

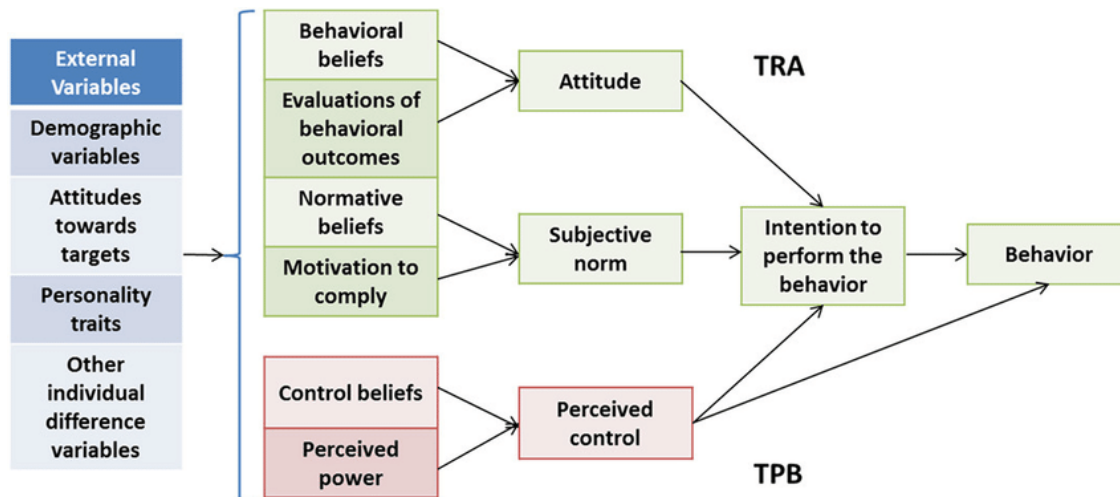
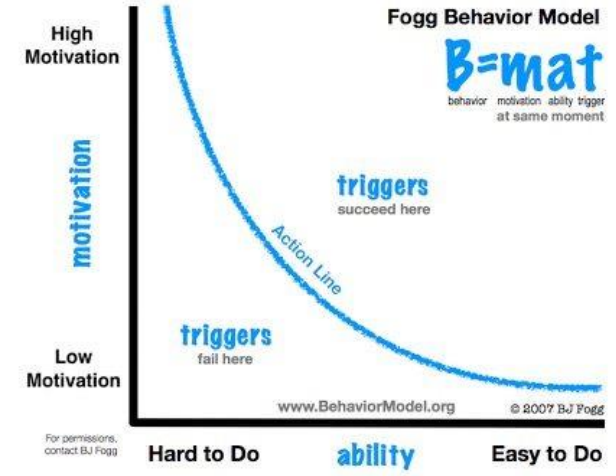
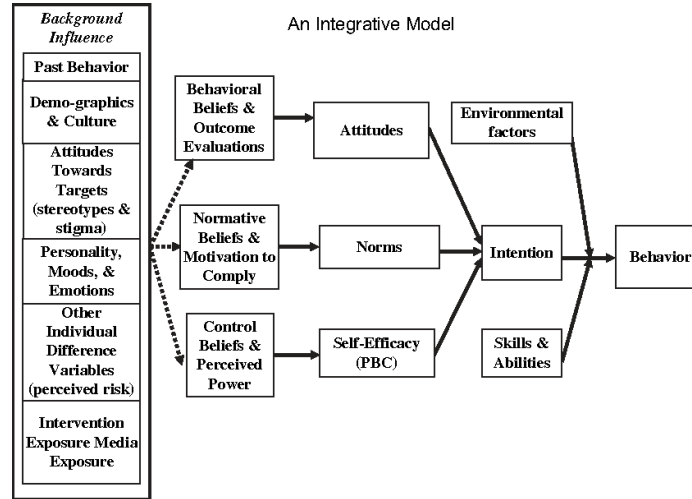
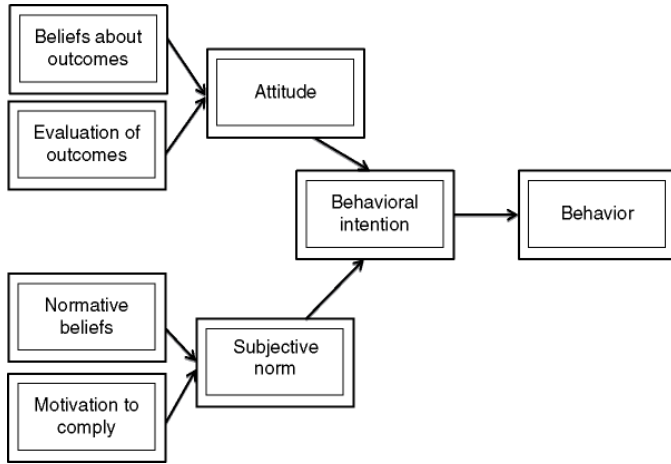


