

# BEHAVE Framework

**TARGET AUDIENCE**



In order to help:  
A specific target audience

**Who?**

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**ACTION**



to:  
Take a specific, observable action under certain conditions

**What?**

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**DETERMINANTS**



we will focus on:  
What determines that action

**Why?**

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**ACTIVITIES**



through:  
Activities aimed at the behavioral determinants

**How?**

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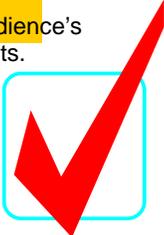
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**1**

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

**2**

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



**3**

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

**4**

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

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

# BEHAVE Framework

## Behavior

TARGET  
AUDIENCE

Who?

A specific target audience

A segment of the audience.

Key Issues:

- Coherence:** What holds this group together? Similar risks, wants, needs, behaviors, demographics, etc.?
- Potential Impact:** Is this segment big enough to make a difference in your bottom line?

ACTION

What?

Take a specific, observable action under certain conditions

What do you want the audience to do? And under what circumstances.

Key Issues:

- An individual action:** Must be a specific action taken by members of the audience.
- Self Determined:** Must be something under their control (i.e., can they do it?)
- Condition:** Must take into account the condition under which this would take place.



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

# BEHAVE Framework: Defining Behavior

**TARGET  
AUDIENCE**

**Who?**

Define Your audience

**Target Audience**

**Checklist:**

- Is this really a coherent group?
- Is this segment big enough to make a difference in your bottom line?

**ACTION**

**What?**

Take a specific, observable action under certain conditions

**Action**

**Checklist:**

- Is this an action that can be taken by an individual in the target group?
- Is this under the person's control?
- Do you specify the conditions?



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