



Behaviour change network

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Where is behavioural science used?



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More and more organisations



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Lots of applications for private sector too



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Tube stations


Human behaviour is complex






We make a lot of decisions...

How many decisions
do we make in a day?





35,000 a day

Roughly 2,000 an hour


Ignore a smart phone notification, take a sip of coffee, not take a sip off coffee, move your hands slightly, put the cup down, not put the cup down.

Often need to grab people's attention and make it easier for people

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So where you start with
a behaviour change
campaign?

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Behaviour, Examine, Solve, Test



Behaviour

Identify behavioural objective(s).
Start, stop, change, continue,
refrain.



Examine

Barriers to change/action: situational,
knowledge, attitudinal and behavioural
barriers.



Solve

Identify solutions using different
frameworks.



Test

Surveys, observational, Measure
against a control.



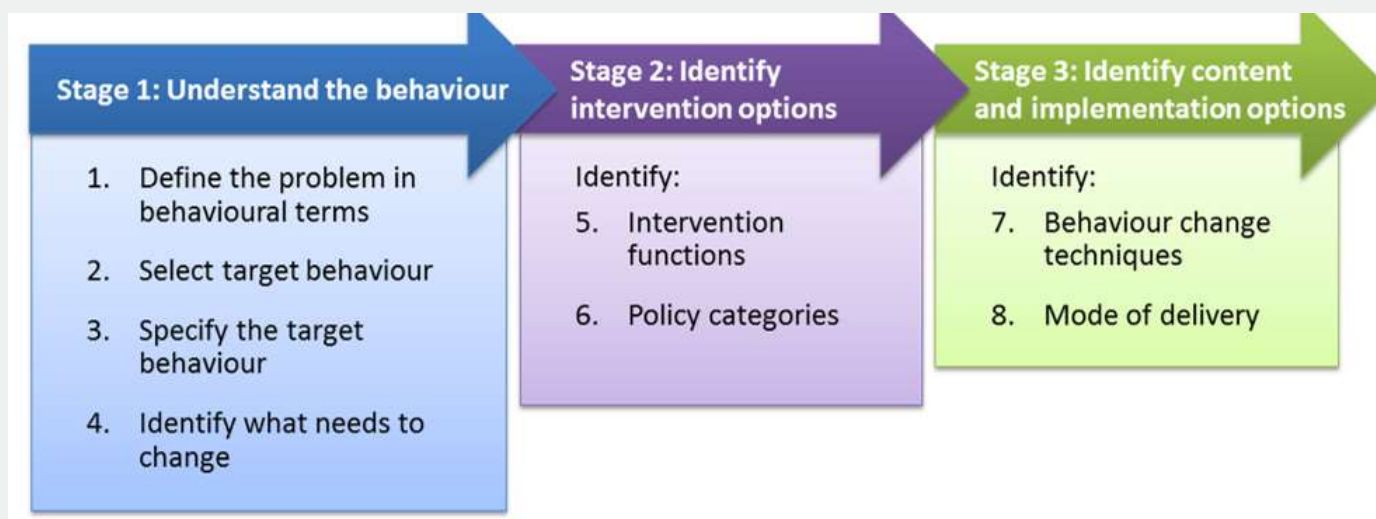
Behaviour


- ▶ Why is it, that people don't do what we want them to do?
- ▶ **Start or adopt** behaviour
- ▶ **Stop** a harmful behaviour
- ▶ **Continue or improve** upon an existing positive behaviour
- ▶ **Change or modify** an existing harmful behaviour
- ▶ **Refrain** from taking up a harmful behaviour

COM-B

| Capability | Opportunity | Motivation |
|---|--|--|
| <ul style="list-style-type: none">• Awareness• Knowledge to do it?• Skills• Physically and mentally able | <ul style="list-style-type: none">• Resources• Right environment?• Right physical environment? | <ul style="list-style-type: none">• Beliefs, attitudes?• Want to do it?• Have the right habits in place? |

Process





List all the
behaviours

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Improve hygiene in hospitals - there are a lot of behaviours!

Equipment

- Keeping sterile single use items in packaging until use
- Sterilising reusable medical equipment
- Handling sharps appropriately.

Patient care


- Washing patients as appropriate, e.g. follow incontinence.

Environment

- Cleaning wards, toilets, offices and theatres
- Changing bed linen
- Emptying bed pans
- Cleaning furniture

Personal hygiene

- Hand sanitiser
- Soap
- Clean uniform
- PPE
- Covering mouth and nose when sneezing



How do you whittle down behaviours?

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Quick wins

Awareness/Knowledge

Pledges, What to recycle, climate change action
video case studies

Awareness/Knowledge +
trial something more difficult



Asking the service

What are your biggest issues?

