



USAID
FROM THE AMERICAN PEOPLE



THINK | BIG

Behavior Integration Guidance

How to Think | BIG: Using Accelerator Behavior Profiles as a Tool

Christina Wakefield, The Manoff Group
Neha Shah, The Manoff Group
Kama Garrison, USAID



Agenda

- Think I **BIG**
- Accelerator Behaviors
- Behavioral Profiles Group Work
- Discussion
- Implications for the Field

ACCELERATE: Think | BIG



THINK | **BIG** (Behavioral Integration Guidance) provides a framework and tools to help USAID Missions maximize investments and achieve results in maternal and child survival.

FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**

MANAGE

activities and the portfolio using this **behavioral focus**



MEASURE

progress to make data-driven decisions on **behavioral outcomes** using your **Country Data Dashboard**

THINK | BIG

FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**

MANAGE

activities and the portfolio using this behavioral focus



MEASURE

progress to make data-driven decisions on **behavioral outcomes** using your **Country Data Dashboard**

THINK | BIG

FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**



1. **Prioritize** behaviors that contribute to health goals



2. **Analyze** logical pathways to change with a **Behavioral Profile**



3. **Summarize** decisions made

THINK | BIG

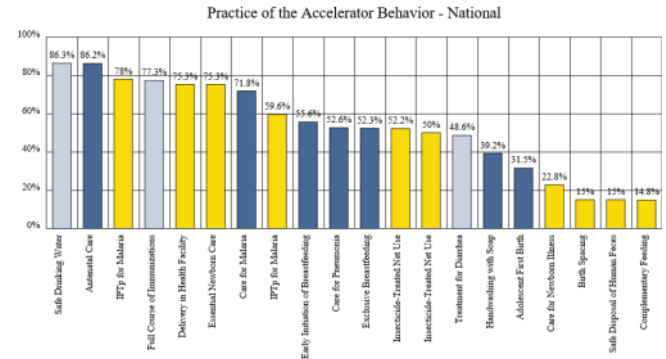
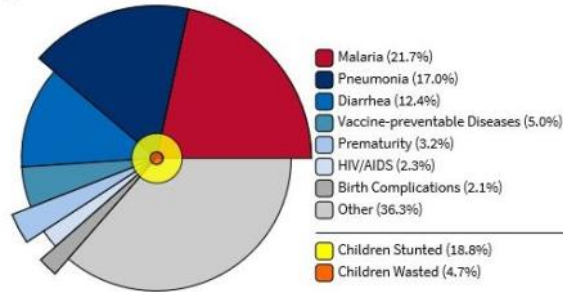


FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**

I. **Prioritize** behaviors that contribute to health goals

Age 1 month to 5 years



THINK | BIG



2. **Analyze** logical pathways to change with a **Behavioral Profile**

PRIMARY ACTOR AND PRIORITY BEHAVIOR



STEPS

FACTORS

SUPPORTING
ACTORS AND
ACTIONS

POSSIBLE PROGRAM
STRATEGIES

What steps are needed to practice the behavior?

What factors may prevent or support practice of the behavior?

Who must support the practice of this behavior?

How might we focus our efforts based on this analysis?

FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**

THINK | BIG



3. **Summarize** decisions made

FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**

Factors:

- Structural
- Social
- Internal

Supporting Actors and Actions:

- Institutional
- Community
- Household

Possible Strategies:

- Enabling Environment
- Systems, Products and Services
- Demand and Use

Bundle 1

Factor

Actor/Action

Strategy

Bundle 2

Factor

Actor/Action

Strategy

Bundle 3

Factor

Actor/Action

Strategy

THINK | BIG

MANAGE

activities and the portfolio using this
behavioral focus



FOCUS

on **key behaviors** that
impact your health goal by
developing your
Behavioral Summary

MEASURE

progress to make data-driven
decisions on **behavioral**
outcomes using your
Country Data Dashboard

THINK | BIG



1. **Design**
behaviorally-focused
strategies, projects and
activities



2. **Implement**
activities maintaining the
behavioral perspective



3. **Coordinate**
implementing partners
and activities to achieve
behavioral outcomes

