

Unpacking the realities of behaviour change interventions at scale

On Scale

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Scaling strategies

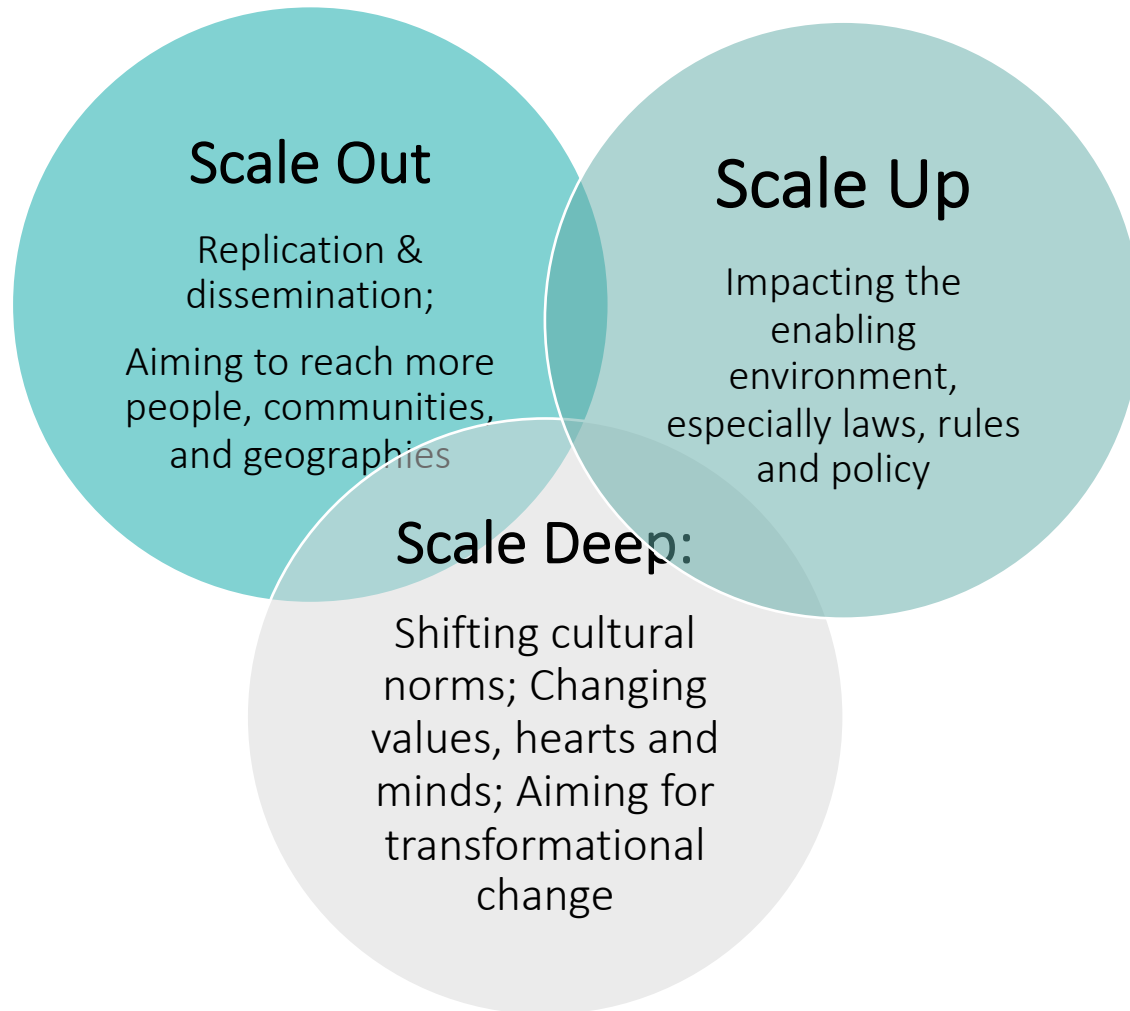
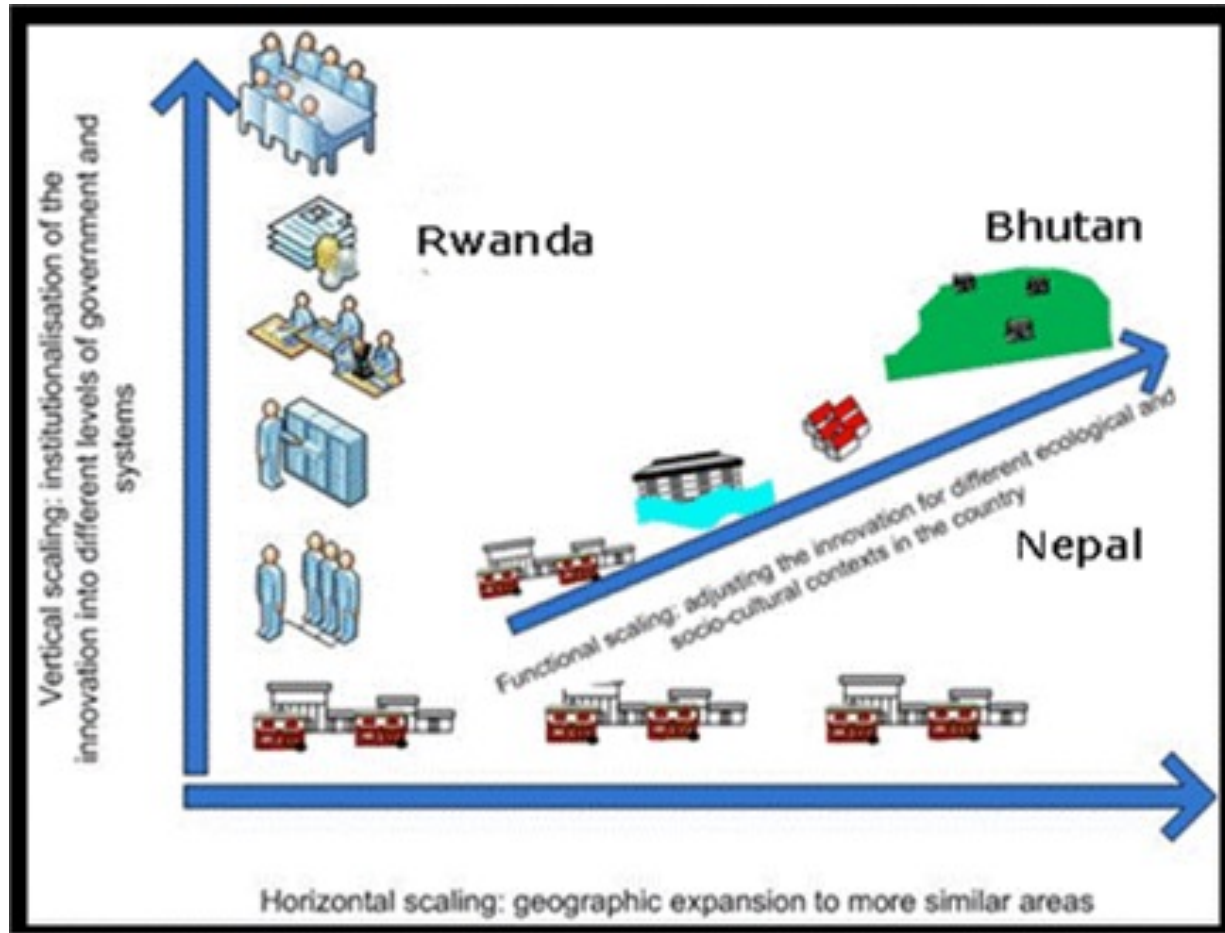


Figure 1. Forms of scaling of social innovations (Riddell and Moore 2015)



Scaling strategies cont.



“Deliberate efforts to increase the impact of innovations successfully tested in pilot or experimental projects so as to benefit more people and to foster policy and program development on a lasting basis.” *ExpandNet*

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