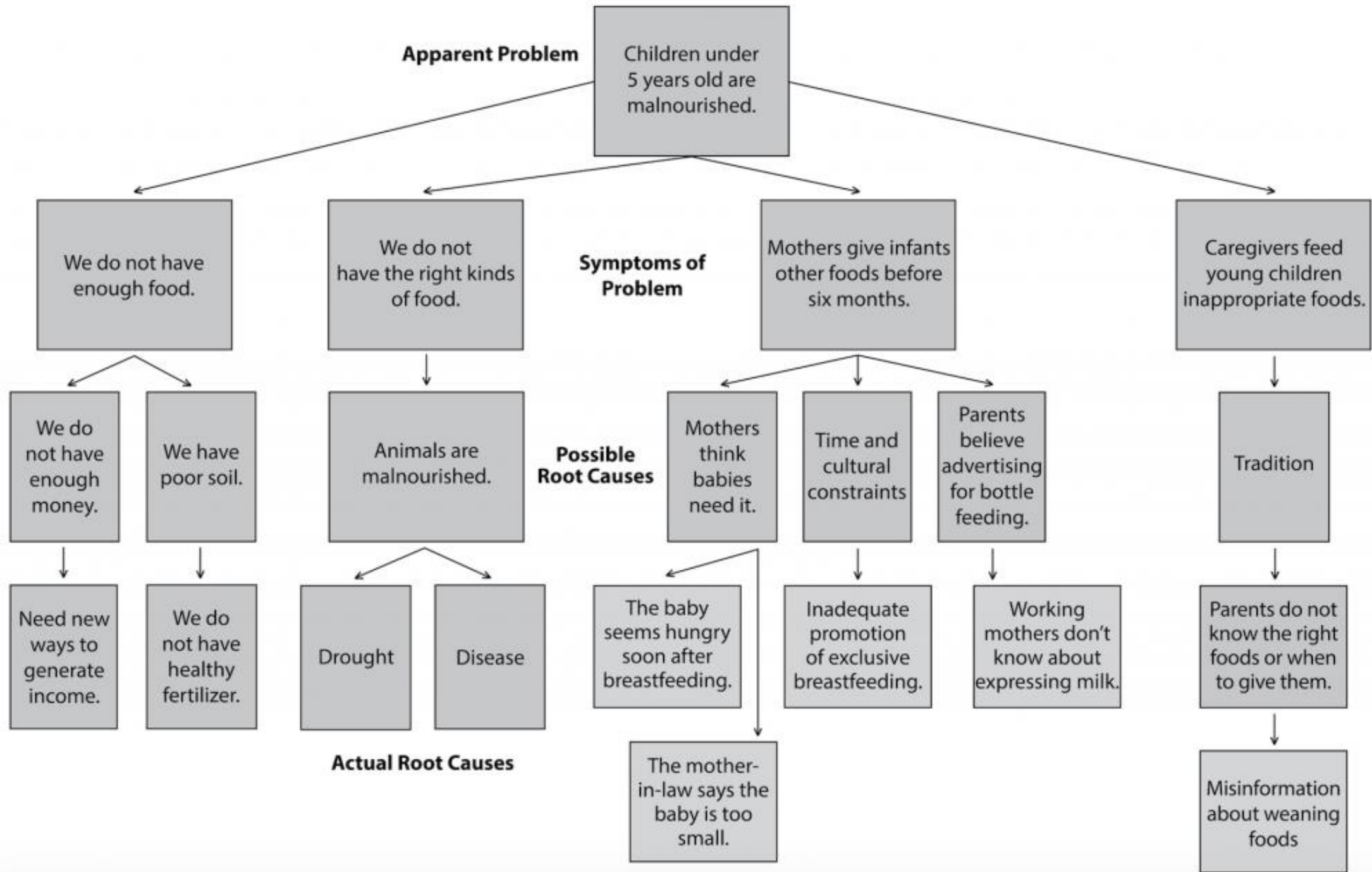
Root Cause Analysis is a technique that helps to answer the question of **WHY** a problem occurred.

