Empowerment of decision-makers on behaviorally-informed design techniques ensures that SBC programs are rooted in the local context, sustainable, and aligned with the unique needs and challenges of the communities they serve.

Driving Sustainable Behavior Change through Behavioral Design: Empowering Local Resources for Positive Impact
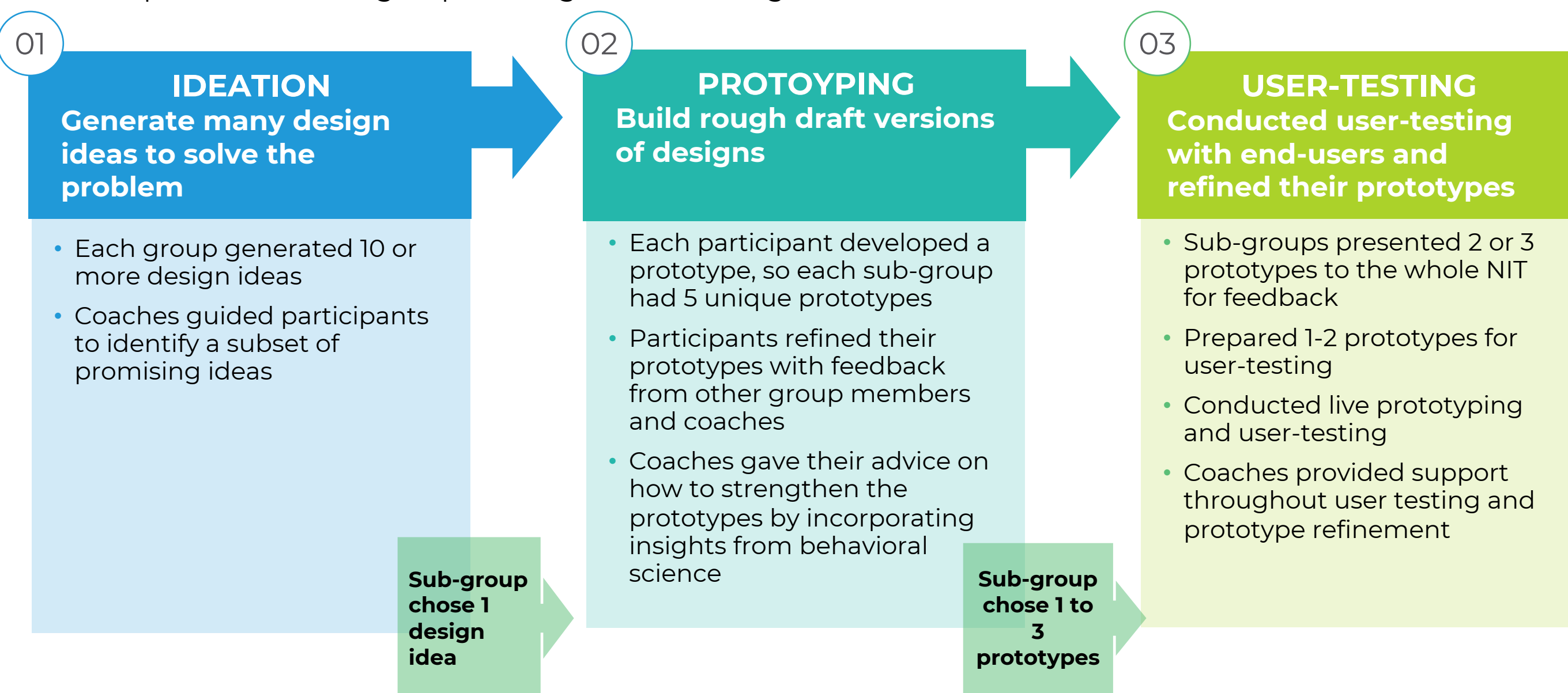
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INTRODUCTION AND OBJECTIVE

- Behavioral design is a game-changing approach for designing innovative and impactful social and behavior change (SBC) policies and programs.
- This approach is underutilized in Africa due to limited training opportunities.
- Breakthrough ACTION, as part of the Resilience in the Sahel (RISE) II project, implemented a program to train National Innovation Teams (NIT) in Burkina Faso and Niger in behavioral design

APPROACH

- Through a hybrid online and face-to face sessions, behavioral design experts coached 84 NIT members through 2 cohorts between 2020 and 2022
- Participants learned about behavioral design and, with hands-on coaching, developed innovative solutions for their countries' priority behaviors related to family planning, antenatal care, nutrition, supplementary feeding for children, WASH and agriculture.
- Participants worked in groups through the following modules:

01

IDEATION
Generate many design ideas to solve the problem

- Each group generated 10 or more design ideas
- Coaches guided participants to identify a subset of promising ideas

Sub-group chose 1 design idea

02

PROTOYPING
Build rough draft versions of designs

- Each participant developed a prototype, so each sub-group had 5 unique prototypes
- Participants refined their prototypes with feedback from other group members and coaches
- Coaches gave their advice on how to strengthen the prototypes by incorporating insights from behavioral science

Sub-group chose 1 to 3 prototypes

03

USER-TESTING
Conducted user-testing with end-users and refined their prototypes

- Sub-groups presented 2 or 3 prototypes to the whole NIT for feedback
- Prepared 1-2 prototypes for user-testing
- Conducted live prototyping and user-testing
- Coaches provided support throughout user testing and prototype refinement

RESULTS

- **Empowerment of decision-makers:** participants were enabled to define their own priorities and target behaviors within the framework of national strategic objectives in the different focus areas.
- **Expanded understanding of behaviorally-informed Interventions:** participants gained insights into innovative SBC approaches beyond traditional messaging, such as behavioral design techniques
- **Shifted perceptions of the target audience:** participants began to view their target audience not just as 'beneficiaries' but as 'users' who actively engage with SBC programs, making their perspectives invaluable.

CONCLUSIONS

- The NIT program demonstrated the potential to strengthen SBC programs through comprehensive in-service training.
- By integrating behavioral design with local expertise, the program empowered decision-makers to create innovative, effective solutions for pressing health issues.
- This approach highlighted the importance of grounding SBC interventions in local realities and leveraging the insights of the target audience for maximum impact.

We've started paying much more attention to mood, physical environment, and social context. We've also learned how to account for chronic scarcity. We didn't consider these things before. For example, we'd often approach organizing events around increasing visibility. We didn't think about how there could be specific moments or new things in people's everyday lives that could push them to take action. We learned this through the NIT training participants were.

Participant in the NIT Cohort 2

TRAINING PLATFORMS AND RESOURCES USED

NUTRITION GROUP IN BURKINA FASO CONDUCTING USER-TESTING OF A GAME FOR MALE ENGAGEMENT

WASH GROUP IN NIGER CONDUCTING USER-TESTING OF A CLEANED HOUSE CONTEST PROTOTYPE

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