

COMMUNICATIONS & BEHAVIOR CHANGE



**BOLD
THINKERS
DRIVING
REAL-WORLD
IMPACT**



We reached **26 million** people in the U.S. and **11 million** in Puerto Rico with



ZIKA
PREVENTION
MESSAGES.

Strategic Communications

Your audience and objectives are unique.
We build communications plans to reflect that.

At Abt Associates, we develop and execute robust communications plans that maximize reach, amplify messages and achieve the desired impact. Our stakeholder engagement strategies identify and connect all influencers, engaging them in dialogue to improve outcomes. We forge new alliances, convene meetings, produce events and develop training programs to guide clients on how to communicate with and involve stakeholders during each phase of a project.

Our strategic communications team is audience-focused, creative and grounded in science. We employ market research, audience insights and strategic partnerships to connect with your target audiences. Combining this approach with innovative digital tools, social media and traditional advertising strategies, we help our clients promote the desired behavior change.

Behavior Change

Our scientific understanding of behavior is critical to promoting social and behavior change throughout the world.

We have an extensive history of working to understand the social determinants of health, quality of life and economic well-being. This experience enables us to identify interventions that will lead to real behavioral change in a given context. In collaboration with colleagues across disciplines, we work together to design and implement needs-based, culturally sensitive programs using validated scientific frameworks and methodologies.

Whether it's advocacy, provider training, community mobilization, crisis communication or addressing social and behavioral change needs, our science-based expertise and background in establishing successful public-private partnerships has given us the experience needed to make a lasting impact on diverse populations.

Abt developed and offers a seven-module Behavior Change Communication (BCC) eLearning Series for program implementers and others to improve social conditions. The series explains ways to enable individuals, communities and countries to initiate and sustain behaviors that promote good health, productivity and quality of life. The series presents theories, approaches and tools that participants can use to facilitate the design and implementation of BCC strategies in their work.

“Programs that lead to sustained change require a deep understanding of both the barriers to and the compelling motivations for change and the tools to support the desired behavior. At Abt, we work to address all three.”

*Cynthia Klein,
Principal Associate/Scientist*





“By truly understanding what motivates your audience, we devise creative solutions that will have maximum impact.”

*Julie Sabol,
Creative Director*

Creative & Interactive Design

Abt's award-winning creative studio delivers innovative print and digital solutions through a blend of carefully crafted messages, visionary designs and thoughtful strategies for targeted dissemination.

We translate and transform your ideas for communicating with diverse audiences through collaborative, tailored, relevant solutions for packaging information. Our creative team includes writers, editors, designers, multimedia specialists and web developers. With decades of experience, they lift project- and program-related dissemination efforts,

strategic marketing and communications initiatives and public education campaigns to the next level.

We go beyond the usual thinking to tell your story in a bigger, bolder way. Our blend of innovative thinking and interactive design produces a variety of engaging products. We provide visual identity and branding packages, campaign and product development, e-Learning tools and training, infographics and data visualization, websites and video production. Our marketing experts use the most effective channels to connect with your audiences, from digital campaigns and inviting print materials to social media and in-person presentations at conferences and events.

Our goal is to give you customized, creative solutions that lead the intended audience to take the desired action.



The Abt Advantage

Abt's award-winning communications and behavior change practice enhances the brand and program reputation of our clients. We take a data-driven approach to deliver comprehensive, field-tested strategies. Using the latest social marketing science, we incorporate behavior change principles and infuse audience-centric messaging at all stages in the communications cycle. Our staff includes communications specialists, public health experts, social scientists, researchers, creative professionals and evaluation specialists.

Regardless of the market or subject matter, we tailor our messages and strategies to your intended audience to achieve the most impactful results. We disseminate information, increase awareness, generate audience engagement, promote learning and share knowledge. In the end, it's about using meaningful communications and behavior change strategies to advance your mission.

Bold Ideas. Real Results.

Abt Associates uses data and bold thinking to improve the quality of people's lives worldwide. From increasing crop yields and combatting infectious disease, to ensuring safe drinking water and promoting access to affordable housing—and more—we partner with clients and communities to tackle their most complex challenges.



**BOLD
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DRIVING
REAL-WORLD
IMPACT**

WORK WITH US

bdu@abtassoc.com

PARTNER WITH US

abtassociates.com/registry

JOIN OUR TEAM

abtassociates.com/careers

Key Focus Areas



Education, Youth
& Families



Environment
& Energy



Food Security
& Agriculture



Gender Equality
& Social Inclusion



Governance
& Justice



Health



Housing,
Communities &
Asset Building



Workforce
& Economic
Mobility

Cross-Cutting Core Capabilities



Communications
& Behavior Change



Data Capture
& Surveys



Digital
Transformations



Research,
Monitoring &
Evaluation



Technical
Assistance &
Implementation