Step 2: Diagnose the Behavioral Challenge

Part 2 – Develop a Theory of Change and Create the Behavior Change Strategy

Continuing through Step 2, you will diagnose the behavioral challenge so you can design the right solution. In this worksheet, you will explore your behavioral objective in depth, break it down, and use a Theory of Change to map how and why your intervention will work. By the end, you will have a clear, evidence-based understanding of what needs to change, why it matters, and some strategic ways to make that change happen.

Use the content from Worksheets 1 and 2 to help you complete the tables below.

Behavioral Objective			
What is the overall change you need to see?			
What specific behaviors make up the problem?			
Who needs to...?	Do what differently?	When?	Where?

Theory of Change

- In Box 1 of the Theory of Change table below, describe the behavioral problem.
- Next, in Box 4, outline the impact you are aiming to achieve.
- Using the list of priority behaviors from Worksheet 1, complete Box 3 and any additional boxes below it, to state the medium-term outcomes that you expect will lead to the overall impact.
- Finally, in Box 2 and the boxes below, identify the interventions that will contribute to each outcome.
- You may find that sometimes you list the interventions in Box 2, before adding the outcomes in Box 3. That's fine, just ensure that Box 2 leads to Box 3, which leads to Box 4, ultimately addressing the problem defined in Box 1.

Behavioral problem	**Box 1:** Define the problem

Intervention	**Outcome**	**Impact**
Box 2: Describe your intervention:	**Box 3:** What change do you want to see as a result of the intervention? For example, what do you want people to do differently?	**Box 4:** What is the overall impact of successful outcomes of the combined interventions?
Intervention:		
Intervention:		

Worked example:

Behavioral problem	People often prepare vegetables so that only part is consumed, while the rest, though edible, is thrown away.

Intervention	Outcome	Impact
E.g., Display information/recipes at point of sale, telling people that vegetable stalks, leaves and stems, like broccoli stalks, cauliflower leaves, and cilantro stems, are edible and nutritious	More people learn that vegetable stalks, leaves and stems, like broccoli stalks, cauliflower leaves and cilantro stems, are edible and nutritious.	People start to use edible parts of vegetables, like broccoli stalks, cauliflower leaves and cilantro stems, rather than throw them away.
E.g., Work with food service providers/chefs to create and serve recipes that use edible parts of vegetables, like broccoli stalks, cauliflower leaves and cilantro stems, that people often throw away.	More people get to see and taste edible parts of vegetables, like broccoli stalks, cauliflower leaves and cilantro stems, that people often throw away in trendy recipes.	
E.g., Provide cooking demo videos of celebrity chefs using edible parts of vegetables, like broccoli stalks, cauliflower leaves and cilantro stems, in their recipes.	People are motivated to try recipes that use edible parts of vegetables, like broccoli stalks, cauliflower leaves and cilantro stems.	

Behavior Change Strategy

A Behavior Change Strategy is a clear plan for helping people make positive changes in what they do by understanding what makes those changes easier or harder.

1. Behavioral Objective	What exactly should people be doing differently? This gives you a specific description of the behavior(s) to be changed (copy this in from Worksheet 1).	
2. Target Audience	Which people should do something differently? Include information, if available, such as understanding how and where to engage with and reach specific groups or segments (copy this in from Worksheet 1).	
3. Summarize Insights and Implications	What do you know about the behaviors and audiences? What are the behavioral barriers and enablers. Describe what you know and what this means for your intervention design and your delivery plans.	
4. Theory of Change	Summarize the theory of change you developed above to keep this in mind throughout the next steps in the process. This could include a summary of any key assumptions and risks.	
5. Techniques and Principles	Which types of behavioral techniques could be useful? Keep to those that are feasible within your project (but you might want to make a note of others that are outside your control—e.g., policy change or legislation—for future reference). See section 4.4 of the guide for inspiration.	
6. The Delivery Approach	Ideas for delivery partners, channels you might use, budget allocations, timelines, etc.	
7. Monitoring and Evaluation Plan	Ask “what does success look like?” (your Key Performance Indicators, or KPIs) and think about how you can measure this.	

Great work on completing Worksheet 3.

You have identified the challenge, through Step 1 and Step 2. Now you are ready to start creating the solution, in Step 3.

Your progress:

