

Develop a Composite Behavior Profile

WHAT IS A COMPOSITE BEHAVIOR PROFILE?

A Composite Behavior Profile combines several behaviors within one overarching behavior. A composite behavior can encompass behaviors from one sector or from multiple sectors.

Table 1: Sample of Multi-sector and Single-sector Composite Behaviors

COMPOSITE MULTI-SECTOR BEHAVIOR Businesses use long-term financing to grow	COMPOSITE SINGLE-SECTOR BEHAVIOR Citizens adopt improved health behaviors
<p>Specific Behaviors by Sector:</p> <ul style="list-style-type: none"> • Private sector pharmacists use long-term financing to grow • Private schools use long-term financing to grow • Agricultural equipment manufacturers use long-term financing to grow 	<p>Specific Behaviors by Health Area:</p> <ul style="list-style-type: none"> • Caregivers feed adequate amounts of nutritious, age-appropriate foods to children from 6 to 23 months (inclusive), while continuing to breastfeed • Caregivers provide essential newborn at-home care immediately after birth • Family members safely dispose of human feces • Pregnant women and children under 5 sleep under an insecticide-treated net (ITN) • Women of reproductive age (WRA) consume a diverse, nutritious diet

Creating an evidence-based Behavior Profile for a composite behavior requires first **thinking through steps, factors, supporting actor actions, and strategies for each included behavior, i.e., creating a Behavior Profile for each of the behaviors that will constitute the Composite Behavior Profile.** This helps ensure that the Composite Behavior Profile accurately reflects all the behaviors that encompass it.

WHY MIGHT YOU NEED A COMPOSITE BEHAVIOR PROFILE?

A Composite Behavior Profile allows you to program strategically, whereas having Behavior Profiles for each individual behavior allows you to maintain the specificity needed for tactical programming. The figure below provides an example of a Composite Behavior Profile. In this example, the team developed a Behavior Profile for each of the health sector behaviors listed in the table above (and listed as steps in the composite profile). The team then synthesized and summarized factors, supporting actor actions, and strategies to create the Composite Behavior Profile: Citizens adopt improved health behaviors.

