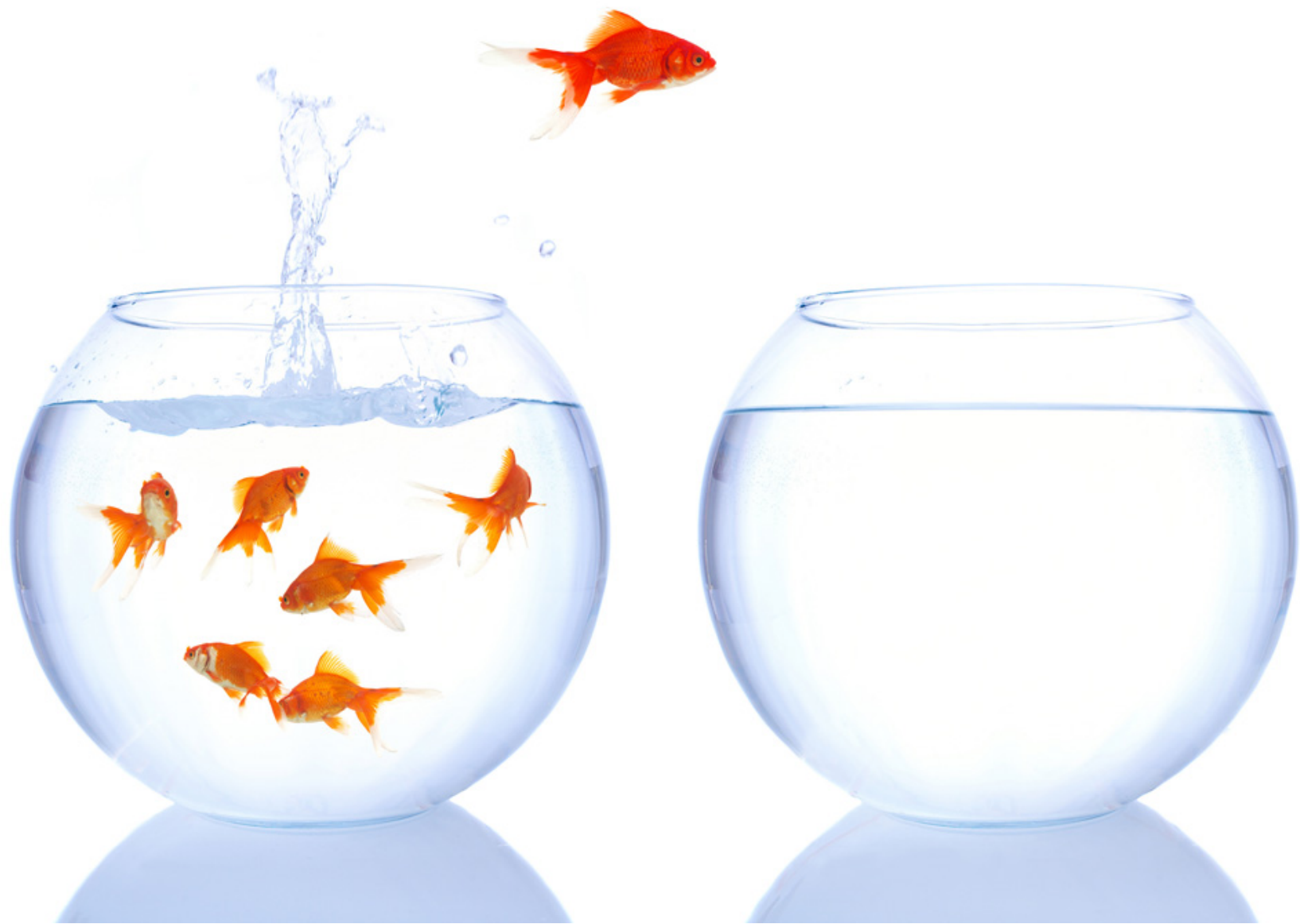


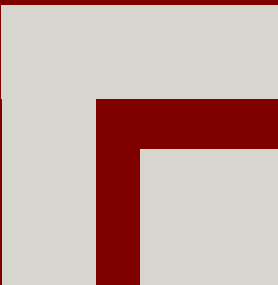
# Persuasion

How to push for change in behavior that can improve outcomes for children and families



