

PRINCIPLES OF BEHAVIOUR CHANGE

DAN CAMPSALL

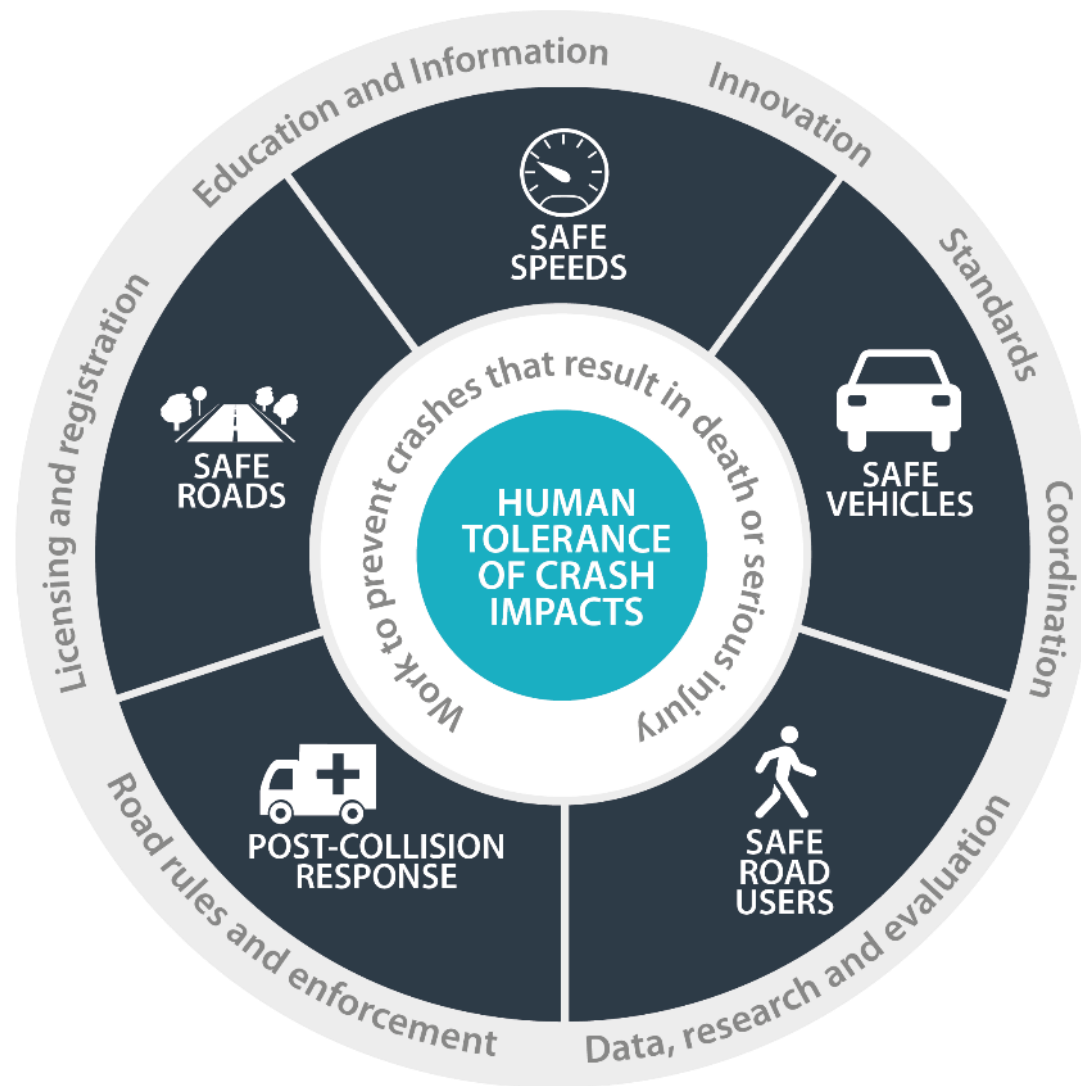


BEHAVIOUR CHANGES!





THESAFESYSTEM



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SO, WHAT'S THE PROBLEM?

