

Breakthrough ACTION Zambia

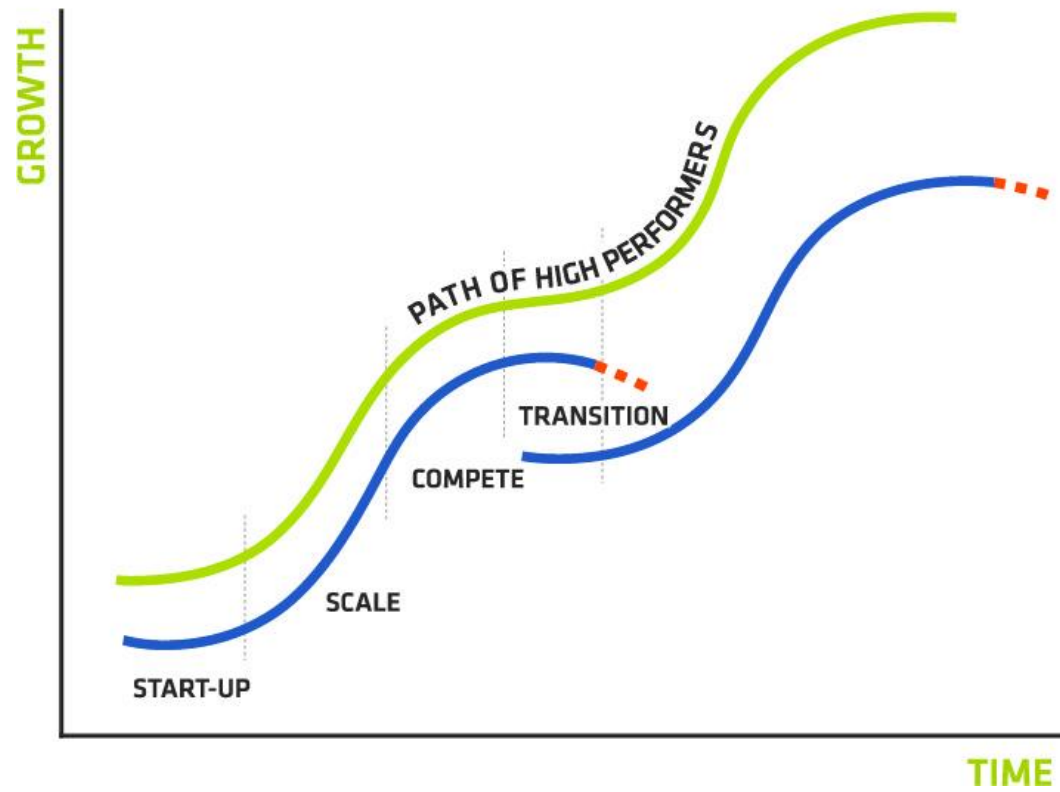
The P-Process



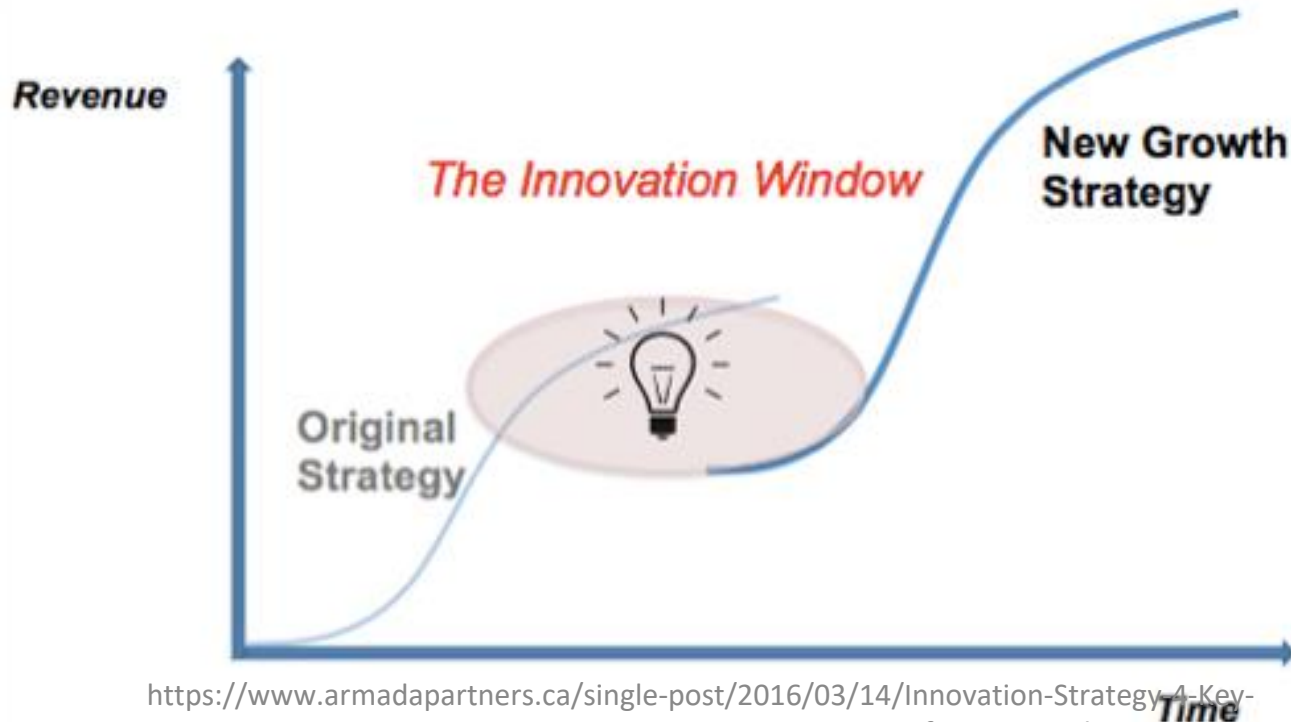
COMMUNICATION IS A

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DOUBLE S-CURVE MODEL



Double S Curve as a model for the transition toward effective SBC



<https://www.armadapartners.ca/single-post/2016/03/14/Innovation-Strategy-4-Key-Tactics-of-Top-Growth-Companies>