MANAGE

activities and the portfolio using this
behavioral focus



THINK | BIG

MANAGE

activities and the portfolio using this behavioral focus



FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**

MEASURE

progress to make data-driven decisions on **behavioral outcomes** using your **Country Data Dashboard**

THINK | BIG



1. **Assess** where you are now and where you want to go



2. **Track** progress over time



3. **Adapt** project and activities based on progress

MEASURE

progress to make data-driven decisions on **behavioral outcomes** using your **Country Data Dashboard**

ACCELERATOR BEHAVIORS



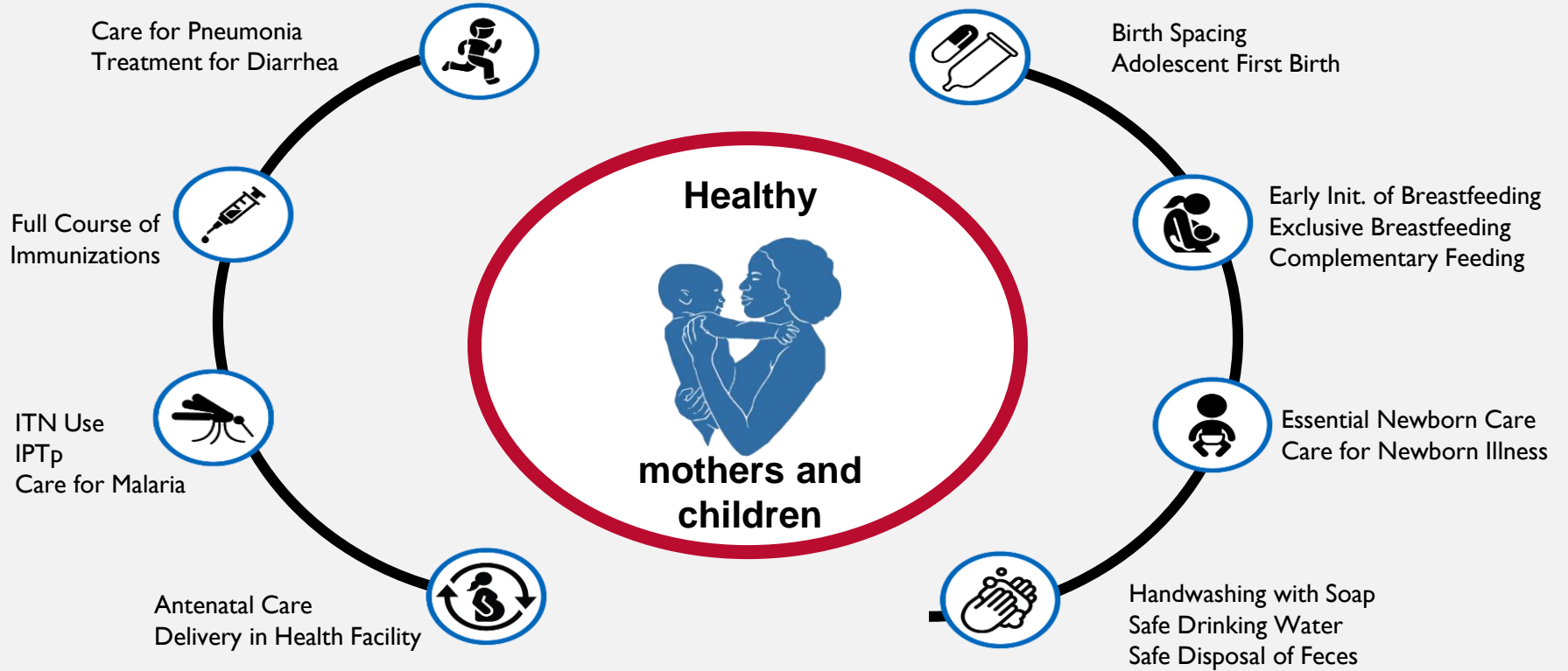


Photo Credit: USAID

Accelerator Behaviors

- High potential to reduce the risk of maternal and child death due to a preventable cause;
- Low uptake in a particular context;
- Presented from the perspective of the person who must carry out the behavior.

