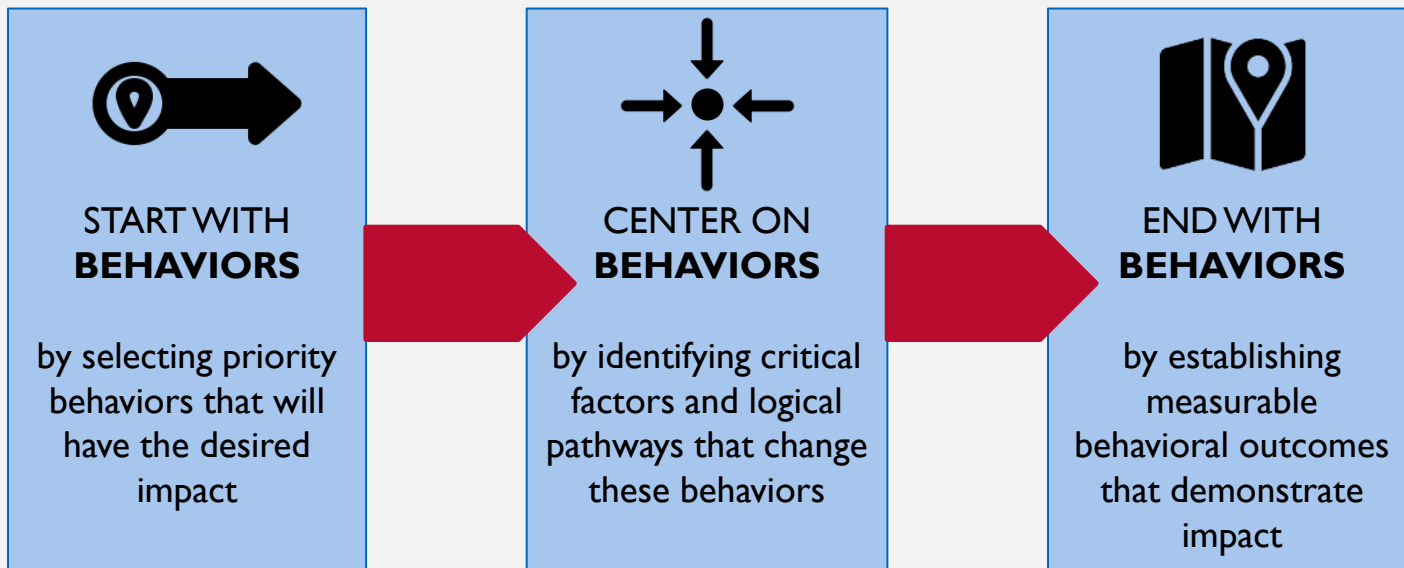