

THINK | BIG

Who are Supporting Actors? What are their Actions?

Supporting Actors' Actions describe the other people that have to do something to address the Factors to help the Primary Actor practice the Behavior. Many times, the Primary Actor alone cannot practice the behavior without support of others in the system, including at the institutional, community, and household- levels.

Here is a formula that can help you write a Supporting Actor's Action:

ACTION VERB + WHAT (specifics linked to factor) + TIME/PLACE/POPULATION (if necessary)

Supporting Actors	Definition	Examples
Institutional		
Policymakers	People who design and implement policies	<ul style="list-style-type: none"> • Policymakers advocate for financing of primary education • Policymakers pass policy ensuring land-rights for women
Managers	People in charge of managing others, including potentially the primary actor or a service provider providing a service to the primary actor	<ul style="list-style-type: none"> • Managers hold service providers accountable, including conducting yearly performance assessments that include client satisfaction • Managers provide supportive supervision and allow training opportunities
Logistics Personnel	People in charge of managing product or commodity supply chain at all levels	<ul style="list-style-type: none"> • Medical supply chain managers ensure ordering system is adequately functioning • Cement delivery providers follow schedule • Ministry of Education personnel ensure each school and teacher has appropriate teaching materials
Providers	People who directly provide services to an end-user, client or customer	<ul style="list-style-type: none"> • Financial institutions offer financing to women small-holder farmers • Electricity utilities adequately and fairly bill for electricity • Health workers conduct outreach to new mothers
Employers	People or organizations that employ people	<ul style="list-style-type: none"> • Employers hire as many women as men • Employers pay their employees on time • Employers offer space for breastfeeding or expressing breast milk to new mothers
Community		
Community Leaders	People viewed as having influence and representing the community	<ul style="list-style-type: none"> • Chiefs encourage all families to deliver babies in a health center • Community micro-lending groups provide financial literacy to most vulnerable
Religious Leaders	People viewed as having influence within a religion	<ul style="list-style-type: none"> • Religious elders discuss adolescent sexuality with congregations

Supporting Actors	Definition	Examples
Teachers	People that teach others, usually in a school setting	<ul style="list-style-type: none"> Teachers explain to parents how best to support children's learning at home Teachers reinforce life-skills lessons during school (e.g. hygiene) Teachers incorporate financial literacy training into senior high-school
Household		
Family Members	Immediate or extended family members such as parents, grandparents, aunts, uncles, or siblings	<ul style="list-style-type: none"> Family members encourage new mothers to seek health care immediately for any childhood illness Extended family members support women's land rights
Male Partners	Spouses, boyfriends, or other male companions	<ul style="list-style-type: none"> Male partners support women to feed scarce animal-source foods to young children Male partners support women to publicly speak their opinions on local politics