

# Research at Scale

(including monitoring, evaluation, and learning)

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# What we know

- Effectiveness of various combinations of SBCC approaches in specific circumstances and settings and for specific nutrition practices
- Using multiple SBCC approaches and channels to change behaviors is more effective than using one
- Targeting multiple contacts has a greater effect than targeting only one
- Conducting more visits or contacts results in greater change, but may be less sustainable or scalable



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# What we don't know

- Effectiveness of models of scaling up different interventions
- Approaches to and/or skills for achieving sustained social and behavior change
- Effectiveness and cost-effectiveness of various combinations of approaches implemented at scale
- Effect of HOW programs are implemented (e.g. intensity, timing, supervision, training design) on effectiveness
- Aspects of context that are essential for achieving scale



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# What we could do more / better

- Document which theories, frameworks, and tools are used to design SBCC interventions
- Link research findings with program design and implementation
- Consistently use standardized indicators to determine effectiveness, scalability, sustainability or cost-effectiveness of existing SBCC models
- Conduct on-going, iterative process analysis of the program impact pathway



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# What we could do more / better

- Develop, evaluate, refine, and document promising new approaches
- Evaluate impact at scale rather than in discrete intervention areas
- Compare impact and cost effectiveness of different strategies or study design components



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# Session Objectives

1. Provide an overview of each project, including planned and/or conducted research;
2. Explain how it addressed the research/evidence gaps identified; and
3. Describe the implications or learning for our future research agenda.



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