

# Think | **BIG**

## How Do You Choose Your Critical Factors?

Choosing up to eight factors is an essential step when building a Behavior Profile. Limiting your factors will allow you to target your efforts and focus on the barriers and motivators that will have the greatest impact on changing the behavior in your context. Use the questions below as a guide to choosing your critical factors.

### 1. Which factors are most frequently supported as a barrier or motivator by the research? On the profile research tool, check all that apply.

Proceed to questions two and three for ONLY the factors you have checked.

If you answer NO to any of the following questions, you should not select it as a critical factor and you should uncheck it.

### 2. If the factor is a barrier:

- Is overcoming this factor essential for any other factor to change? Or for the behavior to change?
- Can you change this factor in the timeframe available to you?
- Can you change this factor with the resources available to you?

If you were able to say YES to 2(a), 2(b), AND 2(c), consider it as a possible critical factor. If you say YES to 2(a), but NO to 2(b) and 2(c), you should reconsider whether it should be one of your priority behaviors.

### 3. If this factor is a motivator:

- If leveraged, can it overcome any of the barriers on your list?
- Can you leverage it in the timeframe available to you?
- Can you leverage it with the resources available to you?

If you were able to say YES to questions 3(a), 3(b), AND 3(c), consider it as a possible critical factor.

### 4. If factors you selected reflect two sides of the same issue, e.g. barrier – communities don't support a behavior or motivator – caregivers more likely to adopt a behavior because the community supports it, consider choosing the one that appeared more strongly in the research or the one it seems most important to act on.