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Think | BIG

Behavior Integration Guidance

How to Create a Behavior Profile

<http://www.acceleratorbehaviors.org>

ACCELERATE is made possible by the generous support of the American people through the United States Agency for International Development (USAID) and is implemented under Task Order No. AID-OAA-TO-15-00052 by The Manoff Group, Inc. in association with Howard Delafield International, OneWorld UK, Social Impact, Inc., and Sonjara, Inc. ACCELERATE is issued through the Transform IDIQ (Contract No. AID-OAA-I-14-00002). Document Updated: January 2020.

Welcome! Let's learn how to create a Behavior Profile

In the prioritization step, you identified eight to twelve priority behaviors that will have the greatest impact on your development goal. If you skipped this step, please go back and complete it before starting on your Behavior Profiles. You will not be able to create a Behavior Profile without the behavior first showing on a Priority List.

Now's let's learn now to create a Behavior Profile for each of your priority behaviors.



Before You Begin

We recommend completing the following before starting a Behavior Profile:



Gather research on the critical factors preventing or supporting the practice of your priority behaviors

 [Research Templates](#)



View data related to your priority behaviors

 [Country Data](#)



Check out the behavior profile samples and Ideas Library

 [Ideas and Samples](#)

 Each Behavior Profile should take about 2 hours to complete, not including desktop research.



Use the [Behavior Profile Research Template \(Word Document\)](#) to guide your research.

Critical Factors	Supporting Actors/Influencing Parties
Public Perception	
Trust	
Capacity and Community Resilience	
Gender	
Religion	
Education and Health	
Self-Efficacy	

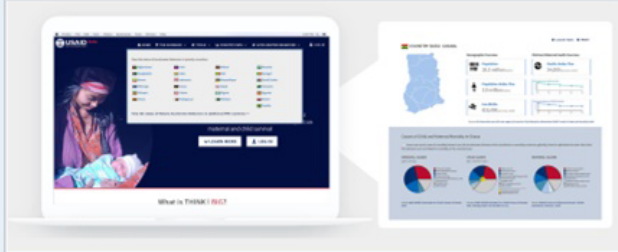
View completed [Behavior Profile Research Table \(PDF\)](#) to serve as an example.

Critical Factors	Supporting Actors/Influencing Parties
Public Perception	
Trust	
Capacity and Community Resilience	
Gender	
Religion	
Education and Health	
Self-Efficacy	

Gather research on the critical factors and supporting actors related to the behavior in your context. A template and completed sample are provided to help guide and organize your findings.



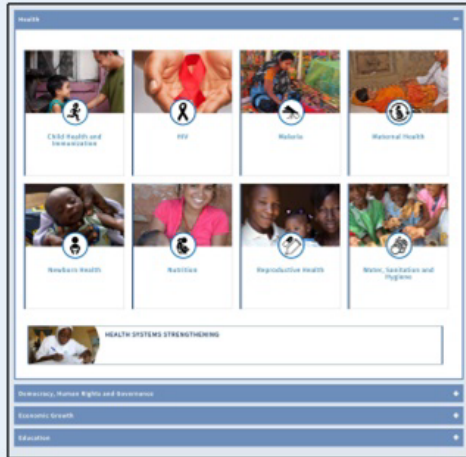
Review your country's [national and subnational data](#)



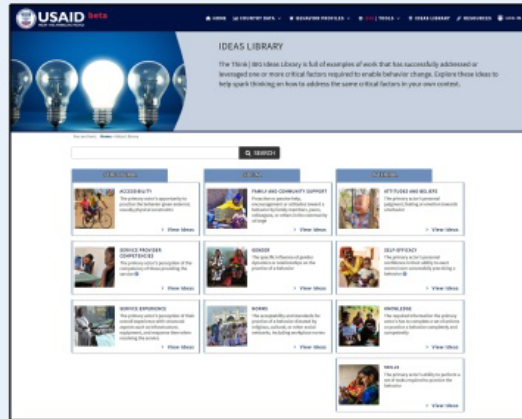
Review the [suggested list of indicators](#) with PIRS

Understanding the data for your country will help you focus on why this priority behavior is important. You can review your country's national and sub-national data for select health and HIV behaviors, along with a suggested list of indicators and Performance Indicator Reference Sheets (PIRS) on this website.

View [Behavior Profile Samples](#)



View the [Ideas Library](#)



To get an idea of how your finished Behavior Profile will look, visit the Sample Behavior Profiles. Sample Profiles have been created for over 30 behaviors.

You can also visit the Ideas Library, which includes examples of work that has successfully changed one or more factors leading to behavior change. The Ideas Library can also be helpful when you start to detail possible strategies in Part 4.

Now that you are ready, let's start to analyze.

Bangladesh
Re-select from list
USAID Bangladesh's Work

FOCUS AND ANALYZE

- My Priority Behaviors
- My Behavior Profiles
- My Behavior Summaries

DESIGN AND MANAGE

TRACK AND ADAPT

PUBLISHED WORK

ARCHIVED WORK

MISSION MANAGER

ANALYZE: Create or Revise Behavior Profiles

For each selected Priority Behavior, create a profile that follows logical pathways from the behavior to program strategies.

Before you begin to use the Behavior Profile Tool, gather research about the factors preventing or supporting your priority behavior (document) to guide your research. You can also view a document with Examples (PDF) (en français) to help you write

Click on **My Behavior Profiles** to get started.

Select the Priority List you are working on. This will allow you to access the behaviors you prioritized earlier.

Behavior Profile Tool

Profile Name

Antenatal Care	IN PROGRESS	Designer Account	Nov 6, 2019 by Designer Account	SHARE
Care for Malaria	IN PROGRESS	Designer Account	Nov 6, 2019 by Designer Account	SHARE
IPTp	IN PROGRESS	Designer Account	Nov 6, 2019 by Designer Account	SHARE
ITN Use Population sleeps under an insecticide-treated net (ITN) correctly and consistently	IN PROGRESS	Lynne Cogswell	Nov 5, 2019 by Designer Account	SHARE

Show profiles created by other users. (Uncheck to show only the profiles you have created.)

[CREATE A NEW BEHAVIOR PROFILE](#) [IMPORT A BEHAVIOR PROFILE](#)

Welcome! Let's learn how to create a Behavior Profile

In the prioritization step, you identified the five to eight priority behaviors that will have the greatest impact on your mission. To understand and address each of them, follow the steps shown on this page and complete the following steps:

Now, let's learn how to create a Behavior Profile for each of your priority behaviors.

[View Tutorial](#)

The screenshot shows the USAID beta interface for creating behavior profiles. The main heading is "ANALYZE: Create or Revise Behavior Profiles". Below this, there is a "Select Priority List" dropdown menu currently set to "Behavior Profile Tool". A table lists several profiles, including "Care for Malaria", "IPTp", and "ITN Use". A checkbox labeled "Show profiles created by other users" is checked. At the bottom, there are two buttons: "CREATE A NEW BEHAVIOR PROFILE" and "IMPORT A BEHAVIOR PROFILE".

Click on the Profile name to edit or continuing working on a Profile.