It seeks to identify the origin of a problem so that a program can determine:

- what happened
- why it happened.

Figure out **what to do** to reduce the likelihood of happening it again.







Root Cause Analysis

Apparent Problem

WHY 1 - Symptoms of Problem

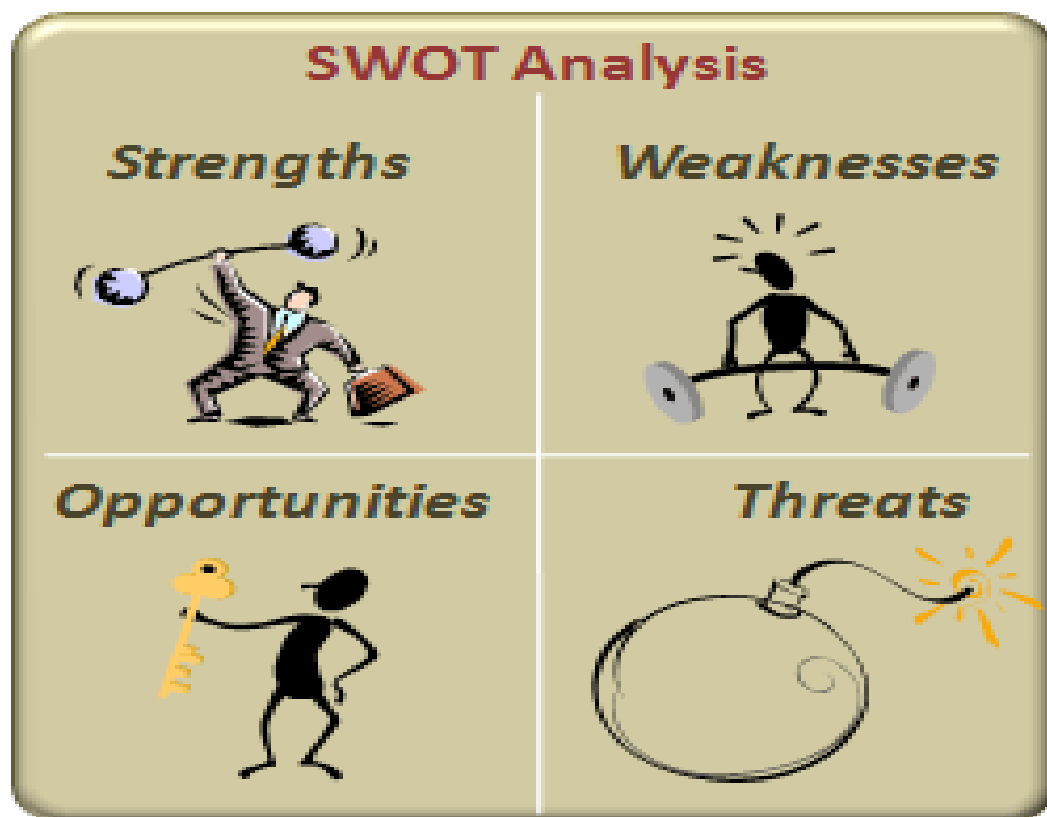
WHY 2 - Possible Root Causes

WHY 3 - Actual Root Causes





SWOT is a Framework



Provides a comprehensive insight of the program structure and operations.

Identify key constraints and explore ways of addressing them and to strengthen capacity.