Accelerator Behaviors



BEHAVIORAL PROFILES

FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**



1. **Prioritize** behaviors that contribute to health goals



2. **Analyze** logical pathways to change on a **Behavioral Profile**



3. **Summarize** decisions made

Focus: Analyze

- The Behavioral Profile is an interactive, online tool to translate evidence into action
 - Structures analysis of critical factors and selection of supporting actors
 - Identifies the logical pathways for change for each priority behavior

CREATE COUNTRY-SPECIFIC BEHAVIOR PROFILES			
HEALTH GOAL	Improve maternal and child survival		
ACCELERATOR BEHAVIOR	Family members wash hands with soap at 4 critical times [after defecation, after changing diapers, before food preparation and before eating] ⚠️ Among households where place for handwashing was observed, percentage of households with soap and water. Soap includes soap or detergent in bar, liquid, powder or paste form.		
BEHAVIOR ANALYSIS		STRATEGY	
STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
What steps are needed to practice this behavior? 1. Construct or purchase handwashing station 2. Maintain handwashing station with soap and water at all times 3. Wash hands under clean, running water and air dry ⓘ Click on any box to see the pathways of the behavior.	What factors may prevent or support practice of this behavior? These should be analyzed for each country context. STRUCTURAL Accessibility: Often, families lack readily available water and secured soap for handwashing SOCIAL Family and Community Support: Extended family members do not reinforce handwashing, especially among younger children Norms: Handwashing at all critical times is not regularly practiced or reinforced by community members INTERNAL Attitudes and Beliefs : Many family members believe that it is disgusting not to wash hands after defecation or before handling food Attitudes and Beliefs : Family members often view handwashing as a form of nurturing for children Knowledge: Many are unaware of the diseases transmitted by hands Knowledge: Family members forget to wash hands at the critical moments	Who must support the practice of this behavior? COMMUNITY Community Leaders: Promote hand washing at community events and public locations like schools, maintain a handwashing station in own household, and find ways to create reminders for handwashing at home or in the community HOUSEHOLD Family Members: Encourage and assist children to wash their hands as a way of avoiding ingestion of feces	How might we focus our efforts based on this analysis? ENABLING ENVIRONMENT Policies and Governance: Integrate handwashing skills building and promotion into curricula for school children SYSTEMS, PRODUCTS AND SERVICES Products and Technology: Develop locally appropriate handwashing stations and train families how to construct stations themselves Products and Technology: Integrate soap storage into handwashing station designs that reduce the risk of spoilage or theft of the soap Quality Improvement: Train providers to promote handwashing with caregivers DEMAND AND USE Advocacy : Support community leaders with tools to make handwashing behavior public, including installation of HWT stations in public locations and publicly tracking the behavior Communication and Mobilization: Use media channels to highlight the risks of not washing hands with soap and promote the benefits of handwashing with soap behaviors (not washing hands after defecation and before eating means eating feces) Communication and Mobilization: Create context disruptions and visual cues in the community and household to provide reminders for handwashing

acceleratorbehaviors.usaid.gov



[HOME](#) [THE GUIDANCE](#) [TOOLS](#) [COUNTRY DATA](#) [ACCELERATOR BEHAVIORS](#) [LOG IN](#)

THINK | BIG

Behavioral Integration Guidance

Align your USAID health programming using behavioral outcomes to maximize investments and accelerate impact on maternal and child survival

[▼ LEARN MORE](#)

[LOG IN](#)



Create an Online Behavioral Profile

training.acceleratorbehaviors.org

Small Group Work

- Work in small groups with a laptop or on paper
- See the card on your table for login/password and country
- Select a behavior. Try to complete at least 2 factor pathways