If you are returning to work on a Behavior Profile created by another team member, click on the check box next to **Show Profiles created by other users.**

Click to **Create a New Behavior Profile.**

USAID beta BEHAVIOR PROFILE EDITOR

Behavior Profile: ITN [Return to Behavior Profile List](#) [SHARE](#)

PUBLISHED Last Updated May 9, 2019 by Designer Account

1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Supporting Actors and Strategies 5. Check Pathways 6. Select Indicators 7. Finalize

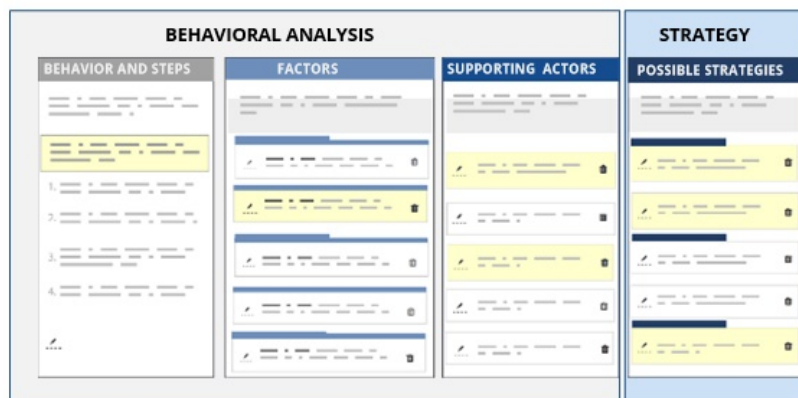
BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE STRATEGIES
<p>What steps are needed to practice this behavior?</p> <p>Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)</p> <ol style="list-style-type: none"> 1. Acquire sufficient ITNs to cover every sleeping space 2. Hang ITNs appropriately 3. Sleep under ITN all night, every night <p>SAVE AND CONTINUE</p>	<p>What factors may prevent or support practice of this behavior?</p>	<p>Who must support the practice of this behavior, and what actions must they take?</p>	<p>What strategies work based on this analysis?</p>

This is the Behavior Profile Tool.

As you complete each of the seven parts, your information is populated on the screen.

What is a Behavior Profile?

A Behavior Profile is an analysis of a specific behavior. It identifies the steps needed to practice the behavior, factors preventing or supporting the behavior, potential supporting actors and their actions to enable the behavior, and possible strategies to use. A Behavior Profile allows you to clearly see the logical pathways from the behavior to program strategies.



Create a New Behavior Profile ✕

*** indicates required field**

Country Global Malaria

Priority List Global Malaria Priorities - Caregivers

Priority Behavior Insecticide-Treated Net Use

Profile Name* ITN Use

Description

Pregnant women and children under five sleep under an Insecticide Treated Net (ITN) every night

Allow other users to edit this behavior profile

CREATE BEHAVIOR PROFILE
CANCEL

Select the Priority Behavior you want to work on.

Name your profile. The name should be fairly short and simple as it will serve as a reminder of the behavior, e.g., ITN Use. Feel free to use the Priority Behavior names used above if you wish.

Provide the full behavior wording in the description, e.g., Pregnant women and children under five sleep under an Insecticide Treated Net (ITN) every night.

Use the slider if you want others to edit your profile.

The screenshot shows the USAID Behavior Profile Editor interface. At the top, the USAID logo and 'beta' tag are visible. The page title is 'Behavior Profile: ITN' with a 'Return to Behavior Profile List' link. A 'PUBLISHED' status is shown with the date 'Last Updated May 9, 2019 by Designer Account' and a 'SHARE' button. A progress bar at the top contains seven tabs: '1. Review Steps', '2. Analyze Factors', '3. Select Factors', '4. Identify Supporting Actors and Strategies', '5. Check Pathways', '6. Select Indicators', and '7. Finalize'. The '1. Review Steps' tab is selected and highlighted in yellow. Below the tabs, the main content area is divided into sections: 'BEHAVIOR AND STEPS', 'FACTORS AND ACTIONS', and 'POSSIBLE PROGRAM STRATEGIES'. The 'BEHAVIOR AND STEPS' section contains the text: 'Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)', followed by a numbered list: '1. Acquire sufficient ITNs to cover every sleeping space', '2. Hang ITNs appropriately', and '3. Sleep under ITN all night, every night'. A 'SAVE AND CONTINUE' button is located at the bottom of this section. A woman in a black top and striped pants stands on the right side of the interface. Three callout boxes with arrows provide instructions: one points to the '1. Review Steps' tab, another points to the yellow-highlighted text area, and a third points to the 'SAVE AND CONTINUE' button.

USAID beta
Behavior Profile: ITN
Return to Behavior Profile List
PUBLISHED Last Updated May 9, 2019 by Designer Account
SHARE

1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Supporting Actors and Strategies 5. Check Pathways 6. Select Indicators 7. Finalize

Click on the tabs at the top to move through each part of the tool. Or use **Save and Continue** as you complete one part to move you to the next part.

Instructions for each part are highlighted in yellow and will appear as you move through the process.

Use the **Save and Continue** button once you have finished each part to save your work.

BEHAVIOR AND STEPS
What steps are needed to practice this behavior?
Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)
1. Acquire sufficient ITNs to cover every sleeping space
2. Hang ITNs appropriately
3. Sleep under ITN all night, every night
SAVE AND CONTINUE

FACTORS AND ACTIONS
What are the factors of this behavior, and what are the actions?
POSSIBLE PROGRAM STRATEGIES
What are the possible program strategies based on this analysis?

USAID beta BEHAVIOR PROFILE EDITOR

Behavior Profile: ITN [Return to Behavior Profile List](#) [SHARE](#)

PUBLISHED Last Updated May 9, 2019 by Designer Account

1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Supporting Actors and Strategies 5. Check Pathways 6. Select Indicators 7. Finalize

BEHAVIOR AND STEPS **FACTORS** **SUPPORTING ACTORS AND ACTIONS** **POSSIBLE PROGRAM STRATEGIES**

1. REVIEW & EDIT STEPS
Review and edit the steps to be done by the primary actor to complete the Priority Behavior.

Behavior
Population sleeps under an insecticide-treated net (ITN) correctly and consistently

Steps

needed

[Edit](#) [CONTINUE >](#)

Part 1: Review Steps
Begin by adding or reviewing the steps for the behavior. If the Behavior Profile already lists steps, you can revise them based on your country context.
If you are developing a Behavior Profile for a custom behavior, you will have no steps to start with. Click on **Add a Step** to add new steps for your custom behavior.

Click the pencil icon to edit the behavior and to add, edit, delete, or re-order steps.

If you do not wish to make edits, click **Continue** to move to the next part.

USAID beta BEHAVIOR PROFILE EDITOR

Behavior Profile: ITN Return to Behavior Profile List SHARE

PUBLISHED Last Updated May 9, 2019 by Designer Account

1. Review Steps | 2. Analyze Factors | 3. Select Factors | 4. Identify Supporting Actors and Strategies | 5. Check Pathways | 6. Select Indicators | 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>EDIT BEHAVIOR AND STEPS Refine the description of the Accelerator Behavior and the steps to be done by the primary actor to better match your context.</p> <p>Behavior</p> <p>Pregnant women and children sleep under an insecticide-treated net (ITN)</p> <p>Steps Click and drag to change the order of the steps</p> <ol style="list-style-type: none"> 1. Acquire sufficient ITNs to cover every sleeping space 2. Hang ITNs appropriately 3. Retreat, repair, or replace the net as needed <p style="text-align: right;">+ Add a Step</p> <p style="background-color: #4a7c9d; color: white; padding: 5px; text-align: center;">SAVE AND CONTINUE</p>	<p>What may prevent or support practice of this behavior?</p>	<p>Who must support the practice of this behavior, and what actions must they take?</p>	<p>What strategies will best focus our efforts based on this analysis?</p>

To change your behavior based on your country context, revise it in the text box that shows your original behavior wording.

Click on the pencil icon to edit or delete existing steps or click on **+ Add a Step** to add a new step.

