

# What makes a successful initiative?

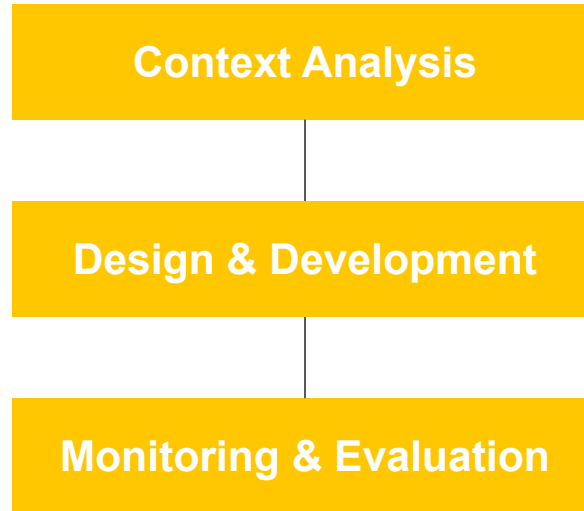
# What is success?

Effective

Sustained



Well designed interventions include



## Context Analysis

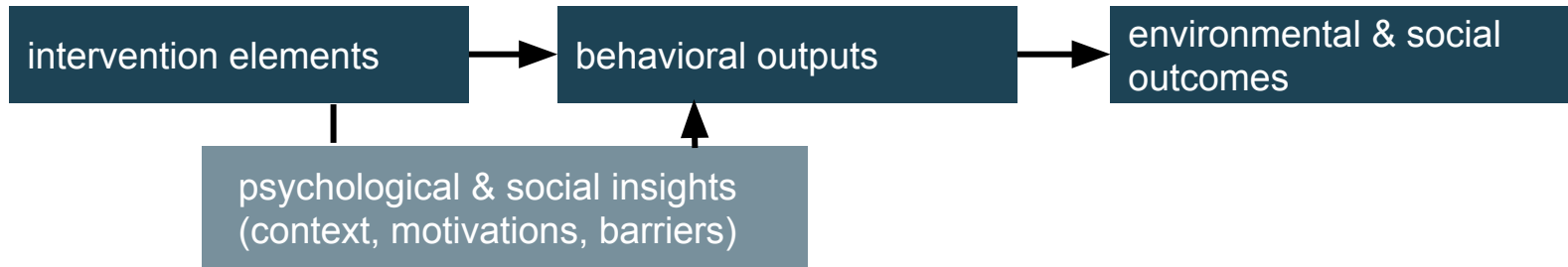
Clearly understanding:

- ✓ What behaviors need to be adopted by who? [**Behaviour-Actor pair**]
- ✓ What are the main characteristics of their surrounding? [**socio-ecological context**]
- ✓ What **barriers** and **motivations** they may have.

## Design & Development

Behavior change intervention should:

- ✓ Be built on a clear **Theory Of Change** (TOC).



- ✓ Test prototypes with the target actors.

## Monitoring & Evaluation

Generate (actionable) information:

- ✓ Capture environmental **outcomes**, as well as behavioral, psychological, and social **outputs**
- ✓ Evaluating against a 'What if...' [**Valid counterfactual**]
- ✓ **Continue** evaluation as long as possible

# Successful interventions