DISCUSSION



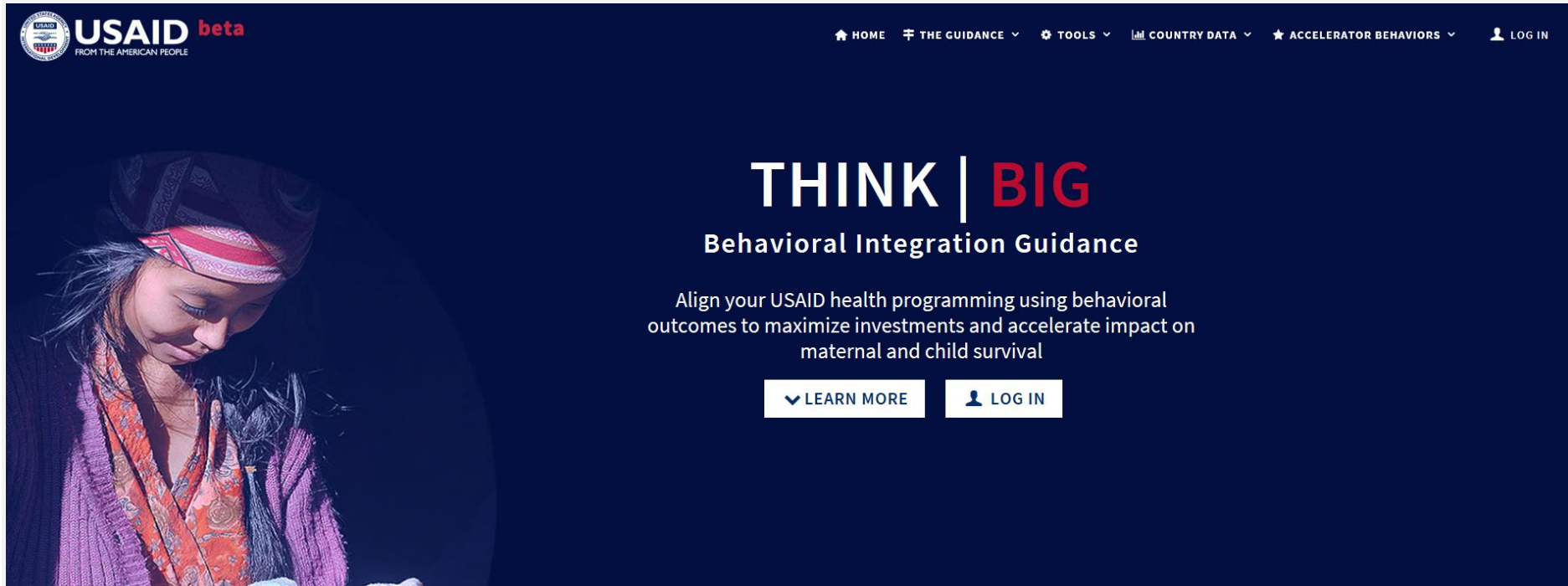
Photo Credit: USAID


Discussion

- What strategy(ies) did you propose to create a logical program pathway to change your chosen factors?
- Any new insights about the role of SBCC in addressing the factors?

acceleratorbehaviors.usaid.gov

- View Behavior Profile samples and key data for Accelerator Behaviors:



 **USAID** beta
FROM THE AMERICAN PEOPLE

HOME THE GUIDANCE TOOLS COUNTRY DATA ACCELERATOR BEHAVIORS LOG IN

THINK | BIG

Behavioral Integration Guidance

Align your USAID health programming using behavioral outcomes to maximize investments and accelerate impact on maternal and child survival

LEARN MORE LOG IN

Implications

- **Logical Pathways:** Pathways are critical for effective strategy design and implementation: a strategy that makes a difference to behavioral outcomes.
- **SBCC:** The pathways show whether and how SBCC fits into the strategy, so that activities are mutually reinforcing.

Please visit the TMG **Booth 23** to discuss more!



Visit acceleratorbehaviors.usaid.gov for more information.

Photo Credit: USAID



USAID
FROM THE AMERICAN PEOPLE