



HEALTH
COMMUNICATION
CAPACITY
COLLABORATIVE

Implementing Blended Learning

The 5 Principles

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USAID
FROM THE AMERICAN PEOPLE

Here are the

5 PRINCIPLES

that drive blended learning programs

- ① Learning is behavior change
- ② Use a framework
- ③ Make it personalized
- ④ Measure it
- ⑤ Pilot and test



1

Learning is behavior change.



LEARNING ISN'T ONLY
ABOUT TRAINING



2

Use a framework.

OAM:

Opportunity, Ability,
Motivation

MARKETING



CONTEXT



KEY ACTIVITY: AUDIENCE INSIGHT

DETERMINANTS

UNDERSTAND BARRIERS

Set

CLEAR

learning objectives



3

Make it personalized.

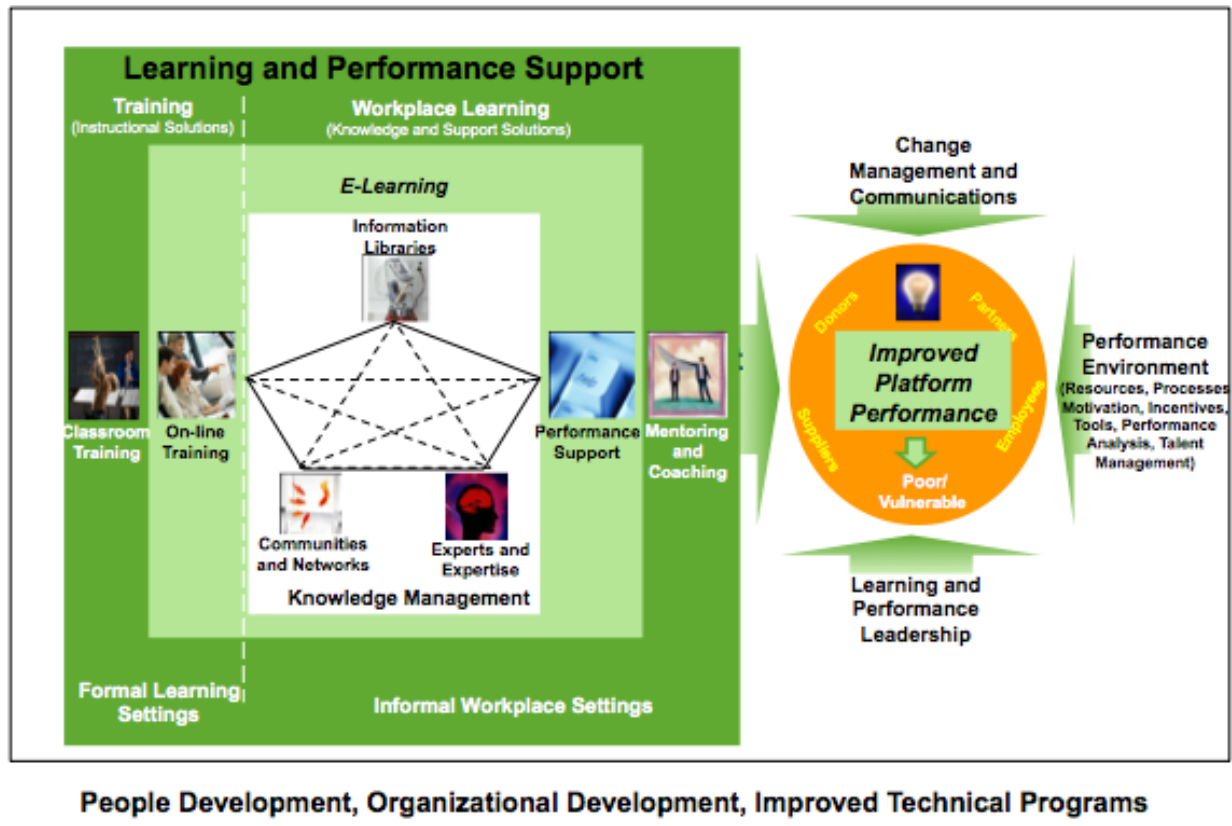


TREAT LEARNING NOT
AS AN EVENT, BUT AS A
PROCESS

PRE + POST ASSIGNMENTS, SUPPORT

NOT A
“ONE-SIZE-FITS-ALL”

