

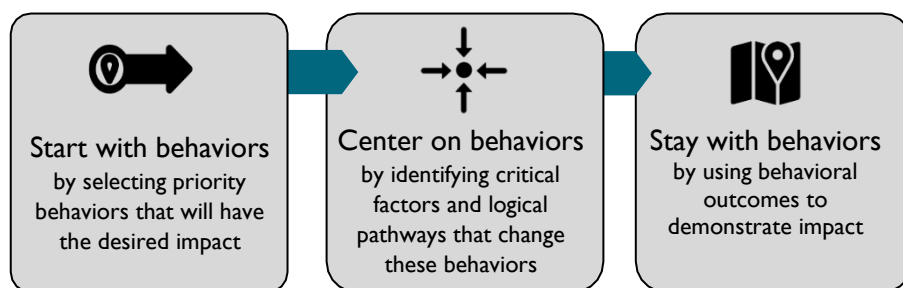


Think | BIG provides guidance to help Missions maximize health and development investments and achieve results by focusing on behaviors.

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.

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

Think | BIG (Behavior Integration Guidance)



How can Think | BIG help Mission?

Think | BIG 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.

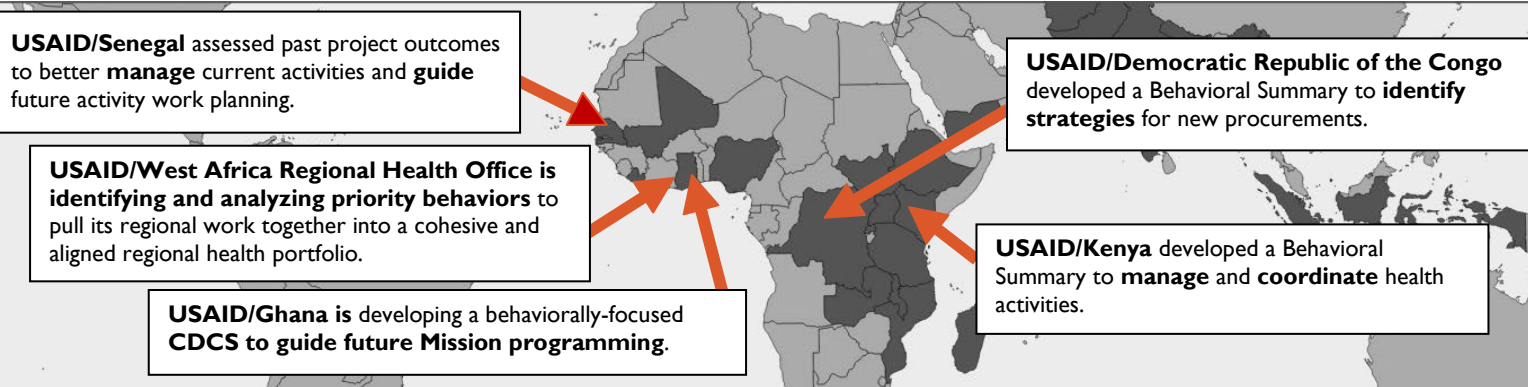
Think | BIG offers:

- 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 Mission
- Confidentiality
- Co-creation onsite and at a distance
- Virtual guidance through an interactive website

Think | BIG 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?



USAID/Senegal assessed past project outcomes to better **manage** current activities and **guide** future activity work planning.

USAID/West Africa Regional Health Office is **identifying and analyzing priority behaviors** to pull its regional work together into a cohesive and aligned regional health portfolio.

USAID/Ghana is developing a behaviorally-focused **CDCS** to **guide future Mission programming**.

USAID/Democratic Republic of the Congo developed a Behavioral Summary to **identify strategies** for new procurements.

USAID/Kenya developed a Behavioral Summary to **manage** and **coordinate** health activities.

Want to Think | BIG?

Think | BIG can work with your Mission to identify and target the behaviors most likely to impact health and development outcomes, design a behaviorally-focused strategy, review and revise AMELPs to ensure they're capturing the right data, or assist you at any point in your program cycle.

Contact us at manoffgroup@manoffgroup.com to find out how we can help your programs achieve more, faster.

FOR MORE INFORMATION

Visit the Think | BIG website at thinkbigonline.org
or contact The Manoff Group at manoffgroup@manoffgroup.com