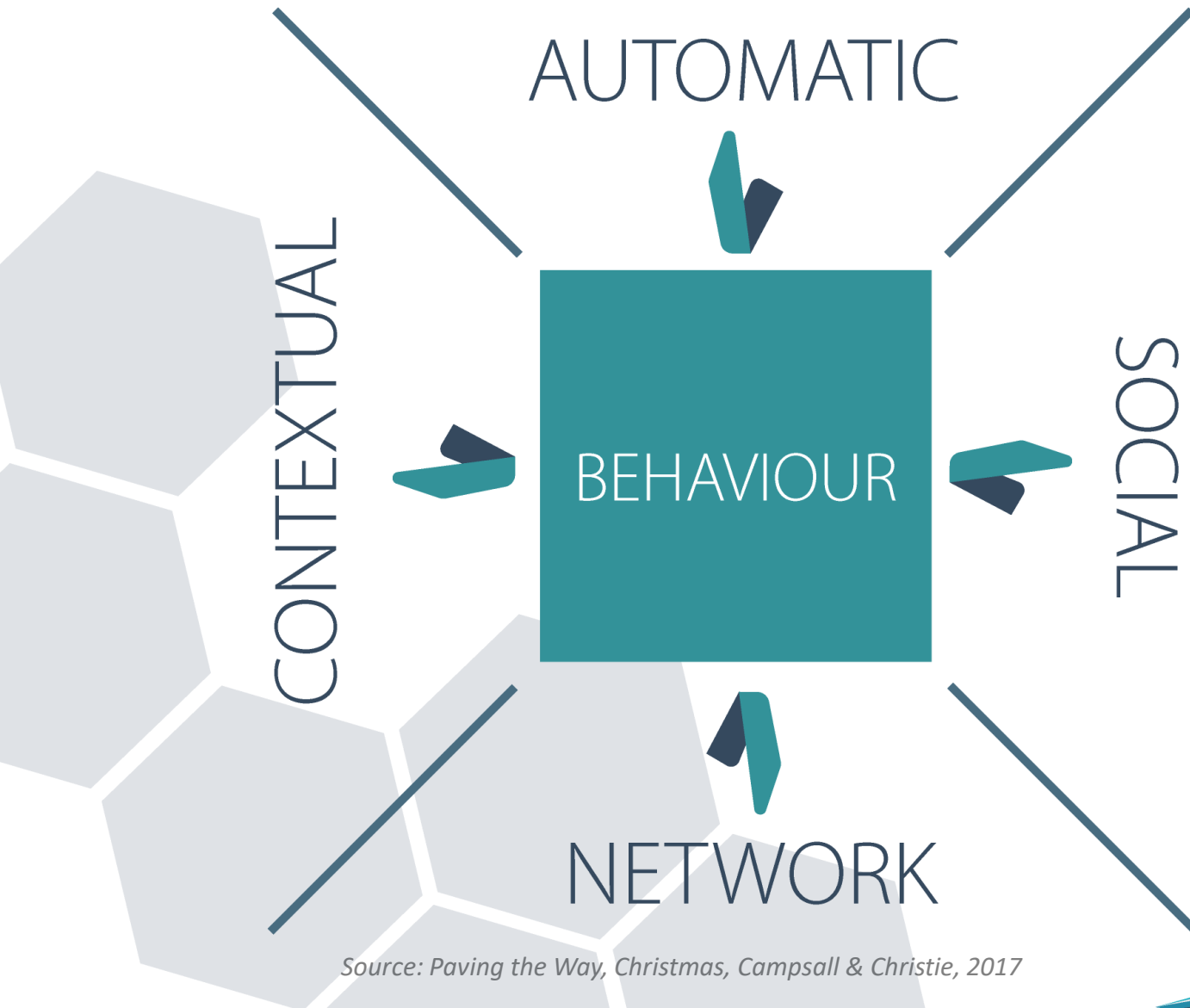




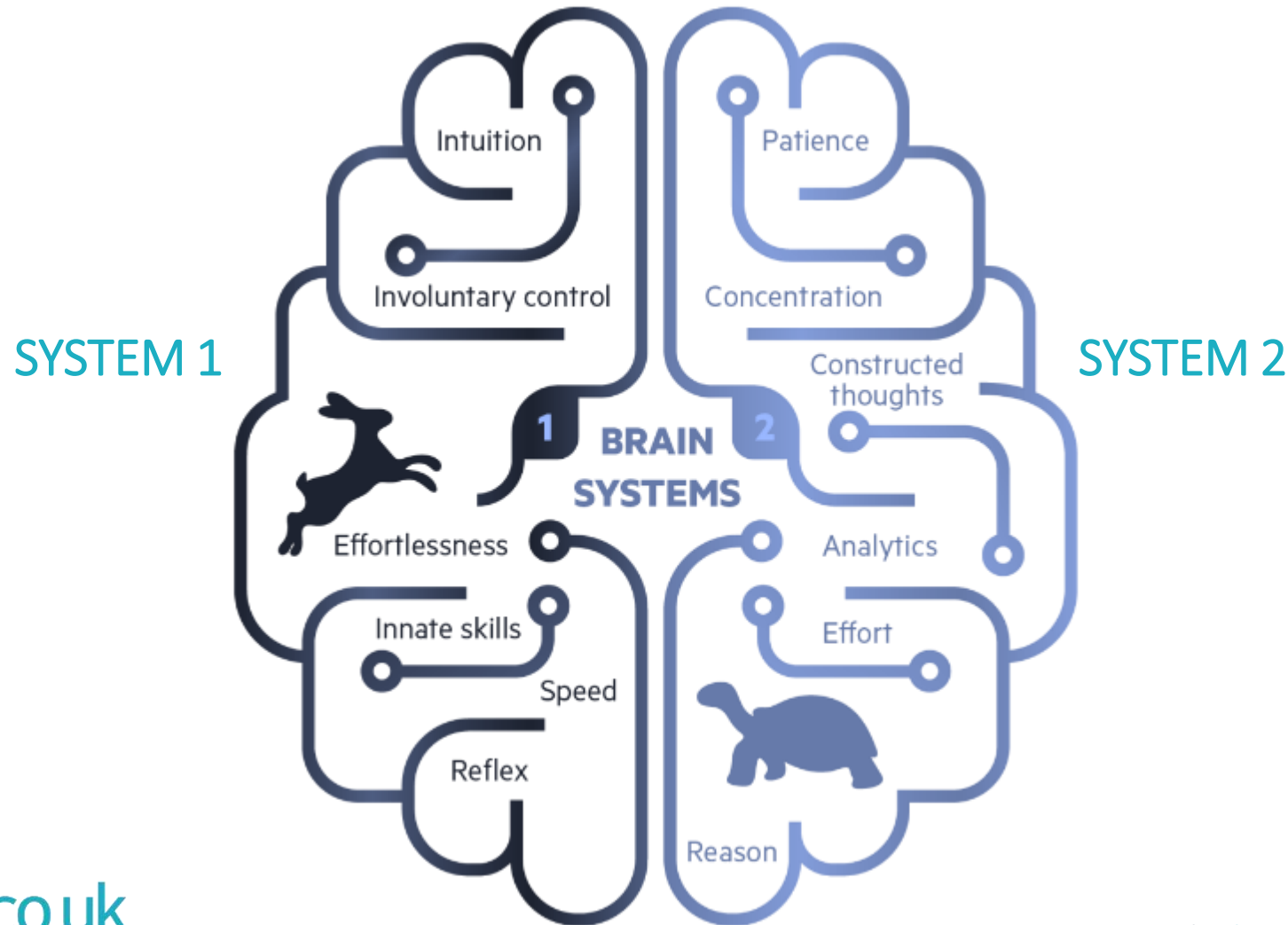
TYPE I	TYPE II	TYPE III	TYPE IV
Simplistic and negative. People as a source of trouble. The unreliable bit of the system.	The capabilities and limitations of people; their functions, performance and error types.	The external factors such as organisation & environment internal factors such as cognition & emotion affecting performance.	Designing interactions between people and system elements to optimise system performance and human well-being.
FAILINGS	FAULTS	FRAILTIES	FLOURISING
Exclude	Avoid	Mitigate	Design

