

PHASE 1 AUDIENCE ANALYSIS

Literature Review Scope of Work

Effort ●●●●●

Objective

To define the parameters for a scope of work you will use to deepen your understanding of the barriers and triggers your intended audience faces when performing a behavior of interest.



Time needed
4 hours



Participants
Core design team; research, monitoring, evaluation, and learning unit

How to use this tool

A literature review is a powerful tool for thoroughly examining existing literature and data. Determining the scale and scope of the literature review helps focus your efforts to ensure progress. The questions in this tool are designed to prompt the core design team to define the parameters of a literature review and thus serve as guidance for the review team to seek resources.

1. **Review your work plan deliverable.** Your social and behavior change (SBC) campaign is likely described in an approved work plan. The work plan should describe the campaign's intended audience and SBC objectives.
2. **Answer the questions on the next page.** You may find answers to some of these questions in the work plan, and others may need to be answered by the program or technical experts on the team.
3. **Decide whether to go wide or narrow.** If your health area is new or the body of research is limited, a wider search (e.g., regional versus country-level) may be needed to capture enough literature resources. However, if the body of literature on your topic is large, you might consider narrowing your focus.

PHASE 1: AUDIENCE ANALYSIS

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Area of Focus for the Literature Review

List the country or region where the campaign will be broadcast:

List specific behavior(s) the campaign will address:

Describe the intended audience:

List any recommended search terms:

Known Existing Literature

Has the organization conducted any formative or qualitative research on this behavior?

What, if any, similar work have other organizations in your country done related to this behavior or intended audience?

Has the project collected any documents or research reports?

What, if any, gray literature is available on the subject?

What, if any, demographic research has been used in your country to measure the behavior? How old is this research?

Scope of Work

Will the research be limited to a certain topic or other focus, such as a new health area? How much information is likely to be available?

What is the time frame of the review (e.g., the past 5 years, 10 years)?

How far outside your country (or region) should the review look? Specify the country, subregion, region, continent:

Will this document be published, a working tool, or both?

Is there a preferred style for references?

What is the preferred length of the document? Do you have any preference for presentation (e.g., line spacing, font, margins)?

Citations

Johns Hopkins Center for Communication Programs. (n.d.). *How to Conduct a Situation Analysis*. The Compass for SBC. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>