

## How to Read a Behavior Summary

A Behavior Summary is one of the tools Think | BIG (Behavior Integration Guidance) offers to support behavior-led and -focused strategies. A Behavior Summary is created by synthesizing the elements of multiple Behavior Profiles into a single document. Behavior Summaries allow you to more easily identify the common factors, supporting actors, and strategies that appear across your Behavior Profiles. In turn, making it easier to maximize your impact by targeting your resources where they'll have the greatest effect and reducing redundancy in your programming.

A Behavior Summary is broken into four main sections: bundles of behaviors, factors, supporting actors and their actions, and strategies. These summaries also include both unique and cross-cutting items. Unique items are those that only appear in one bundle of the Behavior Summary. Cross-cutting items are those that appear in two or more bundles of behaviors.

The illustration on the following page depicts a Behavior Summary with only two bundles of behaviors, but a Behavior Summary can contain up to four bundles.

Follow the steps below to learn how to read a Behavior Summary. Note that each step number corresponds to the relevant section of the Behavior Summary graphic.

1. Review the behaviors that have been bundled and the behaviors that make up that bundle. The titles of these bundles help frame language around both the individual behaviors and the bundles they fall into.
2. Examine the unique factors by bundle, those that cannot be combined with any other factors and must be considered in your strategy or your activities individually.
3. Review the cross-cutting factors in the Behavior Summary, those that have been combined with other factors that you can considered as a package in your strategy or your activities.

**Note:** Both unique factors and cross-cutting factors should be included in any resulting strategy or procurement documents. The goal is to collapse like your categories as much as possible without losing meaningful specificity.

4. Re-examine the unique supporting actors and their actions that fall within each bundle, those that cannot be combined with any other actors and must be considered in your strategy or your activities individually.
5. As before, re-examine the cross-cutting supporting actors and their actions that will be important to your strategy or procurement, those that have been combined with other actors that you can considered as a package in your strategy or your activities.
6. Review all of the illustrative strategies that could effectively engage the supporting actors to address the factors in your Behavior Summary, as reviewed in steps 2-5. This is an essential step in helping ensure that a primary actor could successfully adopt the behaviors.
7. Finally, repeat step 6 for all of the cross-cutting strategies, those you can considered as a package in your activities.

		YOUR		
BEHAVIOR BUNDLES	CONFLICT	<ul style="list-style-type: none"> <li>P4.1: Citizens in conflict-prone areas adopt mechanisms, to prevent and respond to conflict</li> <li>P4.2: Peace actors improve institutional collaboration and resource allocation</li> </ul>	<ul style="list-style-type: none"> <li>G4.2: Citizens participate in free, fair and transparent electoral processes at all levels</li> <li>G4.3: Citizens demand quality public services</li> <li>G4.1: Citizens participate in local governance</li> </ul>	
		<p><b>1</b> Review bundles of behaviors</p>	<p><b>2</b> Examine unique factors</p>	
FACTORS	STRUCTURAL	<p><b>3</b> Examine cross-cutting factors</p>	<p>Resources: Inadequate financial and technical resources (G43)</p> <p>Services: Lack of reliable and trustworthy services (G43) (G42)</p> <p>Structures: Weak and dysfunctional sub-district structures (G41)</p>	
	SOCIAL	<p>Technical Competencies: Lack of engagement and capacity to perform effectively (G41) (P41) (G43) (P42)</p> <p>Community Support: Desire to engage with trusted leaders and assemblies (G43) (P41)</p> <p>Norms: Feeling that conflict is "just a part of life" (P42)</p> <p>Women: Lack of involvement by women (P41) (G42) (P42)</p>		
	INTERNAL	<p>Information: Insufficient information on process (G41) (P41) (G43) (P42)</p> <p>Skills: Lack of confidence and skills in conflict prevention and mediation (P41) (P42)</p>	<p>Information: Lack of formal mechanisms for information and debate (G42)</p> <p>Perceived Benefits: Belief that they and their vote don't matter (G41) (G42)</p>	
	SUPPORTING ACTORS/INDUCTIONS	<p>CSOs: Galvanize citizens, especially women, to demand improved, quality service delivery (G41) (P41) (G43) (G42)</p> <p>CSOs: CSOs develop and train others in use of mechanisms (P41) (P42)</p>	<p>Employers: Initiate policies and activities that promote good behaviors (G43)</p> <p>Ghana Audit Service: Delivers evidence-based audits and improve services delivery (G43)</p> <p>Local Government Actors: Transparently develop and share plans based on citizen input and feedback (G41) (G42)</p> <p>Managers: Demonstrate ability to provide respectful services (G43)</p> <p>Policymakers: Develop policies to support easy, reliable, responsive services (G43) (G42)</p> <p>Providers: Demonstrate quality, respectful client-friendly services (G43)</p>	
COMMUNITY	<p>Community Leaders: Provide opportunities to discuss and final local solutions to conflict preparedness (G42) (P42)</p> <p>Community women: Engage in ongoing peace activities and training (P41) (P42)</p> <p>Peace Councils/Committees: Seek and provide opportunities to discuss local solutions to conflict working with citizens (G41) (P41)</p>	<p><b>4</b> Re-examine unique supporting actors</p>	<p><b>5</b> Re-examine cross-cutting supporting actors</p>	
	HOUSEHOLD			
STRATEGIES	ENABLING ENVIRONMENT	<p><b>6</b> Review all the illustrative strategies</p>	<p>Institutional Capacity Building: Establish functioning sub-structure, including mainstreaming their role in revenue collection, making technical officers key members of procurement process, etc. (G41) (P41) (G42) (P42)</p> <p>Institutional Capacity Building: Strengthen the capacity of Ministry, technical working groups, and CSOs through training and hands on learning (G41) (P41) (G43) (G42) (P42)</p> <p>Partnerships and Networks: Cultivate private sector engagement and alliances for sharing information and engaging the citizenry, including techniques on preventing and responding to conflict (G41) (P41) (G43) (P42)</p> <p>Research: Research regionally appropriate mechanisms for conflict prevention and resolution (P41) (P42)</p>	<p>Partnerships and Networks: Engage workplaces in the distribution of information, products and services (G43)</p> <p>Policies and Governance: Formulate, initiate, enforce policies that are client-friendly, including reforms and sanctions (G43)</p>
	SYSTEMS, PRODUCTS AND SERVICES	<p>Quality Improvement: Develop and train local CSOs to work with community citizens (G41) (P41) (G43) (G42) (P42)</p>	<p>Products and Technology: Invest in technologies that make all information accessible (G41)</p> <p>Quality Improvement: Develop citizen-centered policy and guidelines for quality services (P41) (G43) (P42)</p> <p>Quality Improvement: Encourage social accountability among all staff (G41) (G42)</p>	
	FOUNDATIONAL	<p>Advocacy: Support regular citizen discussions to share evidence and identify challenges, especially among women (G41) (P41) (G42) (P42)</p> <p>Collective Engagement: Create informal, ongoing discussion and sharing forums for all citizens, including gender, vulnerable-friendly forums (G41) (P41) (G42) (P42)</p> <p>Communication: Develop community spotlights and issues packages relevant to local concerns and disseminate (G41) (P41) (G42) (P42)</p> <p>Skills Building: Conduct onsite learning by doing sessions (G41) (P41) (P42)</p>	<p><b>7</b> Review cross-cutting strategies</p>	<p>Communication: Establish regular easily accessible feedback mechanisms</p>