Behavioural Outcomes and Decision Heuristics

Introduction and Overview



SBC Models and Approaches



SBC Models and Approaches

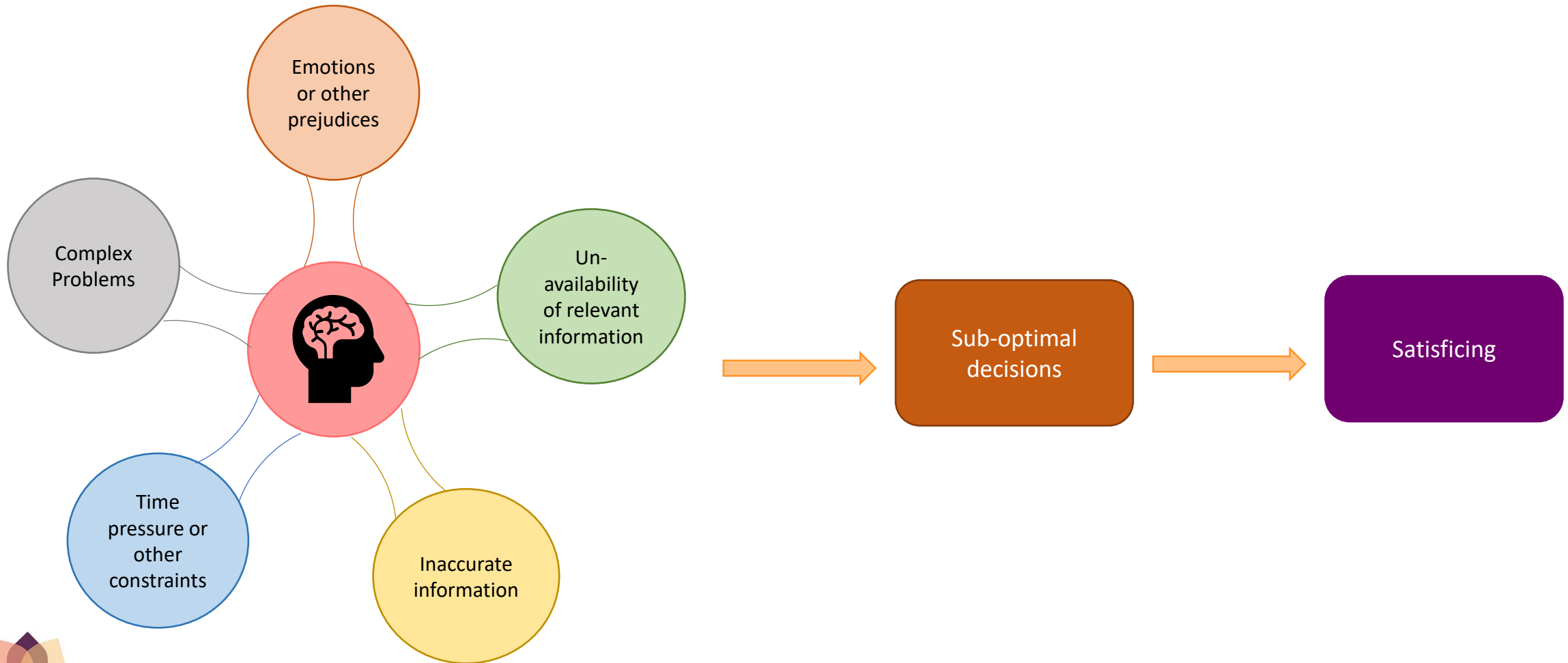
- SBC Models and approaches have done very well to identify key drivers of human behavior – socio-cultural norms, beliefs and attitudes, self-efficacy and societal influence on human decision making
- Program managers in the past have used these approaches with limited success as human behavior was widely believed to be rational
- However, recent developments in Behavioral Economics¹ show that humans are boundedly rational
- Rationality is bounded because there are limits to our thinking capacity, available information, and time (Simon, 1982)
- This leads us to make choices that satisfice² rather than maximize



¹<https://www.behavioraleconomics.com/resources/mini-encyclopedia-of-be/bounded-rationality/>

²: <https://en.wikipedia.org/wiki/Satisficing>

Boundedly Rational Humans



Biases

- Behavioral Economics recognizes cognitive biases as systematic (non-random) errors in thinking that deviate our judgment from what would be considered desirable¹
- These errors happen very quickly when we selectively or improperly intake information – resulting in mental shortcuts (or heuristics) that we take in day-to-day decision making
- There are many biases that influence our decision making – e.g. availability bias whereby people make judgments about the likelihood of an event based on how easily an example, instance, or case comes to mind
- Or anchoring bias – a form of priming effect whereby initial exposure to a number serves as a reference point and influences subsequent judgments



¹<https://www.behavioraleconomics.com/resources/books/cognitive-biases-in-a-nutshell-how-to-spot-and-stop-the-hiccups-in-our-thinking-process-thinknetic-2022/>

Status Quo

Preference for the present state of affairs and the resistance to change

Availability

Giving greater importance to information we can easily access or remember

Overconfidence

Tendency to overestimate our abilities or the accuracy of our beliefs and predictions

Anchoring

Relying too heavily on the first piece of information

Loss Aversion

Tendency to prefer avoiding losses over acquiring gains

Confirmation

Seeking out or interpreting information in a way that confirms your preexisting views

BIASES

Framing

People's decisions are influenced depending on the options that are presented to them

Bandwagon

Tendency to conform to the opinions, behaviors, or choices of others



Leveraging Biases and Design Thinking

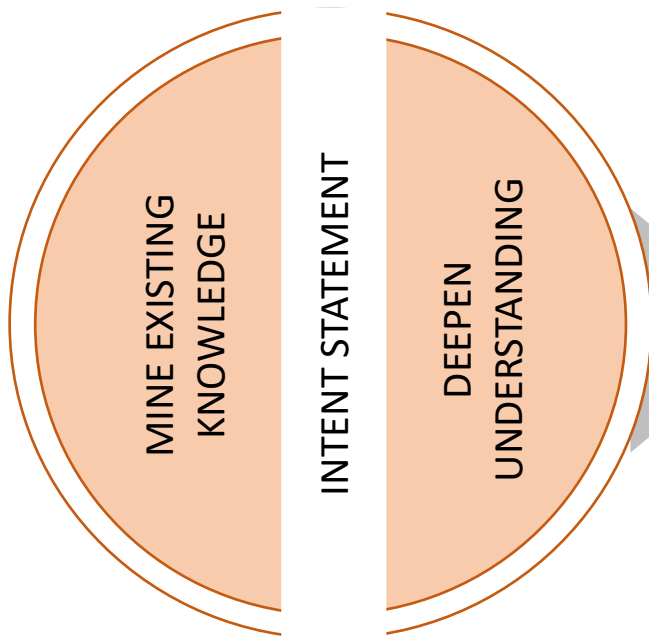
- At **BODH**, we leverage the principles of behavioral science to go beyond identifying the barriers and facilitators to uptake of desired behaviors
- Mapping the barriers (or facilitators) to cognitive biases helps us to frame the information in ways that nudge our audience to consider it more favorably
- We co-create¹ the intervention solutions by working closely with the communities and system stakeholders to design, test and iteratively refine the solutions that are feasible, effective and replicable
- Interventions that have the buy-in of community and system stakeholders stand a greater chance of impact at scale



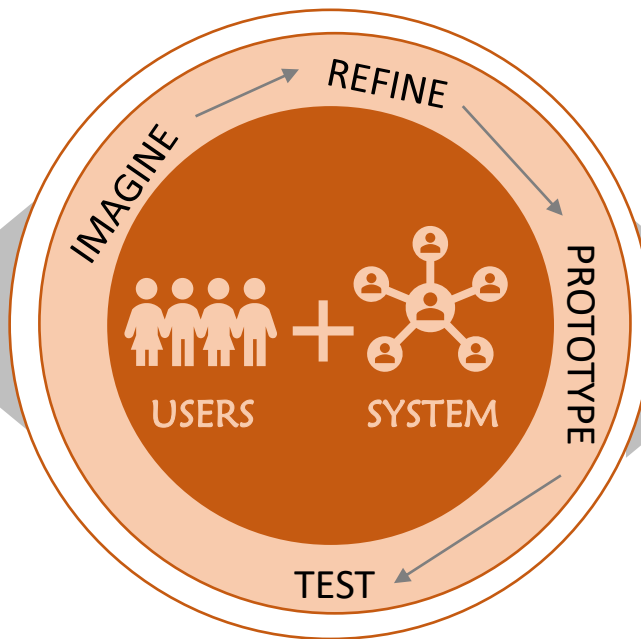
¹<https://online.hbs.edu/blog/post/what-is-human-centered-design/>

