



## Behavior Integration and Think | BIG

Based on TMG's 50 Years of SBC Program Experience + ACCELERATE's Co-Creation Work with USAID

**Behavior Integration** is a way to design and implement development programs that defines outcomes as specific behaviors required to achieve the development goal. It ensures that behavior is considered along with technical and operational issues in every program element and phase.

Think | **BIG** (Behavior Integration Guidance) is the process for applying Behavior Integration. Think | **BIG** provides **guidance and tools** to:

- Prioritize the behaviors most critical to change and establish behavioral metrics.
- Create Behavior Profiles defining logical pathways from desired results (framed as priority behaviors), through the factors inhibiting or motivating practice of those behaviors, to the key supporting actors required to sustain change, and ultimately arriving at the interventions most likely to achieve behavior change.
- Identify commonalities across different behaviors and outcomes and create opportunities for efficiencies in programming.
- Develop program-wide SBC strategies and project-specific behavior change plans.
- Establish and measure behavioral and factor-level indicators.

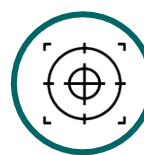
### Importantly:

- 1) Think | **BIG** offers a process and tools that cover comprehensive program planning, management, and adaptation. They have proven flexible enough to be applied to a single behavior or issue, and to complex multi-sectoral, large-scale programs.
- 2) Think | **BIG** leverages—rather than replaces—formative research, human centered design, best practice design expertise, systems strengthening insights, and opportunities to stimulate innovation.

### The Value Add: Why Use Behavior Integration?

- **Accelerate progress towards desired goals** by focusing on behaviors throughout program design and implementation.
- **Accelerate behavior uptake** by addressing the WHY of the behavior with the appropriate program actions. This can include, but is not limited to, communication activities, which can have limited effect when siloed from other program inputs such as financing, policies, quality improvement, etc.
- **Create shared accountability among program partners** by monitoring behavioral outcomes and adapting program activities accordingly.
- **Maximize program efficiency** by aligning activities to ensure all elements for behavior change are present where and when they are needed.
- **Increase the opportunity for adaptive management** by tracking behaviors that exhibit early or more rapid change than other outcomes.
- **Enhance learning about how to support behavior change in different contexts** through tools like the Behavior Profile and Think | **BIG** enhanced behavioral metrics.

### Think | **BIG** Offers Guidance and Tools to:



#### Identify Goal

Define themes, parameters and desired impact.



#### Analyze Causes

Identify impediments to achieving the goal.



#### Prioritize Behaviors

Focus on those behaviors most critical to change to address causes. Identify appropriate phasing of priorities given available resources and other considerations.



#### Create Pathways

Identify critical factors inhibiting or motivating practice of priority behaviors, key supporting actors and necessary interventions. Ensure appropriate alignment of interventions from all domains.



#### Apply and Manage

Create synergies and efficiencies across behaviors by identifying common factors, actors and interventions.

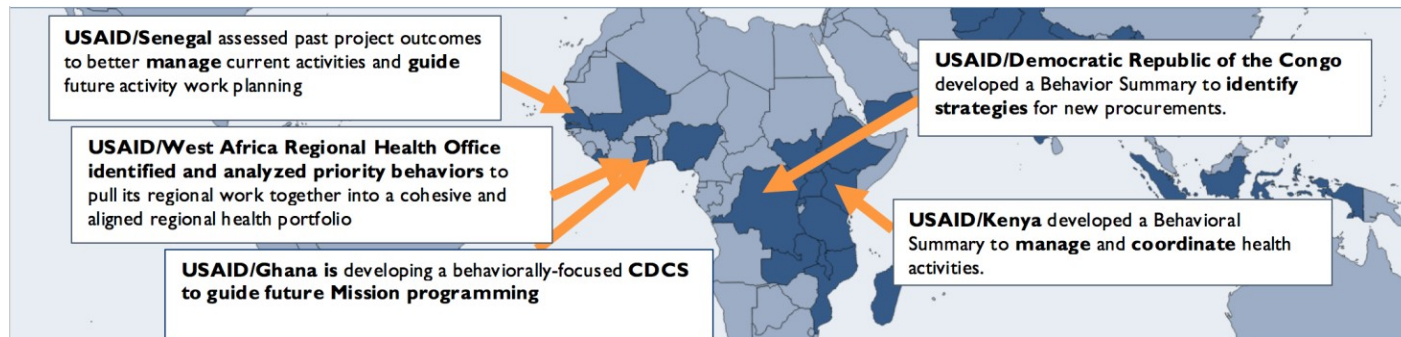


#### Track and Adapt

Craft appropriate targets, track key behavioral metrics, and adapt programming as the data indicate.

## Experience

### USAID Missions



### Implementing Partners

#### Example: WASH for Health, Ghana

- Think | **BIG** was applied in Project Year 4: behavioral outcomes were defined, behavior profiles and behavior summaries were developed, and each project team's work was aligned to achieve the behavioral outcomes.
- Shared accountability across project teams resulted in dramatic improvements in project outcomes at scale within months. Many districts moved significantly closer to Open Defecation-Free status, and even more difficult indicators showed changes. For example, at the end of Year 3, the practice of handwashing with soap under running water after defecation had increased only 2%. Think | **BIG** was applied mid-Year 4, and by Year 6 the same behavior saw a further 34% increase.

### Key Think | **BIG** Tools and Resources

1

#### The Think | **BIG** website

[www.thinkbigonline.org](http://www.thinkbigonline.org) houses a suite of online and offline tools and resources and offers workspace for partners to co-create and collaborate on analysis, strategy development, planning and monitoring.

2

#### TOOLS

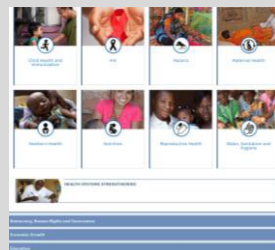
- **Prioritize Tool:** guides a process of selecting priority behaviors using epidemiological and contextual data to identify those behaviors most critical to change in order to achieve and sustain a development goal
- **Behavior Profile Creator Tool:** uses a step-by-step approach to incorporate available evidence and insight on a behavior to craft logical pathways to enable change
- **Behavior Summary Tool:** helps users analyze commonalities across different behaviors to identify potential program

3

#### RESOURCES

- Completed **Sample Behavior Profiles** and guidance documents for 50 behaviors in:

- Global Health
- Democracy, Human Rights and Governance
- Economic Growth
- Education



- Dashboards for monitoring behavioral metrics
- Sample **indicators** and **PIRS**
- An **Ideas Library** to help guide application of best practices to different contexts
- A variety of supporting checklists, application guides and resource documents for using profiles and summaries to develop strategies, plans and activities and to ensure quality implementation

### FOR MORE INFORMATION

Visit the Think | BIG website at [thinkbigonline.org](http://thinkbigonline.org)  
or contact The Manoff Group at [manoffgroup@manoffgroup.com](mailto:manoffgroup@manoffgroup.com)