

# BEHAVE Framework

## TARGET AUDIENCE

In order to help:

A specific target audience

Who?




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# 1

Know exactly who your **audience** is and look at everything from their point of view.

## ACTION

to:

Take a specific, observable action under certain conditions

What?




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# 2

Your bottom line: the audience's **action** is what counts.



## DETERMINANTS

we will focus on:

What determines that action

Why?




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# 3

People take action when it **benefits** them. **Barriers** keep them from acting.

Base decisions on **evidence** and keep checking in.

## ACTIVITIES

through:

Activities aimed at the behavioral determinants

How?




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# 4

All your **activities** should maximize the benefits and minimize the barriers that matter to the target audience.