



BEHAVIOURAL SCIENCES

ABOUT GENESIS

Genesis Analytics is a global African firm that has worked in more than 95 countries across the world. Our roots are firmly in Africa, having worked in 43 countries on the continent.

Our purpose is to unlock value through seeking solutions with our clients.

The foundations of our distinctive delivery are the technical skills and deep sector knowledge we have developed through our work in the area between the market and the state.

Established in 1998, Genesis is headquartered in Johannesburg and our operations include corporate offices and representation locations in Abidjan, Nairobi, Lagos and London. We also have representation in Botswana, Canada, Ethiopia, India, Israel, Lebanon, Portugal, Scotland, Zimbabwe so we can work closely with our clients in finding scalable solutions that will work in the real world.

▲ Where we have offices
● Where we have staff



As a firm we work across various areas of expertise

[Africa's Youth](#) | [Applied Behavioural Economics](#) | [Behavioural Solutions](#) | [Climate Finance and Economics](#) | [Competition Economics](#) | [Digital Economy](#) | [Economic Impact Assessment](#) | [Economic Opportunity](#) | [Financial Services Strategy](#) | [Health](#) | [Human Development](#) | [Monitoring, Evaluation and Learning](#) | [Regulatory Economics and Accounting](#) | [Shared Value and Impact](#) |

Some of our best work has been through combining our complementary areas of expertise to find fresh solutions.



ABOUT OUR HEALTH PRACTICE

We work with our clients to develop solutions aimed at improving the health of populations throughout Sub-Saharan Africa.

Our region faces the challenges of the quadruple burden of disease, which includes both communicable and non-communicable diseases, as well as poverty, violence and injury.

Coupled with this are relatively weak health systems, heavy reliance on donor funding and inequitable public and private sectors. Within this context, we provide experts who have decades of experience in the design, implementation, costing and evaluation of health programmes, the strengthening of sustainable health systems and the use of digital technologies to improve the quality of life.

WHY CLIENTS CHOOSE GENESIS

Donor organisations, foundations and governments across Africa routinely rely on Genesis for expert advice and support. We have worked extensively with public and private healthcare sectors.



FOCUS

Our focus is on public health in Africa.



CUSTOMISED SOLUTIONS

We develop customised solutions to improve the health of people throughout Sub-Saharan Africa.



ROBUST ANALYSIS

We deliver robust analysis for clients across the health sector.



TECHNICAL EXPERTISE

Our deep technical expertise and experience enable our clients to make better decisions.



Our skills and experience enable **OUR CLIENTS** to make better decisions.

OUR BEHAVIOURAL SCIENCE EXPERTISE

A significant challenge in healthcare is persuading people to change their behaviour - whether it is the uptake of a health service, sticking to treatment, or embracing a healthy lifestyle. Our team designs behavioural interventions that are evidence-informed, impactful and cost-effective



BEHAVIOURAL ANALYSIS

We dissect a given context and a stakeholder's decision-making journey to anticipate human behaviours and address barriers to the desired behaviour.



BEHAVIOUR CHANGE INTERVENTION DESIGN

We use a creative yet evidence-based approach to design and implement interventions to achieve a behavioural outcome.



MONITORING AND OPTIMISATION

Our expertise in quantitative and qualitative research methods allows us to measure results for evidence-based recommendations. We are able to design tailored tests to suit the needs of the project.



CAPACITY BUILDING

We build capacity to design, implement and monitor interventions through training or supporting roll-out. Ownership and sustainability are core principles of our offering.



We are here to help **YOU** make better decisions when looking for solutions.

OUR PROJECT EXPERIENCE

We are uniquely equipped as we are first and foremost public health practitioners with a **deep understanding of the health sector**, our M&E experience means our **solutions are practical and measurable**, we apply a consulting mindset to use the **right tool for the problem**, and we leverage experience and insights from **behavioural economics**.



Increasing COVID-19 vaccinations in South Africa: The #RollUpYourSleeves campaign

Despite initial enthusiasm for the COVID-19 vaccine, vaccine hesitancy remains a significant obstacle in South Africa and has left millions of vulnerable South Africans unvaccinated and threatens to create continuing waves of COVID infections. Working on behalf of the Solidarity Fund, Genesis designed a comprehensive communications campaign to encourage all South Africans to be vaccinated. Under the branding #RollUpYourSleeves, the campaign, delivered and developed by Joe Public, uses mass media, social media, and face-to-face communication to deliver behaviourally informed messaging to a vast proportion of the South African population. The campaign is anchored by an emotive TV advertising campaign that aims to be inspirational, and is backed up by various media products addressing myths and misconceptions about the vaccine. This is supported by social mobilisation teams in communities around the country.



