

## Theory of Change

**What is it?** Good design from the early childhood development perspective is about **building relationships**: building neural connections, connections between children and caregivers, among caregivers, among children, and with the surrounding environment. This means observing design interventions as **part of a greater whole** - designing for relationships, not for objects. This tool can assist you to think about **behaviours** that your intervention aims to change and prioritise strategies that will help you achieve this.

**How to use it?** This activity should be run **with the whole project team**, after you gather information about your area and community in focus.

(1) Start by writing down the **behaviours** of children, caregivers and/or pregnant women that your projects aims **to change**. Consider a behaviour at home, neighbourhood and city. Think about behaviours in relation to the Proximity of Care dimensions: Health, Protection, Stimulation, Support.

(2) **How** would you like this behaviour to change in a **short and long-term**?

(3) How might you use different **strategies** to influence each behaviour? Think about the spatial and design strategies, person-based strategies, technology-based strategies, and others. **Who** can take each of these actions? Who might you need to **partner with** to do this?

(4) **Step back** and look at the whole sheet. Which behaviour shifts are more important for your project? Which are out of scope?

(5) Which behaviour changes are addressed by one or more of your strategies? Is there a strategy that can be removed? Are there any gaps that you did not address?





**Keep in mind: Repeat** this exercise several times, with a critical and open mind, until you are confident that you have reached a strong concept.

**Understand** the situation for each behaviour before deciding on strategies. Behaviours are often irrational.

**Check your assumptions.** We often assume that people are “ignorant” or “lack information”, but that is not always true (for example, many doctors smoke). Make sure you have enough information for an informed opinion. Even when people want to do the right thing, it's not always easy. There are **many factors** that influence behaviours (social, emotional, environmental).

**Cities are diverse** places with different people and ‘one size fits all’ approach is not appropriate. Think about how barriers and motivation for behaviour change might be different between different groups in the area in focus.

*\* This tool is inspired by the IDEAS Impact Framework [ideas.developingchild.harvard.edu].*

-  Format template
-  Group size small
-  Time 2-3 hours
-  Facilitation experience moderate