Performance

Optimization



Take-Off



Maturity



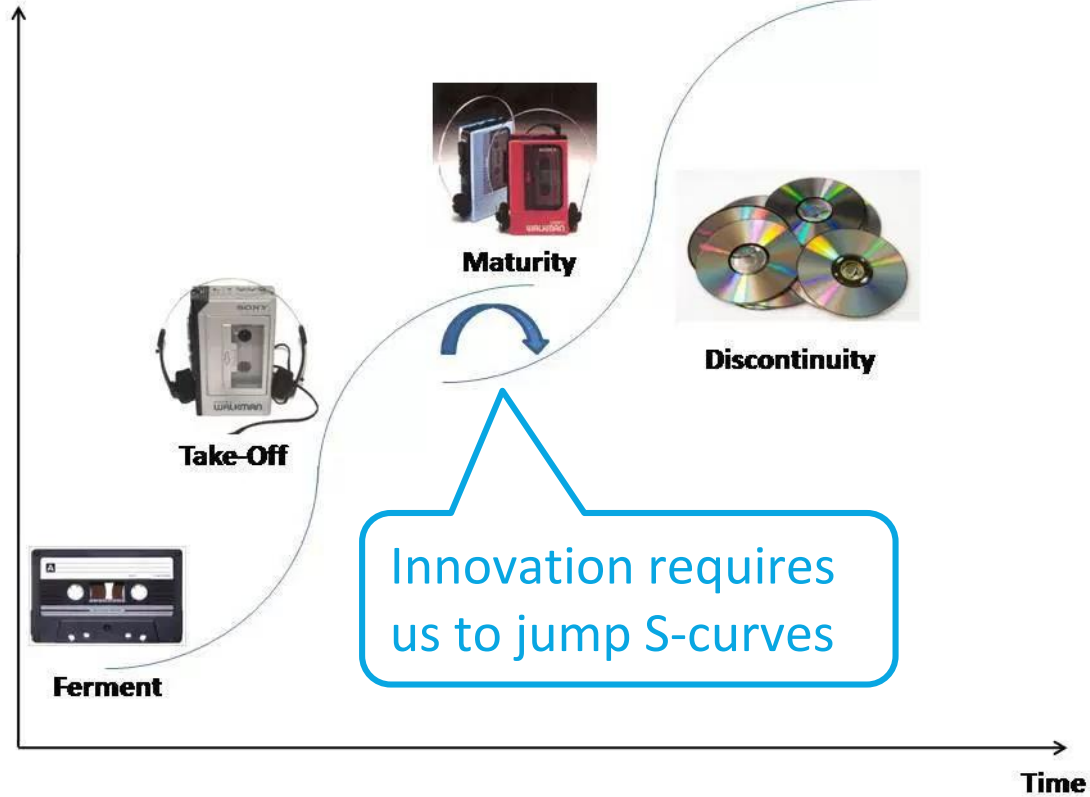
Discontinuity



Ferment

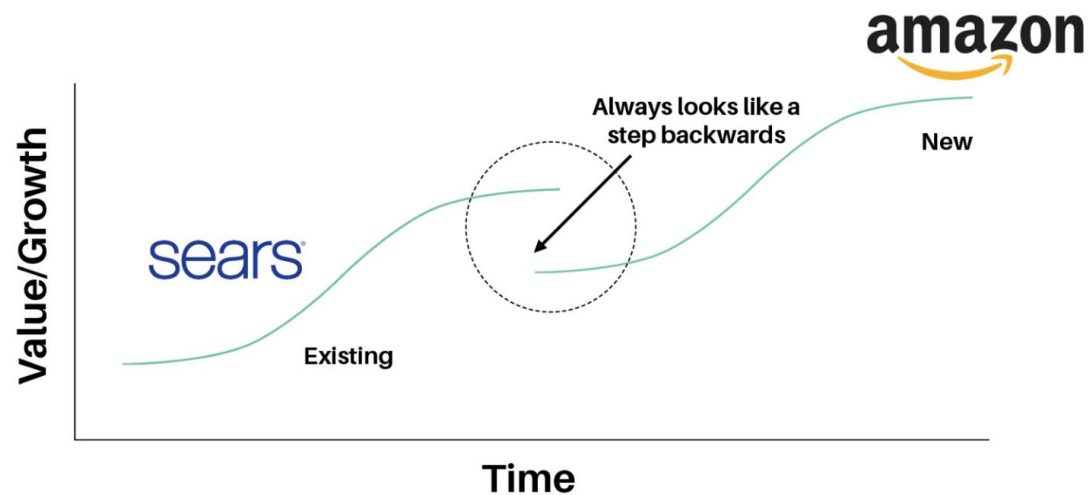
Time

Performance



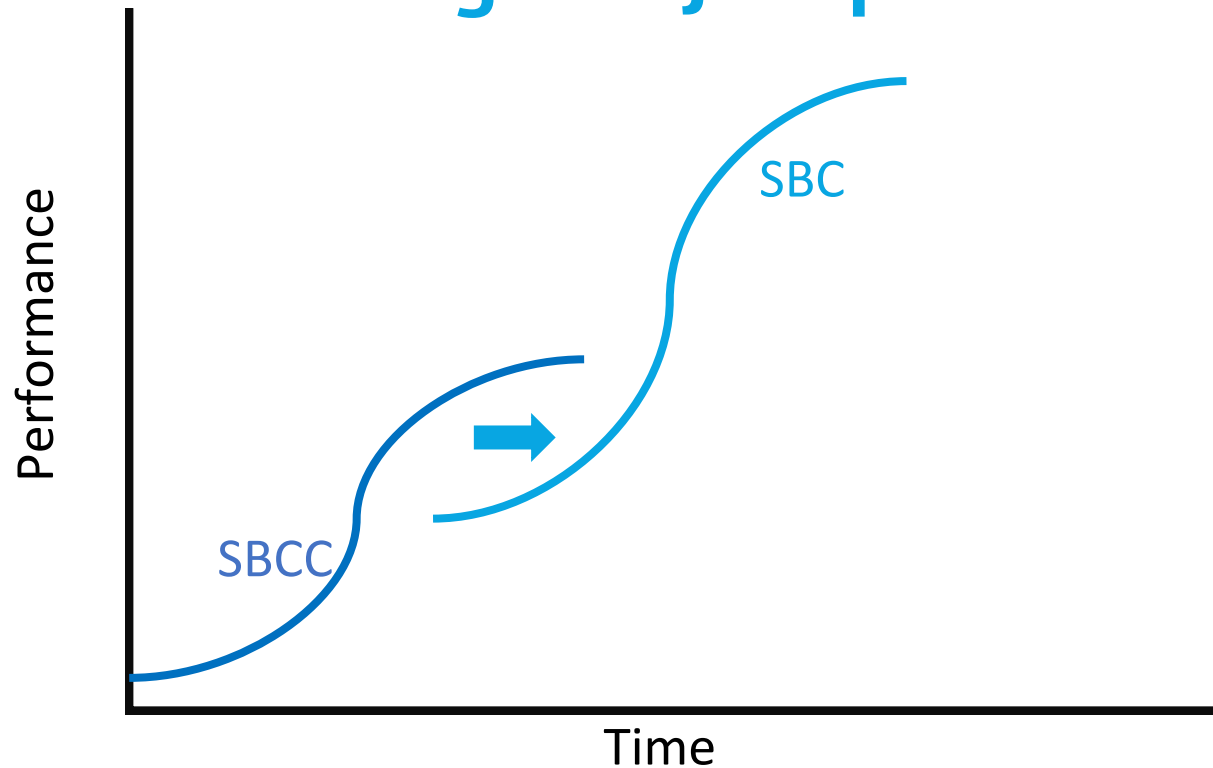
Innovation requires
us to jump S-curves

... even in Jeff Bezo's world

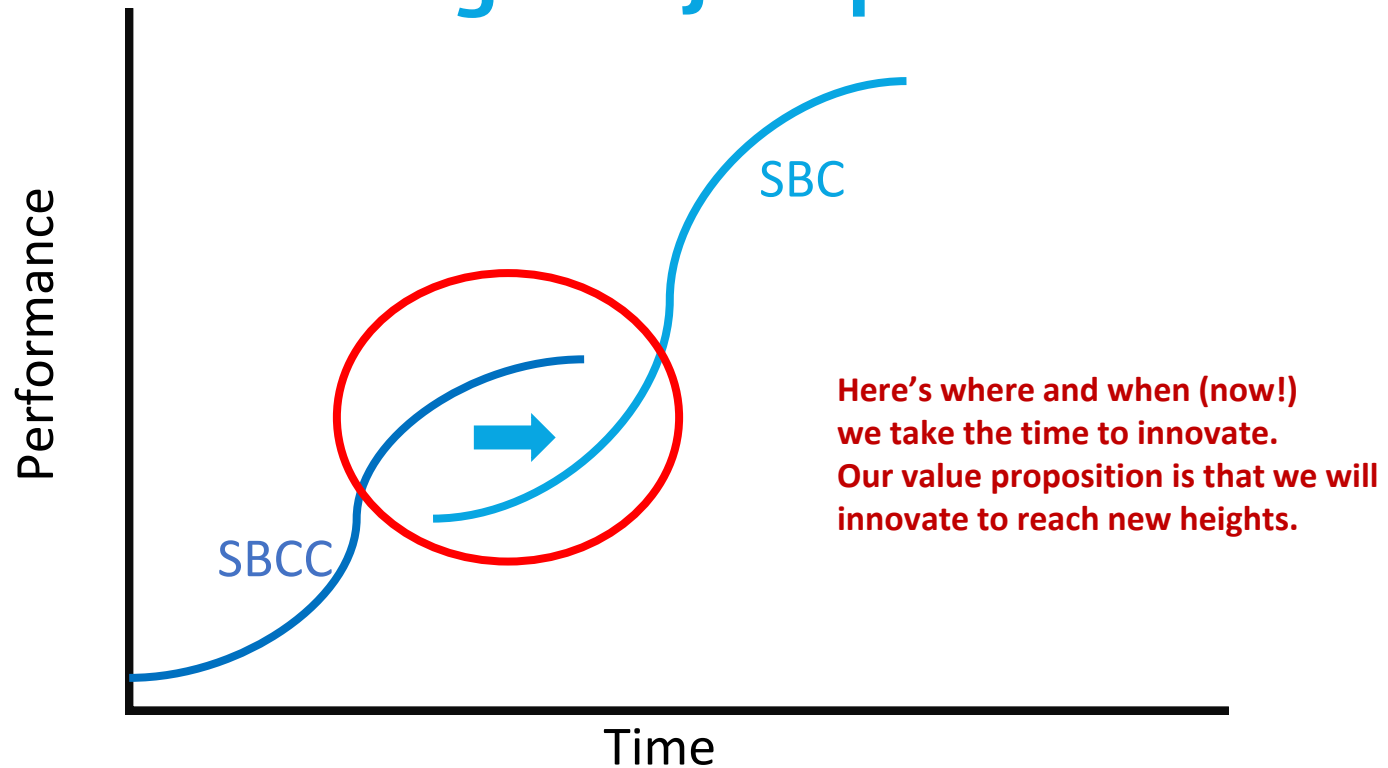


<https://medium.com/thethursdaythought/if-the-rate-of-change-on-the-outside-exceeds-the-rate-of-change-on-the-inside-the-end-is-near-3145f65c9c61>

