

Accelerator and Related Behaviors

(Source: USAID, THE BEHAVIOR CHANGE FRAMEWORK: A template for accelerating the impact of behavior change in USAID-supported MCH programs in 24 priority countries – DRAFT as of March 2015)

BEHAVIOR	DESCRIPTION	RELATED BEHAVIOR(S)
Diarrhea	Caregivers provide appropriate treatment for children at onset of symptoms	<ul style="list-style-type: none"> • <i>Caregivers prepare home-based treatment (oral rehydration therapy [ORT]) or seek care and treatment (ORS and zinc) from a provider</i> • <i>Public and private providers prescribe and/or recommend appropriate treatment (ORT or low-osmolarity ORS and zinc, with antibiotics used only for bloody stools)</i> • <i>Caregivers continue feeding (or increase breastfeeding) during and after episode</i> • <i>Caregivers fully adhere to treatment guidelines</i> • <i>Increase adoption of preventive behaviors including: rotavirus and measles vaccination, handwashing with soap (HWS), safe drinking water and improved sanitation, exclusive</i>
Water, Sanitation & Hygiene	Handwashing with soap at critical times (after defecation, after changing diapers, and before food preparation and eating)	<p><i>Setting up or purchasing a handwashing station (e.g., tippy tap) with soap and water in a fixed place</i></p>
Healthy Timing & Spacing of Pregnancies	After a live birth, using a modern contraceptive method to avoid pregnancy for at least 24 months, ensuring approximately three years between births	<ul style="list-style-type: none"> • <i>With simple, targeted messages, providers educate women and their partners on the health and quality of life benefits of pregnancy spacing and the mortality and malnutrition risks of rapid, repeat pregnancies and early/late age pregnancies</i> • <i>Women delay first birth until age 18,</i>

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		<p><i>through delay of sexual debut or continuous use of modern contraceptive methods</i></p> <ul style="list-style-type: none"> • <i>After a miscarriage or induced abortion, women or their partners use a modern contraceptive method to avoid pregnancy for at least six months</i> • <i>Women or their partners use a modern contraceptive method to avoid childbearing at advanced maternal age (>34)</i>
Nutrition	<p>Early initiation (within one hour) and exclusive breastfeeding for six months after deliver</p>	<ul style="list-style-type: none"> • <i>Mother's competence on continued breastfeeding and complementary foods (i.e., children age 6–23 months are fed adequate dietary diversity and meal frequency)</i> • <i>Educated households and community members, supportive of breastfeeding, knowledgeable about opportunity costs and control of diseases</i>
Immunizations	<p>Caregivers seek full course of timely vaccinations for infants</p>	<ul style="list-style-type: none"> • <i>Providers give accurate information to caregivers in every immunization encounter on three essential elements: advise on what is given, alert for possible adverse events and the response needed, arrange for when to return</i> • <i>Local community leaders and community health workers actively support and participate in awareness/demand creation for full vaccination uptake and conduct social mobilization activities ahead of vaccination sessions</i>
Malaria	<p>Caregivers recognize symptoms of malaria</p>	<p><i>Accelerate the demand for and appropriate use of malaria-related products and services</i></p>

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	and seek prompt diagnosis and appropriate care	
Pneumonia	Caregivers seek prompt and appropriate care for signs and symptoms of acute respiratory infection	<ul style="list-style-type: none"> • <i>Providers correctly diagnose pneumonia, differentiating severe cases;</i> • <i>Providers recommend the appropriate treatment (antibiotics, with oxygen therapy where indicated);</i> • <i>Providers refer severe pneumonia cases to a higher level facility;</i> • <i>Caregivers fully adhere to treatment and/or referral guidelines, seeking additional care if symptoms worsen or no improvement is noted;</i> • <i>Increased adoption of preventive behaviors including: immunizations (e.g., measles, pneumococcal conjugate vaccine, haemophilus influenza type b (Hib), pertussis), exclusive breastfeeding for six months, adequate complementary feeding among children 6–23 months, measures taken to reduce household air pollution.</i>
Prevention of Mother-to-Child Transmission	Active demand at household level for identification and treatment of all HIV-infected pregnant women	<i>Health care providers offer testing and appropriate initiation/referral as a routine component of antenatal care. Women on treatment maintain adherence to ART visit schedule and ARV regimen</i>
Maternal	Pregnant women attend antenatal care and attend facilities for delivery to reduce preventable maternal	<ul style="list-style-type: none"> • <i>Pregnant women and families recognize the importance of timely antenatal care (ANC)</i> • <i>Health providers offer quality antenatal care</i> • <i>Providers appropriate screen, test, and treat for complications</i>

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	death	<ul style="list-style-type: none"> • <i>Pregnant women adhere to screening, testing, and treatment of complications</i>
Newborn	Seek prompt and appropriate care for signs and symptoms of newborn illness to reduce preventable newborn deaths	<ul style="list-style-type: none"> • <i>Caregivers recognize signs of newborn illness</i> • <i>Accelerate demand for services to treat newborn complications</i> • <i>Providers correctly diagnose newborn illness, differentiating severe cases</i> • <i>Providers recommend the appropriate treatment</i> • <i>Providers refer severe cases to a higher level facility</i> • <i>Caregivers fully adhere to treatment and/or referral guidelines, seeking additional care if symptoms worsen or no improvement is noted</i> • <i>Increased adoption of preventive behaviors including: clean and safe delivery; immediate breastfeeding; measures taken to reduce household air pollution</i>