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Recycling – contamination?

Certain items not being recycled

Low general awareness





Surveys

Focus groups – internal & external

MOSAIC data

Watching people

How difficult is it to move each behaviour?

Easier to move

- ▶ Changing to an green energy tariff
- ▶ Reduce dairy consumption
- ▶ Active travel
- ▶ Use less water.

Harder to move

- ▶ Modify my house
- ▶ Avoid flights
- ▶ **Install renewable energy (e.g. heat pump, solar). MOST IMPACTFUL INDIVIDUAL ACTION**

LEADING WITH AN ENVIRONMENTAL MESSAGE RARELY BEST WAY TO COMMUNICATE CLIMATE CHANGE ACTIONS

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Not all actions are equal


Number of people needed to take the action for the same amount of carbon reduction

- ▶ Install renewable energy devices in your home **1**
- ▶ Change to a green energy tariff **1**
- ▶ Avoid local travel by working from home **27**
- ▶ Use less water (e.g. turn off tap when brushing teeth) **229**

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| | | |
|-------------------------|---|--|
| WHAT | What do we want people to do? | Cleaning hands using alcohol gel |
| HOW | How are people doing it already? | <p>The problem is that....</p> <ul style="list-style-type: none"> Not enough hospital staff are doing it..... When we watched them only 10% do it when they start their shift. |
| WHY | Why aren't they doing it already? | <p>The barriers to change are because....</p> <ul style="list-style-type: none"> It's not a habit People don't think it's important They forget |
| WHO | <p>Who are we trying to reach?</p> <p>Audiences / Advocates</p> | <p>We're trying to reach...</p> <ul style="list-style-type: none"> All hospital staff <p>Advocates</p> <ul style="list-style-type: none"> Colleagues Managers. |
| WHEN & WHERE | When and where are people conducting the behaviour | <p>We need them to do this:</p> <ul style="list-style-type: none"> At the start of each shift After using the toilet Before physical contact with a patient After physical contact with a patient, visitors or staff After contact with potentially contaminated materials. |



What questions
should you ask?

To make sure you are
unpicking all the behaviours?

That's a bit less jargony



COM-B WORKSHEET


| Capability | How might barriers be addressed |
|--|--|
| Do they understand the issues? | Explain why recycling matters to them – now and in the future |
| Do they have the physical and mental ability to carry out the behaviour? | Ensure people have the physical and mental ability to recycle. |
| Are they able to understand what they should do? | Ensure people know what they should and shouldn't recycle. |

COM-B WORKSHEET

| Opportunity | How might barriers be addressed |
|---|--|
| Do they have enough time to do it? When do people do it? | Ensure people in a hurry know what to recycle, if that is an issue. Find out when people recycle and where they are. |
| Do they have the right resources to do it? Do they have the right equipment? | Check whether people have the right bins or bags to recycle. |
| Do people have the right environment around them? | Check if there is there enough space for a bin. Check if people have enough bins or bags. |


COM-B WORKSHEET

| Motivation | How might barriers be addressed |
|--|--|
| Do they want to do it enough? | Create a system of rewards. Make it fun. |
| Do they see the need to do it? | Ensure they are reminded why it's important. |
| Can this be made into a habit? | Create trigger or cues to remind people at a certain time of day. |
| Do others around them encourage behaviour? | What do friends, family, neighbours do? Are they active recyclers? Use this to your benefit. |
| Do they believe they can do it? | Explain the benefit. Explain the impact. Demonstrate the impact with stories. |




So once you have
worked out which behaviours
to change...

How do you know what
will shift them?



| Intervention type | What this means |
|-----------------------------|--|
| Education | Increasing knowledge and understanding by informing, explaining, showing and providing feedback. |
| Persuasion | Using words, images – Communications - to change the way people feel about a behaviour to make it more or less attractive. |
| Incentivisation | Rewards. |
| Coercion | Punishments or costs. E.g. fines. |
| Training | What it says on the tin |
| Restriction | Rules. No alcohol to under 18s. |
| Environmental restructuring | GPs screen – prompts people of a certain profile to have a blood test for diabetes. |



| Intervention type | What this means |
|-------------------|---|
| Modelling | Give an example for people to aspire to, behaviour for people to imitate. Showing someone who to drive safely. |
| Enablement | Helping people do something above and beyond training or education. Behavioural support to stop smoking. Surgery to reduce obesity. |



- ▶ Behavioural theory
- ▶ Behaviour
- ▶ Examine
- ▶ Solve
- ▶ Test
- ▶ Lots of case studies
- ▶ Lots of interaction

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Questions?

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