Breakthrough ACTION is making the jump



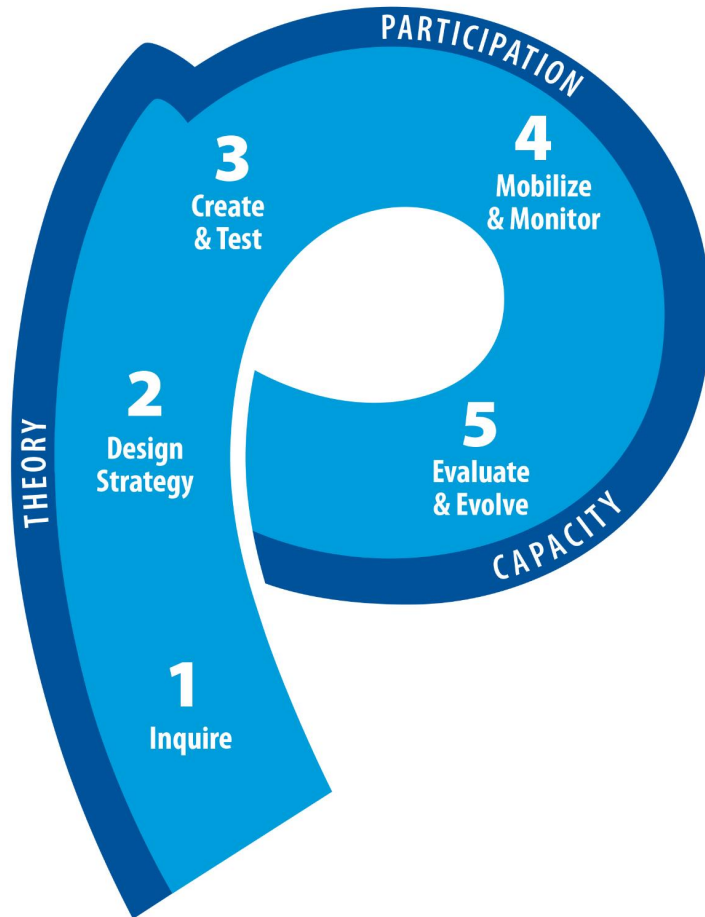
Breakthrough ACTION is making the jump



Introducing SBC for Breakthrough ACTION Zambia

Social behavior change (SBC) presents a process that integrates research, behavioral science and economics, human centered design, social and behavior change communication and community health into a coherent flexible approach that can be tailored to each unique context.