“BEHAVIOUR CHANGE IS THE **SYSTEMATIC APPLICATION OF SOCIAL RESEARCH AND SCIENTIFIC ENQUIRY** TO UNDERSTAND HUMAN BEHAVIOUR **WITHIN A POPULATION** AND THE **RELIABLE MECHANISMS** FOR SUSTAINING OR CHANGING IT FOR **SOCIAL BENEFIT.**”

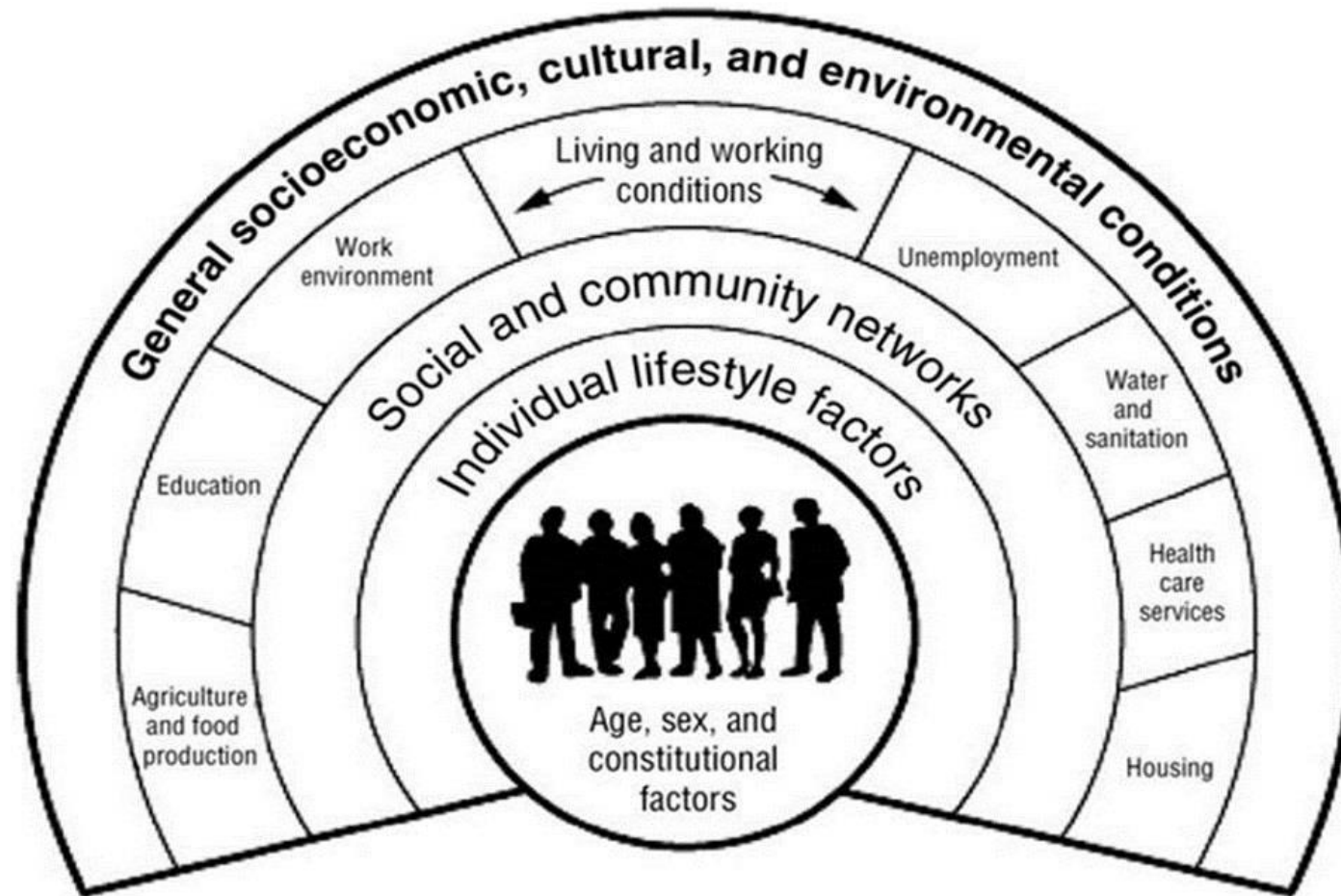




TWO COGNITIVE SYSTEMS (KAHNEMAN)



