

CHANGEABLE

Delivers audience-centered consulting services to state and federal agencies, private foundations and non-profit organizations working to improve community health and well-being.

We offer our clients a rich resource of professionals skilled in social science, social marketing, strategic communication, change management, research and evaluation, and adult learning techniques. We provide tailored consultative support to design, implement, and measure the effectiveness of social behavior change and health marketing programs.

Our proven process starts with the question: 'What is the problem you are trying to solve?' From there, we gather data to understand your context and communities served to develop the right solutions.

Our services



Marketing and behavior change strategy design, program implementation, and research and evaluation



Training and capacity building in social behavior change and health marketing using tailored adult learning approaches



Documentation and storytelling to build organizational credibility and brand thought leadership



Change management consultation to optimize staffing

Our nimble model delivers service through a pool of seasoned professionals with more than 50 years' combined experience in commercial marketing, social behavior change, human-centered design, anthropology, and adult learning. Using best practices and proven approaches, we quickly identify and deliver well-designed and cost-effective solutions to meet your specific needs.

Our experience supporting clients, their initiatives, and programs in over 50 countries including the United States, provides a unique prism through which we design and deliver diverse and culturally competent solutions.



Past Performance

- **Bill and Melinda Gates Foundation:** Staff capacity building in demand creation and behavior change
- **Darkness to Light:** Behavior change strategy design, implementation and measurement
- **Johns Hopkins University Center for Communication Programs, USAID Health Communication Capacity Collaborative:** Online and in-person capacity building tools and social behavior change strategy design
- **Nike Foundation:** Behavior change program assessment
- **One Acre Fund:** Nutrition marketing strategy design
- **Population Services International:** Program design, training and capacity building
- **The Manoff Group - USAID SPRING Project:** Nutrition behavior change program design
- **The UN Foundation:** Demand creation strategy and capacity building
- **USAID GH Pro (eSwatini, Nigeria, South Africa):** Social behavior change and private sector assessments and program evaluations

Codes and Certifications

Small, woman-owned LLC (established, Maryland 2015)

NAICS Codes: 541611, 541613, 541720, 541618, 541690, 541990, 611430

DUNS Number: 080945989

CAGE Code: 8CVS7

Contact Us

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