The “P” Process - a tool to guide the path toward change



Step by step framework

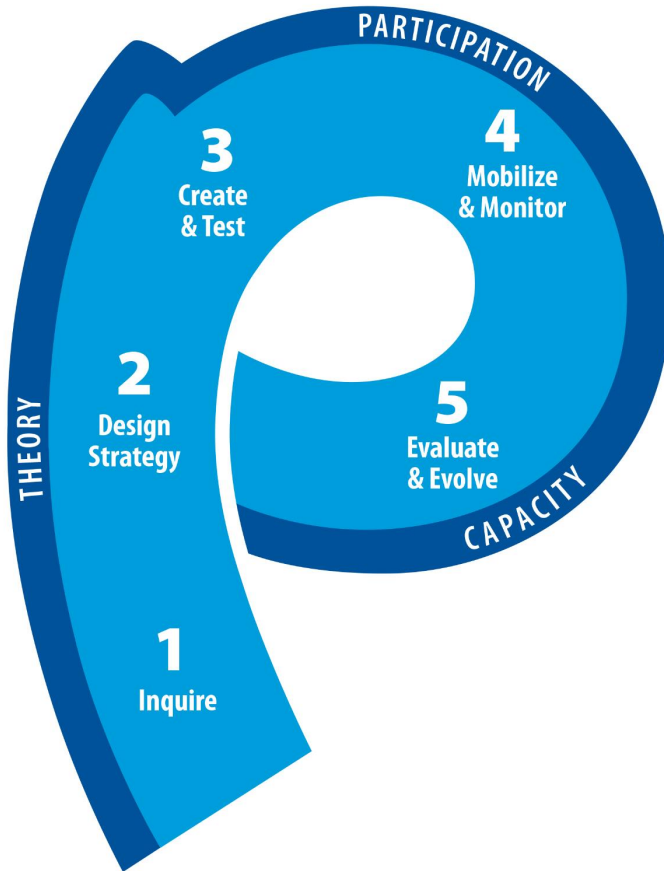
**Road map leading to
strategic and participatory
programs**

Orchestrate interventions

**Integrates science of research with
science of behavior/social change**

Step 1 – Inquire (Problem Definition)

Where we are now ? What is the behavioral problem?



- Understand
- Observe
- Define
- Develop a clear problem statement

Analysis: **Situation**

- Understand the **environment and context** in which you will operate
- Observe the **problems**, their severity and causes
- Define factors **inhibiting** or **facilitating** desired changes
- Outline a shared vision (based on the shared aspiration for change) and a current situation: why is there a difference?

Analysis: Programs

- Understand existing programs
- Understand partners or potential partners
- Observe gaps in current program environment that need to be filled
- Observe funding-available now & in future
- Define the root cause of the behavioral issue and define the problem

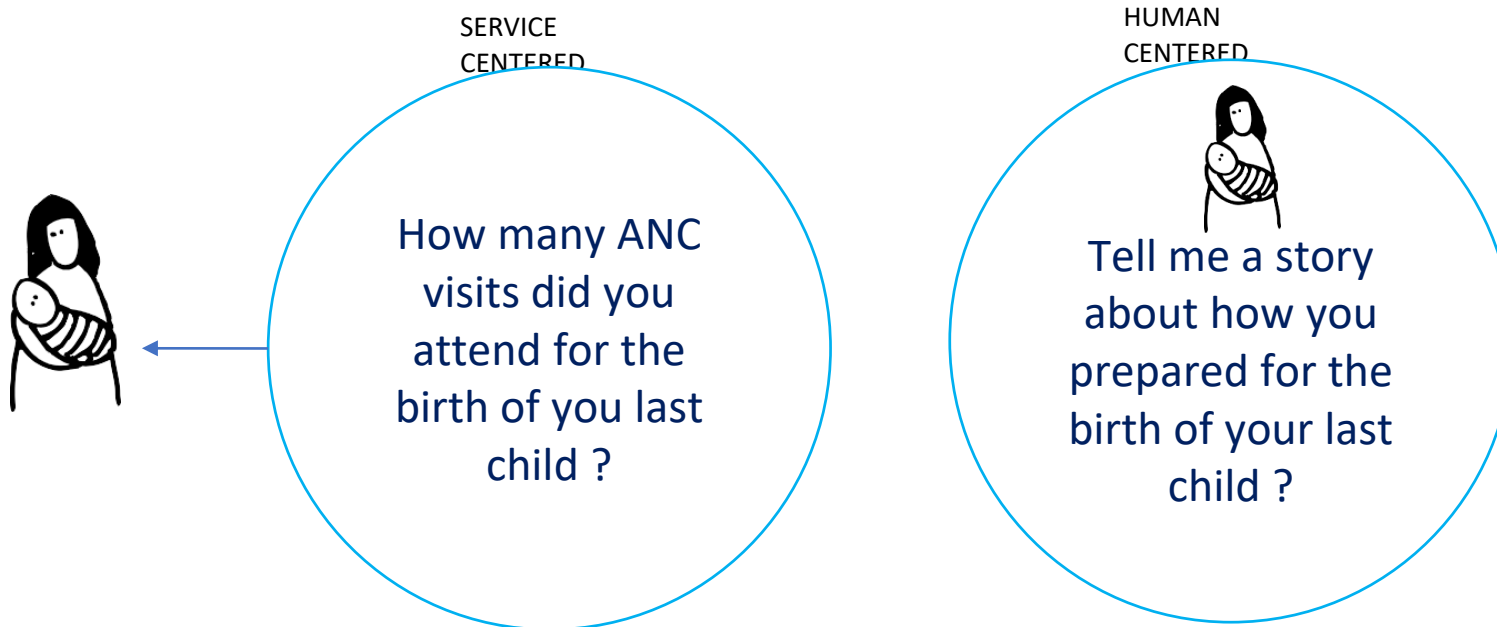
Sources of Data: Interviews with stakeholders, program reports, budgets

Analysis: Audience

- Empathize with the audience
 - Define the segment which you wish to address
 - Create an audience **persona** that clearly paints a picture
-
- Look at how your audience makes choices
 - What might influence their behaviors?