Using Behavioral Science and HCD Lens

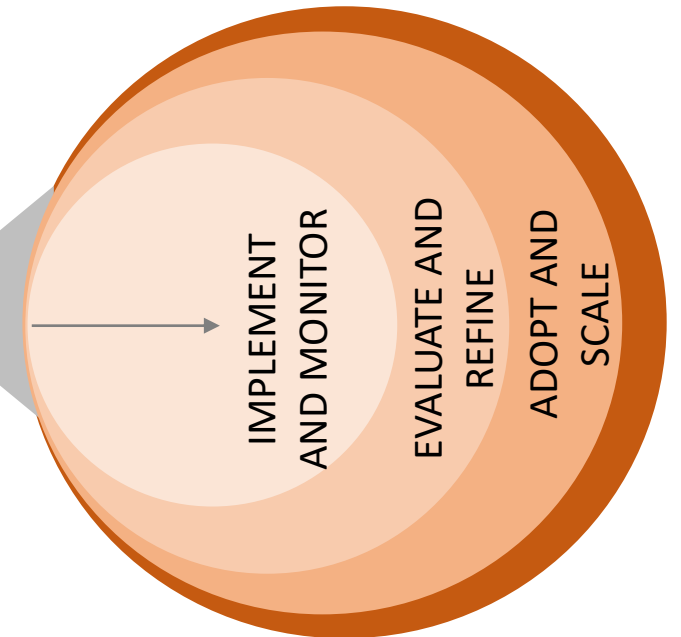
PHASE-1: DEFINE



PHASE-2: DESIGN AND TEST



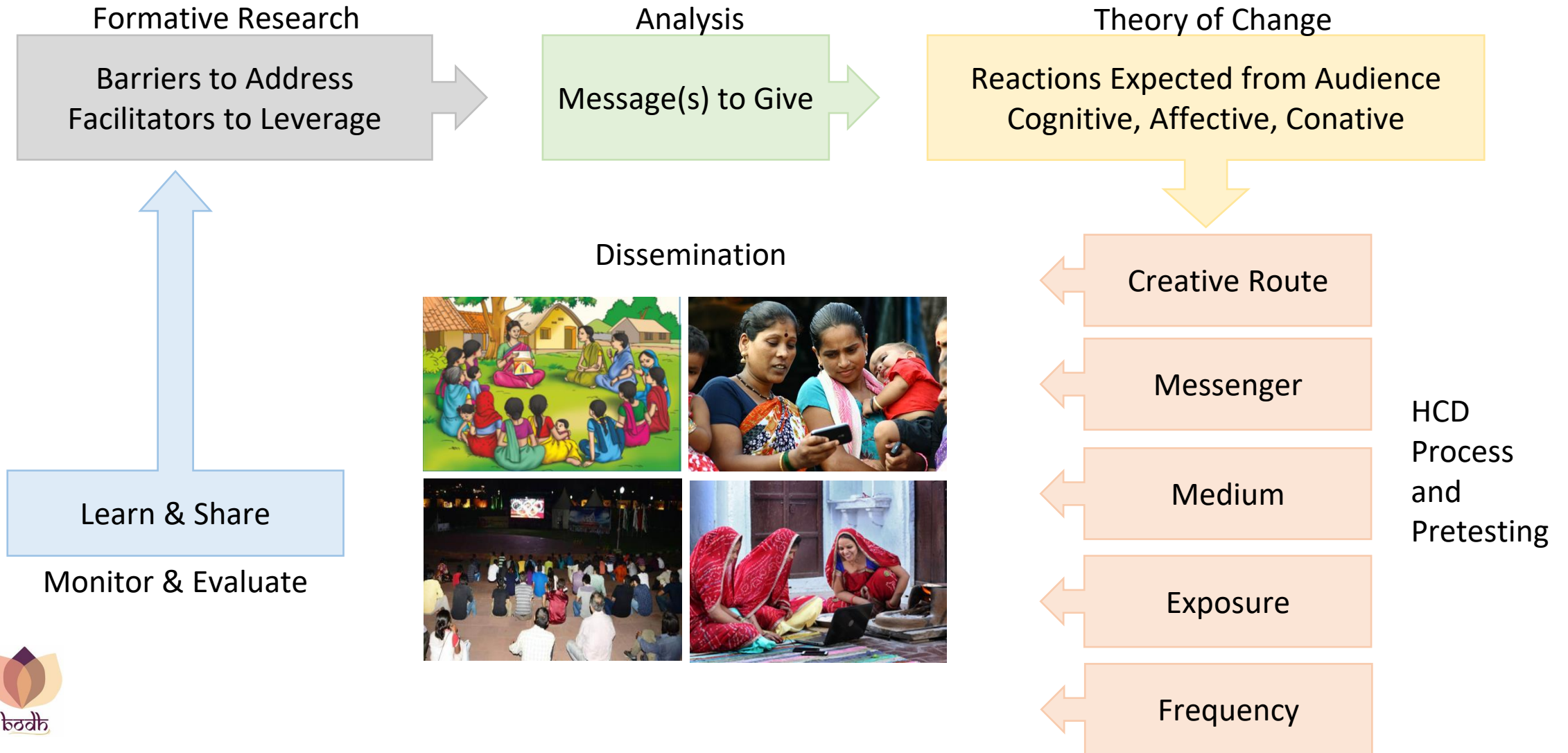
PHASE-3: APPLY



DISCONTINUE



How We Use This at BODH



BODH's Work: COVID-19 RCCE Support to Bihar Govt.



