### 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

- Spend time developing sound terms of reference
- 2. Ensure rightly qualified consultants/ firms bid for the work
- 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

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