BEHAVIOR PROFILE: CITIZENS ADOPT IMPROVED HEALTH BEHAVIORS			
HEALTH GOAL		Citizens adopt improved practices to advance their well-being	
BEHAVIOR		Citizens adopt improved health behaviors	
		(1) % of pregnant women who slept under an insecticide-treated net (ITN) the night before the survey; (2) % of households with improved and non-shared toilet facilities; (3) % of newborns receiving all components of essential newborn care; (4) % of breastfed children age 6-23 months fed four or more food groups and the minimum meal frequency; (5) HL.9.1 3.1.9.1 Women's Dietary Diversity: Mean number of food groups consumed by women of reproductive age	
		BEHAVIOR ANALYSIS	STRATEGY
BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
What steps are needed to practice this behavior? Behavior Citizens adopt improved health behaviors Steps 1. Pregnant women and children under five sleep under an ITN every night [ITN] 2. Families safely dispose of feces [FEC] 3. Caregivers provide essential newborn care immediately after birth [ENC] 4. Caregivers feed adequate amounts of diverse, nutritious, age appropriate foods to children from 6 to 23 months (inclusive), while continuing to breastfeed [CF] 5. Women of reproductive age consume a diverse, nutritious diet [WRA]	What factors may prevent or support practice of this behavior? STRUCTURAL Accessibility: Targeted community members cannot adopt healthy home behaviors because there are inadequate user-friendly products and services [ITN, FEC] Accessibility: Targeted community members cannot feed their children under two properly as needed diverse foods are unavailable [CF] Accessibility: Targeted community members cannot eat diverse foods because the cost is too high [CF, WRA] Service Provider Competencies: Targeted community members are not able to practice the healthy behaviors because providers have insufficient interpersonal communication skills and knowledge [ALL] SOCIAL Family and Community Support: Targeted community members cannot practice healthy behaviors because society does not support these practices [ALL] Gender: Women do not consume animal-source foods because certain ASFs are kept for men [WRA] Gender: Women cannot grow diverse foods because men determine choice of crops to grow [WRA] Gender: Women cannot access needed information because there is a lack of female extension workers to reach them [WRA] INTERNAL Attitudes and Beliefs: Targeted community members do not understand the value of healthy behaviors and thus do not practice them [ALL] Self-Efficacy: Targeted community members do not feel they can feed children proper foods or care for their newborns properly [ENC, CF] Knowledge: Targeted community members do not understand how to practice the behaviors, e.g. how to prepare, when to give, etc. proper foods for children; properly dispose of feces, etc. [FEC, ENC, CF]	Who must support the practice of this behavior, and what actions must they take? INSTITUTIONAL Policymakers: Collaborate with public private partnerships to expand products and services [ALL] Policymakers: Ensure health accountability [CF] Policymakers: Ensure recruitment and placement of female extension workers [CF, WRA] Policymakers: Increase capacity of health and extension workers (knowledge and skills) [ALL] Managers: Managers conduct regular supportive supervision, problem solving and peer evaluations [CF] Managers: Promote logistics and commodity distribution according to protocols [ITN] Logistics Personnel: Encourage public private partnerships [ALL] Providers: Counsel per guidelines in a respectful manner [CF] Private Sector: Seek avenues to fill gaps in available products, foods and services [ALL] COMMUNITY Community Leaders: (and religious leaders) Demonstrate healthy practices (do in own home) [ALL] Community Leaders: (and religious leaders) Engage the community in dialogue around healthy behaviors and demand social accountability of health system [ALL] Community Leaders: Monitor adoption of practices and use data to encourage and support practices [ALL] Community Leaders: Facilitate local solutions [ALL] Community Leaders: (and Religious Leaders) Encourage men to involve women in choices made, i.e. crop selection, foods purchase, latrine construction, etc. [FEC, CF, WRA] Teachers: Employ innovative activities to foster understanding between good hygiene, sanitation, and good health [FEC] HOUSEHOLD Family Members: Support appropriate household members in practicing healthy behaviors [ALL] Family Members: Model healthy behaviors [FEC] Family Members: Incorporate women into the decision making [ALL] Male Partners: Actively support healthy behaviors - assist, build, purchase, etc. [ALL] Male Partners: Incorporate women into the decision making [ALL]	What strategies will best focus our efforts based on this analysis? Strategy requires Communication Support ENABLING ENVIRONMENT Institutional Capacity Building: Strengthen capacity of regional, district and community levels to use data and evidence for monitoring and adaptation [ALL] Institutional Capacity Building: Develop workforce plan and skills gap analysis to increase number of workers, e.g. extension [WRA] Partnerships and Networks: Develop social schemes to extend the reach beyond the health sector to agriculture and other [ITN, FEC, CF] Partnerships and Networks: Work with private sector to conduct market studies on needed diverse products, foods and services [ALL] ↕ Partnerships and Networks: Develop incentive programs for private sector involvement in the deliver of goods, foods, and services [ALL] ↕ Policies and Governance: Develop clear guidance and protocols [CF] SYSTEMS, PRODUCTS AND SERVICES Products and Technology: Explore local creative solutions and innovative local technologies [FEC] Supply Chain: Set up effective supply chain and quality control systems for public and private sectors [ITN, FEC, CF] Quality Improvement: Ensure quality of routine services and support [ALL] Quality Improvement: Develop combined technical and interpersonal skills training including group problem solving, mentoring, peer and self evaluation and community engagement in all facets of social and health accountability [ALL] DEMAND AND USE Communication: Model healthy behaviors through community champions [ALL] Communication: Engage mentors and support groups to provide social support and influence for behavior change [FEC, CF] Collective Engagement: Engage positive influencers and champions [ITN, FEC] Collective Engagement: Establish or strengthen existing social accountability structures [ALL] Collective Engagement: Develop programs for appropriate community members to increase women's decision making power in their health [ALL] Skills Building: Conduct onsite learning by doing or hands on sessions [FEC, CF]

Figure 1: Sample Composite Behavior Profile

HOW DO YOU CREATE A COMPOSITE BEHAVIOR PROFILE ONLINE OR OFFLINE?