USAID beta BEHAVIOR PROFILE EDITOR

Behavior Profile: ITN [Return to Behavior Profile List](#) [SHARE](#)

1. Review Steps 6. Select Indicators 7. Finalize

BEHAVIOR ANALYSIS

What steps are needed for this behavior?

Behavior

Streamline exemption policy

Notes

Write notes to explain the step, as needed.

SAVE CHANGES **DELETE THIS STEP**

Click on **Save Changes**. Delete the step by clicking on **Delete this Step**.

POSSIBLE PROGRAM STRATEGIES

What strategies will best focus our efforts based on this analysis?

Steps

Click and drag the order of the steps.

1 sufficient every sleep

1 sufficient every sleep

1 sufficient every sleep

+ Add a Step

SAVE AND CONTINUE

USAID beta BEHAVIOR PROFILE EDITOR

Behavior Profile: ITN Return to Behavior Profile List SHARE

PUBLISHED Last Updated May 9, 2019 by Designer Account

1. Review Steps | 2. Analyze Factors | 3. Select Factors | 4. Identify Supporting Actors and Strategies | 5. Check Pathways | 6. Select Indicators | 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>EDIT BEHAVIOR AND STEPS Refine the description of the Accelerator Behavior and the steps to be done by the primary actor to better match your context.</p> <p>Behavior</p> <p>Pregnant women and children sleep under an insecticide-treated net (ITN)</p> <p>Steps Click and drag to change the order of the steps</p> <ol style="list-style-type: none"> 1. Acquire sufficient ITNs to cover every sleeping space 2. Hang ITNs appropriately 3. Retreat, repair, or replace the net as needed <p style="text-align: right;">+ Add a Step</p> <p>SAVE AND CONTINUE</p>	<p>What may prevent or support practice of this behavior?</p>	<p>Who must support the practice of this behavior, and what actions must they take?</p>	<p>What strategies will best focus our efforts based on this analysis?</p>

If you want to re-order the steps, just drag and drop each step where you want it to go.

To add a new step, click on **+ Add a Step**.

The screenshot displays the USAID Behavior Profile Editor interface. At the top, the USAID logo and 'beta' are visible. The page title is 'Behavior Profile: ITN' with a 'Return to Behavior Profile List' link. A 'PUBLISHED' status is shown with the date 'Last Updated May 9, 2019 by Designer Account'. A 'SHARE' button is in the top right. The main navigation includes steps: '1. Review Steps', '2. Analyze', '3. Add Indicators', and '7. Finalize'. A 'BEHAVIOR AND STEPS' section is active, with a sub-section 'EDIT BEHAVIOR AND STEPS' containing instructions: 'Refine the description of the Action and the steps to be done by the primary actor to better match your program strategies'. Below this, the 'Behavior' section shows 'Pregnant women and children under an insecticide-treated net (ITN)'. The 'Steps' section has a heading 'Click and drag to change the order of the steps' and a list of three items: 1. 'Acquire sufficient ITNs for every sleeping space', 2. 'Hang ITNs appropriately', and 3. 'Retreat, repair, or replace ITNs as needed'. A blue 'ADD STEP' button is at the bottom of the list. A modal window titled 'Add Step' is open, with a close button (X) in the top right. It contains a 'Step' section with the instruction 'Provide a brief and precise description of a single action' and a text input box. Below that is a 'Notes' section with another text input box. A blue 'ADD STEP' button is at the bottom of the modal. A callout box points to the 'ADD STEP' button in the main interface, stating: 'You can go back later and edit any of these added steps by clicking on the pencil icon.' Another callout box points to the 'Step' text input box in the modal, stating: 'Write your new step in the first text box. Provide a brief and precise description of a single action. Write notes to remember discussions as needed. Click on **Add Step** to save your step.' A 'SAVE AND CONTINUE' button is visible at the bottom left of the main interface.

USAID beta BEHAVIOR PROFILE EDITOR


Behavior Profile: ITN Return to Behavior Profile List SHARE

PUBLISHED Last Updated May 9, 2019 by Designer Account

1. Review Steps | 2. Analyze Factors | 3. Select Factors | 4. Identify Supporting Actors and Strategies | 5. Check Pathways | 6. Select Indicators | 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>EDIT BEHAVIOR AND STEPS Refine the description of the Accelerator Behavior and the steps to be done by the primary actor to better match your context.</p> <p>Behavior</p> <p>Pregnant women and children sleep under an insecticide-treated net (ITN)</p> <p>Steps Click and drag to change the order of the steps</p> <ol style="list-style-type: none"> Acquire sufficient ITNs to cover every sleeping space Hang ITNs appropriately Retreat, repair, or replace the net as needed <p style="text-align: right;">+ Add a Step</p> <p style="background-color: #4a7c9d; color: white; padding: 5px; text-align: center; border-radius: 5px;">SAVE AND CONTINUE</p>	<p>What may prevent or support practice of this behavior?</p>	<p>Who must support the practice of this behavior, and what actions must they take?</p>	<p>What strategies will best focus our efforts based on this analysis?</p>

When you have finished adjusting your behavior and its steps, click on **Save and Continue** to move forward to analyze your factors.



USAID beta Behavior Profile Editor

Behavior Profile: ITN

1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Support

BEHAVIOR AND STEPS

What steps are needed to practice this behavior?

Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)

1. Acquire sufficient ITNs to cover every sleeping space
2. Hang ITNs appropriately
3. Sleep under ITN all night, every night

FACTORS

2. ANALYZE FACTOR CATEGORIES
Click on each factor to determine and rate specific issues. Use the [What are Factors?](#) link.

STRUCTURAL

- Accessibility:** Opportunity to obtain needed products and services
- Service Provider Competencies:** Perceived capabilities of the service provider
- Service Experience:** Impression of structural aspects when receiving services

SOCIAL

- Family and Community Support:** Actions or attitudes of family members, peers, and community
- Gender:** Influence of gender dynamics
- Norms:** Standards of behavior accepted or practiced


INTERNAL

- Attitudes and Beliefs:** Persistent judgments, feelings, or emotions
- Self-Efficacy:** Sense of self-confidence
- Knowledge:** Possession and understanding of required information
- Skills:** Ability to perform needed tasks

Part 2: Analyze Factors

Factors are examined from the Primary Actor's point of view. A factor can be a barrier or a motivator. Factors describe "why" s/he is able or unable to practice the behavior or carry out a step needed to practice the behavior.

[View Factor Examples](#)



USAID beta **Behavior Profile Editor**

Behavior Profile: ITN Use [Return to My Work](#)

1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Supporting Actors and Strategies 5. Check Pathways 6. Select Indicators 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
What steps are needed to practice this behavior?	What factors may prevent or support practice of this behavior?	Who must support the practice of this behavior, and what actions must they take?	What strategies will best focus our efforts based on this analysis?
Pregnant women and children under 5 sleep under an insecticide-treated net (ITN) 1. Acquire sufficient ITNs to cover every sleeping space	<div style="background-color: #2c5282; color: white; padding: 2px;">STRUCTURAL</div> <div style="border: 1px solid #ccc; padding: 2px;"> Accessibility: Opportunity to obtain needed products and services </div> <div style="border: 1px solid #ccc; padding: 2px;"> Provider Competencies: Perceived capabilities of provider </div> <div style="border: 1px solid #ccc; padding: 2px;"> Facility Experience: Impression of health facility experience </div> <div style="background-color: #2c5282; color: white; padding: 2px;">SOCIAL</div> <div style="border: 1px solid #ccc; padding: 2px;"> Family and Community Support: Actions or attitudes of family members, peers and community </div> <div style="border: 1px solid #ccc; padding: 2px;"> Gender: Influence of gender dynamics </div> <div style="border: 1px solid #ccc; padding: 2px;"> Norms: Standards of behavior accepted or practiced </div> <div style="background-color: #2c5282; color: white; padding: 2px;">INTERNAL</div> <div style="border: 1px solid #ccc; padding: 2px;"> Attitudes and Beliefs: Persistent judgements, feelings or emotions </div> <div style="border: 1px solid #ccc; padding: 2px;"> Self-Efficacy: Sense of self-confidence </div> <div style="border: 1px solid #ccc; padding: 2px;"> Knowledge: Possession and understanding of required information </div> <div style="border: 1px solid #ccc; padding: 2px;"> Skills: Ability to perform needed tasks </div>		

The tool provides you with 10 factor categories to complete. Have your research table available, as you will need it to determine your factors based on your country-specific research.