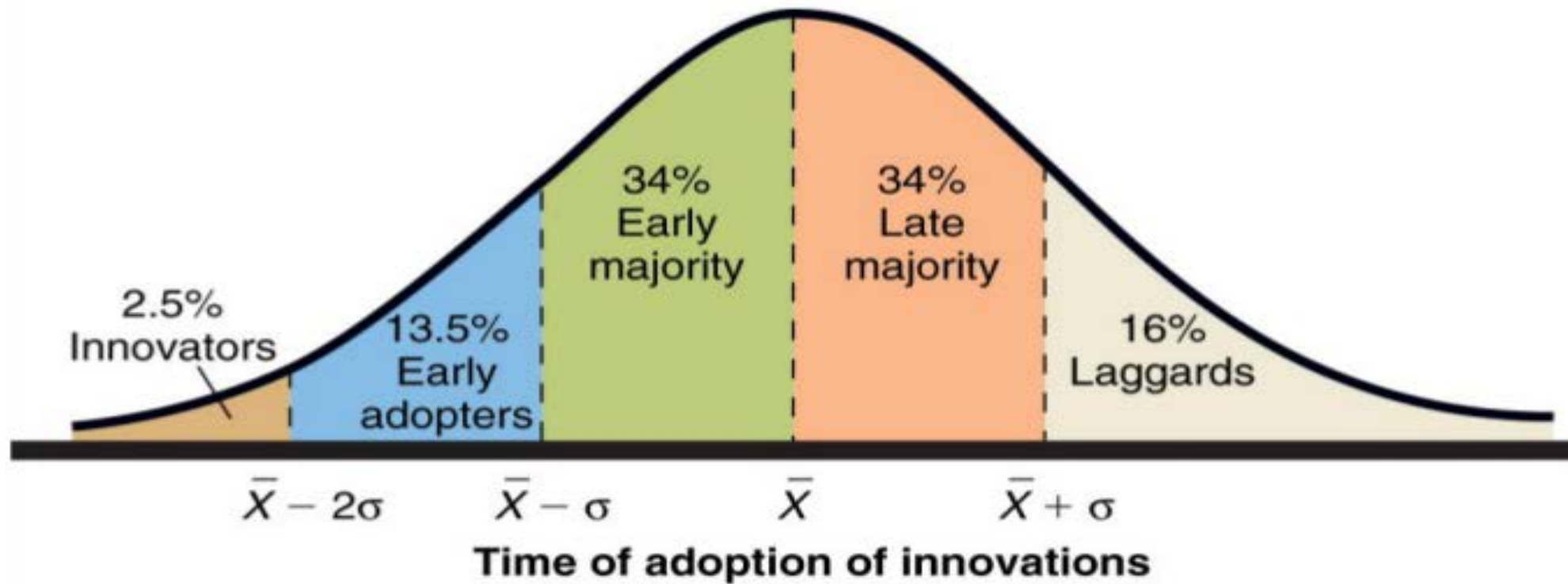


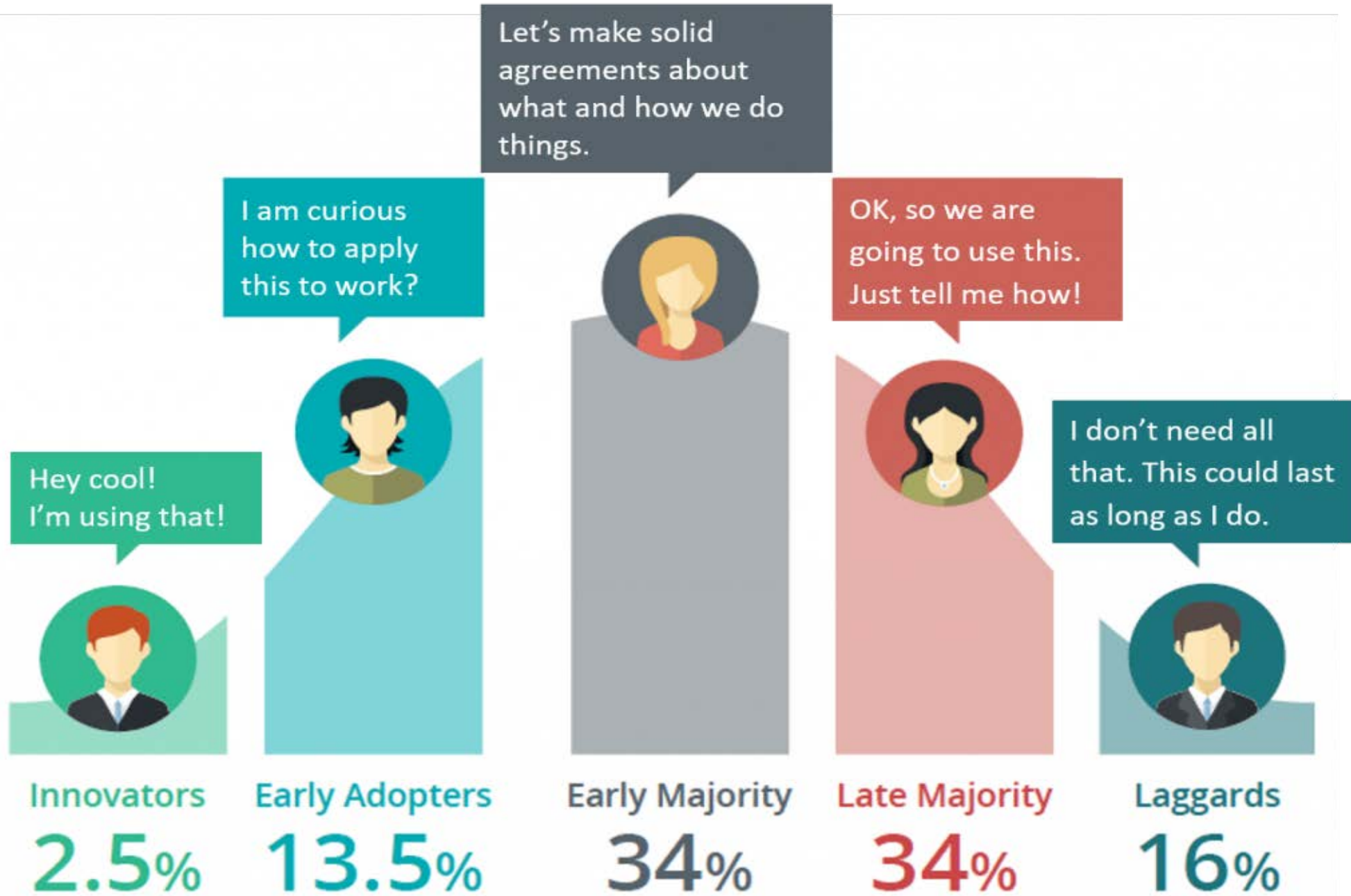
When did you personally adopt  
a new behavior or practice, or  
start using a new product?



