



# Barrier analysis: Lessons from the field

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How many of you have *heard* of  
barrier analysis?



How many of you have *conducted a study* using barrier analysis?



# What is a Barrier Analysis study?



# Barrier Analysis Study

Barrier Analysis is a study that allows us to identify behavioral determinants associated with a particular behavior.

Determinants are identified in order to develop strategies for more effective behavior change.

To perform a Barrier Analysis, we develop a questionnaire and do interviews with people who do the behavior (Doers) and people who do not do the behavior (non-Doers).



# Lessons learned when conducting a Barrier Analysis (1)

- To do:
  - Translate the questionnaire into local languages (review the translation with investigators during the training)
  - Allow at least half a day to test the questionnaire and train interviewers
  - Prepare visual tools you might need to for participants to understand.



# Use of Visual Aids



Example of a visual tool used to assist in understanding a behavior

# Lessons learned when conducting a Barrier Analysis (2)

- To do:

- Implement recommendations (group) based on the discovered barriers.

- Go to “behavior bank” before planning barrier analysis and add the results after conducting it.

- ([www.fsnnetwork.org/behavior-bank](http://www.fsnnetwork.org/behavior-bank))

# Lessons learned when conducting a Barrier Analysis (3)

- Don't do:
  - Make the data collection period during a celebration or particular period (Christmas, Ramadan, food distribution, mass vaccination...)
  - Recruit investigators without experience
  - Recruit too few investigators
  - Do not provide an extra day for coding and tabulation of the data



# Challenges in conducting Barrier Analysis

- To know what behavior to prioritize (sometimes necessary to do a KAP or KPC before)
- Difficult for the teams to understand the sampling size
- The translation can change the meaning of certain questions if you don't pay attention
- Few people are trained in investigative techniques

# **Lessons Learned on Screening Questions**

**Make sure that the screening questions relate to the behavior of *the respondent*, not someone else**

**CORRECT**



**INCORRECT**

Have you planted orange-fleshed sweet potatoes in the last year?

Has your neighbor planted orange-fleshed sweet potatoes in the last year?

# Make sure that the screening questions are specific, not theoretical

**CORRECT**



**INCORRECT**

How many trees  
have you planted?

How many trees do  
you plan to plant?

# Screening questions are often time-limited.

**CORRECT**



**INCORRECT**

How many times have you washed your hands yesterday?

How often do you wash your hands?

# Don't influence the respondent to answer in a particular way.

**CORRECT**



**INCORRECT**

What kind of seed  
did you use?

Did you use  
improved seeds?

# **Lessons Learned on Research Questions**

# Be careful when wording the question about susceptibility/ perceived risk

## CORRECT

How much of your harvest are you likely to lose to rats?

## INCORRECT

How much of your harvest are you likely to lose to rats if you do not build an improved silo?

When the behavior can solve more than one problem, do not forget a question about each problem separately

**CORRECT**

1. What is the probability that you have night blindness this year?
2. What is the probability that you catch measles this year?

**INCORRECT**

What is the probability that you have night blindness or catch measles this year?

# **Lessons Learned from the Implementation of Barrier Analysis Survey**

What happens if you have several teams of investigators who interviewed at the same time in remote sites, and can not return to base for coding, tabulation and analysis of data?

In this case, a team will first code. When the encoding is complete, the team will communicate the codes they have created to other teams. The other teams will then try to adapt their responses to these codes and only create new codes for very different answers.

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