Click on the first factor category to open the analysis window and begin to analyze and add factors based on your country-specific research.

✕

Analyze Factor: Accessibility

BEHAVIOR	Caregivers seek prompt and appropriate care for symptoms of malaria
FACTOR	Accessibility

Definition The primary actor's opportunity to obtain needed products and services, including the availability of those products or services where they should be, and the means and time and financial resources to get to them where and when they are needed

Examples

- The cost of services and treatment options is frequently more than caregivers can pay
- Seeking care may require often unpaid time off from work or other family responsibilities
- Clinics are often far from homes and the journey to one is only undertaken when local options
- There is sometimes a lack of stock of malaria diagnostics and treatment in clinics

Is accessibility an issue in your context?

Please cite sources for your response

Notes

The factor category definition and some examples are provided to help you think through your factor analysis.

Click on YES or NO to indicate whether this factor is an issue in your context. If YES, add the factor in the text box that appears. If NO, click on **Save and Continue** and move to the next factor category.

Analyze Factor: Accessibility ✕

BEHAVIOR	Pregnant women and children sleep under an insecticide-treated net (ITN)
FACTOR	Accessibility

Definition The primary actor's opportunity to practice the behavior given external, usually physical constraints

Example

1. Write your factor here. Remember to write it from the perspective of the primary actor, e.g., Pregnant women do not sleep under an ITN because they cannot find them in their local markets.

Is a

Yes
No

Specific Factor

B M ☆ ☆ ☆ ☆ ☆

+ ADD MORE

Please cite sources for your analysis:

Notes

4. Cite sources of information for this factor.

5. Make any notes you might need for later.

SAVE AND CONTINUE

Analyze Factor: Accessibility ✕

BEHAVIOR	Pregnant women and children sleep under an insecticide-treated net (ITN)
FACTOR	Accessibility

Definition The primary actor's opportunity to practice the behavior given external, usually physical constraints

Examples

- In areas with weak ITN distribution systems, many cannot afford ITNs
- Hanging nets over all sleeping spaces each night takes extra time
- Often it is required that families pick up their nets from the clinic that is too far away
- Stock for universal coverage distribution often differs from true need to cover every sleeping space.
- ITNs may not be widely available commercially

Is accessibility an issue in your context?

Yes No

Specific Factor	Barrier/Motivator	Rating
Pregnant women do not sleep under ITN because they cannot find them in local markets	B M	★ ★ ★ ★ ☆
<input type="text"/>	B M	☆ ☆ ☆ ☆ ☆

[+ ADD MORE](#)

Please cite sources for

2019 MIS Survey

Notes

ITNs are not free so they must be purchased where available



[SAVE AND CONTINUE](#)

When you have fully completed one factor, click on **+ Add More** to add additional factors that came up in the research.

When you have no more factors to add, click on **Save and Continue** to move to the next factor category.

1. Review Steps > **2. Analyze Factors** > 3. Select Factors > 4. Identify Supporting Actors and Strategies > 5.

BEHAVIOR ANALYSIS

BEHAVIOR AND STEPS	FACTORS
What steps are needed to practice this behavior?	2. ANALYZE FACTOR CATEGORIES Click on each factor to determine and rate specific issues. Use available research to help you. What are Factors?
Behavior Pregnant women and children sleep under an insecticide-treated net (ITN)	<div style="background-color: #4f81bd; color: white; padding: 2px;">STRUCTURAL</div> <div style="border: 1px solid #ccc; padding: 2px;"> Accessibility: Opportunity to obtain needed products and services </div> <div style="border: 1px solid #ccc; padding: 2px;"> Service Provider Competencies: Perceived capabilities of the service provider </div> <div style="border: 1px solid #ccc; padding: 2px;"> Service Experience: Impression of structural aspects when receiving the service </div> <div style="background-color: #4f81bd; color: white; padding: 2px;">SOCIAL</div> <div style="border: 1px solid #ccc; padding: 2px;"> Family and Community Support: Actions or attitudes of family members, peers, and community </div> <div style="border: 1px solid #ccc; padding: 2px;"> Gender: Influence of gender dynamics </div> <div style="border: 1px solid #ccc; padding: 2px;"> Norms: Standards of behavior accepted or practiced  </div> <div style="background-color: #4f81bd; color: white; padding: 2px;">INTERNAL</div> <div style="border: 1px solid #ccc; padding: 2px;"> Attitudes and Beliefs: Persistent judgements, feelings, or emotions </div> <div style="border: 1px solid #ccc; padding: 2px;"> Self-Efficacy: Sense of self-confidence </div> <div style="border: 1px solid #ccc; padding: 2px;"> Knowledge: Possession and understanding of required information </div> <div style="border: 1px solid #ccc; padding: 2px;"> Skills: Ability to perform needed tasks </div>
Steps 1. Acquire sufficient ITNs to cover every sleeping space	<div style="background-color: #4f81bd; color: white; padding: 5px; border-radius: 5px;"> SAVE AND CONTINUE  </div>

Continue to click on each Factor Category until you have completed them all. As they are completed, they turn gray.

When you have completed all the factor categories, click on **Save and Continue** to move to the next part.

USAID beta FROM THE AMERICAN PEOPLE **Behavior Profile Editor**


Behavior Profile: ITN Use [Return to My Work](#)

1. Review Steps 2. Analyze Factors **3. Select Factors** 4. Identify Supporting Actors and Strategies 5. Check Pathways 6. Select Indicators 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
What steps are needed to practice this behavior?	What factors may prevent or support practice of this behavior?	Who must support the practice of this behavior, and what actions must they take?	What strategies will best focus our efforts based on this analysis?
<p>Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)</p> <ol style="list-style-type: none"> Acquire sufficient ITNs to cover every sleeping space Hang ITNs appropriately Sleep under ITN all night, every night 	<p>Factor</p> <p>Most Critical ↑ ↑ ↑</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Accessibility: Populations cannot access ITNs are unavailable <input checked="" type="checkbox"/> Norms: Populations do not sleep under ITNs considered normal and unavoidable <input type="checkbox"/> Accessibility: Shortage of nets for routine d <input checked="" type="checkbox"/> Knowledge: Populations do not sleep under do not understand the benefits of using an IT malaria <input checked="" type="checkbox"/> Norms: Some populations do not sleep under is insufficient supply as they are not prioritize <p>Very Critical ↑ ↑</p> <ul style="list-style-type: none"> <input type="checkbox"/> Gender: Pregnant women and children are not often prioritized in cases of insufficient household ITN quantity <input type="checkbox"/> Attitudes and Beliefs: Many are motivated to use an ITN to avoid other pests (mice, roaches) at night through use of an ITN <input checked="" type="checkbox"/> Attitudes and Beliefs: Populations do not sleep under ITNs because they fear possible adverse outcome from insecticides <input type="checkbox"/> Norms: ITNs are commonly used from childhood. <input checked="" type="checkbox"/> Attitudes and Beliefs: Populations do not sleep under ITNs because ITNs make them hot or uncomfortable, especially during the hot season 		

Part 3: Select Factors

Note that the factors are sorted from most critical to not at all critical, based on the factor analysis completed in Part 2.