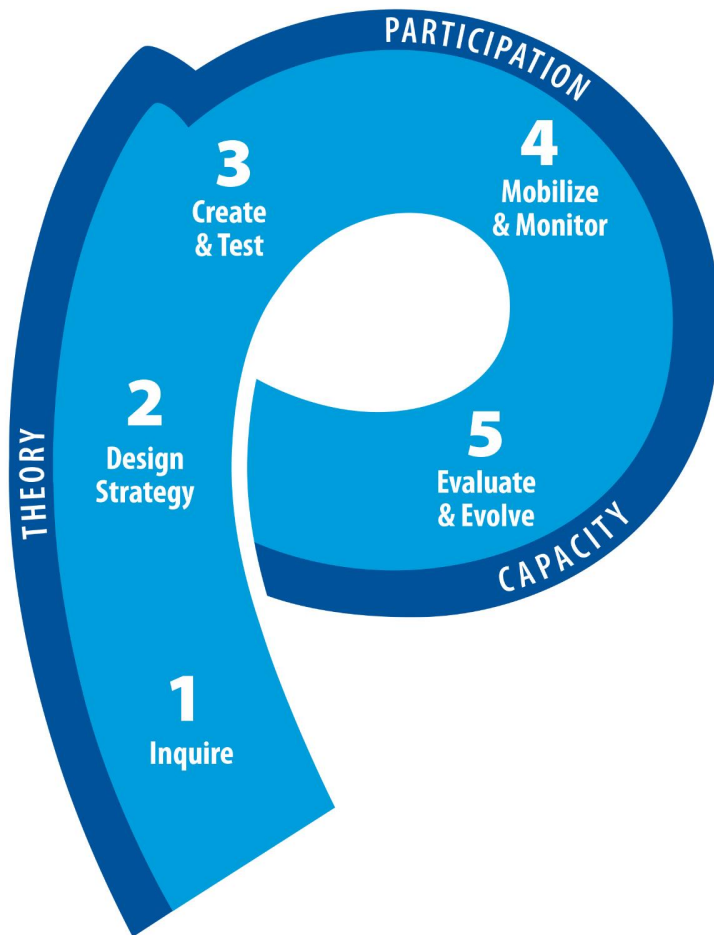
WE FRAME THE PROBLEM AROUND HUMAN EXPERIENCE



WHAT MIGHT
WE LEARN IF
WE FRAME A
PROBLEM IN A
HUMAN
CENTERED WAY
?

Step 2: Design your Strategy

Where do we want to go? What do we need to do?



Create a plan that will get you from where you are to where you want to be

Consider BE psychologies

Ground insight in research and theory

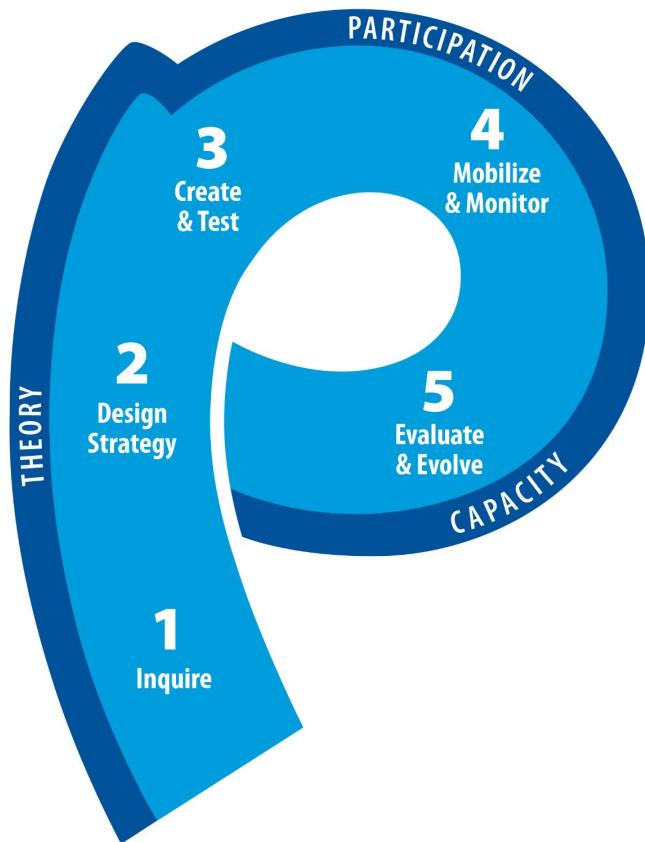
What are possible solutions to this challenge? How might we rapidly test them to discover what works and why? How effective are these solutions at changing behavior? How might this insight and learning be scaled to other projects?

WE DEVELOP SOLUTIONS TOGETHER AND TEST MANY IDEAS



Step 3: Create and Test

How will we get there?



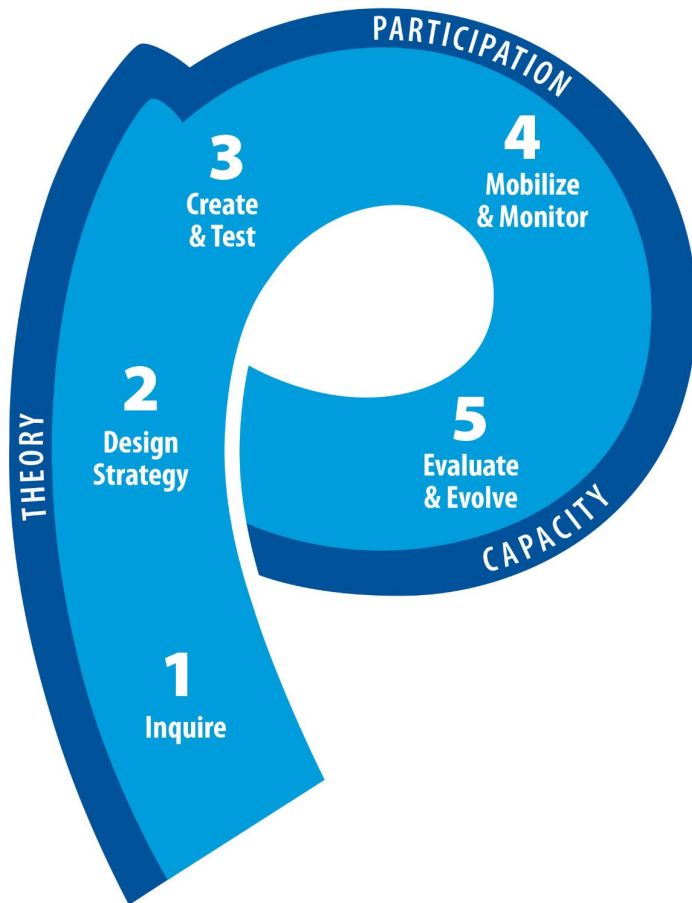
Combines science and art! **Design** and **pretesting** of interventions – involve audience at all stages