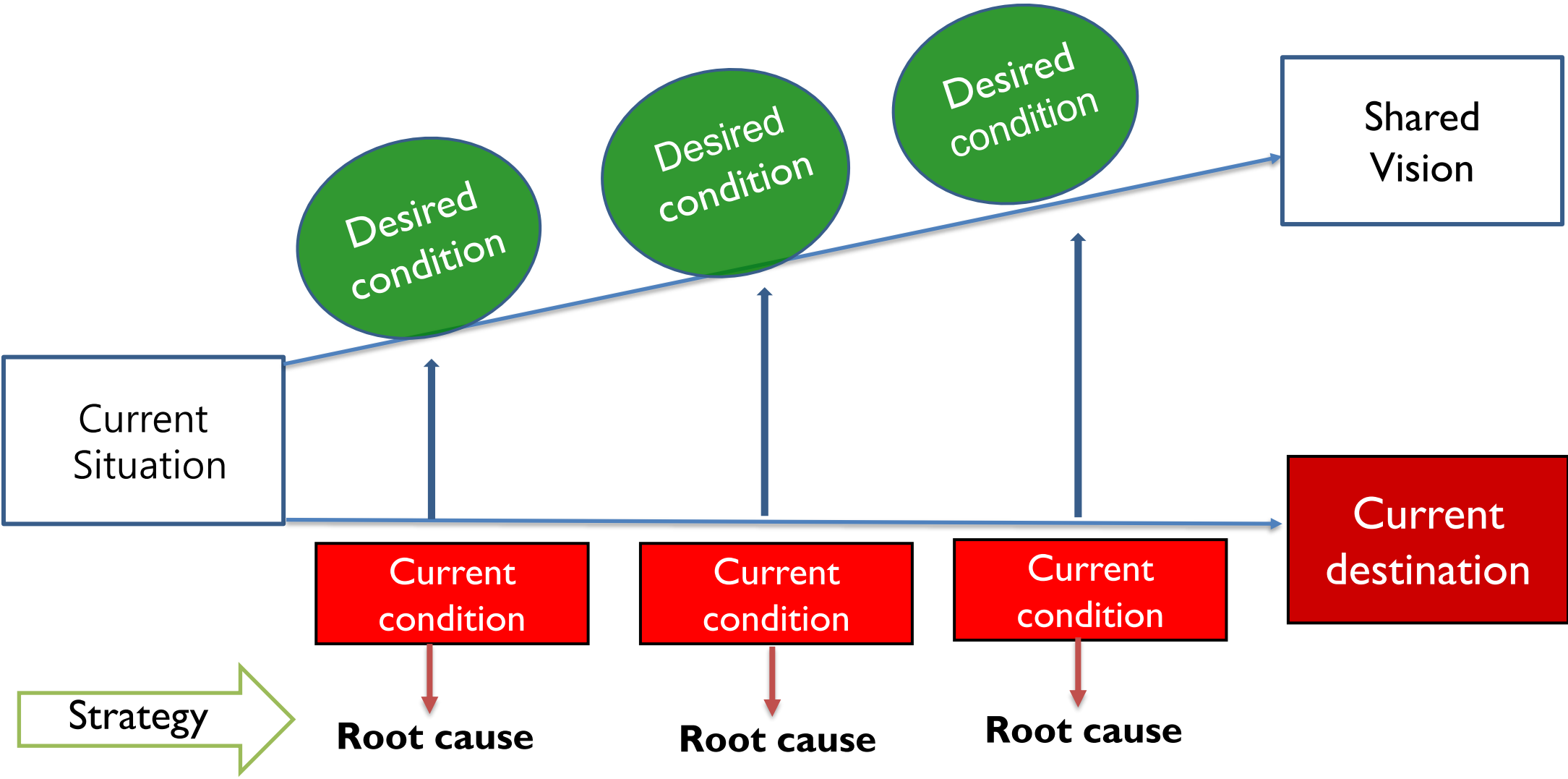


Why is there a difference between –
where we want to be and where we are now ?

WHY will figure out

- what do we need to change
- what new knowledge we need to generate
- what new data need to collect.







Components of Program Analysis

- Human and Physical Resources
- Technological Resources
- Policy support
- Community and Client Dynamics
- Program and Management Structure
- Financial Resources and Funding.