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1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Supporting Actors and Strategies 5. Check Pathways 6. Select Indicators 7. Finalize

BEHAVIOR AND STEPS **FACTORS** **SUPPORTING ACTORS AND ACTIONS** **POSSIBLE PROGRAM STRATEGIES**

What steps are needed to practice this behavior?

Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)

1. Acquire sufficient ITNs to cover every sleeping space
2. Hang ITNs appropriately
3. Sleep under ITN all night, every night

What factors may prevent or support practice of this behavior?

Factor

Most Critical ↑ ↑ ↑

- Accessibility:** Populations cannot access ITNs because they are unavailable
- Norms:** Populations do not sleep under ITNs because it is considered normal and unavoidable
- Accessibility:** Shortage of nets for routine distribution
- Knowledge:** Populations do not sleep under ITNs because they do not understand the benefits of using an ITN to prevent malaria
- Norms:** Some populations do not sleep under ITNs when there is insufficient supply as they are not prioritized

Very Critical ↑ ↑

- Knowledge:** Pregnant women and children are not often prioritized for ITNs due to insufficient household ITN quantity
- Attitudes and Beliefs:** Many are motivated to use an ITN to protect themselves and their families from pests (mice, roaches) at night through use of an ITN
- Attitudes and Beliefs:** Populations do not sleep under ITNs because they fear possible adverse outcome from insecticides

Click on eight factors, ideally, but up to 12 factors, that you think should be addressed. While they are ranked based on your previous inputs, you may choose any factors on the list.

Limiting the number of critical factors will allow you to target your efforts and focus on those that will have the most impact on the behavior you want to change.

Once you have selected the critical factors, click **Save and Continue** to move to the next part.

View [How Do You Choose Your Critical Factors?](#) for tips on how to select critical factors.

SAVE AND CONTINUE

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1. Review Steps 2. Analyze Factors 3. Select Factors **4. Identify Supporting Actors and Strategies** 5. Check Pathways 6. Select Indicators 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>What steps are needed to practice this behavior?</p> <p>Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)</p> <ol style="list-style-type: none"> 1. Acquire ITNs to cover every place 2. Hang ITNs correctly 3. Sleep under ITNs every night, every night 	<p>What factors may prevent or support practice of this behavior?</p> <p>STRUCTURAL</p> <ul style="list-style-type: none"> Accessibility: Lack of ITN supply in ANC/child welfare clinics due to problems in logistics such as registration, etc. <p>SOCIAL</p> <ul style="list-style-type: none"> Gender: Men may play a significant role in either encouraging or discouraging ITN use. Gender: Pregnant women and children under 5 may influence their ITN use. <p>INTERNAL</p> <ul style="list-style-type: none"> Attitudes and Beliefs: Lack of knowledge and other reactions to ITNs. Attitudes and Beliefs: Often lack of knowledge about ITNs (e.g., how to use, how to hang, etc.) that may not be effective. Skills: Challenges in hanging ITNs (e.g., how to hang, how to take down, etc.) 	<p>Who must support the practice of this behavior, and what actions must they take?</p>	<p>What strategies will best focus our efforts based on this analysis?</p>

Part 4: Identify Supporting Actors and Strategies

Now you will identify supporting actors who must take action to enable or support the primary actor to practice the behavior and detail possible program strategies.

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1. Review Steps | 2. Analyze Factors | 3. Select Factors | **4. Identify Supporting Actors and Strategies** | 5. Check Pathways | 6. Select Indicators | 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>What steps are needed to practice this behavior?</p> <p>Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)</p> <ol style="list-style-type: none"> 1. Acquire ITNs to cover every space 2. Hang ITNs correctly 3. Sleep under ITNs every night, every night 	<p>What factors may prevent or support practice of this behavior?</p> <p>STRUCTURAL</p> <ul style="list-style-type: none"> Accessibility: Lack of ITN supply in ANC/child welfare clinics due to problems in logistics such as regulation, procurement delays, quantities, etc. <p>SOCIAL</p> <ul style="list-style-type: none"> Gender: Men may play a significant role in ITN use in the household, either encouraging or discouraging its use. Gender: Pregnant women desire to be healthy and deliver healthy babies - may influence their ITN use. If they want to use the ITN - they will figure out how too. <p>INTERNAL</p> <ul style="list-style-type: none"> Attitudes and Beliefs: Lack of use due to heat, desire to sleep outside, and other reactions to ITNs. Attitudes and Beliefs: Often look for more convenient alternatives (cool, sprays, etc.) that may not be effective proven methods such as ITNs. Skills: Challenges in hanging net inside due to architecture and housing designs (hang up and take down), outside lack of means of hanging. <p>SAVE AND CONTINUE</p>		

Click on each factor to add related supporting actors and possible program strategies.

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1. Review Steps | 2. Analyze Factors | 3. Select Factors | **4. Identify Supporting Actors and Strategies** | 5. Check Pathways | 6. Select Indicators | 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
What steps are needed to practice this behavior?	What factors may prevent or support practice of this behavior?	Who must support the practice of this behavior, and what actions must they take?	What strategies will best focus our efforts based on this analysis?
<p>Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)</p> <ol style="list-style-type: none"> 1. Acquire ITNs to cover every space 2. Hang ITNs correctly 3. Sleep under ITNs every night, every night 	<p>STRUCTURAL</p> <ul style="list-style-type: none"> Accessibility: Lack of ITN supply in ANC/child welfare clinics due to problems in logistics such as regulation, procurement delays, quantification <p>SOCIAL</p> <ul style="list-style-type: none"> Gender: Men may play a significant role in ITN use in the household, either encouraging or discouraging its use Gender: Pregnant women desire to be healthy and deliver healthy babies - may influence their ITN use. If they want to use the ITN - they will figure out how too. <p>INTERNAL</p> <ul style="list-style-type: none"> Attitudes and Beliefs: Lack of use due to heat, desire to sleep outside, and other reactions to ITNs. Attitudes and Beliefs: Often look for more convenient alternatives (cool, sprays, etc.) that may not be effective proven methods such as ITNs Skills: Challenges in hanging net inside due to architecture and housing designs (hang up and take down), outside lack of means of hanging <p>SAVE AND CONTINUE</p>	<p>ADD A SUPPORTING ACTOR</p> <p>ADD A STRATEGY</p> <p>Click on Add a Supporting Actor to add a supporting actor, as identified in your research or based on your knowledge, to address or leverage the selected factor.</p>	

Supporting Actor and Action ✕

BEHAVIOR	After a live birth, women or their partners use a modern contraceptive method to avoid pregnancy for at least 24 months
FACTOR	Accessibility: Opportunity to obtain needed products and services

*** indicates required field**

Supporting Actor*

Policymakers
Managers
Logistics Personnel
Providers
Employers
Community Leaders
Religious Leaders
Teachers
Family Members
Male Partners

Accessibility: Opportunity to obtain needed products and services

Gender: Influence of gender dynamics

Attitudes and Beliefs: Persistent judgements, feelings or emotions

Attitudes and Beliefs: Persistent judgements, feelings or emotions

SAVE AND CONTINUE

The factor you selected appears at the top of the window. From the Supporting Actor dropdown list, select the actor who can help the primary actor address or leverage this factor. Once selected, examples will appear to show you some ideas of what actions this actor might take.