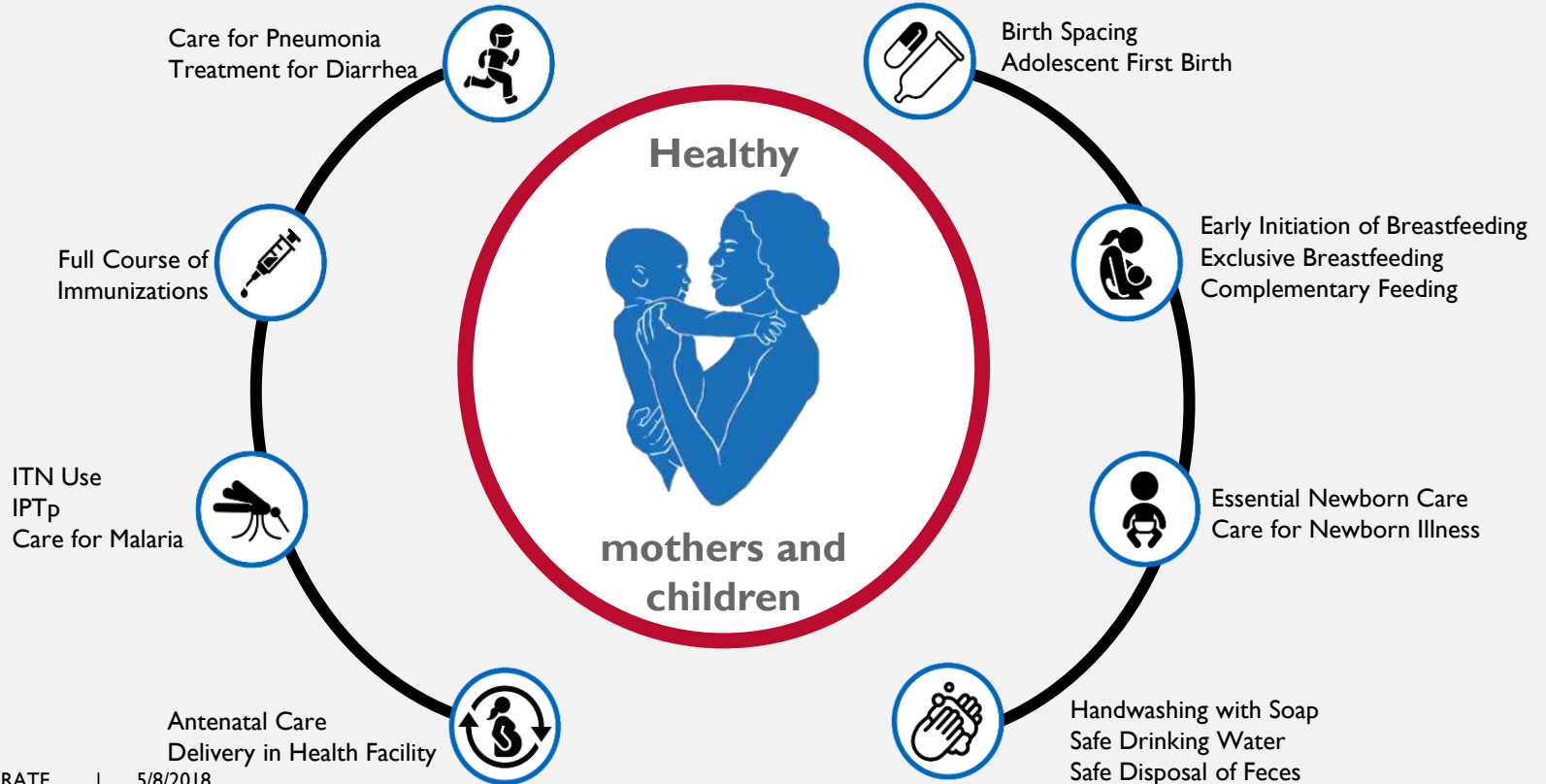# The ACCELERATE Project