Involve audience and stakeholders in the design and pretesting - see what works in their world

What is our strategy to transition from low fidelity prototypes to scale? What capacity and tools do we need? Where in the ecosystem do we need to act? Who needs to be involved?

Step 4: Mobilize and Monitor

How do we make things happen? How will we know they are happening as we planned?

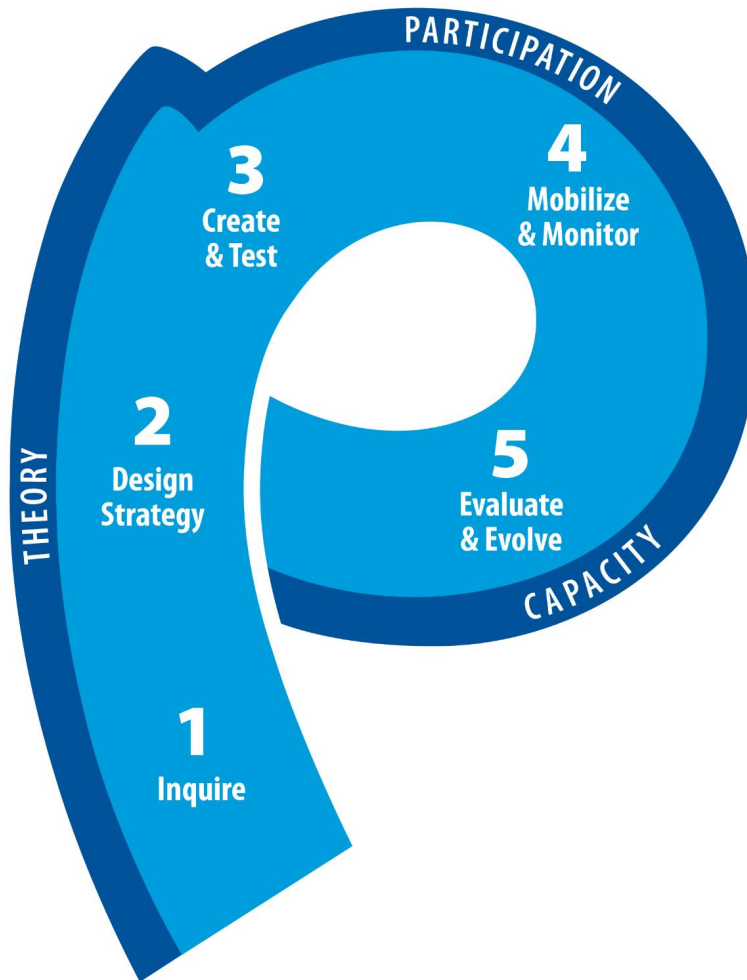


APPLY – LEARN - ADAPT

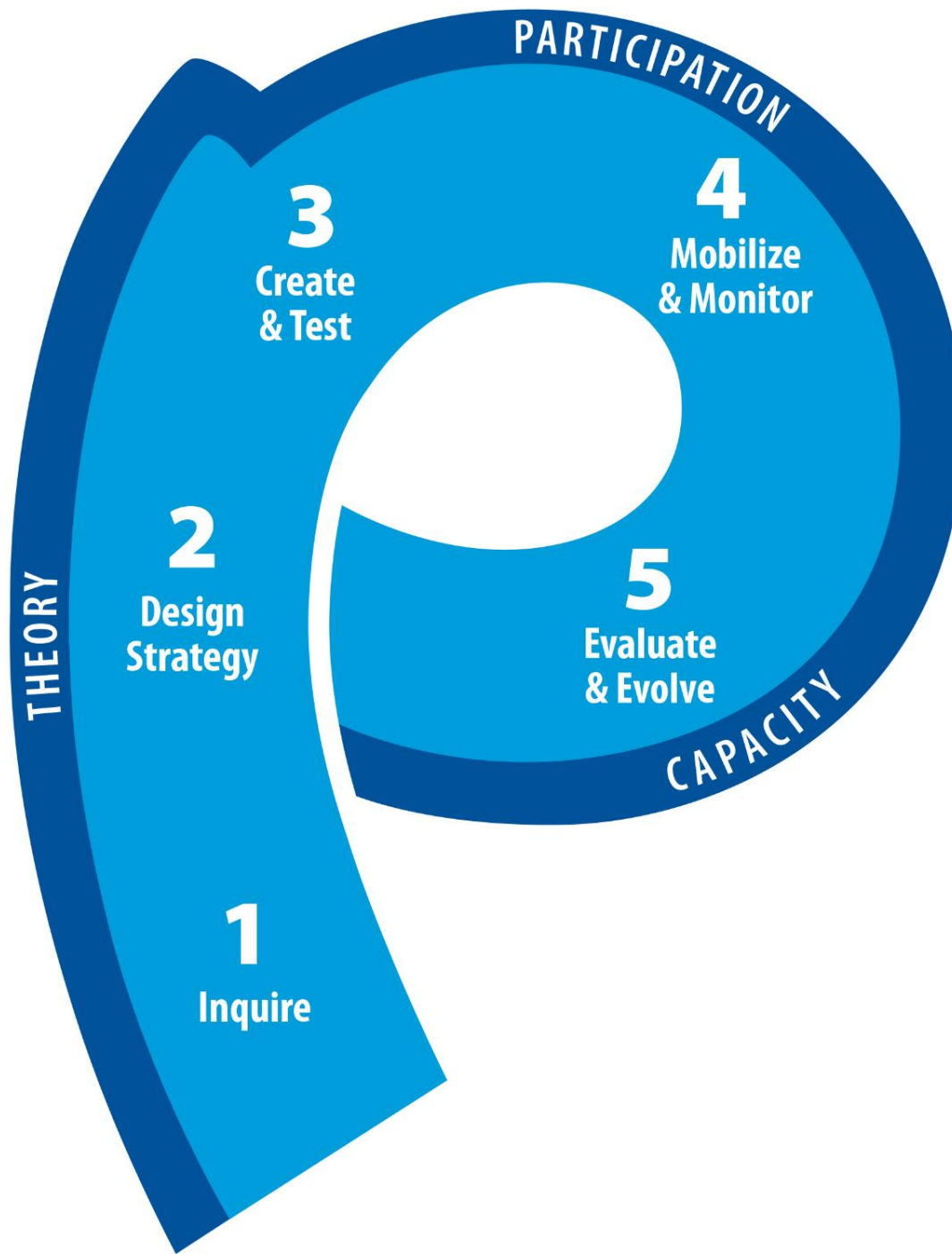
Is the community involved? Is the project moving as planned? What are we measuring and why? Are we applying lessons learned to continue to iterate and improve?