Formative research to uncover community understanding of COVID spread and prevention



Virtual pretesting of content promoting COVID prevention and appropriate behaviors



Dissemination of messages through social media platforms and partner networks



The collage includes several posters and graphics:

- Top Left:** A poster with the title 'शुभ दशहरा' (Shubh Dashera) and the message 'दुर्ग का नाश कर, हमी अघात की जीत हमारी लड़ाई बीमारी से है, बीमार से नहीं' (Destroy the demon, our victory is over the disease, not from the disease).
- Top Middle:** A poster with the slogan 'धोकर हाथ, पहनकर मास्क सुरक्षित जीवन चलाना है' (Wash hands, wear mask, safe life) and 'जीतेगा बिहार' (Bihar will win).
- Top Right:** A poster with the slogan 'धोकर हाथ, पहनकर मास्क सुरक्षित जीवन चलाना है' and 'जीतेगा बिहार'.
- Middle Left:** A poster for 'शुभ छठ पूजा' (Shubh Chhath Puja) with the message 'दूरी राखी, मास्क पहिनि करी हठजोडी। हे छठी मईया दिही ना आशीष कोरेना जल्दी जान छोडी।' (Keep distance, wear mask, don't argue. Oh Goddess, please don't let Corona stay in Bihar).
- Middle Center:** A graphic with the text 'स्वयं को और दूसरों को कोरोना संक्रमण से सुरक्षित रखिए' (Protect yourself and others from COVID infection) and '#SafeHands #WASHVirusesAway'.
- Middle Right:** A graphic with the text 'गर्भवती महिलाओं के लिए कोविड का टीका है ज़रूरी' (COVID vaccine is necessary for pregnant women).
- Bottom Left:** A poster with the title 'मास्क पहनिये काम पर चलिये' (Wear mask, go to work) and the message 'मास्क पहनने से नुईड और नाक के रास्ते कोरोना संक्रमण की संभावना बहुत कम हो जाती है। सांस के छदिये फैलने वाले इल संक्रमण को रोकने में मास्क ही सबसे ज्यादा कारगर है। इसे पहनकर आप स्वयं एवं दूसरों को सुरक्षित कर सकते हैं।' (Wearing a mask reduces the risk of COVID infection through the nose and mouth. The chance of infection spreading through the air is greatly reduced. A mask is the most effective way to prevent the spread of infection. Wearing a mask can protect you and others.)
- Bottom Right:** A graphic with the text 'गर्भवती महिलाओं को टीकाकरण से लाभ' (Benefits of vaccination for pregnant women) and a list of points:
 - गर्भावस्था के कोविड-19 संक्रमण का खतरा नहीं बढ़ता है।
 - अधिकतर गर्भवती महिलाएं संक्रमण रहित या बहुत कम संक्रमण वाली बीमारी से ग्रसित होती हैं, लेकिन उनका स्वास्थ्य तेजी से बिगड़ सकता है और खुले अण्डाशय भी प्रभावित हो सकता है।
 - यह जटिलपूर्ण है कि वे खुद को कोविड-19 से बचाने के लिए लचीले व्यवहारों को अपना लें, जिसमें कोविड-19 के निदान के टीकाकरण भी शामिल है।
 - खुद को बचाना ही ज़रूरी है कि गर्भवती महिला को कोविड-19 का वैक्सीन लगाया जाय।

Helping Bihar Govt. Promote COVID Vaccines

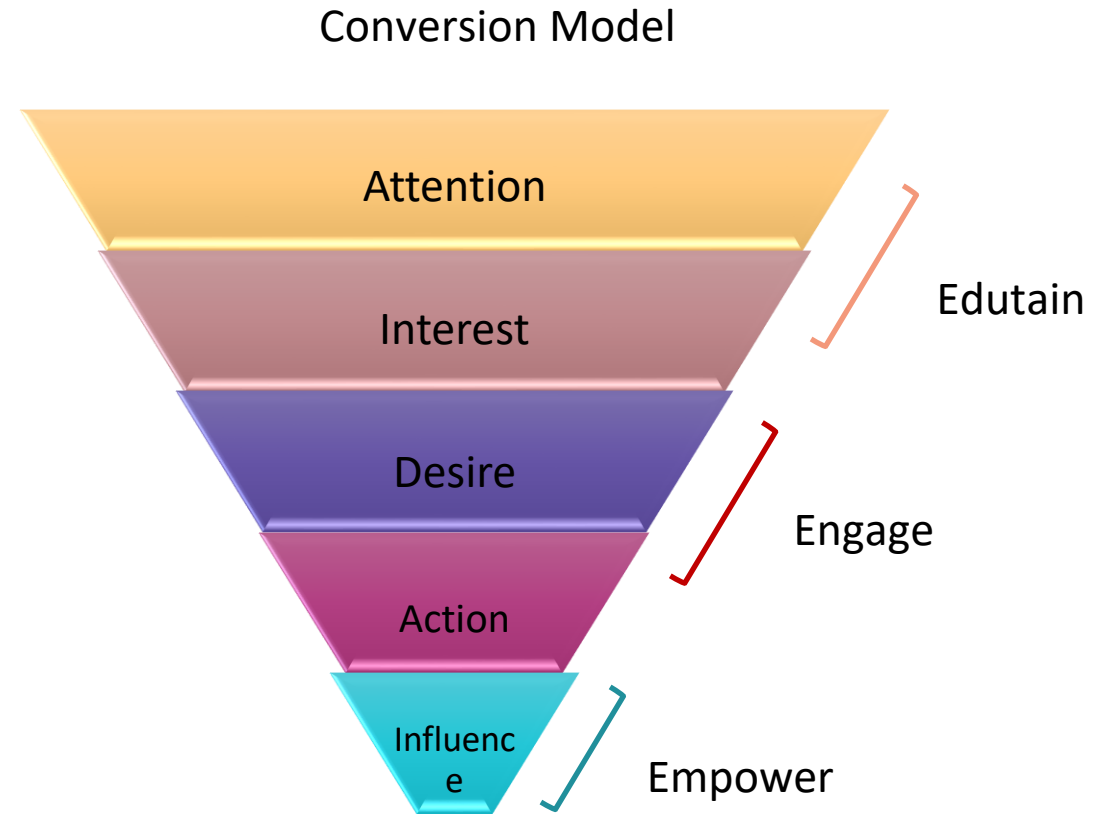
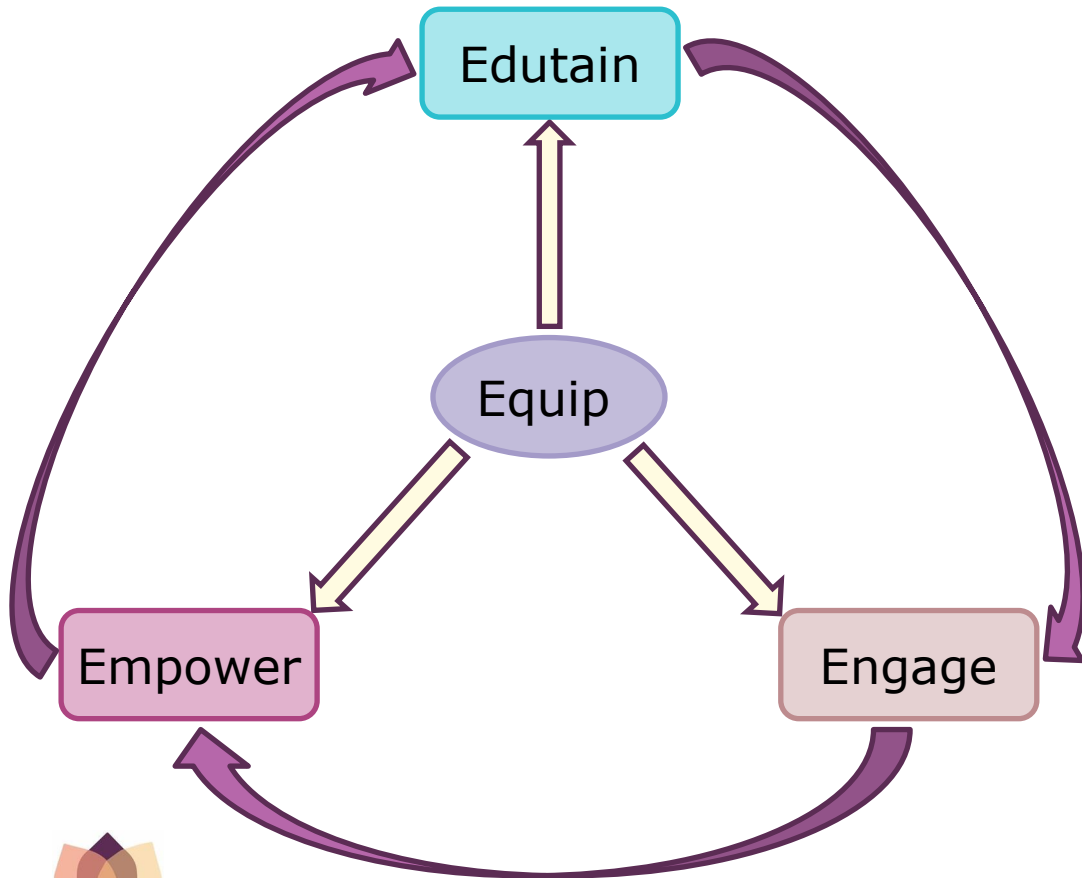


