

BIRD LAB

BEHAVIORAL health INSIGHTS RESEARCH AND DESIGN LAB

School of Public Health, Addis Ababa University

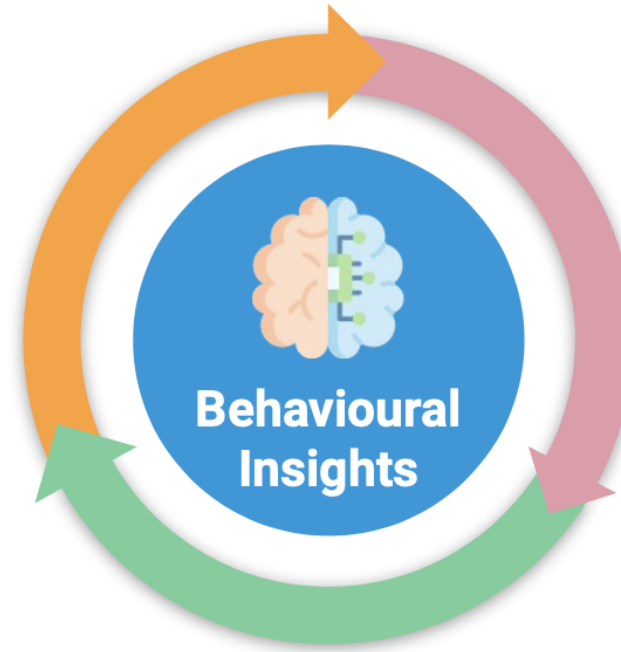


What are behavioral insights?

Behavioural insights are made up of **three core components**:

Behavioural science evidence, principles, and theories

Obtained from primary research and the academic literature



Behavioural interventions and policies

Addressing identified barriers to behaviour change in a pragmatic way

Robust evaluation methods

Including experiments/ randomised controlled trials (RCTs) to measure impact

Lessons derived from the behavioural and social sciences, including decision making, psychology, cognitive science, economics, political science, neuroscience, organizational and group behavior”

OECD (2017)

UNICEF, ECARO, 2022

BIRD Lab In Ethiopia

Dec 14, 2022 BIRD Lab was launched at **Addis Ababa university** ,school of public Health in partnership with **UNICEF** and (**EHEPA**)



Vision and Mission BIRD Lab



Vision BIRD Lab

To become recognized institution on behavioral insights that conducts cutting-edge research in behavioral science for eastern and southern Africa and beyond.



Mission BIRD Lab

The BIRD Lab seeks to explore the perspectives and experiences of individuals and communities, to address the barriers and drivers of health and well-being with close collaboration with relevant governmental and non-governmental stakeholders.