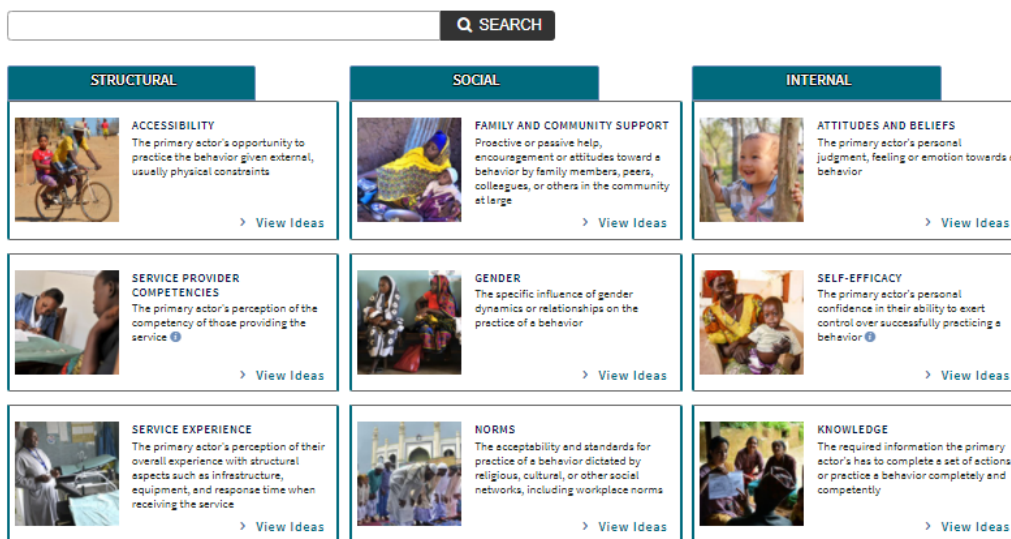


Think | **BIG** – Ideas Library

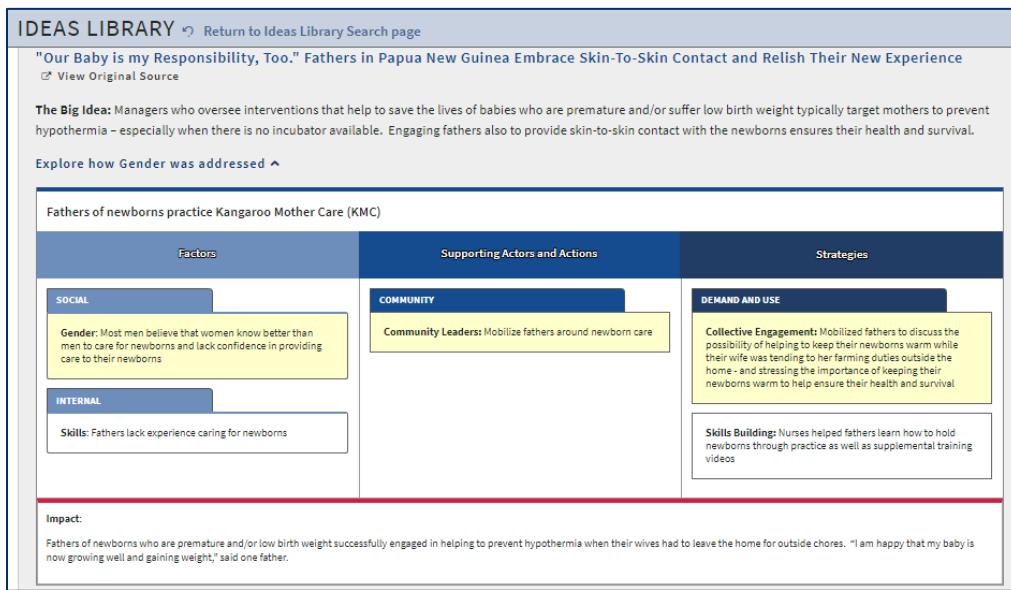
The **Think | BIG Ideas Library** is a searchable repository of examples of work from around the world that have successfully addressed or leveraged one or more critical factors required to enable behavior change. The Ideas Library invites users to find inspiration for their own behavior change strategies from amongst these nearly 200 examples, which were culled from the literature over the life of the ACCELERATE Project. The Ideas are organized by the type of critical factor they address—structural, social, or internal. Each Idea highlights a “big idea” to come out of the work, defines the behavior’s logical pathway that was followed to identify the appropriate strategy, and summarizes the impact of the strategy once implemented. And each one links back to the original source material from which the example was identified.



The screenshot shows the homepage of the Think | BIG Ideas Library. At the top is a search bar with a magnifying glass icon and the word "SEARCH". Below the search bar is a grid of nine categories, each with a representative image and a brief description:

- STRUCTURAL**
 - ACCESSIBILITY**: The primary actor's opportunity to practice the behavior given external, usually physical constraints.
 - SERVICE PROVIDER COMPETENCIES**: The primary actor's perception of the competency of those providing the service.
 - SERVICE EXPERIENCE**: The primary actor's perception of their overall experience with structural aspects such as infrastructure, equipment, and response time when receiving the service.
- SOCIAL**
 - FAMILY AND COMMUNITY SUPPORT**: Proactive or passive help, encouragement or attitudes toward a behavior by family members, peers, colleagues, or others in the community at large.
 - GENDER**: The specific influence of gender dynamics or relationships on the practice of a behavior.
 - NORMS**: The acceptability and standards for practice of a behavior dictated by religious, cultural, or other social networks, including workplace norms.
- INTERNAL**
 - ATTITUDES AND BELIEFS**: The primary actor's personal judgment, feeling or emotion towards a behavior.
 - SELF-EFFICACY**: The primary actor's personal confidence in their ability to exert control over successfully practicing a behavior.
 - KNOWLEDGE**: The required information the primary actor's has to complete a set of actions or practice a behavior completely and competently.

Figure 1: The Think | BIG Ideas Library Homepage



The screenshot shows a sample entry from the Ideas Library. The title is "Our Baby is my Responsibility, Too." Fathers in Papua New Guinea Embrace Skin-To-Skin Contact and Relish Their New Experience. Below the title is a link to "View Original Source". The "Big Idea" is: "Managers who oversee interventions that help to save the lives of babies who are premature and/or suffer low birth weight typically target mothers to prevent hypothermia - especially when there is no incubator available. Engaging fathers also to provide skin-to-skin contact with the newborns ensures their health and survival." Below this is a link to "Explore how Gender was addressed".

Factors	Supporting Actors and Actions	Strategies
<p>SOCIAL</p> <p>Gender: Most men believe that women know better than men to care for newborns and lack confidence in providing care to their newborns</p> <p>INTERNAL</p> <p>Skills: Fathers lack experience caring for newborns</p>	<p>COMMUNITY</p> <p>Community Leaders: Mobilize fathers around newborn care</p>	<p>DEMAND AND USE</p> <p>Collective Engagement: Mobilized fathers to discuss the possibility of helping to keep their newborns warm while their wife was tending to her farming duties outside the home - and stressing the importance of keeping their newborns warm to help ensure their health and survival</p> <p>Skills Building: Nurses helped fathers learn how to hold newborns through practice as well as supplemental training videos</p>
<p>Impact:</p> <p>Fathers of newborns who are premature and/or low birth weight successfully engaged in helping to prevent hypothermia when their wives had to leave the home for outside chores. "I am happy that my baby is now growing well and gaining weight," said one father.</p>		

Figure 2: Sample Entry from the Ideas Library