

# APPENDIX E

## SCORECARD OF BEHAVIOUR CHANGE EFFECTIVENESS

**Note:** The criteria were drawn from existing scorecards and frameworks.<sup>[18, 22, 23]</sup> Each case study will include a score based on eight (8) criteria with multiple questions. Each question is worth one (1) point for a maximum possible total of 22 points. The reviewer answered each of the questions for each of the 8 criteria with a simple yes or no response and provided notes. The subtotals were then tallied using those responses. For example, if one criterion has three related questions and an intervention scores two answers of 'yes' and one of 'no', the sub-total for that criterion would be 2/3. The total score from a possible maximum of 22 was then converted to a percentage.

Scorecard of Behaviour Change Effectiveness								
Criterion	Question 1	Y/N	Question 2	Y/N	Question 3	Y/N	Score	Notes
1. Behaviour focus	Does the intervention have specific behaviour change goals?		Does it use behaviour change theory and/or models?		Does it use behaviour change techniques?		/3	
2. Target population	Does it demonstrate a robust understanding of the target population?		Is it based on market, behavioural and consumer research, including segmentation?		Does it combine data from different sources?		/3	
3. Barriers and benefits	Does it incorporate an understanding of what the person has to give/do to get the benefits proposed?		Does it take account of, and resolve, problems that prevent people changing their behaviour?		Does it incorporate an understanding of what competes for the time and attention of the target population?		/3	
4. Methods	Does it use a mix of intervention types (e.g. increasing demand, expanding distribution)?		Does it use a mix of activities to deliver the BCT(s)?				/2	
5. Capacity Building	Does it build the skills, resources and capabilities of the target population?		Does it build the skills, resources and capabilities of local organisations, agencies and implementers?		Does it include development of tools and other resources?		/3	
6. Behaviour change results	Did the project measure % of behaviour change attributable to this intervention?		No change/negative: (0 points) <10% change (1/3 point) 10-20% change (2/3 point) >20% change (1 point)		Does it include a mix of methods to measure behaviour change?		/3	
7. Outcomes	Did the project measure % of change in outcomes attributable to this intervention?		No change/negative: (0 points) <10% change (1/3 point) 10-20% change (2/3 point) >20% change (1 point)		Does this intervention include standardised tests (e.g. HAP monitoring and/or temperature sensor monitoring)?		/3	
8. Impact	Did the intervention report on the impacts (e.g. health, economic, environmental)?		Were the impacts positive?				/2	
<b>Total score</b>							<b>/22</b> <b>%</b>	

A65