- Developed testimonials from influencers and opinion leaders to reduce vaccine hesitancy among health workers and frontline staff active in preventing spread of COVID infections

<https://drive.google.com/drive/folders/1jZ1r2gehrzBrIWGG4ocsKtzu3OZRHBEq>



SBCC Strategy for JTSP



Scale-up for JTSP/PTSP/NRLM



<https://www.youtube.com/watch?v=cwtH6g4ti4c>

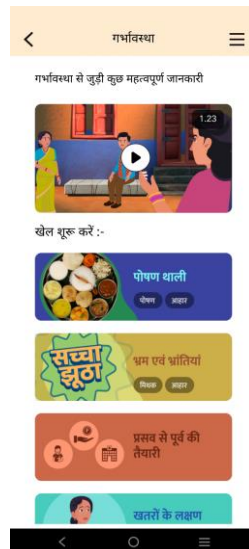
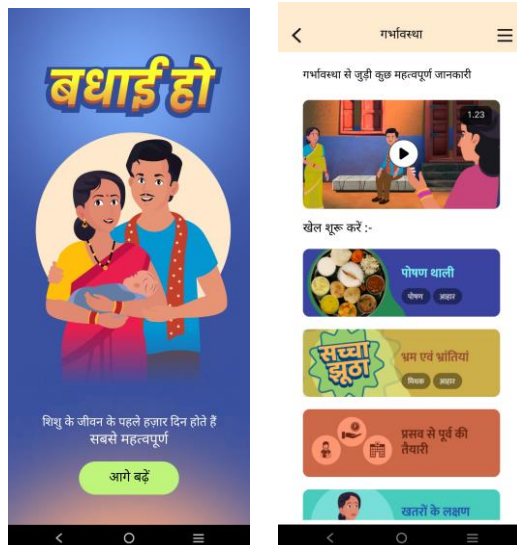
- 15-episode edutainment drama series Chatkare Zindagi Ke (Flavors of Life).
- Messages on maternal & child health, nutrition, family planning, gender woven in story line.
- Drama and characters to create impact thru emotional connect and learning.
- Flexibility to watch/repeat watch anywhere/anytime with anyone



AI, ML & Gamification help FLWs/CWs Engage the Audience



Mobile-Games



JOB-Aids



Engaging Men in Nutrition and FP Decisions

Dekh-Rekh: Make healthy habits your family goal



Couples provided with tools to visualize their nutrition habits and relate them to their aspirations, along with a financial planning course. This encouraged them to have more conversations on food choices and make more informed and collaborative decisions on what they purchase, prepare and feed their children.