# Diffusion of Innovations

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What is a behavior change at work – a new practice that if you and your colleagues adopted – could result in better outcomes for those you serve?



# Early Adopters

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# What persuades people?

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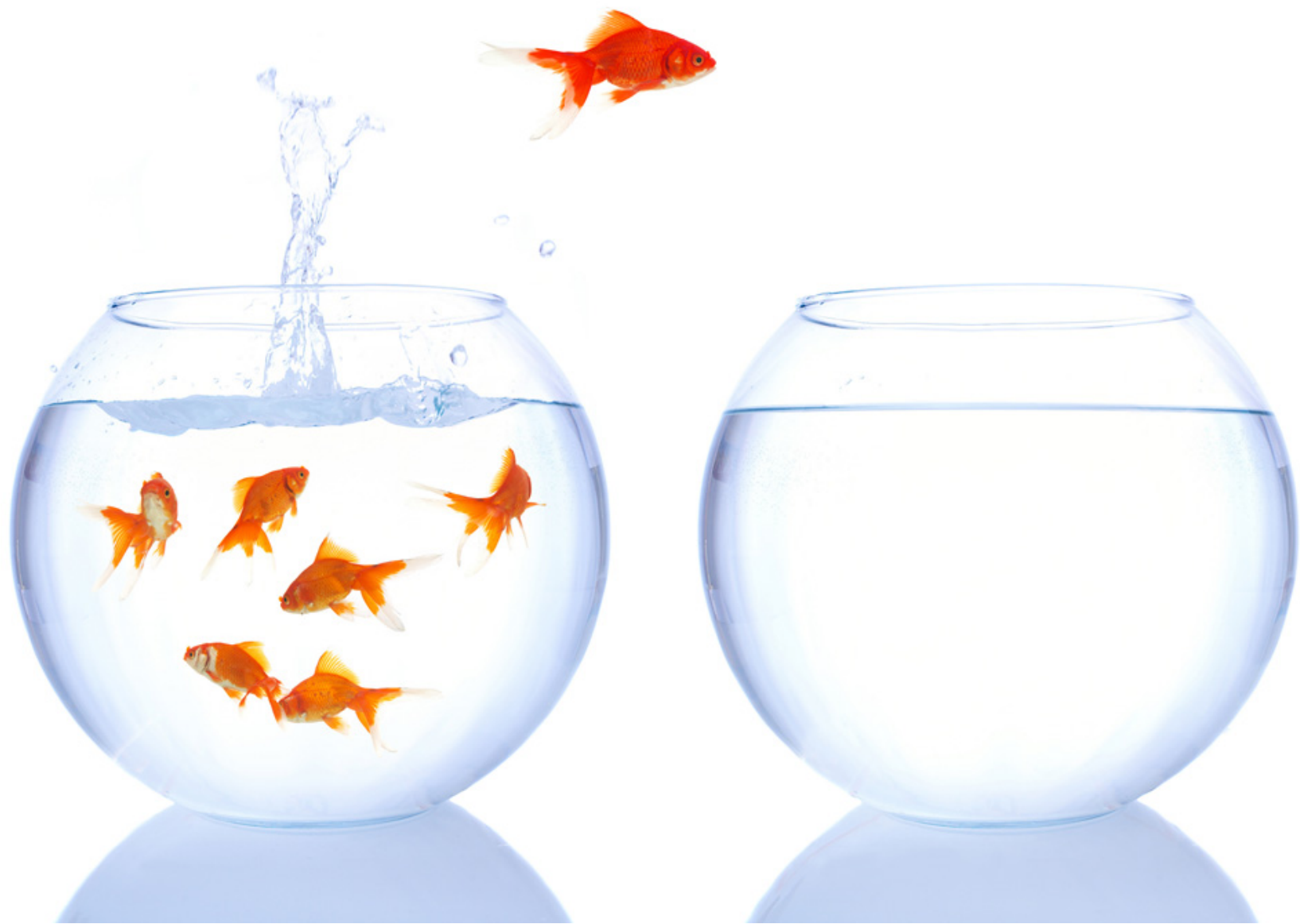
- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability



# Persuasion Matrix

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