What are Strategies?

Strategies describe what the Implementing Partner should do in illustrative, general terms. Strategies are used to overcome a factor that inhibits practice of the behavior (barrier) or to leverage a factor that supports practice of the behavior (motivator). Strategies can incorporate a supporting actor's action to address the factor or can be directed toward a supporting actor who must take action for the primary actor to practice the behavior.

Here is a formula that can help you write a program strategy:

> **ACTION VERB FOR IMPLEMENTING PARTNER + CLEAR ILLUSTRATIVE STRATEGY**

Note: **Supportive Communication** is used to inform primary or supporting actors about changes or improvements in the enabling environment or in systems, products, and services. If your Enabling Environment or Systems, Products and Services strategies require Supportive Communication to be effective, add a symbol, such as a megaphone, next to the strategy to indicate this.

Strategy Type	Definition	Examples
Enabling Environment		
Financing	Ensure funding for the delivery of services and products	• Initiate voucher schemes for paying transportation costs • Develop village savings and loan programs • Design and implement female financial literacy programs
Institutional Capacity Building	Strengthen the structures and processes of institutions that deliver or manage programs, products, or services	• Create training programs for the Ministry on social and behavior change • Strengthen technical working groups to ensure accountability
Partnerships and Networks	Leverage synergies and common goals among two or more parties	• Develop social franchising schemes for health clinics extend the reach of the health sector • Engage workplaces in the distribution of information, products, and services
Policies and Governance	Develop, approve, and enforce policies or national guidelines	• Develop guidelines that require teachers and school administrators to let pregnant adolescents stay in school • Create policy to mandate that newborns are kept in the same room with their mother
Systems, Products, and Services		
Infrastructure	Build, improve, or alter physical structures that support services	• Develop waiting shelters for pregnant women so that they are comfortable while waiting for services • Improve ambulance service at regional hospitals
Products and Technology	Introduce new or improved goods	• Develop baby potties appropriate for the household context • Have providers use automated client-contact forms to improve symptom tracking and counseling

Supply Chain	Expand or strengthen systems to move products from manufacturers to customers or service delivery points	• Improve storage capacity for essential products and medicines at the district level • Improve supply tracking at facility level to ensure appropriate and timely procurement
Quality Improvement	Provide systematic and regular improvements to the delivery of services and programs	• Integrate client satisfaction as a part of clinic-level quality assurance tools • Change service hours to better fit the client's lifestyle
Demand and Use		
Advocacy	Generate commitment to the behavior and commitment to support adoption of the behavior	• Support regular stakeholder discussions to share evidence and identify challenges • Start discussions between media managers and political leaders • Use community behavioral data to offer proof to communities about the situation • Cultivate local media champions to share healthy behavior message
Communication	Inform, influence, and motivate individuals or groups	• Develop communication to appeal to emotions underlying factors to support behavior change • Create community champions program to model healthy behaviors • Engage mentors and support groups to provide social support and influence for behavior change • Use social media in connected areas and social networks in unconnected areas to influence primary actors
Collective Engagement	Mobilize individuals or groups to take collective action	• Facilitate community dialogues to engage all community members in reflection and collective action • Cultivate a cadre of community mentors
Skills Building	Teach individual or group skills needed to appropriately practice the behavior	• Develop essential materials packages • Develop e-learning and applied game design for learning • Conduct onsite learning by doing or hands-on sessions