

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.

HEALTH GOAL		BEHAVIOR		7 Measure outcomes	
Improve maternal and child survival and reduce malnutrition		Pregnant women complete a full course of quality antenatal care (ANC)		Percentage of women who had a live birth in the three years preceding the survey who had 4+ antenatal care visits	
BEHAVIOR ANALYSIS					
BEHAVIOR AND STEPS		FACTORS		SUPPORTING ACTORS AND ACTIONS	
1 Review the behavior		3 Review critical factors		4 Examine supporting actors and actions	
Behavior		STRUCTURAL		INSTITUTIONAL	
Pregnant women complete a full course of quality antenatal care (ANC)		Accessibility: Pregnant women cannot access health facilities because they are too far		Policymakers: Ensure maternity care is accessible via insurance schemes, conditional cash transfers (CCTs) or other financing.	
Steps		Accessibility: Pregnant women do not attend multiple ANC visits because they struggle to afford the costs that come in addition to on-going essential expenditures		Policymakers: Ensure pregnant adolescents can still attend school.	
1. Recognize signs and symptoms of pregnancy		Competencies: Pregnant women seek ANC because providers do not effectively communicate relevant technical information or explain the benefits of the different services, tests, and medications given during ANC		Managers: Provide effective supervision and on-site support to ensure quality ANC services.	
2. Decide to seek ANC before the end of the first trimester		Service Experience: Pregnant women do not go for ANC because the health facilities often lack the tests, medications, or supplements that women need, or payment is required when services and products should be free		Logistics Personnel: Monitor and properly forecast stock of essential tests, medicines, and supplements.	
3. Plan transport, resources, and logistics		SOCIAL		Providers: Offer counseling and support to pregnant women during ANC visits, including thorough explanations of services provided as well as the importance of multiple visits and adherence to supplements or medications given.	
4. Attend all recommended ANC visits		Family and Community Support: Many pregnant adolescents and unmarried women are reluctant to seek early care because of stigma or the risk that they will be asked to leave school or quit their job		Managers/Providers: Encourage or actively support women to seek a full course of ANC and to continue following provider's instructions once at home.	
5. Obtain all required services from qualified provider at each visit		Family and Community Support: Pregnant women do not plan to attend, or attend ANC because family and community members do not encourage or support their attendance		COMMUNITY	
6. Adhere to provider instructions during and following each visit, including when to return for the next visit				Community and Religious Leaders: Publicly support or promote ANC including programs that attempt to reduce stigma and encourage women to talk to their partners about early pregnancy care.	
STRATEGY					
POSSIBLE PROGRAM STRATEGIES					
5 Look at possible program strategies					
ENABLING ENVIRONMENT					
Financing: Expand free or low-cost access to products and services through vouchers or fee exceptions to ensure access to ANC.					
Financing: Finance task-shifting and explore community-based service delivery such as iron and folic acid supplements.					
Policies and Governance: Adopt and enforce policies to permit pregnant adolescents to attend school.					
Policies and Governance: Establish a policy for areas with poor health facility access to have the most basic ANC services, such as iron and folic acid supplement resupply managed at the community level.					
SYSTEMS, PRODUCTS AND SERVICES					
Supply Chain: Strengthen supply chains for essential drugs, supplements, and preventative medicines for ANC.					
Quality Improvement: Train and support providers to emphasize value of completing all ANC visits as well as active birth planning.					
Quality Improvement: Expand services and improve structures, including hours offered, types of services available, transparent costing of services when appropriate and use of ANC outreach services to encourage pregnant women to use ANC.					

Use the image above and numbers 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.