WE's Behavior Initiative: **Making People-Centered Change Happen**

Behavior is at the core of our mission to achieve better education and social development outcomes for all. World Education's **Behavior Initiative** integrates behavioral thinking into everything we do. Moving beyond conventional approaches, we combine social, ecological, and behavioral applied sciences with innovations from marketing, design, tech, and other sectors, to help people improve their lives.

Our behavior experts collaborate closely with **education** and **social development** specialists with deep applied experience to make change happen. Since most of our staff are from the countries where they work, we design and implement for change locally while drawing on our global experience in over 50 countries.

We work alongside communities, governments, those often excluded from conversations, and others to ensure change efforts are people-centered. We do this by working with them to gather **insights** and co-create behavior-integrated strategies that spur people to **action** and ensure **change** that lasts.

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WE's Behavior Integration Approach

INSIGHT tools

market segmentation & analysis
anthropological inquiry
community mapping
human centered design
focus groups & interviews
root cause analysis
journey & system mapping
social network patterning
Trials of Improved Practices

ACTION methods

strategy development
Living Labs
advocacy
policy change
communication campaigns
financial incentives
social marketing
enabling technology
community mobilization
private sector engagement

CHANGE gauges

social listening
community monitoring systems
outcome monitoring
impact evaluation
process evaluation
critical tipping points
knowledge transfer metrics
scale and spread readiness

Define
Identify the challenge and the specific and measurable behavioral outcomes.

Diagnose
Analyze the context and influencing factors, and map change pathways.

Design
Co-create locally-led interventions to address critical factors and define change metrics.

Implement
Test, learn, and adapt or scale the intervention based on shifts along the behavior change pathway.

Evaluate
Measure progress along the change pathway regularly and assess the outcomes and impact of the intervention.

Share
Communicate results and the change process through an intentional learning and diffusion agenda.

WORLD EDUCATION
A DIVISION OF JSI

World Education brings a behavior integration approach to education and social development programs for people-centered change. The challenges vary widely - from disease and violence prevention to driving adoption of best practices in teacher and parent early literacy practices. To meet the need of each context, we draw from behavioral science and innovate and adapt proven methods to address the specific structural, social, and internal influences on behavior. We co-create with partners, we look for local leadership and strengthen capacity, and we apply a variety of measurement methods for decision making and continual learning.

Girls' Education

Engaging parents and communities to promote girls' education in Nepal, Zambia, Ghana, and eSwatini and providing comprehensive support to vulnerable children to stay in school through WEI's Bantwana initiative.

Family Literacy

Fostering a culture of reading, learning, and positive parenting across communities and generations in Egypt, Jordan, and Cambodia and supporting single mothers' college success in the United States.

Teaching Practice

Driving educators' adoption of best practices for bilingual education instruction in Mozambique, disability inclusive development in Laos, and the integration of digital skills instruction in Saint Lucia and the United States.

Health and Safety

Using edutainment to prevent harm caused by unexploded ordnance in Laos, supporting local leadership to prevent child labor and exploitation in Nepal, promoting clean cooking in Ghana, and child nutrition in Benin.

Financial Education

Using campaigns and mobile apps to educate consumers and prevent exploitation of migrants workers in the United States and Asia, and supporting savings groups and youth and women entrepreneurship in Uganda and Nepal.

Violence Prevention

Using socio-ecological models and youth leadership to stop gender-based violence and prevent HIV infection across sub-Saharan Africa and to support recovery in conflict-affected regions such as Mali.