Different types of resources

Material	Non-Material
Money	Leadership
Equipment	Shared vision
Supply/logistics	Teamwork
	Discipline
	Creativity

Non material are more important than material





Human resources and tools

Well-trained, skilled and committed staff

Adequate tools for people to do their jobs

Resources from other organizations.





Community and corporate support



Community resources
NGO involvement
Private sector support.





Community involvement



Clients help diffuse information
Advocate to others
Contribute financially.

BCC Variables





What is common practice?

Problem Arises

- No search for Key constrain
- Let's put more resources

Net Result

- Expenses GO-UP
- Sustainability Goes Down





Define the **REAL** problem and
develop new tools to address it.





Find the issues

Redesign activities – Address gap. Do what is right

Reallocate resources – Manage well. Do things right

Invest wisely – Add resources to enable other to act





Look for Program Interrelation

Public Health





Public Health Concept

Public health is **the science of protecting and improving** the health of **people and their communities**.

Public health is achieved by promoting healthy lifestyles, preventing diseases, and promoting health through organize efforts of society.





What are the key components of Public Health?

1. **Health:** In public health, the term “health” focused mostly on preventive health.
2. **Population:** This is undergoing necessary change.
3. **Society-wide Concerns:** Social awareness on the issue.
4. Vulnerable Populations (who are most affected).



**Public Health is
relating to reducing
Pre-mature and
avoidable death**

Public Health

Public
Health is

A System

A Profession

A Method

A health of
Public



Why is Public Health Important?

- Public health professionals
 - ✓ implementing - educational and awareness programs,
 - ✓ recommending - policies, administering services, and
 - ✓ conducting - research to prevent health problems.





Why is Public Health Important?

- Public health also works to limit health disparities.
- A large part of public health is promoting healthcare equity, quality, and accessibility.

SBC plays a vital role in implementing public health programs.





Principles of Public Health Practice

- Participation and involvement of relevant stakeholders
- Efficiency and effectiveness of action
- Competency of service providers
- Acceptability, Affordability, and Accessibility of services
- Equity in health, and
- Social justice.





Interrelation of Public Health Issues

- It is important to assess the interrelation for program integration and for the best utilization of resources, to maximize outcomes.





Example

Interrelation between FP and Nutrition

- (I) Too closely spaced pregnancy (If family planning is not used) has an impact on maternal health and nutrition.
- When inter-pregnancy intervals are too short, mothers' health and nutritional status are adversely affected.
 - When a woman becomes pregnant soon after she may prematurely remove the older infant from the breast.





- (2) among mothers who are too young (< 18 years);
- Impact on adolescent growth and nutrition. Adolescents are still growing and are often undernourished during early childbearing
 - Vulnerability and impact on perinatal outcomes- pregnancy during adolescence increase the risk of adverse perinatal outcomes such as preterm birth, and low birth weight.





- Impact on child nutrition-those born to adolescent mothers ages 12–14 face an increase in the risk of stunting, an increase in the risk of being underweight, and an increase in the risk of moderate to severe anemia.





Plan for an SBC Nutrition program

Interrelation of Family Planning and Nutrition in SBC program.

Interrelation of Adolescent Health and Nutrition in SBC program.

Interrelation of WASH and Nutrition in SBC program.

?????





