

# COMBI

Communication for Behavioural Impact

# TOOLKIT

Field workbook  
for COMBI  
planning steps in  
outbreak response



World Health  
Organization



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# Overview of COMBI Planning Steps

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The COMBI planning cycle for outbreak response consists of seven steps. This workbook contains tools, templates and checklists which can be used during the seven-step COMBI planning cycle.

Each step has accompanying tools which are not in any particular order. Before using the tools, it is important to understand their purpose and choose those that are most relevant to the requirement and context. In an event, you will have to set priorities and decide which combination of tools are applicable to achieve the desired results.

This document supports the implementation of the COMBI planning steps and tools contained in the main toolkit. This is your field workbook, a handheld guide for “doing” COMBI in the field. Refer to section 3 of the main COMBI document for detailed explanation and guidance on how to use the tools.

The tools outlined on the next page (See Table 1, page 4). will help you gather data relevant to outbreaks rapidly.

- Tools 1–7 will help you assess what already exists
- Tools 8–10 will help you collect information during a rapid situational market analysis
- Tools 11–17 will help you to organize, analyse and use the collected information.

Step	Tool	Outcome
Programme, management and administrative response structure	Tool 1: Reflective questions for assessing the organizational context of outbreak management and response	
	Tool 2: Identifying stakeholders	
	Tool 3: Mapping existing expertise and capacity	
	Tool 4: Frequently asked questions about monitoring and evaluation	
COMBI planning step		
Step 1. Identify the preliminary behavioural objectives	Tool 5: Preliminary behavioural objectives	Preliminary behavioural objectives
	Tool 6: Risk factors in the sociocultural context	
	Tool 7: Environmental scanning	
Step 2. Conduct a rapid situational market analysis	Tool 8: Tips for interviewing	Barriers and facilitating factors for adopting prevention and control measures; what communication can and cannot do
	Tool 9: Checklist for conducting a situational market analysis	
	Tool 10: Semi-structured interviews	
Step 3. Refine the behavioural objectives, state your communication objectives	Tool 11: HIC-DARM Tool 12: Template for channels and settings Tool 13: Communication and non-communication issues	Behavioural and communication objectives
Step 4. Design an overall strategy	Tool 14a: Restated behavioural objectives Tool 14b: Restated communication objectives	A strategy
Step 5. Prepare implementation plans and budgets	Tool 15: Detailed implementation plan Tool 16: Monitoring table Tool 17: Monitoring implementation plan	Detailed implementation plans for the strategy and for monitoring and evaluation
Step 6. Implement and monitor the strategy, identify trends and adapt if necessary	Apply tools 15 - 17	Feedback and adjustments to the strategy
Step 7. Evaluate once the outbreak is over	Tool 4: Frequently asked questions about monitoring and evaluation Tool 10: Semi-structured interviews Tool 16: Monitoring table Tool 17: Monitoring implementation plan	Impact, lessons learnt and good practice

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