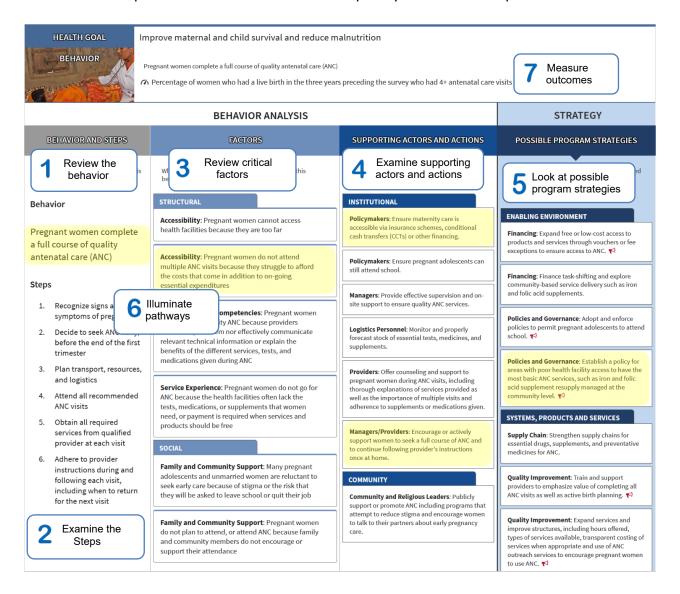




How to Read a Behavior Profile

A Behavior Profile is one of the tools Think | BIG offers to support evidence-based decision making. Each priority behavior is analyzed to identify pathways to change by linking factors to actions. A Behavior Profile puts all essential information about a priority behavior in a simple-to-read table.



Use the image above and numbers below to below to learn how to read a Behavior Profile:

- 1. First, review the behavior. The behavior should be written from the perspective of the primary actor, i.e. the individual who should carry out the behavior. This behavior sets the framework for the entire Behavior Profile.
- 2. Second, examine the steps that are needed for the primary actor to practice the behavior to be sure that you are enabling him or her to do so.

- 3. Next, review the critical factors structural, social, and internal to understand what is inhibiting the primary actor from practicing the behavior or motivating the primary actor to practice the behavior.
- 4. Then, examine what other actors must support the primary actor to practice the behavior and what actions those supporting actors must take.
- 5. Finally, look at the possible program strategies that can be implemented with the primary actor and/or the supporting actors to overcome or leverage the factors and achieve the desired change in behavior. Note: These possible program strategies are considered "illustrative" interventions when included in a procurement document.
- 6. Illuminated pathways link factors to supporting actors and their actions and to possible program strategies, creating a logical pathway to change.
- 7. Measuring outcomes and outputs along the pathway allows you to collaborate on, learn from, and adapt programs working with implementing partners.