



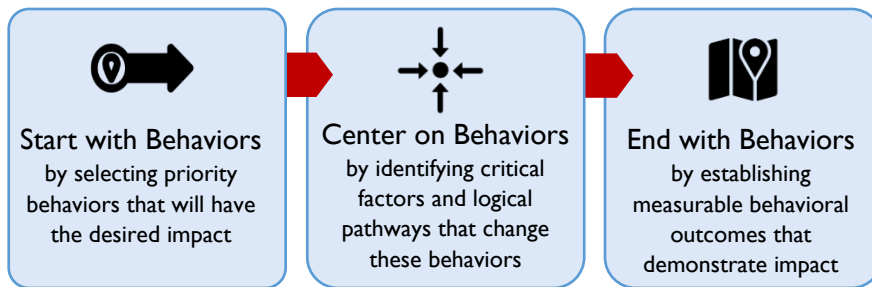
USAID ACCELERATE provides guidance to help USAID Missions maximize investments and achieve results in maternal and child survival by focusing on **behaviors**.

Why focus on behaviors?

Focusing on behaviors helps programs achieve more rapid results and make better use of resources as behaviors are the element closest to outcomes we can change.

By focusing on behaviors, programs improve **effectiveness** by clarifying drivers of outcomes, facilitating design, and establishing meaningful markers of progress and impact. Focusing on behaviors also improves **efficiency** by prioritizing investments, creating a unifying program framework, identifying redundancies, and facilitating activity coordination.

To focus on behavior, one needs to start and end with behaviors:



How can ACCELERATE help USAID Missions?

ACCELERATE helps Missions use THINK | **BIG** (Behavioral Integration Guidance) process to make the best use of available resources and achieve rapid results. The process includes three sections: Focus, Apply, and Track:

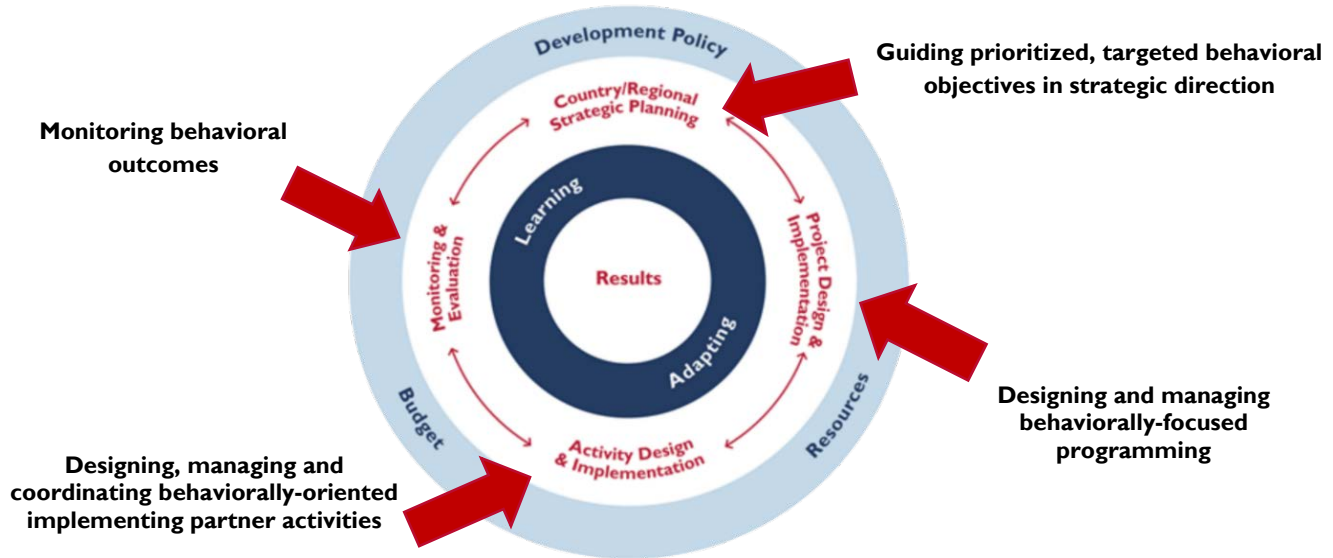


Evidence shows that increasing the practice of these 18 **Accelerator Behaviors** by primary actors, in contexts where there is currently low uptake, has been shown to reduce the risk of maternal and child mortality:

- Care for pneumonia
- Treatment for diarrhea
- Full course of immunization
- Using insecticide treated bed nets
- Intermittent preventive treatment of malaria in pregnancy
- Care for malaria
- Antenatal care
- Delivery in health facility
- Birth spacing
- Adolescent first birth
- Early initiation of breastfeeding
- Exclusive breastfeeding
- Complementary feeding
- Essential newborn care
- Care for newborn health
- Handwashing with soap
- Safe drinking water
- Safe disposal of feces

Want to THINK | BIG?

ACCELERATE can help you wherever you are in your program cycle, from developing your strategy, designing programs or managing activities through a behavioral lens, to measuring outcomes and impact.



Where has THINK | BIG been applied?

USAID/Senegal assessed past project outcomes to better **manage** current activities and **guide** future activity work planning

USAID/Ghana developed a behaviorally-focused health sub-strategy to **contribute to the CDCS** and **guide future programming**

USAID/Democratic Republic of the Congo developed a Behavioral Summary to **identify strategies** for new procurements.

USAID/Kenya developed a Behavioral Summary to **manage** and **coordinate** health activities.

ACCELERATE offers:

- Behaviorally-focused team of: behavior change specialists; public health experts; social scientists; organizational development and human-centered design professionals
- Tailored approach to meet the needs of each Mission
- Confidentiality with no conflicts of interest
- Co-creation with a health team: Onsite and at a distance
- Virtual guidance through an interactive website

ACCELERATE provides robust resources:

- Ideas Library
- Interactive tools
- Checklists and guides
- Detailed country data for decision-making
- Indicators and PIRS
- Behaviorally-focused document examples
- Accelerator Behavior profiles

ACCELERATE will work with you to identify and target the behaviors most likely to improve maternal and child health, design a behaviorally-focused strategy or mechanism, review and revise AMELPs to ensure they're capturing the right data, and more.

Contact us to find out how we can help your programs achieve more, faster.

FOR MORE INFORMATION

Visit the ACCELERATE website at <https://acceleratorbehaviors.usaid.gov>

Contact Kama Garrison at kgarrison@usaid.gov