



RESOURCE

A Practical Guide to Conducting a Barrier Analysis

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Description / Abstract

A Practical Guide to Conducting a Barrier Analysis is a training curriculum that builds skills to plan and carry out a Barrier Analysis survey. The very practical, hands-on learning exercises help learners to answer the most common and frequently perplexing questions that arise during implementation. The use of the survey as a behavior change tool is made clear by first introducing the Designing for Behavior Change framework and the determinants of behavior change. The manual uses a step-by-step approach starting with the definition of the behavior to be studied and development of the Barrier Analysis questionnaire. As part of the training course, a Barrier Analysis survey is conducted. The guide covers topics including sampling, interviewing techniques, coding, tabulation and data use. After completing the course using The Practical Guide to Conducting a Barrier Analysis, trainees will be able to effectively plan and implement a Barrier Analysis survey and use the results to inform their behavior change strategy.

Publication year

2013

Publisher

Helen Keller International

Keywords

Guidelines, Manuals and Handbooks Barrier Analysis

Thematic Tagging

Gender Youth

Language English

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**Source
URL:**

<https://beta.toolbox.venthic.com/resource/practical-guide-conducting-barrier-analysis>