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FROM THE AMERICAN PEOPLE

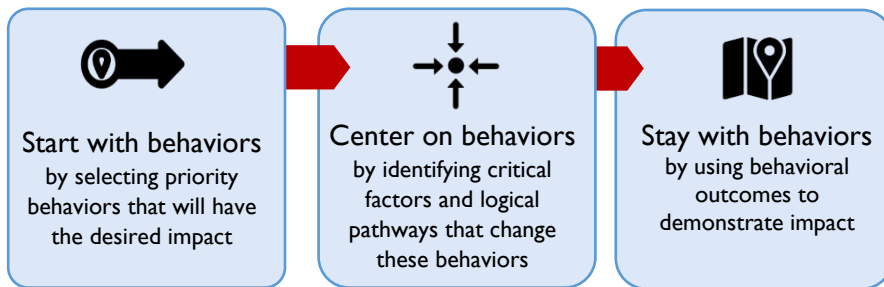


**USAID ACCELERATE** provides **USAID's partners** guidance to help maximize health and development investments and achieve results by focusing on behaviors.

### What is Behavior Integration?

Behavior Integration is a way to design and implement programs that defines outcomes as specific behaviors required to achieve the development goal.

Behavior Integration means that program design is behavior-led, not intervention-driven.



### Why is Behavior Integration important?

Integrating behaviors helps programs achieve more **rapid results** and make better use of resources, because behaviors are the element closest to the outcomes we seek that we are able to impact.

Because integrating behaviors requires clarifying drivers of outcomes, facilitating design, and establishing meaningful markers of progress and impact, Behavior Integration helps programs improve **effectiveness**.

Integrating behaviors also improves **efficiency** by prioritizing investments, creating a unifying program framework, identifying redundancies, and facilitating activity coordination.

ACCELERATE encourages **Priority Behaviors** whose increased practice, in contexts where there is currently low uptake, has been shown to reduce the risk of maternal and child mortality:

- Care for pneumonia
- Treatment for diarrhea
- Full course of immunization
- Using insecticide treated bed nets
- Intermittent preventive treatment of malaria in pregnancy
- Care for malaria
- Antenatal care
- Delivery in health facility
- Birth spacing
- Adolescent first birth
- Early initiation of breastfeeding
- Exclusive breastfeeding
- Complementary feeding
- Essential newborn care
- Care for newborn health
- Handwashing with soap
- Safe drinking water
- Safe disposal of feces
- Condom Use
- Male condom use during paid sex
- HIV testing

### Think | **BIG** (Behavior Integration Guidance)



Think | **BIG** has also been applied to non-health sectors and to cross-sector strategy design.

## How can ACCELERATE help health and development organizations?

ACCELERATE can help you wherever you are in your program cycle, by working with you to integrate behaviors into the design, management, measurement, and adaptation of your projects, programs, and strategies.

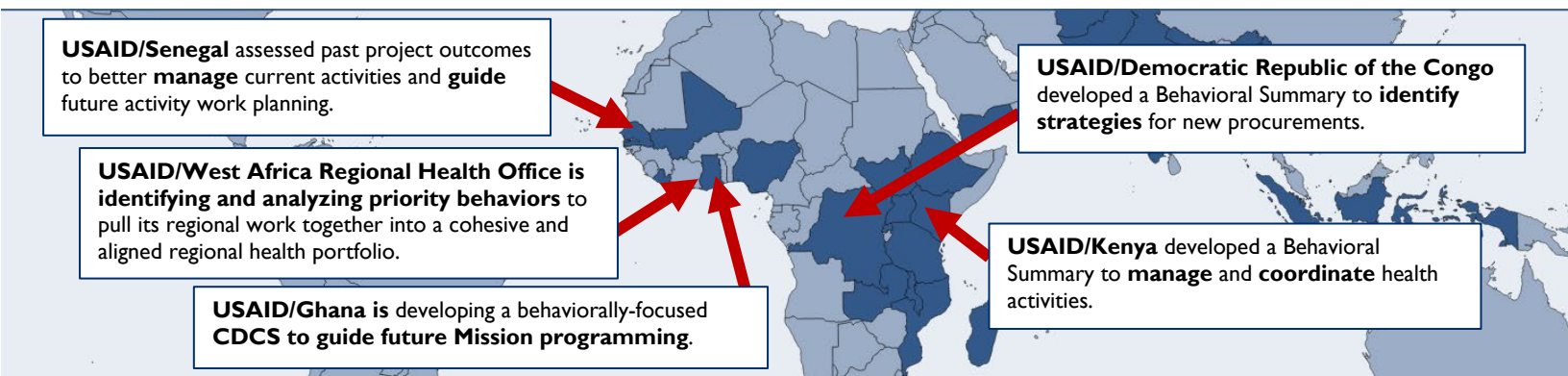
### ACCELERATE offers:

- Behaviorally-focused team of behavior change specialists, public health experts, social scientists, and organizational development and human-centered design professionals
- Tailored approach to meet the needs of each partner
- Confidentiality
- Co-creation onsite and at a distance
- Virtual guidance through an interactive website

### ACCELERATE provides robust resources:

- Ideas Library
- Interactive tools
- Checklists and guides
- Detailed country data for decision-making
- Indicators and PIRS
- Behaviorally-focused document examples
- Sample Behavior Profiles

## Where is Think | BIG being applied?



## Want to Think | BIG?

ACCELERATE can work with you to identify and target the behaviors most likely to impact health and development outcomes, design a behaviorally-focused strategy, review and revise monitoring and evaluation plans to ensure they're capturing the right data, or assist you at any point in your activity cycle.

Buy-in to the ACCELERATE Project would be done in partnership with the USAID Mission in your country.

Contact us at [behaviorintegration@manoffgroup.com](mailto:behaviorintegration@manoffgroup.com) to find out how we can help your programs achieve more, faster.

## FOR MORE INFORMATION

Visit the ACCELERATE partner website at [demo.thinkbigonline.org](http://demo.thinkbigonline.org)

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