OFFLINE

1. Use the [Create a Behavior Profile](#) offline tool to create a Behavior Profile for each behavior to be included in the Composite Behavior Profile.
2. Use the [Summarize Behaviors](#) offline tool to create a Behavior Summary for the selected behaviors.
3. Transfer the composite behavior name to the behavior portion of the Behavior Profile Template.
4. Transfer the selected behaviors to the steps column of the Behavior Profile Template.
5. Transfer the factors, supporting actor actions, and strategies from the Behavior Summary to the corresponding columns in the Behavior Profile Template.

ONLINE

Part I: Create Your Composite Behavior Profile Priority List

1. Log into thinkbigonline.org and choose “**My Work**” to use the Behavior Profile tool.
2. Click on your country or technical area if you are on the thinkbigonline.org website.
3. Go to “**My Priority Behaviors**” and create a new Priority Behavior List by clicking “**Create New.**”
4. Title the new list “Composite: Name of composite behavior”, e.g., Composite: Citizens adopt improved health practices.
5. Choose a sector or area from the dropdown menu.
6. Click on “**Add Priority List.**”
7. Under “**Link to Country Priorities,**” enter the name of the composite behavior into the goal or objective text boxes and click on “**Save and Continue.**”
8. In “**Select Priority Behaviors**”, either (1) choose from this list if any of those are your behaviors to be included in the composite profile and/or (2) click on “**Add a Custom Behavior**” and enter the names of each of the behaviors that comprise this composite behavior, e.g., Pregnant women and children under five sleep under an ITN every night; Families safely dispose of feces; and so on. Do this for each individual behavior, also completing other required fields, indicated by an asterisk.
9. After adding all the necessary custom behaviors, click the box to the left of each behavior that will be part of the composite behavior. A check mark should appear in the box.
10. Then scroll to the bottom and click on “**Save and Continue.**”
11. On the “**Finalize**” page, scroll to the bottom and click on “**Save and Continue.**”
12. Click on “**Continue to Create Behavior Profiles.**”

Part 2: Create a Behavior Profile for Each Behavior that Will be Part of the Composite

1. Go to “**My Behavior Profiles.**”
2. Select the Priority List that corresponds to this set of behaviors, i.e., the list you just created in Part A, e.g., “Composite: Citizens adopt healthy practices.”
3. Follow the normal procedure to create a Behavior Profile for each behavior that falls within this composite behavior.

Part 3: Summarize the Behavior Profiles that will Constitute the Composite Behavior Profile

1. Go to “**My Behavior Summaries.**” Click on “**Create a New Behavior Summary.**”
2. Title it “Composite summary: Name of composite behavior”, e.g., “Composite summary: Citizens adopt healthy practices.”
3. Select **ONLY** those profiles that fall within this Composite to summarize.
4. Follow the normal process of summarizing profiles.
5. Print to PDF the full Behavior Summary.

Part 4: Input Your Composite Behavior Profile

1. Go back to “**My Behavior Profiles.**”
2. Select the Priority List to which the Composite Behavior Profile belongs, e.g., Accelerating and Sustaining Growth.
3. Follow the normal procedure to create a profile for the Composite Behavior. In the Steps column, list the behaviors that make up the composite behavior, e.g.,
 - Private sector pharmacists use long-term financing to grow.
 - Private schools use long-term financing to grow.
 - Agriculture equipment producers use long-term financing to grow.
4. Input the data from the Behavior Summary for factors, actors, and strategies, **exactly as found on the Behavior Summary.** [Be sure to include the abbreviated names of each behavior as found on the Summary. It is fastest to copy and paste each element from the PDF of the Behavior Summary into the Behavior Profile. This also ensures that the content is exactly the same.]
5. Under “please cite sources for your analysis” when you input the factors under “Analyze Factors,” write, “references found in individual Behavior Profiles.”