[View examples of supporting actors and their actions](#)

Supporting Actor and Action: Policymakers ✕

BEHAVIOR Population sleeps under an insecticide-treated net (ITN) correctly and consistently

FACTOR Accessibility: Populations cannot access ITNs because ITNs are unavailable

What are Supporting Actors?

* indicates required field

Supporting Actor*

Policymakers OR ADD NEW

Policymakers: People who design and implement policies

Example Actions

- Adopt clear policies and guidelines
- Initiate periodic review, update and dissemination of protocols and guidelines
- Investigate safety net programs
- Prioritize home-based healthy practices in policies
- Investigate local solutions for home-based healthy practices
- Leverage and collaborate with private sector

Supporting Action

Write the action that may be used to address this factor and appropriately engage the necessary supporting actor.

Add local requirements for ITNs (i.e. color, length, shape preference, hanging considerations) to the procurement process

Related Factors

Accessibility: Populations cannot access ITNs because ITNs are unavailable

Norms: Populations do not sleep under ITNs because ITNs are not prioritized and unavoidable

Norms: Some populations do not sleep under ITNs because ITNs are not prioritized as they are not prioritized

Attitudes and Beliefs: Populations do not sleep under ITNs because ITNs are not prioritized as they are not prioritized

Attitudes and Beliefs: Populations do not sleep under ITNs because ITNs are not prioritized as they are not prioritized

SAVE AND CONTINUE DELETE THIS SUPPORTING ACTOR

In the text box provided, write your specific supporting actor action.

Keep the actions brief, and avoid combining actions for any one supporting actor. Instead, if a supporting actor must take two actions, for example “Allocate sufficient funds,” and “Pass laws encouraging X,” list these separately instead of combining them.

Click on any other factors that may be addressed or leveraged by this supporting actor and action. Clicking on these related factors will help establish logical pathways to behavior change.

Supporting Actor and Action: Policymakers

BEHAVIOR Population sleeps under an insecticide-treated net (ITN) correctly and consistently

FACTOR **Accessibility:** Populations cannot access ITNs because ITNs are unavailable

What are Supporting Actors?

* indicates required field

Supporting Actor*

Policymakers **OR ADD NEW**

Add New Actor

* indicates required field

Name*

Actor Domain*

Description

ADD ACTOR **CANCEL**

SAVE AND CONTINUE **DELETE THIS SUPPORTING ACTOR**

Once done, click on **Save and Continue**.

Add supporting actor name, e.g., Grandmothers, and choose the Actor Domain (institutional, community, or household). If desired, add a brief description, e.g., those supporting the caregivers in the home. Click on **Add Actor** to return to the box where you will add the action that new actor should take.

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1. Review Steps 2. Analyze Factors 3. Select Factors **4. Identify Supporting Actors and Strategies** 5. Check Pathways 6. Select Indicators 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>What steps are needed to practice this behavior?</p> <p>Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)</p> <ol style="list-style-type: none"> 1. Acquire sufficient ITN to cover every night 2. Hang ITN properly 3. Sleep under ITN every night 	<p>What factors may prevent or support practice of this behavior?</p> <p>STRUCTURAL</p> <ul style="list-style-type: none"> Accessibility: Lack of ITN supply in ANC/child welfare clinics due to problems in logistics such as regulation, procurement delays, quantification <p>SOCIAL</p> <ul style="list-style-type: none"> Gender: Men may play a significant role in ITN use in the household, either encouraging or discouraging its use Gender: Pregnant women desire to be healthy and deliver healthy babies - may influence their ITN use. If they want to use the ITN - they will figure out how to. <p>INTERNAL</p> <ul style="list-style-type: none"> Attitudes and Beliefs: Lack of use due to heat, desire to sleep outside, and other reactions to ITNs. Attitudes and Beliefs: Often look for more convenient alternatives (cool, sprays, etc.) that may not be effective proven methods such as ITNs Skills: Challenges in hanging net inside due to architecture and housing (e.g. hanging up and take down), outside lack of means of hanging <p>SAVE AND CONTINUE</p>	<p>Who must support the practice of this behavior, and what actions must they take?</p> <p>ADD A SUPPORTING ACTOR</p>	<p>What strategies will best focus our efforts based on this analysis?</p> <p>ADD A STRATEGY</p> <p>Click on Add a Strategy to detail the possible strategies, interventions, or activities that you can use to involve these supporting actors and overcome or leverage the critical factors.</p>

Program Strategy

BEHAVIOR	After a live birth, women or their partners use a modern contraceptive pregnancy for at least 24 months
FACTOR	Accessibility: Opportunity to obtain needed products and services

Before beginning this section, explore the Ideas Library for examples of how strategies and technical areas can be used to address this factor.

[VIEW IDEAS LIBRARY](#)

*** indicates required field**

Strategy Type*
Select the type of strategy that will address this factor and engage the necessary supporting actors.

▼

[OR ADD NEW](#)

Please select a strategy type.

Illustrative Strategy
Write the strategy that may be used to address this factor and the supporting actor's action. Click the View Global Research button below to view a synthesis of global research to help you with this part. Click to go to the Ideas Library and see how other programs have addressed this factor.

Does this strategy require Communication Support? (e.g. advertising that a voucher program exists)

Related Factors

Accessibility: Opportunity to obtain needed products and services

Gender: Influence of gender dynamics

Attitudes and Beliefs: Persistent judgements, feelings or emotions

Attitudes and Beliefs: Persistent judgements, feelings or emotions

[SAVE AND CONTINUE](#)

The factor you selected appears at the top of the window.

From the dropdown list, select a strategy type. Once selected, examples of some possible program strategies will appear. [View strategy examples](#)

As with new supporting actors, you can add a new strategy type here.

In the text box, write your illustrative strategy that can be used to address or leverage this factor and enable the supporting actor's action.

Program Strategy
✕

BEHAVIOR	After a live birth, women or their partners use a modern contraceptive method to avoid pregnancy for at least 24 months
FACTOR	Accessibility: Opportunity to obtain needed products and services

Before beginning this section, explore the Ideas Library for examples of how strategies from different fields and technical areas can be used to address this factor.

[VIEW IDEAS LIBRARY](#)

*** indicates required field**

Strategy Type*
Select the type of strategy that will address this factor and engage the necessary supporting actor.

[OR ADD NEW](#)

Please select a strategy type.

Illustrative Strategy

If the strategy requires supportive communication to let primary or supporting actors know about it, click on the red megaphone icon below the strategy as reminder when using the Behavior Profile or Behavior Summary (the third part of Focus and Analyze).

* Does this strategy require Communication Support? (e.g. advertising that a voucher program exists)

Related Factors

- Accessibility:** Opportunity to obtain needed products and services
- Gender:** Influence of gender dynamics
- Attitudes and Beliefs:** Persistent judgements, feelings or emotions
- Attitudes and Beliefs:** Persistent judgements, feelings or emotions

Next, click on any other factors that may be helped by this strategy. Clicking on these related factors will help establish logical pathways to behavior change.

Once done, click on **Save and Continue** to move to the next supporting actor or strategy.

