SESSION 1: THINKING LIKE A BEHAVIORAL SCIENTIST

INSIGHTS
- JFCS CDC’s behavior science workshop series helped organizations develop better communication strategies with clients. This workshop also increased awareness about how behavioral science can be applied to improve program effectiveness.

APPLYING THE LESSON
- JFCS CDC staff developed an outreach plan for the workshop:
  - Staff mapped the workshop attendance and registration process and identified two possible barriers related to client behavior.
  - Staff updated the registration process to include mobile-friendly text reminders to increase attendance.

FROM THE PARTICIPANTS: I LEARNED...
- "...how to map our process and identify barriers."