



Section 4: What do you need them to do?

- What behaviours will help meet your objectives?
- How will you choose which behaviours to prioritize?
- How will you design the behaviour to maximize change?



Global Disaster
Preparedness Center



USAID
FROM THE AMERICAN PEOPLE

Section 4-

Selecting behaviours - What do you need them to do?



4A What behaviours will help meet your objectives?

Importance ★★ ★

Time ★

Cost ★

Summary

Often, a problem has many different behaviours that people could do that would make a difference. Begin by considering all the possible options, before narrowing them down.

Why is it important?

Clearly defining the behaviour to be promoted via social media helps ensure that both you and your priority audience know exactly what they are supposed to do. A behaviour is an action that is observable. For example, “staying safe” is not a behaviour. But “taking cover under a heavy table during an earthquake” is an action you can see.

You also need to specify the time, place, quantity, duration or frequency that the action should be done – is it a once-in-a-while event (e.g., getting a flu shot each year) or does someone need to keep doing it every day (e.g., washing their hands correctly after using the toilet)?



Key Considerations:

1

A common mistake in defining behaviours is saying you want people to “be aware of...,” “care about...,” or “believe...,” as the action. These may be objectives that can eventually lead to the behaviour, but they are not the behaviour itself. Figure out what you want people to DO as a result of knowing or caring about the issue.

2

The people in the priority audience need to have the ability and opportunity to carry out the behaviour to be a feasible choice for you to promote. If they don’t have the money or the skills to do what your program is proposing, you’re wasting your time.

3

In this step, make as big a list as you can of potential behaviours. You’ll narrow it down later. By considering all the different options, you may find some valuable alternatives that might not have been obvious at first.



Action steps:

1

For each of your objectives for each priority audience, brainstorm a list of possible behaviours that they could engage in that would make a difference on the problem.

2

Take each behaviour on the list and carefully define it to be one (and only one) action that is:

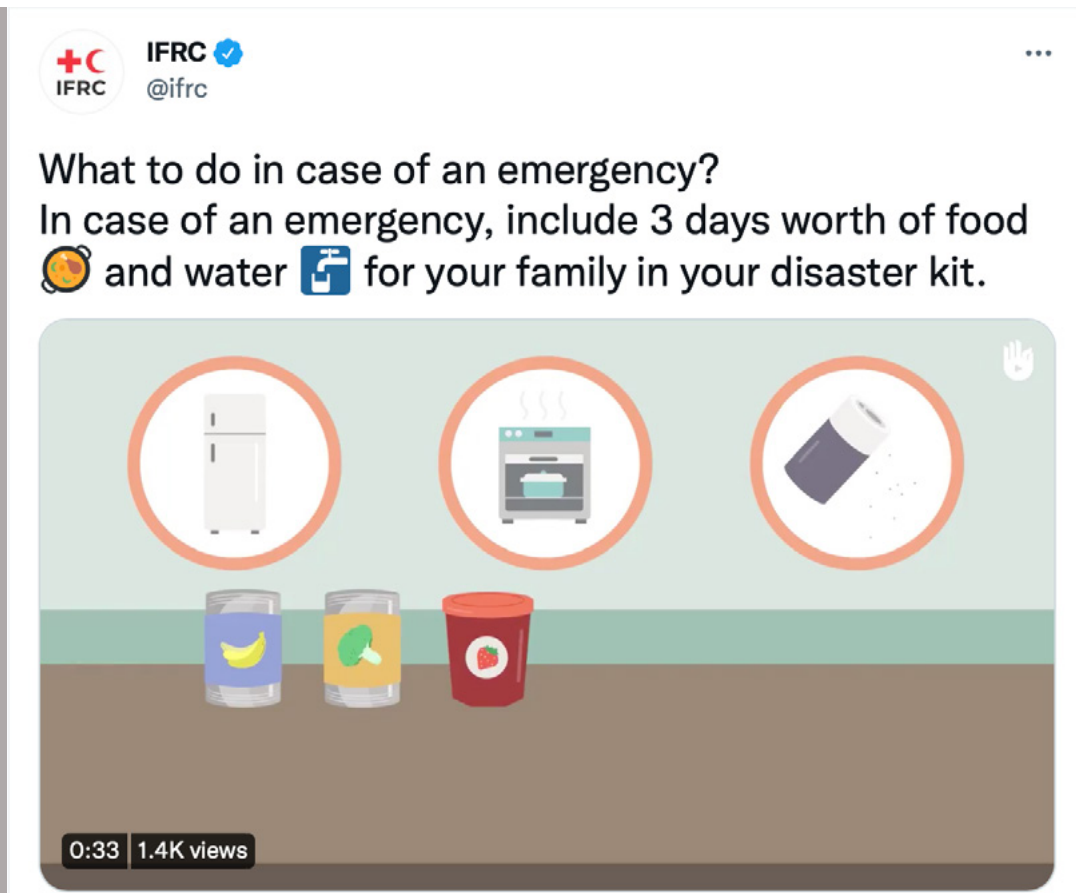
- Observable
- Specific
- Actionable
- Feasible

