

# How to Read a Behavior Profile

A Behavior Profile is one of the tools Think | BIG offers to support evidence-based decision making. Each priority behavior is analyzed to identify pathways to change by linking factors to actions. A Behavior Profile puts all essential information about a priority behavior in a simple-to-read table.

BEHAVIOR PROFILE: ANTENATAL CARE			
HEALTH GOAL		Improve maternal and child survival	
BEHAVIOR		Pregnant women complete a full course of quality antenatal care (ANC) Percentage of women who had a live birth in the three years preceding the survey who had 4+ antenatal care visits	
		<b>7 Measure outcomes</b>	
		STRATEGY	
BEHAVIOR AND STEPS		BEHAVIOR ANALYSIS	
		SUPPORTING ACTORS AND ACTIONS	
		POSSIBLE PROGRAM STRATEGIES	
<b>1 Review the behavior</b> Behavior Pregnant women complete a full course of quality antenatal care (ANC)		<b>3 Review critical factors</b> What factors may prevent behavior? <b>STRUCTURAL</b> <b>Accessibility:</b> Pregnant women cannot access health facilities because they are too far. <b>Accessibility:</b> Pregnant women do not attend multiple ANC visits because they struggle to afford that come in addition to on-going expenditures. <b>Provider Competencies:</b> Pregnant women cannot obtain quality ANC because providers neither respect them nor effectively communicate relevant technical information or explain the benefits of the different services, tests, and medications given during ANC. <b>Service Experience:</b> Pregnant women do not go for ANC because the health facilities often lack the tests, medications, or supplements that women need, or payment is required when services and products should be free.	
		<b>4 Examine supporting actors and actions</b> <b>INSTITUTIONAL</b> <b>Policymakers:</b> Ensure maternity care is accessible via insurance schemes, conditional cash transfers (CCTs) or other financing. <b>Policymakers:</b> Ensure pregnant adolescents can still attend school. <b>Managers:</b> Provide effective supervision and on-site support to ensure quality ANC services. <b>Logistics Personnel:</b> Monitor and properly forecast stock of essential tests, medicines, and supplements. <b>Providers:</b> Offer counseling and support to pregnant women during ANC visits, including thorough explanations of services provided as well as the importance of multiple visits and adherence to supplements or medications given.	
<b>2 Examine the steps</b> Steps 1. Recognize symptoms 2. Decide to seek ANC early, before the end of the first trimester 3. Plan transport, resources, and logistics 4. Attend all recommended ANC visits 5. Obtain all required services (history, examination, screening and tests, treatments, preventive measures, health education and counseling) from qualified provider at each visit 6. Adhere to provider instructions during and following each visit, including when to return for the next visit		<b>5 Look at possible program strategies</b> <b>ENABLING ENVIRONMENT</b> <b>Financing:</b> Expand free or low-cost access to products and services through vouchers or fee exceptions to ensure access to ANC. <b>Financing:</b> Finance task-shifting and explore community-based service delivery such as iron and folic acid supplements. <b>Policies and Governance:</b> Adopt and enforce policies to permit pregnant adolescents to attend school. <b>Policies and Governance:</b> Establish a policy for areas with poor health facility access to have the most basic ANC services, such as iron and folic acid supplement resupply managed at the community level.	
		<b>6 Illuminate pathways</b> <b>INTERNAL</b> <b>Attitudes and Beliefs:</b> Pregnant women do not always perceive a value to multiple ANC visits if they have already had one or more healthy pregnancies. <b>Attitudes and Beliefs:</b> Pregnant women do not always comply with provider's instructions particularly related to medications, supplements, or foods because of beliefs about the adverse effects of the medication or foods on their fetus. <b>Knowledge:</b> Most pregnant women attend at least one ANC visit because they understand its benefits.	
		<b>HOUSEHOLD</b> <b>Family Members:</b> Actively participate in ANC and support women, especially first-time mothers and adolescents, in all aspects of pregnancy and delivery planning. <b>Male Partners:</b> Actively support finances, planning, and transportation for ANC for pregnant women.	
		<b>COMMUNITY</b> <b>Community and Religious Leaders:</b> Publicly support or promote ANC including programs that attempt to reduce stigma and encourage women to talk to their partners about early pregnancy care. <b>Community Health Workers/Peer Educators:</b> Encourage or actively support women to seek a full course of ANC and to continue following provider's instructions once at home.	
		<b>SYSTEMS, PRODUCTS AND SERVICES</b> <b>Supply Chain:</b> Strengthen supply chains for essential drugs, supplements, and preventative medicines for ANC. <b>Quality Improvement:</b> Train and support providers to emphasize value of completing all ANC visits as well as active birth planning. <b>Quality Improvement:</b> Expand services and improve structures, including hours offered, types of services available, transparent costing of services when appropriate and use of ANC outreach services to encourage pregnant women to use ANC. <b>Quality Improvement:</b> Ensure that services are client- and family-friendly and that counseling on follow-up care is provided to both the pregnant women and any family members accompanying her.	
		<b>DEMAND AND USE</b> <b>Communication:</b> Use targeted media, including SMS where possible, to send tailored reminders and tips for pregnant women and their families on both ANC attendance and adherence to supplements like iron and folic acid. <b>Communication:</b> Create pregnancy and new-mother groups to help mothers understand the benefit of care throughout pregnancy and the post-partum period. <b>Collective Engagement:</b> Train and use traditional leaders and traditional birth attendants to encourage women to seek early and multiple ANC visits.	

Use the image above and numbers below to below to learn how to read a Behavior Profile:

1. First, review the behavior. The behavior should be written from the perspective of the primary actor, i.e. the individual who should carry out the behavior. This behavior sets the framework for the entire Behavior Profile.
2. Second, examine the steps that are needed for the primary actor to practice the behavior to be sure that you are enabling him or her to do so.
3. Next, review the critical factors – structural, social, and internal – to understand what is inhibiting the primary actor from practicing the behavior or motivating the primary actor to practice the behavior.
4. Then, examine what other actors must support the primary actor to practice the behavior and what actions those supporting actors must take.
5. Finally, look at the possible program strategies that can be implemented with the primary actor and/or the supporting actors to overcome or leverage the factors and achieve the desired change in behavior. *Note: These possible program strategies are considered “illustrative” interventions when included in a procurement document.*
6. Illuminated pathways link factors to supporting actors and their actions and to possible program strategies, creating a logical pathway to change.
7. Measuring outcomes and outputs along the pathway allows you to collaborate on, learn from, and adapt programs working with implementing partners.