[SAVE AND CONTINUE](#)

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1. Review Steps 2. Analyze Factors 3. Select Factors **4. Identify Supporting Actors and Strategies** 5. Check Pathways 6. Select Indicators 7. Finalize

BEHAVIOR ANALYSIS		STRATEGY
FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>4. IDENTIFY SUPPORTING ACTORS AND STRATEGIES FOR EACH FACTOR Click on each of the priority factors to identify supporting actors and their actions, and possible program strategies. What are Factors?</p> <p>STRUCTURAL</p> <ul style="list-style-type: none"> Accessibility: Populations cannot access ITNs because ITNs are unavailable. <p>Knowledge: Populations do not acquire or use ITNs because they do not know when or how to do so.</p> <p>Knowledge: Populations do not sleep under ITNs because they do not understand the benefits of using an ITN to prevent malaria.</p> <p>SAVE AND CONTINUE</p>	<p>4a. IDENTIFY SUPPORTING ACTORS Identify supporting actors and the actions they need to take to help the primary actor. What are Supporting Actors?</p> <p>INSTITUTIONAL</p> <ul style="list-style-type: none"> Policy Makers: Add local requirements for ITNs (i.e. color, length, shape preference, hanging considerations) to the procurement process. Managers: Couple distribution of ITN with counseling and ongoing monitoring of correct and consistent use, especially in non-permanent sleeping spaces (such as outside, kitchens, etc.) Logistics Personnel: Use available tools (e.g. NetCALC) to ensure sufficient supply of ITNs for mass and continuous distribution. Providers: Counsel caregivers on the use of ITNs in traditional and non-traditional settings. <p>COMMUNITY</p> <ul style="list-style-type: none"> Community and Religious Leaders: Advocate for correct and consistent use of ITNs, especially in non-permanent sleeping spaces (e.g. outside, kitchens, etc.) <p>HOUSEHOLD</p> <ul style="list-style-type: none"> Family Members: Obtain, hang, and ensure everyone, especially pregnant women and children under five, sleeps under an ITN. 	<p>4b. IDENTIFY STRATEGIES Identify strategies that might address this factor and the supporting actor's action, when appropriate. What are Strategies? <i>Strategy requires Communication Support</i></p> <p>ENABLING ENVIRONMENT</p> <ul style="list-style-type: none"> Financing: Monitor and ensure continuous availability of free nets to ensure that the most vulnerable populations have access to ITNs. Policies and Governance: Ensure accountability of health care providers, facilities, and system (e.g. availability of commodities, quality of services, adherence to protocols, etc.) to ensure that targeted population has access to ITNs. <p>SYSTEMS, PRODUCTS AND SERVICES</p> <ul style="list-style-type: none"> Products and Technology: Procure ITNs based on housing and population needs to ensure that targeted population has access to ITNs. Supply Chain: Procure and distribute adequate ITNs for mass campaigns and routine distribution channels including at antenatal care and EPI visits to ensure that the most vulnerable populations have access to ITNs. Quality Improvement: Prioritize the importance of proper procurement, distribution and counseling with providers during in-service training, supportive supervision pre-service training. <p>DEMAND AND USE</p> <ul style="list-style-type: none"> Advocacy: Leverage community data to motivate communities and to create social accountability for ITN use. Communication: Employ appropriate SBCC activities to reinforce caregivers' knowledge on the importance, efficacy, and benefits of ITN use. Collective Engagement: Engage community members in local ownership of malaria control efforts to ensure community access to ITNs.

You can edit or delete a supporting actor action or strategy while in this window. Click on the pencil icon to edit and the trash can icon to delete.

Once you delete them, you will not be able to undelete them.

Once you are satisfied with your supporting actors, actions, and strategies, click on **Save and Continue** at the bottom of the factors column.

Part 5: Check Pathways

This part allows you to reconfirm that you have logical pathways from behavior to strategy. If you find that something is missing or that a pathway does not flow as you want it to, you can go back to **Part 4: Identify Supporting Actors and Possible Strategies** to refine the pathway linkages.

Check Pathways

Click on each of the factors to make sure there is a pathway from the behavior through the factor to the program strategies that will address this factor. You can edit each part to finalize your analysis. Once you are satisfied, click on the **Finalize** button to save or print your profile.


CONTINUE

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1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Supporting Actors and Strategies 5. Check Pathways 6. Select Indicators 7. Finalize

BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>What steps are needed to practice this behavior?</p> <p>Pregnant women and children under 5 sleep under an insecticide-treated net (ITN)</p> <ol style="list-style-type: none"> Hang ITNs appropriately Acquire sufficient ITNs to cover every sleeping space Sleep under ITN all night, every night <p><a>Edit <a>FINALIZE ></p>	<p>What factors may prevent or support practice of this behavior?</p> <p>STRUCTURAL</p> <ul style="list-style-type: none"> Accessibility: Lack of ITN supply in ANC, child welfare clinics due to problems in logistics such as regulations, procurement delays, quantification <p>SOCIAL</p> <ul style="list-style-type: none"> Gender: Men may play a significant role in ITN use in the household, either encouraging or discouraging its use Gender: Pregnant women desire to be healthy and deliver healthy babies may influence their ITN use, if they want to use the ITN, they will figure out how to. <p>INTERNAL</p> <ul style="list-style-type: none"> Attitudes and Beliefs: Lack of use due to heat, desire to sleep outside, and other reactions to ITN. Attitudes and Beliefs: Often look for more convenient alternatives (bed, sprays, etc.) that may not be effective proven methods such as ITNs. Skill: Challenges in hanging net inside due to architecture and housing 	<p>Who must support the practice of this behavior, and what actions must they take?</p> <p>INSTITUTIONAL</p> <ul style="list-style-type: none"> Managers: At the facility level, supervisor priorities to ensure that ITN logistics are implemented according to guidelines (fully stocked, regulated, quantified). <p>LOGISTICS PERSONNEL Develop a procurement and distribution plan that accounts for delays and distribution challenges.</p> <p>COMMUNITY</p> <ul style="list-style-type: none"> Community Leaders: Monitor ITN use in communities and use data to encourage and support households to correct and consistent ITN use <p>HOUSEHOLD</p> <ul style="list-style-type: none"> Family Members: Obtain, hang, and ensure everyone, especially pregnant women and children under five, sleep under an ITN Male Partners: Actively participate in obtaining, hanging, and ensuring that everyone, especially pregnant women and children under five, sleep under an ITN 	<p>What strategies will best focus our efforts based on this analysis?</p> <p>SYSTEMS, PRODUCTS AND SERVICES</p> <ul style="list-style-type: none"> Supply Chain: Setup and implement effective supply chain and quality control systems to ensure ITN availability Quality Improvement: Train and equip health workers to conduct ITN outreach with communities and households covering for multiple issues of hanging and alternatives to ITN. <p>DEMAND AND USE</p> <ul style="list-style-type: none"> Advocacy: Trigger and evaluate men through community champions and other outreach approaches Communication and Mobilization: Use appropriate communication channels, including interpersonal communication at clinics, to address importance of ITN for most vulnerable and maximize knowledge and health benefits of ITN use. 

Simply click on a factor and its pathways will show in light yellow. You will see the pathway flow from behavior through factors to supporting actor action through strategies. Click on each factor to be sure you are happy with the pathways. When finished confirming, click on **Part 6: Select Potential Indicators.**

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FACTORS

Below are the factors you have selected and analyzed. Click on each factor to see a list of potential indicators you can use to measure that factor.

STRUCTURAL

Accessibility: Populations cannot access ITNs because ITNs are unavailable

SOCIAL

Norms: Populations do not sleep under ITNs because malaria is considered normal and unavoidable

Norms: Some populations do not sleep under ITNs when there is insufficient supply as they are not prioritized

INTERNAL

Attitudes and Beliefs: Populations do not sleep under ITNs because they fear possible adverse outcome from insecticides

Attitudes and Beliefs: Populations do not sleep under ITNs because ITNs make them hot or uncomfortable, especially during the hot season


Knowledge: Populations do not acquire or use ITNs because they do not know when or how to do so

Knowledge: Populations do not sleep under ITNs because they do not understand the benefits of using an ITN to prevent malaria

POTENTIAL INDICATORS

Part 6: Select Indicators

Here you will select potential indicators that could be used to measure your factors. Click on a factor.