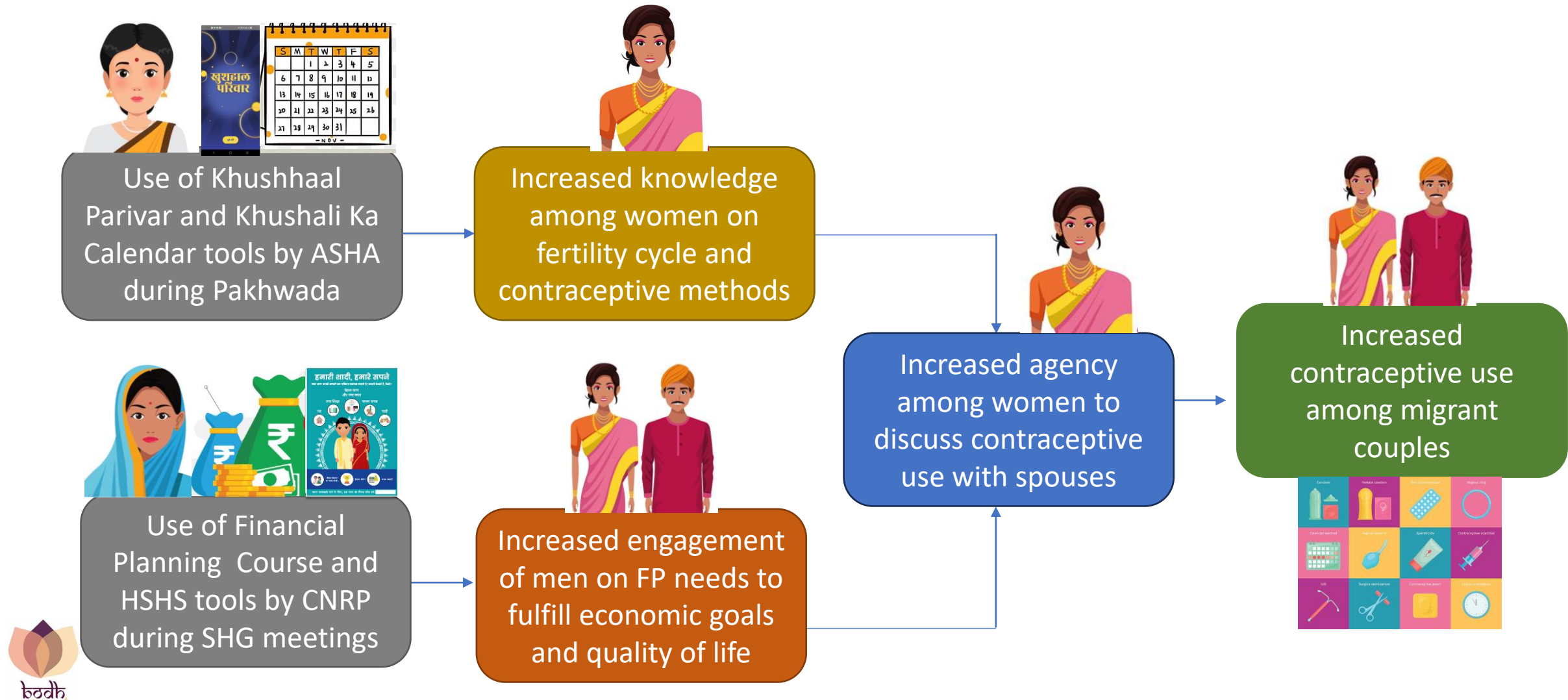
Hamari Shadi Hamare Sapne: Build savings, build a 'happy family'



Newly-wed couples enrolled in a financial education course that helps them better understand how they can achieve their aspirations. This served as a platform to incorporate conversations on family planning, delaying, spacing, and limiting as a way to reach their financial goals.



Innovative Solutions for SRHR Needs of Migrant Families



Innovative Solutions to Increase IFA Adherence among Girls and Women

गर्भावस्था में खून की कमी न हो

स्वास्थ्य सेविका गाइड
 पोषक भोजन,
 खून की जांच
 तीन पूर्व प्रसव जांच
 ताकि बना रहे आयरन स्कोर

परिवार में बच्चे का आना खुशी की बात है

कुछ जिम्मेदारी पति पत्नी की खास है ऐसे में पति रखें अपनी पत्नी का खान-पान का ध्यान ताकि उनका आयरन स्कोर कम न हो

घर में गर्भवती महिला हो तो सासु माँ की जिम्मेदारी है

जो हर सलाह जिससे बना रहे उनका आयरन स्कोर

मेरा आयरन स्कोर 12 से ऊपर रहना चाहिए

शरीर में खून की कमी हो तो थकान होती है, बाल झड़ते हैं, नाखून टूट जाते हैं चेहर पीला हो जाता है, मेरे अंदर खून की कमी नहीं होनी चाहिए। खास कर माहवारी के दिनों में इतना खाने में हरि सब्जियां खाती हूँ और साथ में आयरन की गोखियां भी लेती हूँ। सेहत मेरी ख्याल भी मुझे ही रखना होगा।

मेरा आयरन स्कोर 12 से ऊपर रहना चाहिए

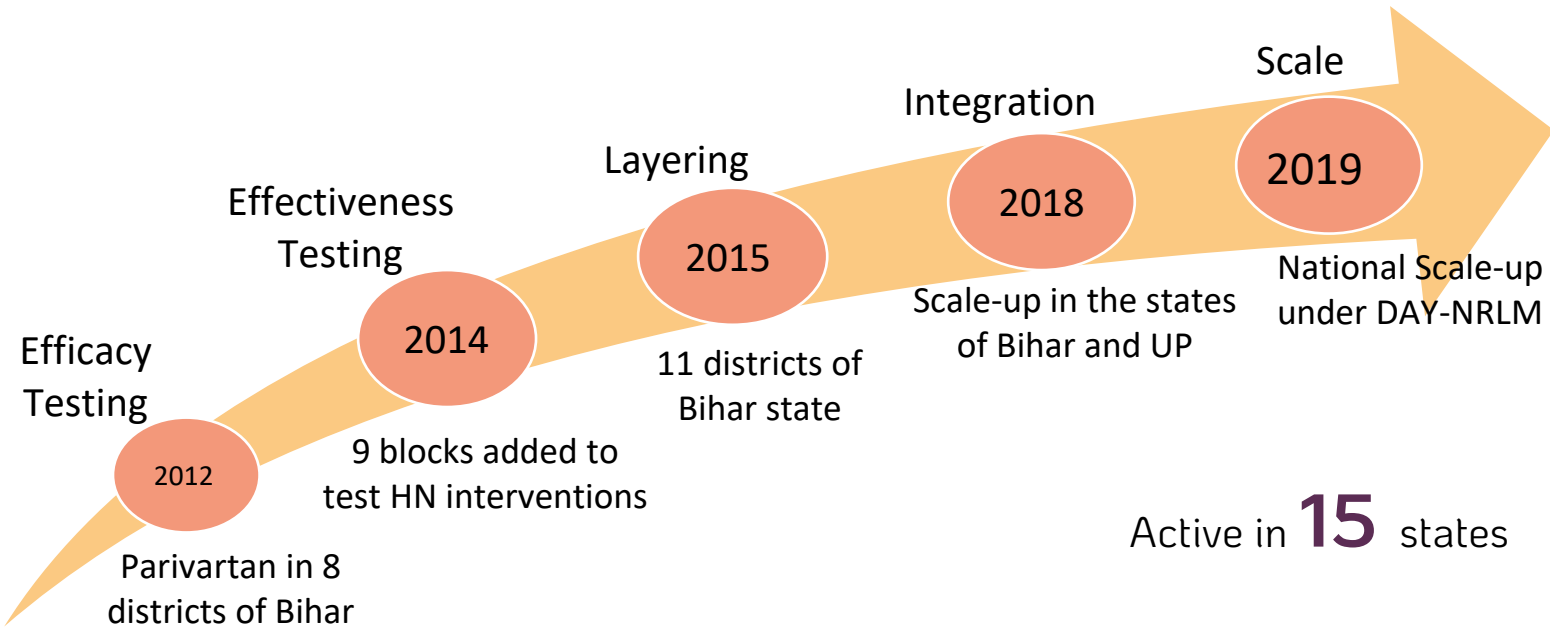
मेरी टैग में मुझे बताया कि बढ़ती उम्र, भाग दौड़ खेल कूद, काम काज में मेरे अंदर खून की कमी नहीं होनी चाहिए। खास कर माहवारी के दिनों में इस लिए मैं हरी सब्जियां खाती हूँ और साथ में आयरन की गोखियां भी लेती हूँ। मेरा आई स्कोर 12 से ऊपर रहना चाहिए। सेहत मेरी, ख्याल भी मुझे ही रखना होगा।

