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JSI's Behavior Initiative: Making people-centered change happen

Behavior 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.



<https://www.jsi.com/expertise/behavior-initiative/>

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

ACTION methods

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.