Step 5: Evaluate and Evolve

How well did we do... and why?

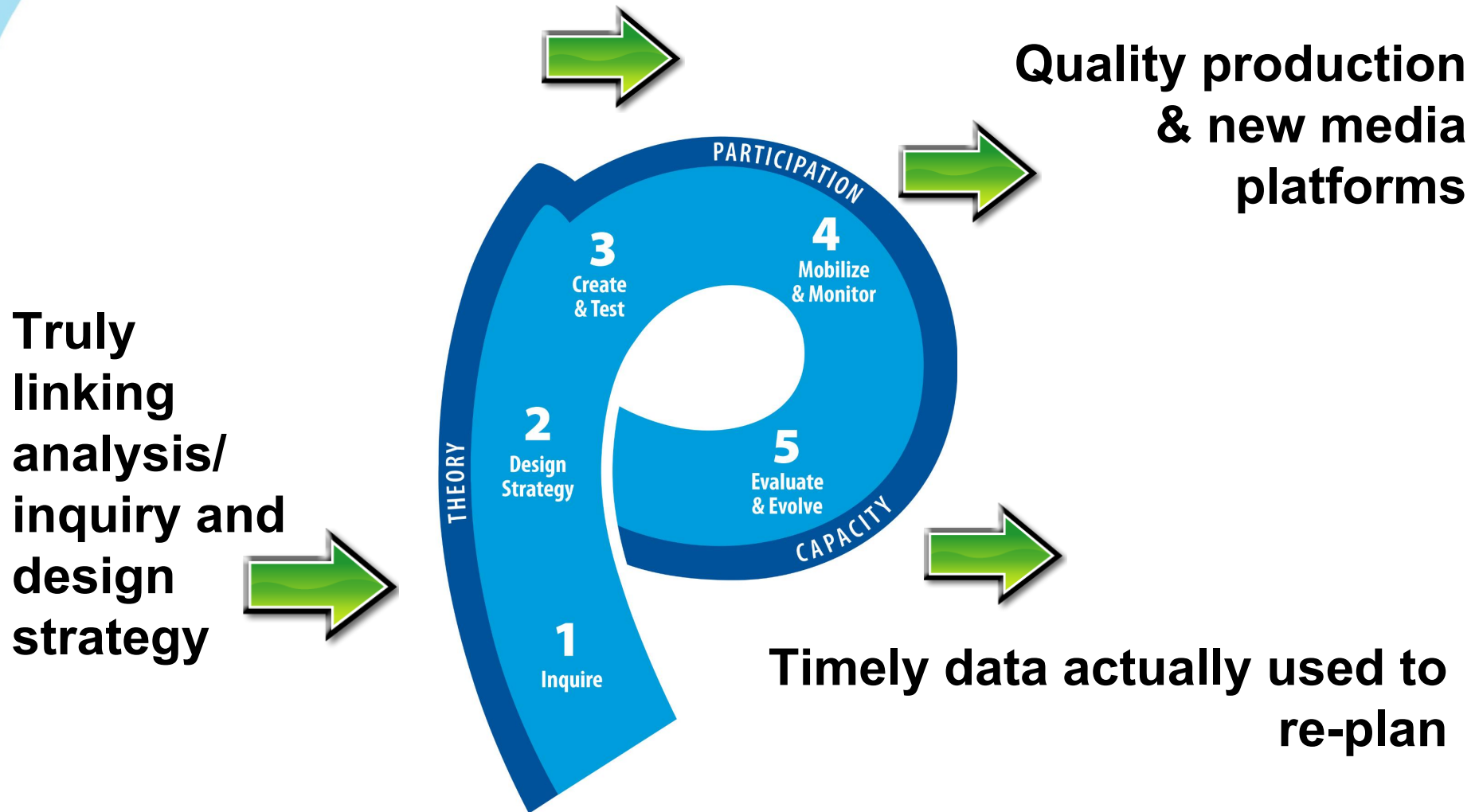


- How will we know if we are succeeding? What are the indicators for measuring impact? Do we observe impact on behavior?
- What happened?
- Did the program achieve the objectives? Make impact?
- What have we learned for the next round?