आयरन स्कोर वलब

बढ़ती उम्र, माहवारी, खान पान और व्यायाम की बातें ताकि हमारा आयरन स्कोर बना रहे

Reels

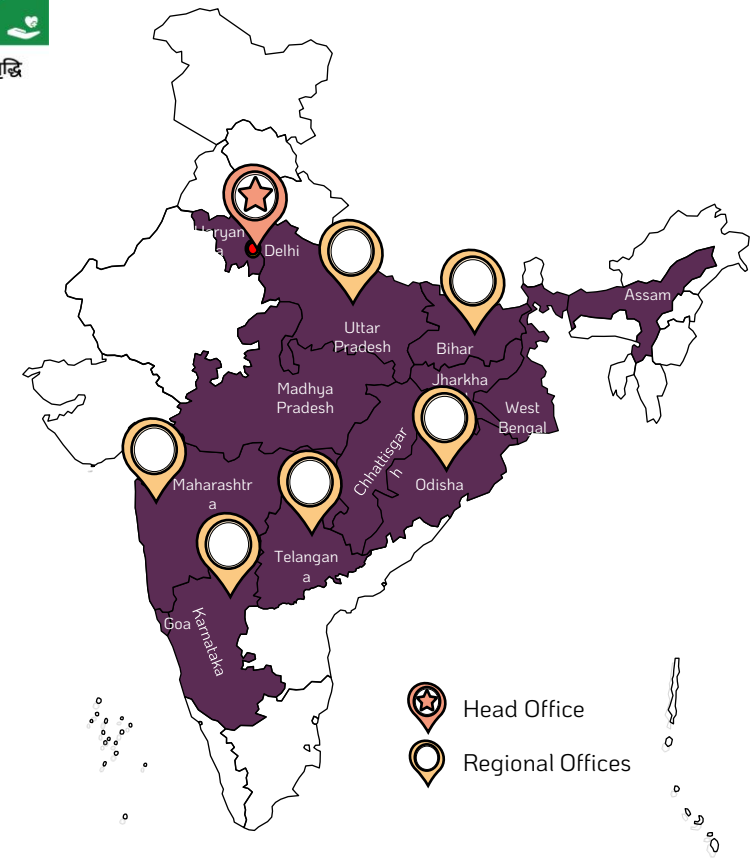
Our Journey of Behavior Change at Scale



Active in **15** states

Reaching **163** districts

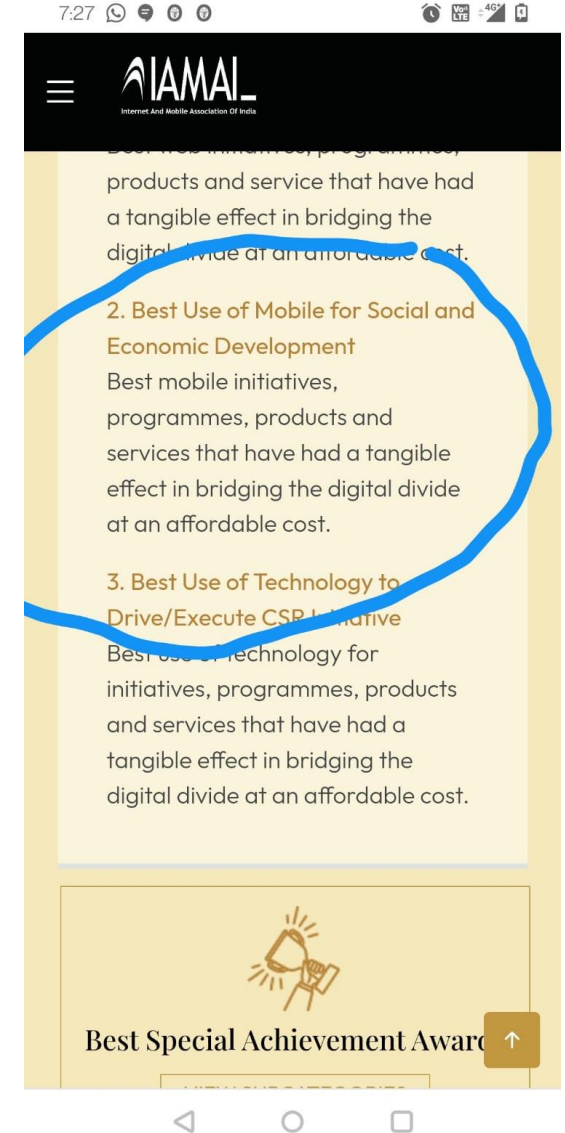
Impacting
15.2 million
lives through direct reach