For more information:

- [What are You Asking People to Do?](#)
- [Designing for Behaviour Change: A Practical Field Guide – Step 1: Define the Behaviour](#)

- [Social and Behaviour Change: Insights and Practice – Chapter 3.1: Select the Desired Behaviours](#)

Example:



<https://twitter.com/ifrc/status/1218895889390956547>

4^B How will you choose which behaviours to prioritize?

Importance ★★

Time ★★

Cost ★

Summary

Once you have a list of possible behaviours to choose from, the next step is to identify which are most likely to be successful in being adopted by your priority audience and in making a difference.

Why is it important?

All behaviours are not equal. *Some are harder than others, which means that people will be less likely to adopt them.* What makes a behaviour harder to change?

- Time intensive
- Frequent or ongoing action
- High cost or resource requirements
- Requires specific skills

- Goes against social norms
- Delayed payoff
- Can't be done by one person alone

The key criteria to use when choosing the target behaviours to prioritize are behaviours that:

1. Have a direct and significant impact on solving the problem
2. Have a high likelihood of your priority audience adopting them
3. Have a low penetration rate among your priority audience (in other words, they have not already been adopted by a large percentage of people in your priority audience)



Key Considerations:

1

Though some behaviours may be considered “hard to change” because past programs promoting them have not been successful, sometimes the potential impact is worth trying a new approach.

2

Sometimes engaging in certain behaviours can create a “spillover” effect, having an impact on the adoption of other behaviours as well. For example, engaging in one environmentally friendly behaviour like biking to work may increase the likelihood that a person will adopt other behaviours like recycling.

3

Think also about how easily you will be able to measure each behaviour for evaluation purposes.

4

Consider your level of time and resources, in terms of whether to choose one or two to focus on, or a set that could be promoted to complement each other.



Action steps:

1

Rate each of the behaviours on your list by potential for impact, probability of adoption, and opportunity to gain new adopters in your priority audience.

2

Use these ratings to choose the behaviours most likely to lead to success in reaching your objectives.

3

Take a new look back at your objectives to see whether they need to be adjusted based on the behaviours you chose to be done by each priority audience.

For more information:

- [Fostering Sustainable Behaviour – Step 1: Selecting Behaviours](#)
- [Achieving Behaviour Change: A Guide for Local Government and Partners – Behaviour Selection](#)
- [Behaviour Change 101 Series: Five Steps to Select the Right Behaviour/s to Target](#)
- [The Fogg Behaviour Grid](#)

Example:

Case Study

In the USAID response to the 2015 Zika outbreak in Latin America and the Caribbean, more than 30 different preventive behaviours were being promoted, which was challenging for social and behaviour change efforts. A group of experts developed an evidence-based process to prioritize and focus in on the behaviours with the highest potential to reduce Zika infection and transmission.

Using existing research, they and USAID's Zika implementing partners assessed each identified behaviour based on:

1. Potential effectiveness against Zika
2. Required frequency
3. Feasibility of the behaviour
4. Accessibility and cost of the necessary materials

The seven preventive behaviours selected were: apply mosquito repellent, use condoms during pregnancy, remove standing water, cover water storage containers, clean and remove mosquito eggs from water containers, seek prenatal care, and seek family planning counseling.

Source: [Evidence-Based Process for Prioritizing Positive Behaviours for Promotion: Zika Prevention in Latin America and the Caribbean and Applicability to Future Health Emergency Responses](#)

4^c How will you design the behaviour to maximize change?

Importance ★★

Time ★

Cost ★

Summary

Each target behaviour should be designed to make it as actionable as possible for your priority audience.

Why is it important?

Behaviours are often connected to each other— some require other things to happen first, and others are necessary to occur before other behaviours can follow. *Sometimes behaviours that seem to be one unit actually can be divided further into different pieces in a sequence.*

For example, creating a disaster preparedness kit requires someone to carry out a lot of other behaviours, such as:

- Creating or printing a list of what to buy
- Purchasing additional items when at the grocery store, possibly over the course of several weeks or months, to build a supply of water and non-perishable food
- Going to a pharmacy and purchasing first aid supplies, medications and other personal care products
- Going to a hardware store and/or specialty stores to buy tools and other survival items
- Going to the bank to take out emergency cash or traveler's checks
- Finding a bag or box to store the supplies

- Finding a place in the home to store the bag or box
- Periodically checking expiration dates and replacing items

The action of grabbing a go-bag when you have to evacuate means that you had to have completed the above first to have something to take. Each of the steps may have very different barriers, so getting specific about each one will help you design social media messages that take that into account. But be sure to focus the bulk of your efforts on the behaviour at the end of the chain that's the one that actually produces the desired outcome (the end-state behaviour).



