IndiKit

PREVALENCE OF BARRIERS TO CHANGE

Indicator Phrasing

English: % of target group members who [specify the barrier to adopting the given behaviour]

French: % des membres du groupe cible qui [spécifier l'obstacle à l'adoption du comportement donné]

Portuguese: % de membros do grupo-alvo que [especificam a barreira à adopção do comportamento em questão]

Czech: % členů cílové skupiny, kteří [určete co lidem brání v adopci dané praktiky]

What is its purpose?

This essential indicator measures the extent to which people experience an identified barrier to adopting a promoted behaviour. Comparing the proportion of people who experience different barriers can help you focus on the most prevalent barriers and in doing so achieve a greater impact.

How to Collect and Analyse the Required Data

Determine the indicator's value using the following methodology:

1) Use findings of [formative research](#) or any other evidence to **define a barrier** (to practicing a specific behaviour) **whose prevalence you want to measure**. Barriers can include:

  - lacking resources, such as money, water, seeds or time

  - disapproval of a family member

  - limited confidence in the behaviour's effectiveness

  - lacking knowledge / skills

  - perception that it is difficult to practice the behaviour

  - perception that practicing the behaviour has negative consequences

It is very important that the barrier is defined based on evidence, not assumptions.

2) **Prepare interview question(s)** assessing whether a respondent faces the given barrier. You might be able to take advantage of the guidance provided on the IndiKit website, especially when measuring [people's knowledge / skills](#), [supportive attitudes](#), [perceived approval](#), [perceived ease of practice](#), or the [behaviour's perceived effectiveness](#).

3) **Conduct individual interviews** with a [representative sample](#) of the target group members, using

the question(s) defined in point 2.

4) To **calculate the indicator's value**, divide the number of respondents who experience the given barrier by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

Disaggregate the data by gender, wealth category, age group and any other relevant criteria.

Important Comments

1) People often face multiple barriers to practicing a given behaviour. Therefore, the methodology described above makes the most sense when it is used to assess the prevalence of multiple barriers. This allows you to see which barriers are the most prevalent and therefore worth being addressed by your project. Focusing on barriers that are experienced by more people will enable the project to achieve higher impact.

2) For **information on identifying barriers to behaviour change**, please refer to GIZ's SBC Guide (see below) or People in Need's Behaviour Change Toolkit (see below). For guidance on methods that are frequently used to identify which barriers to change people experience (not their prevalence), visit this website.

Access Additional Guidance

- GIZ (2019) Social and Behaviour Change: Insights and Practice

- PIN (2017) Behaviour Change Toolkit