Encouraging behaviours that limit the spread of COVID-19 in Nigeria and Kenya

At the time that COVID-19 first peaked in places like Italy and Spain in 2020, African countries were still awaiting their fate. It was clear that changing certain habits and behaviours, such as regular hand washing, social distancing and not touching one's face, could significantly reduce the spread of the virus. Genesis designed a series of 12 posts for social media platforms that would introduce people to the easiest ways to #FlattenTheCurve. These were designed, together with our in-house graphic designer, based on insights drawn from behavioural sciences. In Nigeria, these were distributed by the National Orientation Agency Abia State team in the form of daily tweets.



Supporting men living with HIV on their health journey through MenConnect

South African men experience many psychosocial barriers that make them less likely to test for HIV, initiate treatment and remain adherent to their treatment. Genesis formed part of a Praekelt-led consortium contracted by Gilead Sciences to design and implement a mobile messaging platform to support men living with HIV. This platform, known as MenConnect, has been piloted across South Africa. We developed 800+ messages specific to where the man is on his test-and-treat journey and based on the man's psychographic segment. MenConnect has been successful in enrolling 1,500+ men onto the platform and has shown to reach men at different treatment journey points.



Using behavioural nudges helps men to act on intention to circumcise

Medical male circumcision (MMC) reduces the risk of HIV in men by roughly 60%. Although many men intend to be circumcised, a large proportion don't. We reduced this intention action gap by incorporating behavioural nudges into the scripts used by MMC contact centres and developed new materials for social mobilisers. Genesis collected historical data, stratified agents according to booking volumes and randomly allocated them to test-and-control groups. The test group was trained to pilot the new materials. Genesis used a difference-in-difference approach to measure the improvement. In the call centre, conversions (calls converted into booked appointments) increased by 21% ($p < 0.05$). This is an additional 11,528 bookings per year and reduces the average cost per booking from 87 (South African) cents to 72 cents. For the social mobilisers, booking conversions increased by 25% and confirmed procedures have increased by 29%.



Developing market entry recommendations for the Dapivirine vaginal ring

The International Partnership for Microbicides employed Genesis to develop recommendations to inform the introduction of the Dapivirine (DPV) vaginal ring. Through clinical trials, the DPV ring has been shown to reduce new HIV infections in women 18-45 years by 30% and up to 45% with continued and consistent use. Based on research in several African countries, we developed recommendations on messaging for potential end-users, packaging and branding, and on training needs for healthcare workers.



Behaviourally-informed messaging increases medical adherence

We developed behaviourally informed messaging for a low-cost messaging platform that is being rolled out to patients enrolled on a public-private partnership programme, which offers free HIV treatment through a network of private GPs. We developed a full year's worth of supportive messaging starting from the patient's first day of diagnosis to their last appointment for the year. The message was informed by the latest research in behavioural science - providing sequenced support for habit formation, commitment devices, treatment pick-up reminders and gamification to reinforce adherence behaviours.

Some of our qualifications include post-graduate degrees in

MBBCH | Epidemiology and Biostatistics | Applied Economics | Health Information Systems | Public Health (Economics) | Management of Health Systems | Mass Communication | Community Health and Tropical Medicine | Public Health (Social and Behaviour Change Communication) | Neuropsychology | Demography and Population Studies | Epidemiology (Implementation Sciences) | Sociology | Business Administration | Environment and Development Studies | Public Health (Health Policy and Management) | Anthropology | Human Genetics | Public Health for Development | Chartered Accountant (SA) | Chartered Global Management Accountant | Population Studies | Molecular Physiology | Public Health (Disease Control) | Philosophy in Medicine | Development Theory and Policy | Public Health (Epidemiology) | Clinical Health and Child Psychology | Health Economics | Business Communications | International Development and Political Science | Health Services Management

OUR TEAM



Dr. Saul Johnson



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Dr. Lisa Mulenga



Steve Cohen



Carl Schutte



Kerry Mangold



Bridget Mahlangu



Dr. Jesse Werner



Dr. Puveshni Crozier



Adjoa Kwarteng



Ayesha Ismail



Dr. Vincent Shaw



Dr. Thomas Ofem



Dr. Renay Weiner



Atieno Odenyo



Tamika Fellows



Lesedi Khumalo



Dr. Sue Aitken



Micah Fineberg



Katlego Motlogelwa



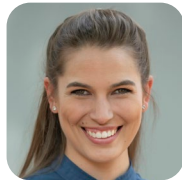
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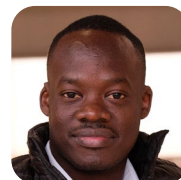
Siphokazi Mcaka



Tandiwe Ngorima



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Denis Okava



Grace Muguro



Jenna Joffe



Cara Waller



Sinalo Gqunu



Simbulele Mdleleni



Tom Mabururu



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We are a member of



**Global Alliance
for Social and
Behaviour Change**

Our team is well qualified with
more than 150 years of public
health experience between us.

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25 YEARS OF UNLOCKING VALUE