**Worksheet 3.1 Behavior Profile**

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| **Behavior Analysis** | | | **Activities** |
| **Priority Behavior & Steps**  What steps are needed to practice this behavior? | **Factors**  What prevents people from—or supports people to—practice the behavior now?  (Starred factors from 3.3) | **Supporting Actors & Actions**  Who needs to do what to address the factor?  (Starred actors in 3.3) | Linked activities with a clear pathway back to the priority behavior |
|  | **Structural**  Accessibility  Provider competencies  Facility experience  **Social**  Family and community  Gender  Norms  **Internal**  Attitudes and beliefs  Self-efficacy  Knowledge  Skills | **Institutional**  Policymakers  Market actors  Providers  Employers  **Community**  Community leaders  Religious leaders  Peers  **Household**  Family members  Male partners | **Enabling Environment**  Financing  Institutional capacity building  Partnerships and networks  Policies and governance  **Systems, Products, and Services**  Infrastructure  Products and technology  Supply chain  Quality improvement  **Demand and Use**  Advocacy  Communication  Collective engagement  Skills building |