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1. Review Steps 2. Analyze Factors **3. Select Indicators** 4. Review Indicators 5. Review Indicators 6. Select Indicators 7. Finalize

FACTOR

Below are the factors you have selected and analyzed. Potential indicators you can use to measure that factor are based on Factor Categories.

A list of potential indicators will appear. Select an indicator that is a good match for your factor. This list is generated from commonly used indicators to measure the factor category you have highlighted, for example, Accessibility.

STRUCTURAL

Accessibility: Populations cannot access ITNs because ITNs are unavailable

SOCIAL

Norms: Populations do not sleep under ITNs because malaria is considered normal and unavoidable

Norms: Some populations do not sleep under ITNs when there is insufficient supply as they are not prioritized

INTERNAL

Attitudes and Beliefs: Populations do not sleep under ITNs because they fear possible adverse outcome from insecticides

Attitudes and Beliefs: Populations do not sleep under ITNs because ITNs make them hot or uncomfortable, especially during the hot season

Knowledge: Populations do not acquire or use ITNs because they do not know when or how to do so

Knowledge: Populations do not sleep under ITNs because they do not understand the benefits of using an ITN to prevent malaria

STRUCTURAL

Accessibility (Cost): % of women who reported they have big problems in getting money for treatment for themselves when they are sick

Accessibility (Time): % of households who reported they have big problems in making time to collect water from improved sources

Accessibility (Distance and Transport): % of women who reported they have big problems in having to take transport for treatment for themselves when they are sick

Accessibility (Distance and Transport): % of women who reported they have big problems in the distance to health facility for treatment for themselves when they are sick

[Show all Potential Indicators](#)

Additional Indicator

% of [individuals] who [do something]

SAVE AND CONTINUE **Skip for Now**

If you would like to view more indicators from other factor categories, click on **Show all Potential Indicators**.

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1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Supporting Actors and Strategies 5. Check Pathways **6. Select Indicators** 7. Finalize

Below are the factors you have selected and potential indicators you can use to measure them.

Select only one indicator per factor. If none of the indicators are a good match for the factor you have highlighted, you can add an indicator in the box provided. [View this document](#) for instructions on how to develop a new indicator or adapt an existing one.

STRUCTURAL

Accessibility: Populations cannot access ITNs because ITNs are unavailable

SOCIAL

Norms: Populations do not sleep under ITNs because malaria is considered normal and unavoidable

Norms: Some populations do not sleep under ITNs when there is insufficient supply as they are not prioritized

INTERNAL

Attitudes and Beliefs: Populations do not sleep under ITNs because they fear possible adverse outcome from insecticides

Attitudes and Beliefs: Populations do not sleep under ITNs because ITNs make them hot or uncomfortable, especially during the hot season

STRUCTURAL

Accessibility (Cost): % of women who reported they have big problems in getting money for treatment for themselves when they are sick

Accessibility (Time): % of households who reported they have big problems in making time to collect water from improved sources

Accessibility (Distance): % of households who reported they have big problems in making time to collect water from improved sources

Accessibility (Distance): % of households who reported they have big problems in making time to collect water from improved sources

Additional Indicator

% of [Individuals] who

If you want to change an indicator that you have added, type the revised indicator into the "additional indicator" text box provided and click **Save and Continue**. (Note: you cannot edit an indicator, you can only add a new one.)

Once you have selected or added an indicator that matches your factor, click on **Save and Continue**. If you are not ready to choose an indicator for that factor, click on **Skip for Now** and continue to the next factor.

SAVE AND CONTINUE Skip for Now

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1. Review Steps 2. Analyze Factors 3. Select Factors 4. Identify Supporting Actors and Strategies 5. Check Pathways **6. Select Indicators** 7. Finalize

FACTORS

Below are the factors you have selected and analyzed. Click on each factor to see a list of potential indicators you can use to measure that factor.

STRUCTURAL

Accessibility: Populations cannot access ITNs because ITNs are unavailable

Indicator: % of women who reported they have big problems in the distance to health facility for treatment for themselves when they are sick

SOCIAL

Norms: Populations do not sleep under ITNs because malaria is considered normal and unavoidable

Indicator: % of women 15-49 who feel cultural tradition is an important factor when making choices about personal or child's health

Norms: Some populations do not sleep under ITNs when there is insufficient supply as they are not prioritized

INTERNAL

Attitudes and Beliefs: Populations do not sleep under ITNs because they fear possible adverse outcome from insecticides

No Indicator Selected

Attitudes and Beliefs: Populations do not sleep under ITNs because ITNs make them hot or uncomfortable, especially during the hot season

Knowledge: Populations do not acquire or use ITNs because they do not know when or how to do so

Knowledge: Populations do not sleep under ITNs because they do not understand the benefits of using an ITN to prevent malaria

POTENTIAL INDICATORS

If you selected a potential indicator, it will appear under the factor.

If you click on **Skip for Now**, text will appear under the factor to show that no indicator was selected.

Once you have finished adding factor-level indicators, click on **Part 7: Finalize**.

Finalize Profile

Before publishing, verify the completeness of your profile using the checklist below. If the checklist shows a **⚠️** icon for an item you can click on the issue to return to the behavior profile and make any changes that might be necessary.

- ✔️ 7 Factors chosen (recommended is 8)
- ⚠️ No sources or citations have been provided for 7 selected Factors
- ✔️ All Factors have a refined description

COMPLETE NOW (Make available for use in the Summarize Tool)

[SAVE AND EXIT](#) [PRINT TO PDF](#) [DOWNLOAD AS PNG](#)

Part 7: Finalize

Lastly, finalize your profile. The tool will check to see if you have completed all the essential parts.

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BEHAVIOR PROFILE EDITOR Designer Account

BEHAVIOR PROFILE: ITN Return to Behavior Profile List

PUBLISHED Last Updated May 5, 2019 by Designer Account

Finalize Profile

Before publishing, verify the completeness of your profile using the checklist below. If the checklist shows a **⚠️** icon for an item you can click on the issue to return to the behavior profile and make any changes that might be necessary.

- ✔️ 7 Factors chosen (recommended is 8)
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COMPLETE NOW (Make available for use in the Summarize Tool)

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If you have not completed all parts, clicking on the issue in the list will take you to that part so you can make the necessary changes.

Once you are happy with your profile, you can **Save and Exit**, **Print to PDF** or **Download as PNG** a file of the Profile. If you are ready to publish the Profile, click on the check box next to **Complete Now**. This will publish your profile. You must publish your Behavior Profiles in order to use the Summarize Tool.

Click on **Save and Exit** to return to the **Create or Revise Behavior Profiles** window.

Attitudes and Beliefs: Populations do not sleep under ITNs because of...
HOUSEHOLD: Family Members: Obtain, hang, and access everyone, especially pregnant women and children under five, sleep under an ITN.
Quality Improvement: Prioritize the importance of proper procurement, distribution and counseling with providers during in-service training, supportive supervision pre-service training.
DEMAND AND USE: Advocacy: Leverage community data to motivate communities and to create social accountability for ITN use.
Communication: Deploy appropriate SBCC activities to reinforce caregivers' knowledge on the importance, efficacy, and benefits of ITN use.

**Congratulations!
You have completed the
tutorial.**

