

# Barrier Analysis Study Report Template

Complete each section below. Blue guidance boxes explain what to include.

**Delete all guidance text before finalizing the report.**

Report Title:	
Organization:	
Country / Region:	
Date:	
Prepared by:	
Reviewed by:	

## I. INTRODUCTION

### A. Project Background

**Guidance:** Briefly describe the project or program within which this BA was conducted. Include: the implementing organization(s); the geographic area; the target population; the sector(s) (health, nutrition, WASH, agriculture, etc.); and the funding source. Also explain why a BA was conducted at this point in the project cycle.


### B. Behavior(s) Chosen for Study

**Guidance:** List each behavior studied. For each, provide the full behavior statement (Who does What, How Much/Often, For Whom/Under What Conditions). Explain why each behavior was selected - for example, low coverage in baseline data, prior program efforts that did not produce change, or prioritization through a DBC Framework process.


--

### C. Reference to Other Studies on Determinants / Behaviors Studied

**Guidance:** Summarize what is already known from the literature about determinants of the behaviors studied. This may include previous BA or Doer/Non-doer studies, qualitative research, or published evidence from similar contexts. If prior BA results are available online, reference them here.


## II. STUDY DESIGN

### A. Details of Field Study

**Guidance:** Describe the overall study design: study sites (communities, districts); number of behaviors studied; dates of data collection; and the overall organization of the study (e.g., who led it, which partner organizations were involved, whether ethics approval or government notification was obtained).


### B. Development, Translation, and Testing of BA Questionnaire(s)

**Guidance:** Describe how each questionnaire was developed: whether you started from a standard BA questionnaire template or developed a new one; how you adapted it to the local behavior and context; how it was translated (noting languages used and back-translation process); how the pre-test was conducted; and what changes were made based on the pre-test.


--

### C. Sampling Methodology

**Guidance:** Explain how Doers and Non-doers were identified and selected. Describe the sampling approach, the communities sampled, and how enumerators ensured they were interviewing genuine Doers and Non-doers using the screening questions. If the target sample size (e.g. of 45 Doers and 45 Non-doers) was not met, explain why and note the implications for analysis.


### D. Training of BA Enumerators and Supervisors

**Guidance:** Describe the enumerator training: number of days; topics covered; practice interview sessions; materials used; number of enumerators and supervisors trained; Quality Improvement and Verification Checklist scores (if used) of trainees; and language(s) used in training. Include the training agenda as an annex.


## III. DATA COLLECTION AND TABULATION

### A. How Data Was Collected

**Guidance:** Specify the data collection modality (e.g., KoboToolbox on Android tablets, paper forms, phone interviews). Note any specific quality-assurance measures applied during collection, such as daily data upload and review, supervisor observation of interviews, or back-checks on a sample of questionnaires.


## B. Total Number of Doers / Non-doers for Each Behavior Studied

**Guidance:** Provide a summary table showing the number of completed Doer and Non-doe interviews for each behavior studied, along with any questionnaires that were excluded and the reason. Track the number of refusals and report out on those, as well.

Behavior	Doers Interviewed	Non-doers Interviewed	Refusals	Excluded	Notes
1. [Behavior name]					
2. [Behavior name]					
3. [Behavior name]					
4. [Behavior name]					

## C. Tabulation Process

**Guidance:** Describe how data were coded and tabulated. Explain whether you used the BA-BeSD Tabulation Spreadsheet or another tool. Note how open-ended responses were coded (who did it, whether a consensus process was used). Reference the complete tabulation tables in the Annexes.


# IV. FINDINGS

## A. Analysis of BA Data

**Guidance:** State the p-value threshold used to determine statistical significance (typically  $p < 0.05$ ). For each behavior, summarize which responses and determinants were significant.


## B. Results Statements on Each Significant Response / Determinant

**Guidance:** For each behavior, present the statistically significant findings using standardized results statements generated by the BA-BeSD Tabulation Spreadsheet (e.g., "Doers are 4.2 times more likely than Non-doers to report that their husband approves of this behavior"). Group statements by determinant, from strongest to weakest association. Present one sub-section per behavior.


# V. BRIDGES TO ACTIVITIES

## A. What Is a Bridge to Activity?

**Guidance:** Briefly explain the concept of a Bridge to Activity for readers unfamiliar with the DBC Framework. A Bridge to Activity is a statement that links a significant BA finding to a type of programmatic response. It answers the question: "Given this finding, we need an activity that will..." Bridges are the conceptual step between formative research findings and specific behavior change activities.


## B. Bridges to Activities for Each Behavior

**Guidance:** For each significant determinant of each behavior, write one or more Bridges to Activities. Present in a table format. Include the behavior, the significant determinant, the key finding, and the resulting Bridge statement.

Behavior	Determinant	Key Finding	Bridge to Activity
			We need an activity that will...
			We need an activity that will...
			We need an activity that will...

			We need an activity that will...
			We need an activity that will...
			We need an activity that will...

## VI. RECOMMENDED ACTIVITIES BASED ON THE BA

### A. Process to Create Activities

**Guidance:** Describe the process used to move from Bridges to Activities to specific recommended activities: e.g., a participatory stakeholder workshop, review of evidence-based activity options, matching activity types to the Bridges identified. Note who participated in this process.


### B. Description of Recommended Activities

**Guidance:** For each behavior and Bridge, describe the recommended activity in detail: what it involves, who the target audience is, who delivers it, how often, and in what setting. Activities should be directly linked to the Bridges and findings from Section V.


## VII. DESIGNING FOR BEHAVIOR CHANGE (DBC) FRAMEWORKS

**Guidance:** Complete one DBC Framework table for each behavior studied. The DBC Framework summarizes the behavior change strategy with: (1) Behavior; (2) Priority Group; (3) Significant

*Determinants; (4) Bridges to Activities; (5) Recommended Activities. This is the capstone output of the BA process and should be validated with the program team before finalizing.*

### **DBC Framework: Behavior 1 — [Behavior Name]**

<b>Behavior</b>	
<b>Priority Group (describe in 7 ways)</b>	
<b>Key Determinants (from BA findings)</b>	
<b>Bridges to Activities</b>	
<b>Recommended Activities</b>	

### **DBC Framework: Behavior 2 — [Behavior Name]**

<b>Behavior</b>	
<b>Priority Group (describe in 7 ways)</b>	
<b>Key Determinants (from BA findings)</b>	
<b>Bridges to Activities</b>	
<b>Recommended Activities</b>	

### **DBC Framework: Behavior 3 — [Behavior Name]**

<b>Behavior</b>	
<b>Priority Group (describe in 7 ways)</b>	
<b>Key Determinants (from BA findings)</b>	
<b>Bridges to Activities</b>	
<b>Recommended Activities</b>	

## **VIII. ANNEXES**

**Guidance:** *Include the following annexes as appropriate. Label each clearly and reference them in the body of the report. Adjust the annex list based on what is available for your study.*

**Annex A: BA Questionnaires**

*Include the final version of each BA questionnaire used, in the language of interview and a translation to the language used in your report. If questionnaires were used in multiple languages, include all versions.*

**Annex B: Enumerator Training Agenda**

*Include the day-by-day agenda for enumerator training, with session titles, durations, objectives, and facilitators.*

**Annex C: Field Work Schedule**

*Include the schedule showing which enumerator teams collected data in which communities on which dates, including the target number of Doer and Non-doer interviews per day.*

**Annex D: BA Tabulation Tables**

*Include the complete BA-BeSD Tabulation Spreadsheet output for all behaviors studied, showing all responses with their p-values, odds ratios, estimated relative risks, and results statements. Highlight statistically significant responses.*