

ACCELERATE's Key Elements and Insights

2015 - 2020

Over the course of implementing **ACCELERATE**, the project team gained six key insights that helped us identify the essential elements that drive the effectiveness of **Behavior Integration**.

Element 1: Behavior Integration starts by **putting behaviors upfront**, or defining program outcomes as behaviors, because people and what they do are the best reflection/measure of any development goal.

- **Insight:** A **focus on select priority behaviors** most proximal to the development goal allows for reasoned decision-making about investments
- **Insight:** **Shared accountability** among program stakeholders can result from this focus on priority behaviors

Element 2: Behavior Integration **maps intentional pathways** from behaviors to interventions.

- **Insight:** A clear, simple, **structured framework** is essential for consistently creating intentional pathways
- **Insight:** There must be clearly **identified linkages** from the program outcome (defined as a behavioral outcome) to the factors influencing this outcome to the field interventions intended to address the factors, bringing in key actors to drive change, and ultimately working to move the needle on the behavioral outcome

Element 3: Behavior Integration **determines the behavioral metrics** to assess progress along the intentional pathways from the behavioral outcome to the factors influencing the outcomes to the field interventions

- **Insight:** **Behavioral metrics and data can be used for monitoring and evaluation** in donor-funded programs
- **Insight:** Intentional pathways represent your theory of change and, when measured consistently, can be used to **adapt programs**, maximizing your opportunity for impact

BEHAVIOR INTEGRATION for DEVELOPMENT

An approach for program design and management

1

PUT BEHAVIORS UPFRONT

BEHAVIORS

INSIGHT

Encourage shared accountability

INSIGHT

Focus on behaviors driving outcomes



2

MAP INTENTIONAL PATHWAYS

INSIGHT

Use a structured framework



INSIGHT

Identify linkages from behaviors to interventions

3

DETERMINE BEHAVIORAL METRICS

INSIGHT

Generate behavioral data for M&E



INSIGHT

Use behavioral metrics to adapt programs