

USAID Zika Response – Technical Guidance on Key Prevention Behaviors



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FROM THE AMERICAN PEOPLE

Problem

In an effort to provide comprehensive health information, we often provide too many “ideal” behaviors, rather than most effective and feasible behaviors, resulting in little impact.

We know that...

- Human capacity to retain information is limited
- Largest potential for adoption of behaviors when few, *specific*, messages repeated many times through multiple channels
- This requires harmonizing messaging across multiple channels (**health providers**, community health workers/volunteers, vector control technicians, mass media, etc.)



What have we done?

Prioritize behaviors

- behavior matrix

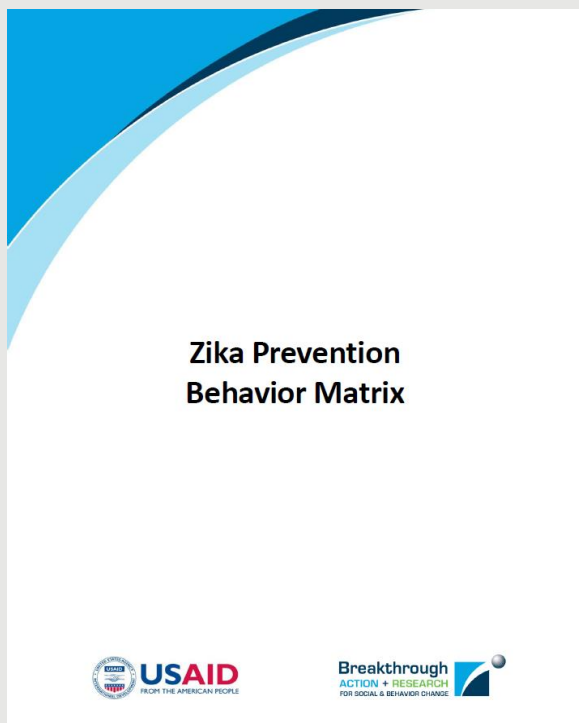
Add precision

- technical specifications content guide

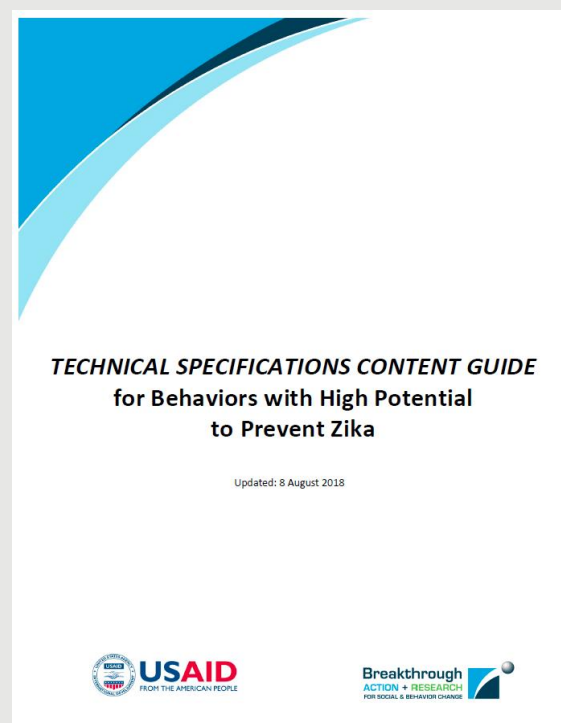
Implementation tools

- curriculum
- household visit job aid

Prioritize Behaviors



Add Precision



THANK YOU!