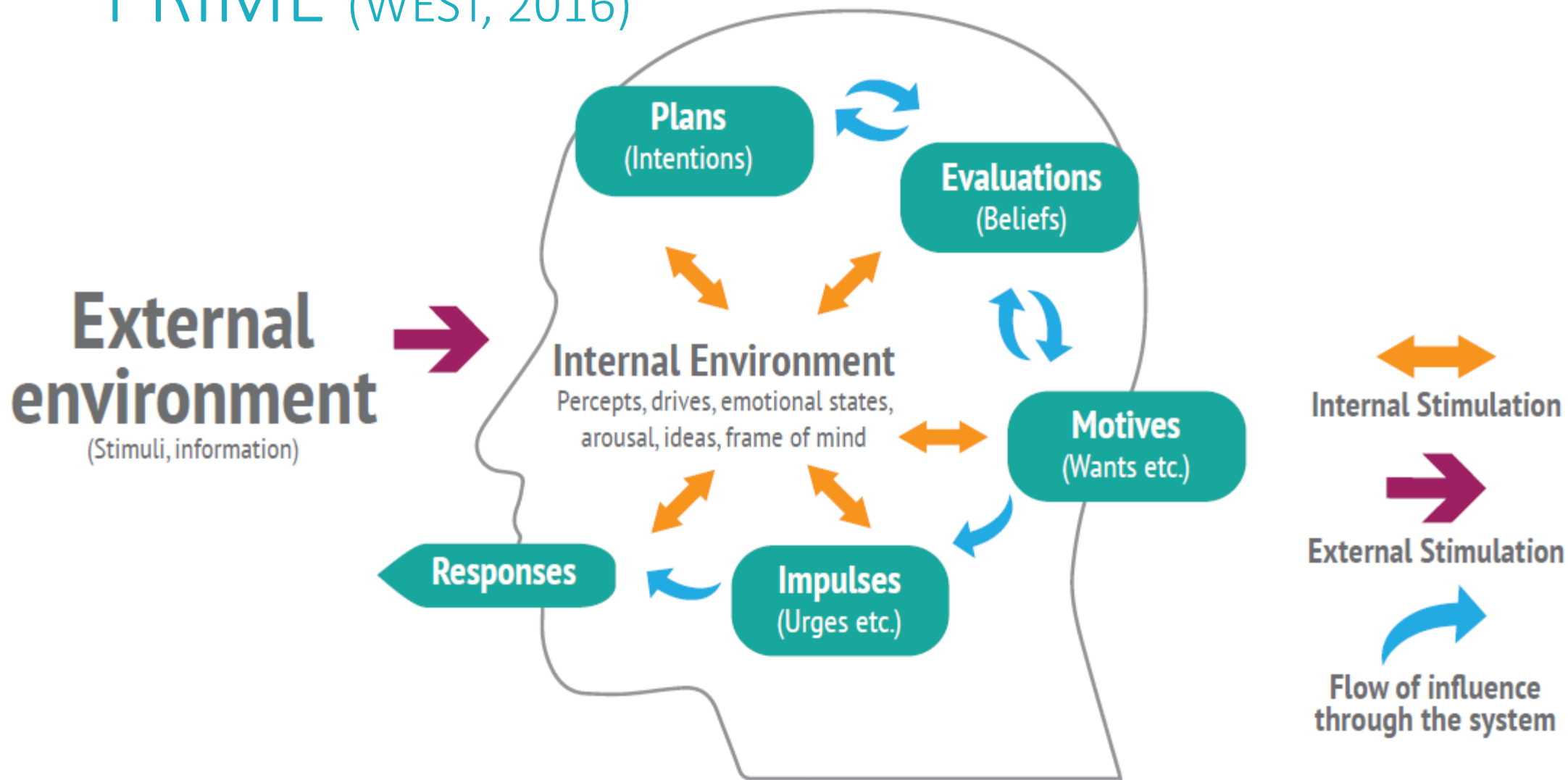
WE ARE NOT ISLANDS



Source: Dahlgren and Whitehead (1991)