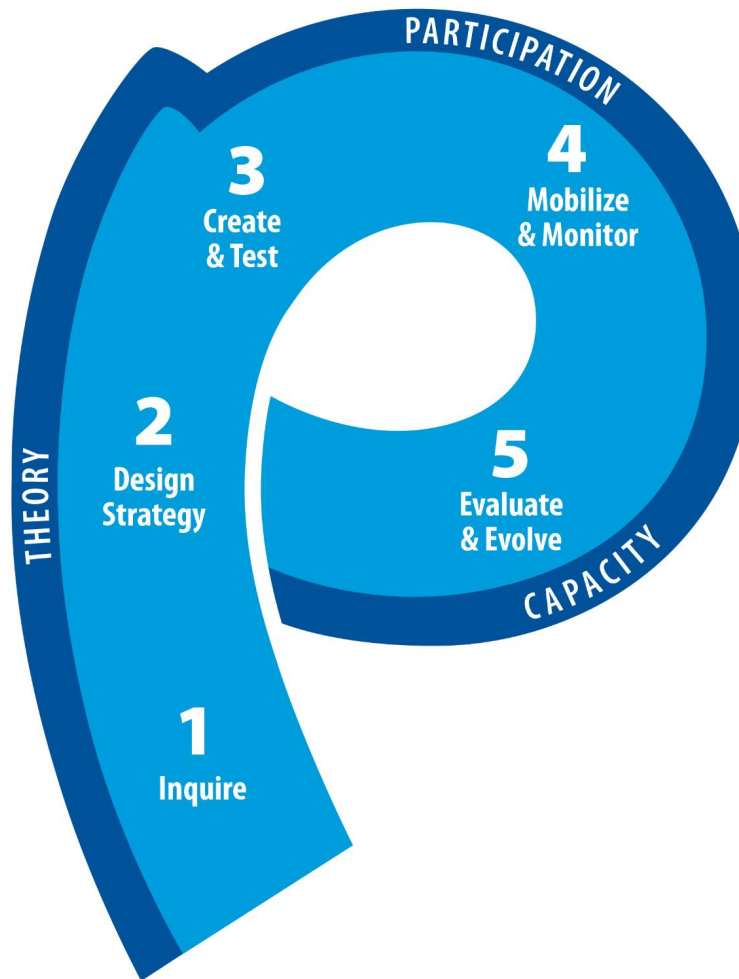


Other things to consider

Gender and social norms



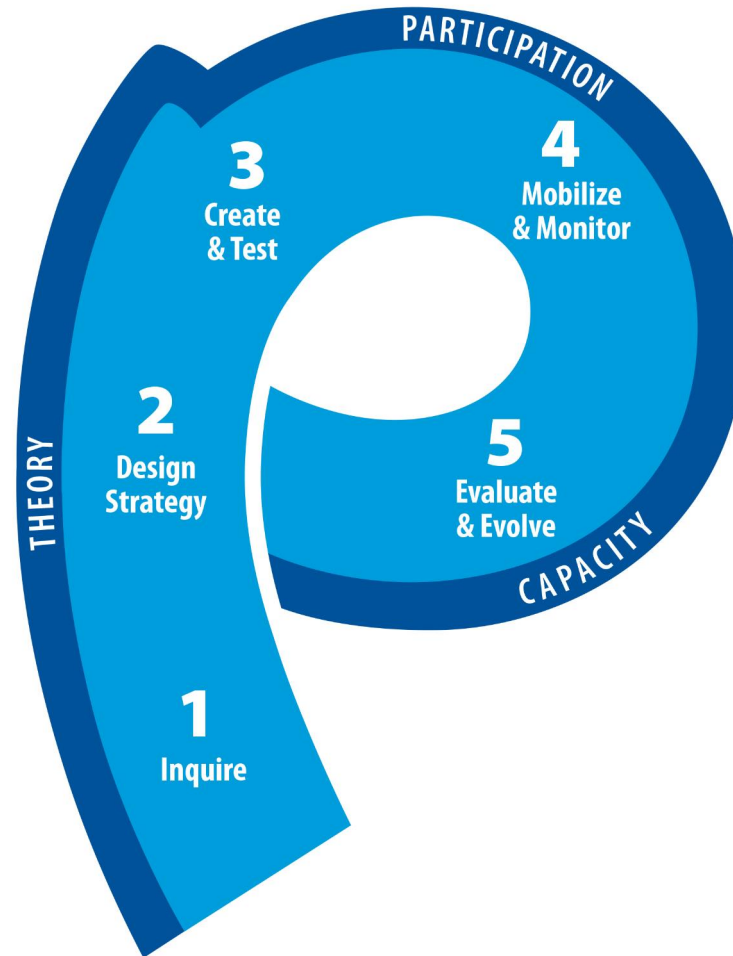
Ongoing: Participation



How do we ensure participation?

- Without the participation and buy-in of partners and key stakeholders, a program can neither be sustainable nor successful.
- Involve partners and stakeholders from the very beginning

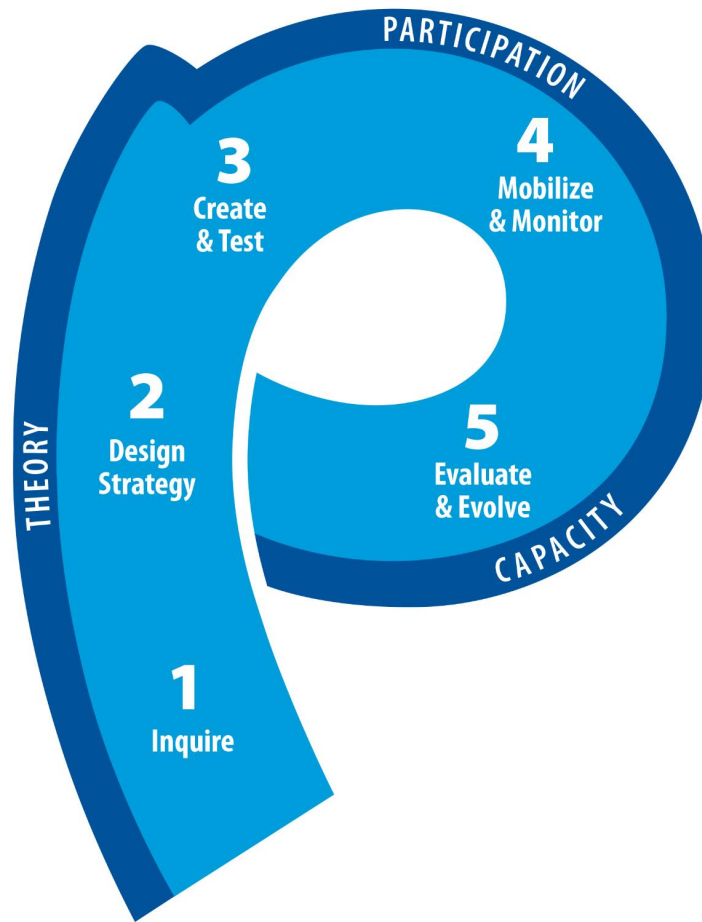
Ongoing: Capacity Building






How do we build capacity of all stakeholders in activities

- Consider ways to build capacity at the individual, institutional community and national levels
- Capacity building will contribute to sustainability of a program as well



COMMUNICATION IS A

The image consists of a uniform grid of 60 identical yellow rectangles. These rectangles are organized into 10 horizontal rows, with each row containing exactly 6 rectangles. The rectangles are closely spaced, creating a dense, repetitive pattern across the entire frame. There are no other visual elements, text, or colors present.



This presentation is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Johns Hopkins Center for Communication Programs and do not necessarily reflect the views of USAID or the United States Government.