What Does It Take?

Results Chain

Typical Inputs (Activities)

- Formative research
- Product development and testing
- Communication campaign development
- Monitoring and evaluation strategy
- Capacity-building
- Supply chain development strategy
- Creation of knowledge platforms
- Policy and institutional reforms
- Budget allocated

Associated Outputs

- New or improved product or service launched
- Communication campaign implemented
- Strengthened distribution (e.g., new points-of-sale)
- Functional MIS

Type of Implementing Partners

- Consumer/household research firms
- Product/human-centered design firms
- Communication/ad agencies
- Marketing firms
- Training institutions
- Business advisory/management consultants firms
- NGOs/CBOs

Cost

- Varies by country
- Need to budget for development, implementation and monitoring

Challenges

- Presence and capacity of these firms vary by country and over time
- Managing these firms effectively requires appropriate skills and experience

Some Best Practices to Consider

1. Spend time developing sound terms of reference
2. Ensure rightly qualified consultants/firms bid for the work
3. Assign dedicated and qualified counterpart to manage the process effectively throughout

5 Key Take-Aways

1. Behavior change is a process, not event
2. To influence the process, need to understand what is influencing it
3. Draw from best practices, models and lessons learned from other sectors including public health
4. Go beyond awareness-raising – impact is not always what motivates change
5. Understanding target audience through formative research is key

Closing

1. What are the 1-2 most important and novel messages emerging from the session?

2. What are 1-2 common challenges participants are facing in their day-to-day work relating to the themes of the session? Are these mainly technical, political, financial, and/or other nature?

3. What can the GGKP do to help overcome these challenges?