

# Unlocking Emotional Drivers as a Component of Social and Behavior Change Programming.

## Leveraging Emotional Drivers To Inform Cohesive, Evocative Social and Behavior Change Activity Branding

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### INTRO AND OBJECTIVE

In Ethiopia, the USAID Healthy Behaviors Activity conducted an inquiry to uncover the emotional drivers that are most important for our priority audiences and priority behaviors to inform SBC strategy and a branding refresh.

### METHODS

The inquiry used projective techniques – questions with no logical answers that prompt participants to explore their sometimes-hidden emotional drivers around a behavior. Interviews and focus group discussions were conducted with adolescents, pregnant women (PW) and their partners, mothers and fathers of children under 5, older women, and healthcare workers, each focusing on FP, MNCH, and malaria priority behaviors.

### RESULTS

Across all audiences and behaviors, the emotional drivers of belonging, recognition, and status emerged as key. Other drivers that emerged as important for specific audience segments were:

- *Pregnant women*: Recognition and belonging
- *Partners of pregnant women*: Belonging and achievement.
- *Mothers of CU5*: Recognition and belonging.
- *Fathers of CU5*: Recognition and status.
- *Adolescent girls*: Achievement, independence, nurturing
- *Adolescent boys*: Status and recognition
- *Healthcare providers*: Recognition and achievement

### CONCLUSIONS

Exploring and understanding emotional drivers informed a nuanced branding redesign that spoke to all audiences' drivers as well as shared drivers (see the Hulu Betena logo, right). It also informed elements of programming for each audience – for example, provider behavior change approaches include those that tap into recognition by peers and communities as a driver. SBC programs should consider adding projective techniques to formative work to uncover the often-hidden subconscious drivers of behaviors.



Hulu Betena



Recognition of healthcare providers as part of communities; a stethoscope for health



Upward movement; recognition and status



Community protection; care; a sense of belonging



Parent and child connected

