ACCELERATE encourages Priority Behaviors whose increased practice, in contexts where there is currently low uptake, has been shown to reduce the risk of maternal and child mortality:

- Care for pneumonia
- Treatment for diarrhea
- Full course of immunization
- Using insecticide treated bed nets
- Intermittent preventive treatment of malaria in pregnancy
- Care for malaria
- Antenatal care
- Delivery in health facility
- Birth spacing
- Adolescent first birth
- Early initiation of breastfeeding
- Exclusive breastfeeding
- Complementary feeding
- Essential newborn care
- Care for newborn health
- Handwashing with soap
- Safe drinking water
- Safe disposal of feces
- Condom Use
- Male condom use during paid sex
- HIV testing

Think | BIG has also been applied to non-health sectors and to cross-sector strategy design.
How can ACCELERATE help health and development organizations?
ACCELERATE can help you wherever you are in your program cycle, by working with you to integrate behaviors into the design, management, measurement, and adaptation of your projects, programs, and strategies.

ACCELERATE offers:
• Behaviorally-focused team of behavior change specialists, public health experts, social scientists, and organizational development and human-centered design professionals
• Tailored approach to meet the needs of each partner
• Confidentiality
• Co-creation onsite and at a distance
• Virtual guidance through an interactive website

ACCELERATE provides robust resources:
• Ideas Library
• Interactive tools
• Checklists and guides
• Detailed country data for decision-making
• Indicators and PIRS
• Behaviorally-focused document examples
• Sample Behavior Profiles

Where is Think | BIG being applied?

USAID/Senegal assessed past project outcomes to better manage current activities and guide future activity work planning.

USAID/Democratic Republic of the Congo developed a Behavioral Summary to identify strategies for new procurements.

USAID/West Africa Regional Health Office is identifying and analyzing priority behaviors to pull its regional work together into a cohesive and aligned regional health portfolio.

USAID/Kenya developed a Behavioral Summary to manage and coordinate health activities.

USAID/Ghana is developing a behaviorally-focused CDCS to guide future Mission programming.

Want to Think | BIG?
ACCELERATE can work with you to identify and target the behaviors most likely to impact health and development outcomes, design a behaviorally-focused strategy, review and revise monitoring and evaluation plans to ensure they’re capturing the right data, or assist you at any point in your activity cycle.

Buy-in to the ACCELERATE Project would be done in partnership with the USAID Mission in your country.

Contact us at behaviorintegration@manoffgroup.com to find out how we can help your programs achieve more, faster.

FOR MORE INFORMATION
Visit the ACCELERATE partner website at demo.thinkbigonline.org

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