

JSI's Behavior Initiative:

Making people-centered change happen

ehavior is at the core of our mission to achieve better health outcomes for all. JSI's **Behavior Initiative** integrates behavioral thinking into everything we do. Moving beyond conventional approaches, we combine social, ecological, and behavioral applied sciences with innovations from marketing, design, tech, and other sectors, to help people live healthier lives.

Our 90+ behavior experts collaborate closely with practice area specialists who have the deep applied experience to make change happen. Since most of our staff are from the countries where they work, we design and implement for change locally while drawing on our global experience in over 100 countries.

We work alongside communities, governments, those often excluded from conversations, and others to ensure change efforts are people-centered. We do this by working with them to gather **insights** and co-create behavior-integrated strategies that spur people to **action** and ensure **change** that lasts.



JSI's Behavior Integration Approach

INSIGHT tools

market segmentation & analysis
anthropological inquiry
community mapping
human centered design
focus groups & interviews
root cause analysis
journey & system mapping
social network patterning
Trials of Improved Practices



strategy development
Living Labs
advocacy
policy change
communication campaigns
financial incentives
social marketing
enabling technology
community mobilization
private sector engagement

CHANGE gauges

social listening community monitoring systems outcome monitoring impact evaluation process evaluation critical tipping points knowledge transfer metrics scale and spread readiness



Define

Identify the challenge and the specific and measurable behavioral outcomes.



Diagnose

Analyze the context and influencing factors, and map change pathways.



Design

Co-create locally-led interventions to address critical factors and define change metrics.



Implement

Test, learn, and adapt or scale the intervention based on shifts along the behavior change pathway.



Evaluate

Measure progress along the change pathway regularly and assess the outcomes and impact of the intervention.



Share

Communicate results and the change process through an intentional learning and diffusion agenda.



Practice Areas

JSI brings a behavior integration approach to programs across our practice areas for people-centered change. The challenges vary widely and require constant innovation and adaptation of proven methods. To meet the need of each context, we draw from behavioral science to address the specific structural, social and internal influences on behavior. We co-create with partners from the private sector to community committees, we look for local leadership and strengthen capacity, and we apply a variety of measurement methods for decision making and continual learning. Below are examples of our social and behavior change work by practice area.



Immunization

MOMENTUM Routine Immunization Transformation and Equity | Identifying and reaching zero-dose and under-immunized communities

Behavioral Science Immunization Network | Strengthening partner capacity to design and test behavioral interventions

Immunization Service Experience | Increasing vaccine confidence and demand through positive, people-centered service experiences



HIV & Infectious Diseases

<u>USAID DISCOVER-Health</u> | Increasing acceptance and use of integrated HIV prevention and treatment services in Zambia

<u>Kyrgyz Republic Cure Tuberculosis (USAID)</u> | Improving access and adherence to TB services through person centered services and reducing stigma

<u>USAID Strategies to Prevent (STOP) Spillover</u> | Strengthening capacity to develop and test risk reduction measures, including SBC, to reduce zoonotic viral spread



change happen

Women, Children & Communities

Asia Resilient Cities | Engaging and aligning communities, government and businesses to design and test approaches that create livable, resilient cities

USAID Advancing Nutrition | Building effective multi-sectoral nutrition programs using social and behavior change interventions

The Last 10 Kilometers Project | Changing the behavior of health extension workers and center staff through problem solving with communities and providers



Supply Chain Management

Subcutaneous DMPA Access Collaborative | Motivating health workers to understand and increase demand for self-care among communities

Zambia Electronic Supply Chain Management Information System (USAID) | Changing government behavior to promote data-driven decision-making

Supply Chain Alternatives for Last Mile Equity | Reducing barriers to uptake of family planning at the last mile in Kenya



Health System Strengthening

Yemen Systems, Health, and Resiliency (USAID) I Improving priority health services through demand creation and community engagement

MOMENTUM Integrated Health Resilience | Strengthening health and community systems to address the determinants of poor health and fragility

Strengthening Egypt's Family Planning Program (USAID) | Increasing government and provider capacity to design and deliver better FP programs and services



Applied Research & Evaluation

Vx Data Insights: Human-Centered Data for Decision and Action | Using HCD to prioritize immunization service provider challenges

Reimagining Technical Assistance | Shifting global health industry behavior and power dynamics to support country and community priorities

Innovations for Maternal, Newborn, and Child Health | Evaluating the ability of design thinking to create social innovation in global health programs