Key Considerations:

- 1**
For the behaviours that you have chosen, creating a behavioural map can help you understand every step that someone has to do to successfully achieve the behaviour. What comes before it and what comes after it?
- 2**
In your social media outreach, you can use the map to sequence messages over time in a logical way to help your audience make the changes step by step.
- 3**
Always have your eyes on the prize of the end-state behaviour that ultimately will make the impact on the problem. The intermediate steps are important to get there, but not sufficient by themselves to achieve your objectives.



Action steps:

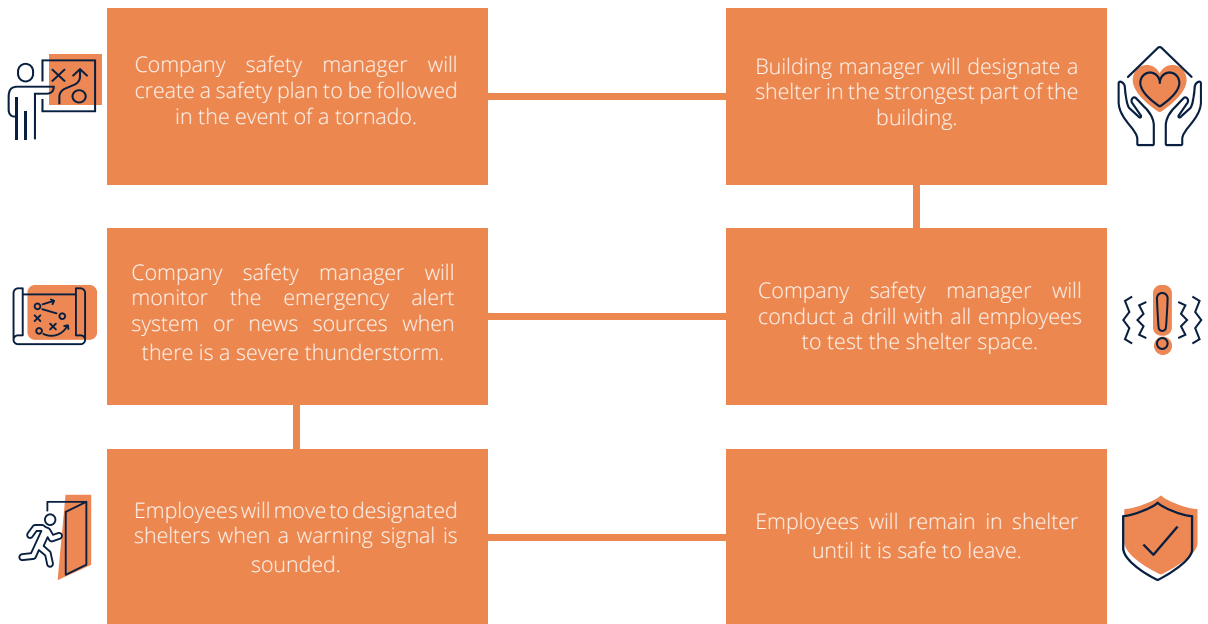
- 1**
For each of your priority behaviours, create a behavioural map to better understand how they may connect to other related behaviours.
- 2**
Identify the end-state behaviours in the behavioural map.

For more information:

- [Behavioural Design – Phase 1: Do a Behavioural Diagnosis](#)
- [Fostering Sustainable Behaviour – Step 1: Selecting Behaviours](#)
- [Is it a Behaviour or Is It an Action?](#)

Example:

Behaviour: Employees will move to shelter at the workplace in the event of a tornado.





Worksheet 4 - BEHAVIOUR SELECTION WORKSHEET

ACCESS WORKSHEET ONLINE [HERE](#)

1.

Brainstorm a list of all the possible behaviours that could make a difference on the problem addressed by your objectives (don't be limited by the number of lines!):

2.

Now, go through each of the behaviours on your list and rewrite them, if needed, to make them observable, specific, actionable and feasible for your priority audience:

3.

Rate each of the behaviours on your list by estimating their potential for impact, probability of adoption, and opportunity to gain new adopters in your priority audience. Add those scores together to compare behaviours.

Behaviour	Low = 1, Medium = 2, High = 3			Add columns
	Potential Impact	Probability of Adoption	Opportunity to Gain new Adopters	Overall Score

4.

Select up to three priority behaviours (or more if you prefer) with the highest scores and write them here:

5.

Create a behavioural map for each of the priority behaviours.