STORY EXAMPLE

**Worksheet 3.1 Behavior Profile**

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| **Behavior Analysis** | | | **Activities** |
| **Priority Behavior & Steps**  What steps are needed to practice this behavior? | **Factors**  What prevents people from—or supports people to—practice the behavior now?  (Starred factors from 3.3) | **Supporting Actors & Actions**  Who needs to do what to address the factor?  (Starred actors in 3.3) | Linked activities with a clear pathway back to the priority behavior |
| Caregivers use a variety of nutrient-rich foods each day in meals and snacks for children 6-23 months, with emphasis on animal-source food for children under 12 months.   1. Obtain small fish, eggs, fruits, and vegetables for daily use. 2. Offer fish, eggs, fruits, and vegetables in meals and snacks during the day. 3. Introduce new nutrient-rich foods as the child matures. 4. Limit highly processed, non-nutrient-rich foods and sugary drinks. | *Accessibility:* Caregivers do not feed children small fish or fruit because markets do not sell affordable options year-round.  *Accessibility:* Caregivers often give children biscuits and sweets for snacks as these are cheap and readily available.  *Norms:* Caregivers do not feed children small fish because it is unusual in their community, especially for children under 12 months.  *Skills:* Caregivers are unsure of how to prepare small fish or eggs for young children. | *Market vendors* offer affordable and appropriate options for young children year-round.  *Policymakers and leaders* incentivize market vendors to sell healthy snacks and regulate sales of unhealthy options.  *Peers and family members* approve of and model feeding small fish to young children.  *Community agents* demonstrate to caregivers how to prepare small fish and eggs for young children. | *Marketing incentives* to support market suppliers and vendors to dry and sell small fish and fruit packaged for children year-round.  *Policy financing incentives* to support market vendors to sell healthy and limit unhealthy options for children.  *Community dialogues and community media* to model, encourage and allow caregivers and their children under 12 months to taste porridge with small fish.  *Communication* to demonstrate and promote how to prepare and feed young children small fish, eggs, and other nutritious foods. |

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