Our Partners



Recognition for Our Work

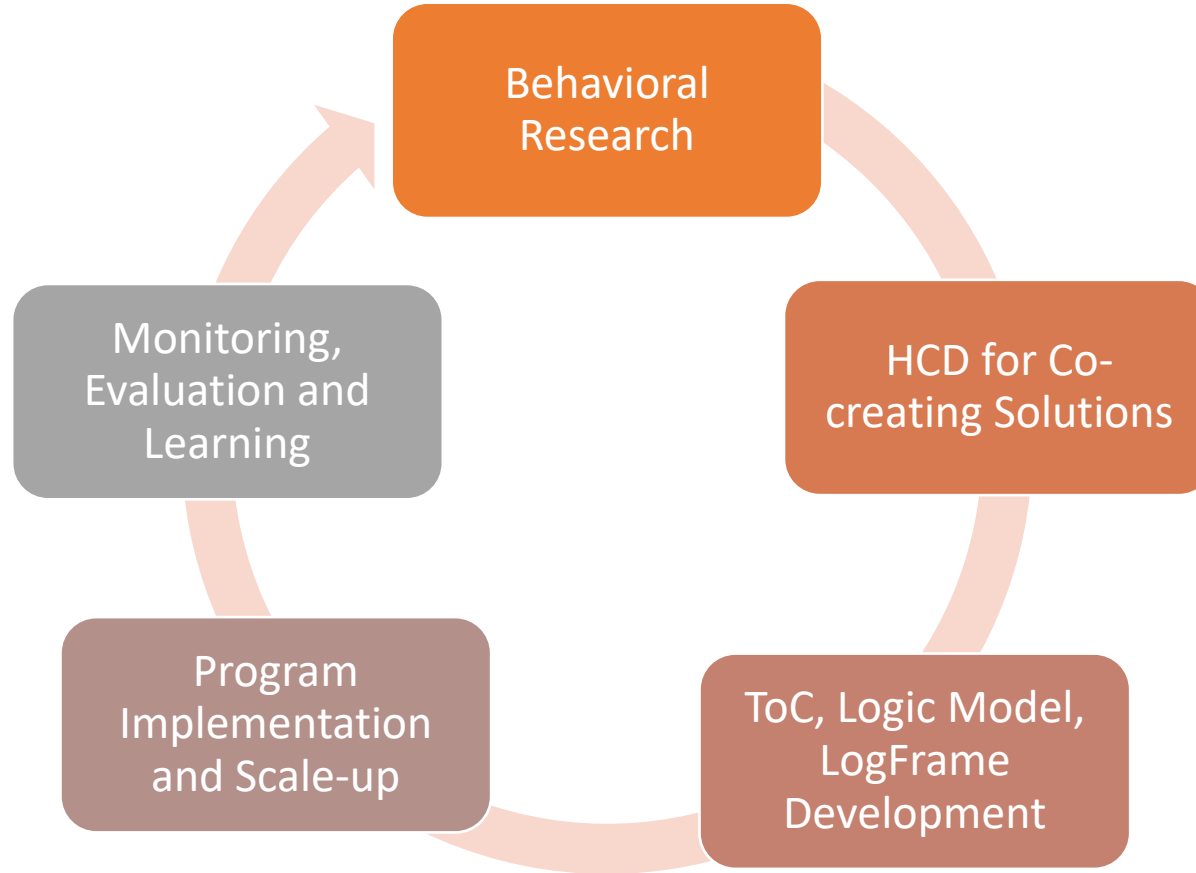


Recognition for Our Work

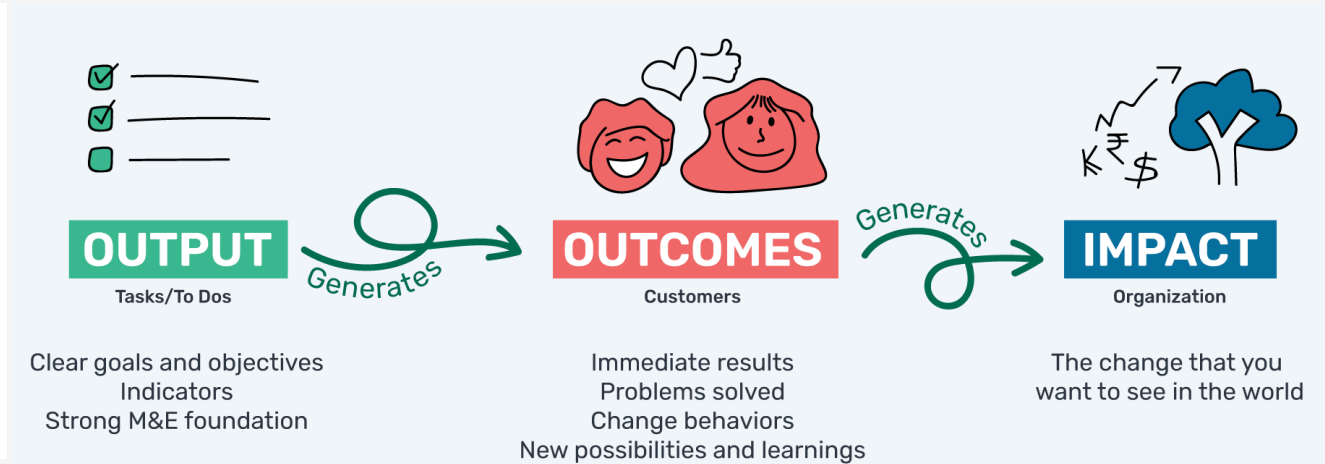
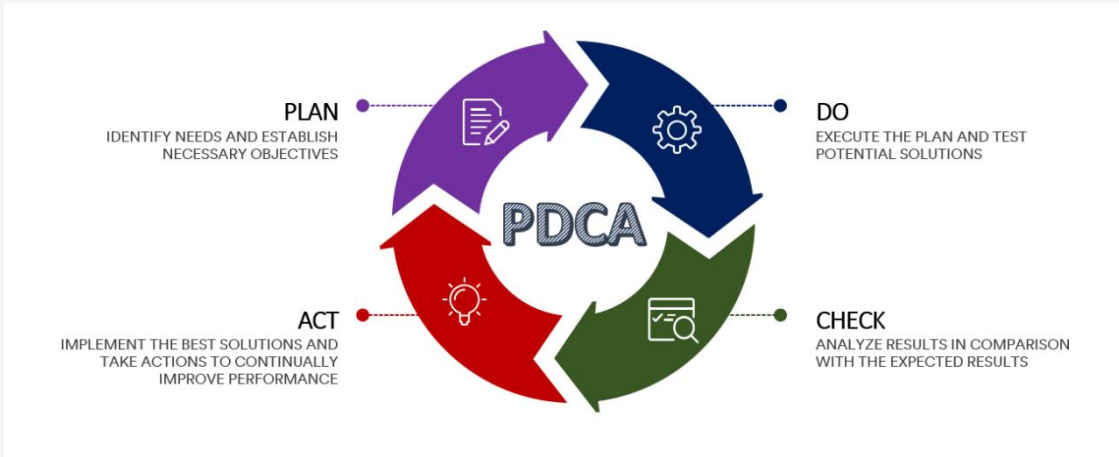


Not for Profit Campaign		
	Entry Name	Client/Submitted By
Gold	Olay X Amazon Ads for Olay STEMTheGap 2.0	Olay by Amazon Seller Services Pvt Ltd
Silver	Holi Pichkari for specially abled	Reliance Retail
Bronze	KhushHaal Parivar - Guide to Happy Family	Project Concern International

How We Can Work With You?



4 Key Mantras to Remember





Thank You

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