PSI Learning & Performance Architecture

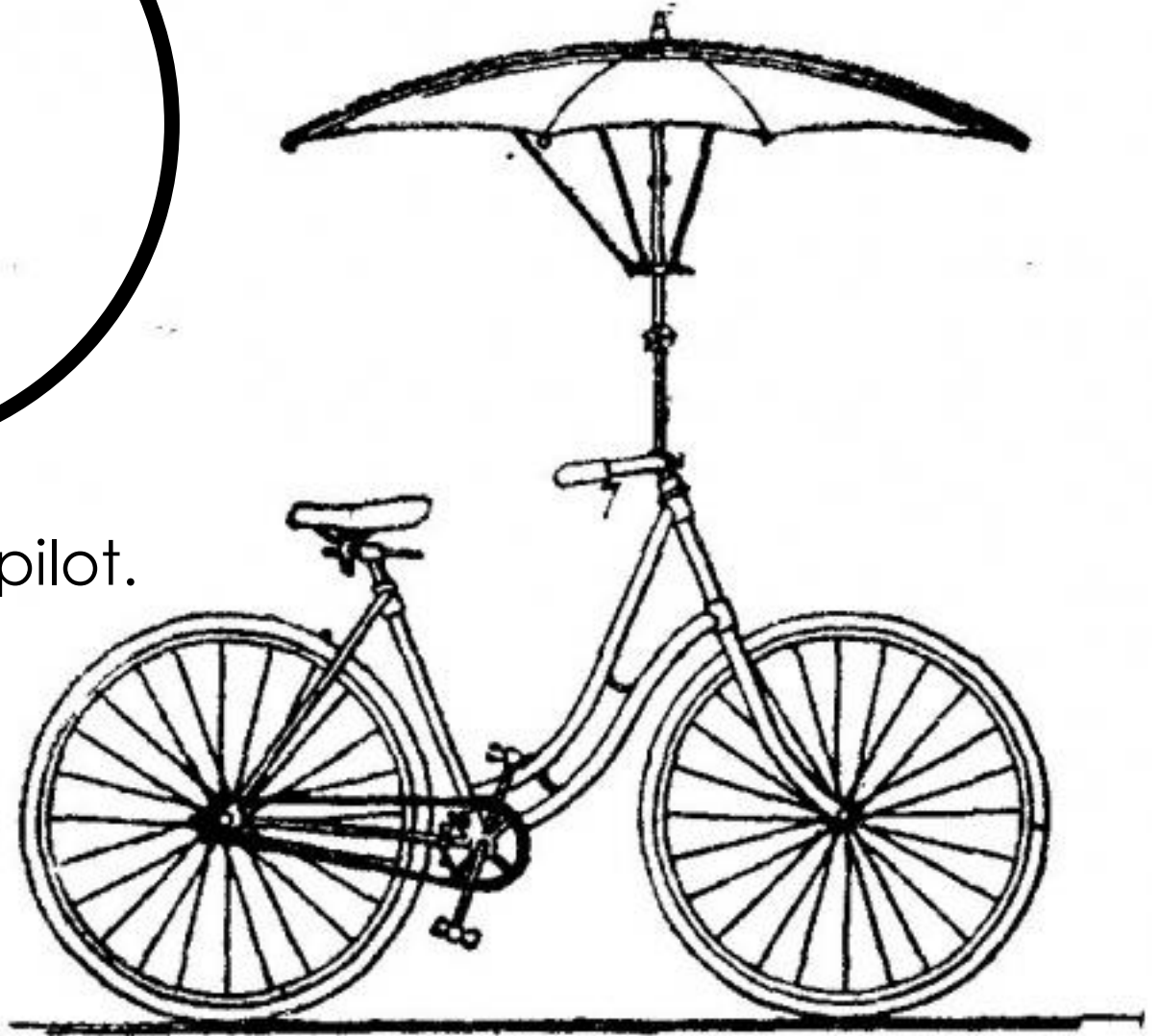


80%

(soon)

4

Prototype and pilot.





It can be rough and
rapid.

REVISE AS
NECESSARY



Measure it.



IT'S ABOUT CHANGE
ON THE JOB

Level 4

Level 3

Level 2

Level 1

ROI

WILL THIS ALWAYS
WORK PERFECTLY?

NO

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