The success of program depends on

Appropriate Use of resources

Human resources, Materials, Financial resource

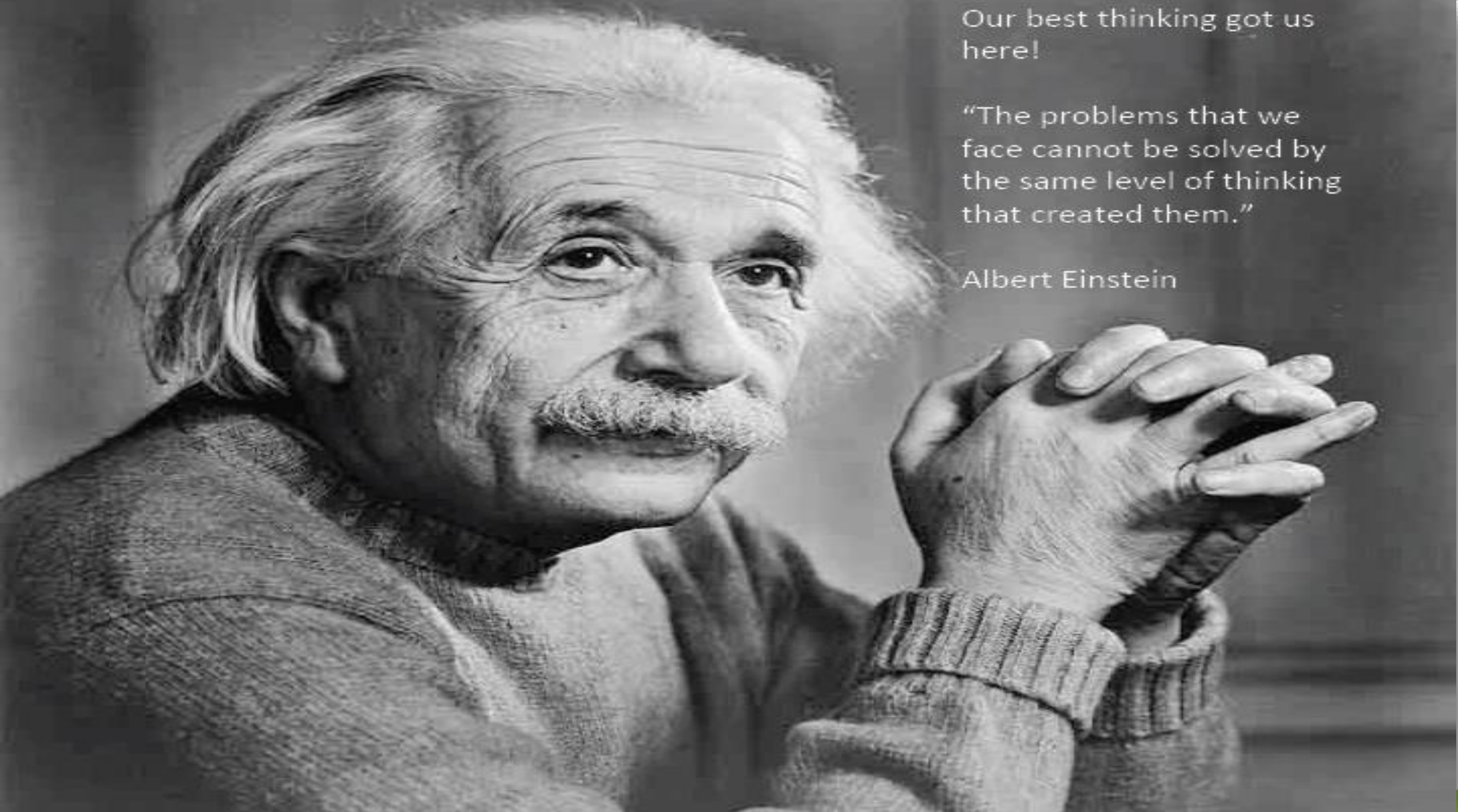
Collaboration and Partnership

Collaboration between the private and government sector through open dialogue, developing partnerships to leverage cross-sector resources, and sharing expertise.

Organizational Communication and Program Integration

Innovation – based on lessons learned, no Business as Usual





Our best thinking got us here!

“The problems that we face cannot be solved by the same level of thinking that created them.”

Albert Einstein

To change others we may have

TO CHANGE OURSELVES

first.

Johns Hopkins School of Public Health / Center for Communication Programs