Guidance to help USAID Missions maximize investments and achieve results in maternal and child survival

Focusing on behaviors helps programs achieve more rapid results and make better use of resources

START WITH BEHAVIORS

by selecting priority behaviors that will have the desired impact

CENTER ON BEHAVIORS

by identifying critical factors and logical pathways that change these behaviors

END WITH BEHAVIORS

by establishing measurable behavioral outcomes that demonstrate impact

Targeting behaviors works because they are the element closest to outcomes that we can change

Care for Pneumonia
Treatment for Diarrhea

Full Course of
Immunizations

ITN Use
IPTp
Care for Malaria

Antenatal Care
Delivery in Health Facility

Healthy

mothers and children

Birth Spacing
Adolescent First Birth

Early Initiation of Breastfeeding
Exclusive Breastfeeding
Complementary Feeding

Essential Newborn Care
Care for Newborn Illness

Handwashing with Soap
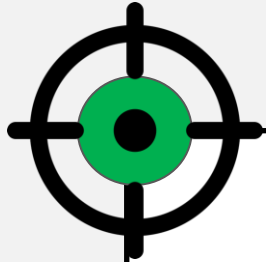Safe Drinking Water
Safe Disposal of Feces

We can move the needle faster

by providing a **behavioral lens** that focuses program efforts on changing behavioral outcomes to improve health results and save lives
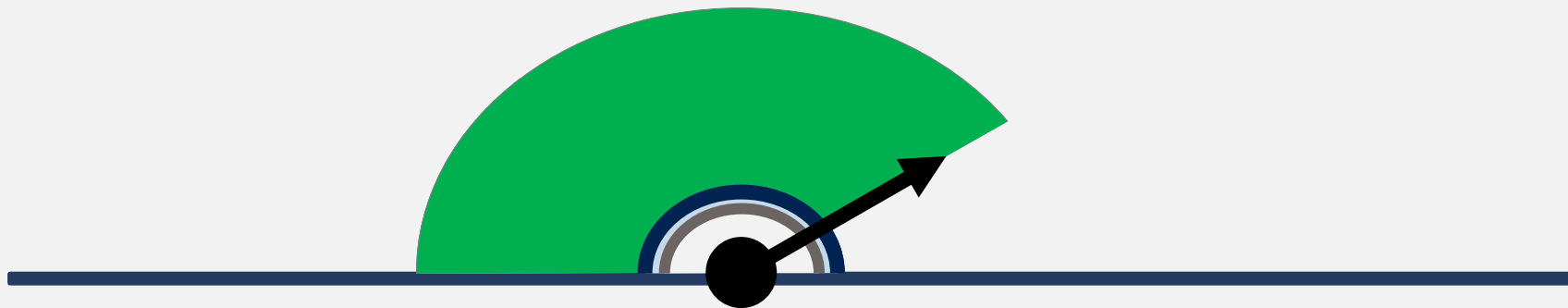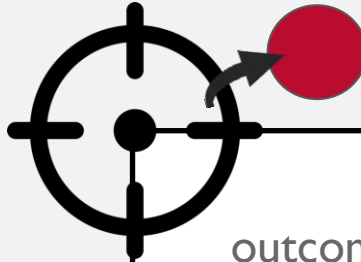
A behavioral lens ensures programs achieve impact by focusing on outcomes, not output

Meeting
output targets

✓ Increased number of providers trained

✓ Increased number of ITNs distributed

✓ Improved facility infrastructure

Missing
outcome targets and impact

✗ Reduced maternal and child mortality

✗ Increased number of mothers seeking care for malaria

✗ Increased households with non-shared improved latrine

Photo Credit: USAID

A behavioral lens improves program effectiveness and efficiency

Effectiveness

- Clarifies drivers of outcomes and facilitates design
- Establishes meaningful markers of progress and impact

Efficiency

- Prioritizes investments
- Creates a unifying program framework
- Identifies redundancies and facilitates activity coordination

ACCELERATE helps Missions apply a behavioral lens

by using our THINK | BIG (Behavioral Integration Guidance) to make the best use of available resources and achieve rapid results

FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**

MANAGE

activities and the portfolio using this **behavioral focus**

MEASURE

progress to make data-driven decisions on **behavioral outcomes** using your **Country Data Dashboard**

THINK | BIG

FOCUS

on **key behaviors** that impact your health goal by developing your **Behavioral Summary**

1. **Prioritize** behaviors that contribute to health goals

2. **Analyze** logical pathways to change

3. **Summarize** into an at-a-glance document

THINK | BIG

1. **Design**
behaviorally-focused strategies, projects and activities

2. **Implement**
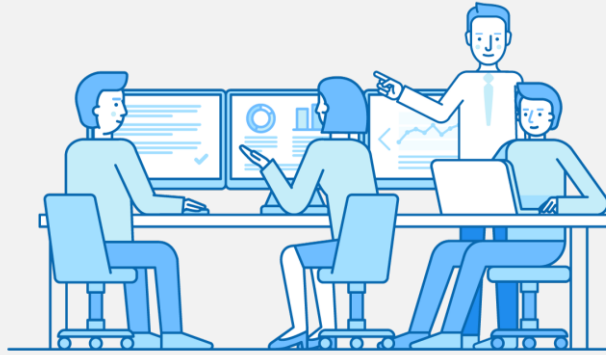activities maintaining the behavioral perspective

3. **Coordinate**
implementing partners and activities to achieve behavioral outcomes

MANAGE
activities and the portfolio using this **behavioral focus**

THINK | BIG

1. **Assess** where you are now and where you want to go

2. **Track** progress over time

3. **Adapt** project and activities based on progress

MEASURE

progress to make data-driven decisions on **behavioral outcomes** using your **Country Data Dashboard**

ACCELERATE works

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

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

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

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

For more information

Visit the ACCELERATE website at

https://acceleratorbehaviors.usaid.gov