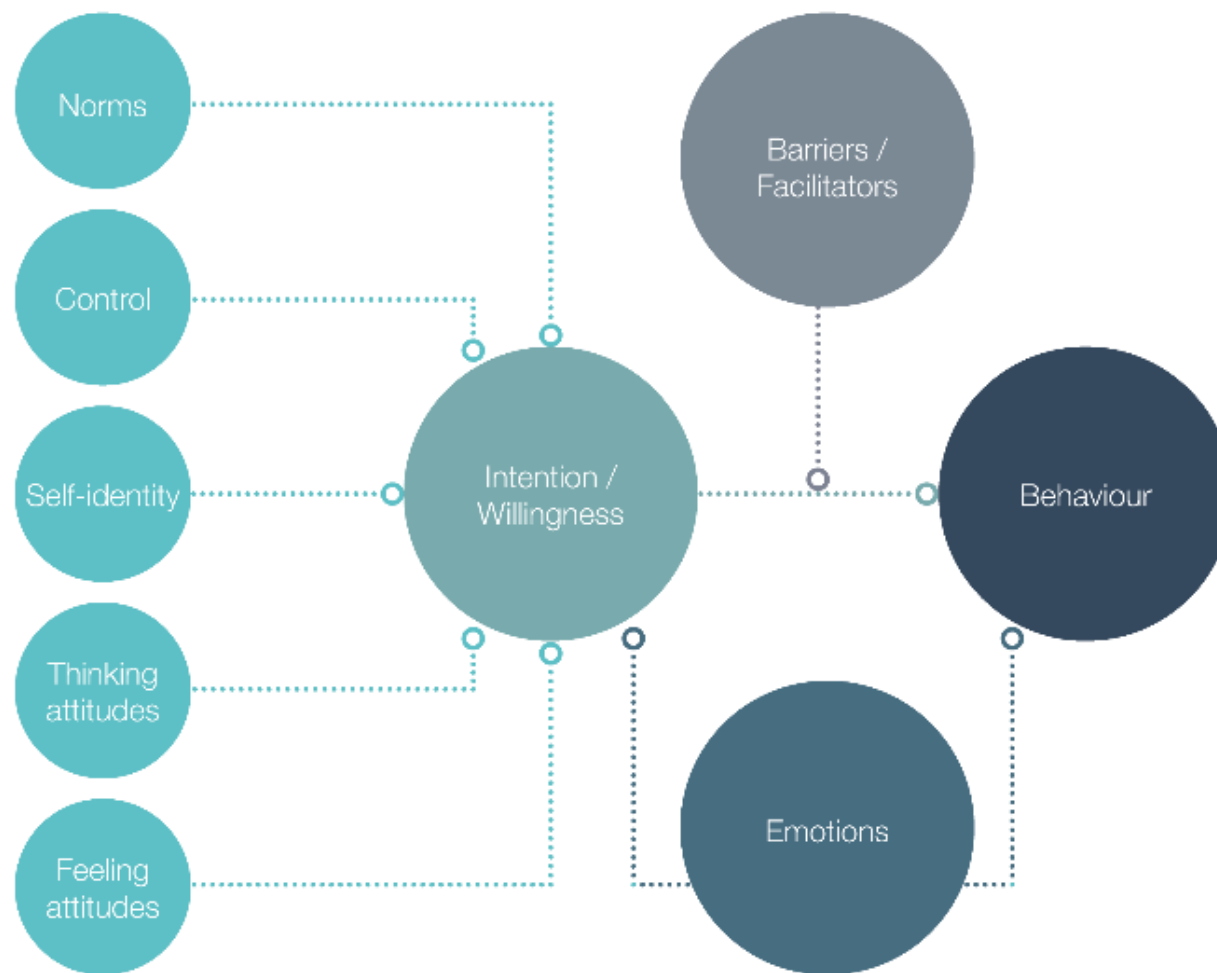


PRIME (WEST, 2016)





PSYCHOLOGICAL MODEL OF BEHAVIOUR (FYLAN, 2017)

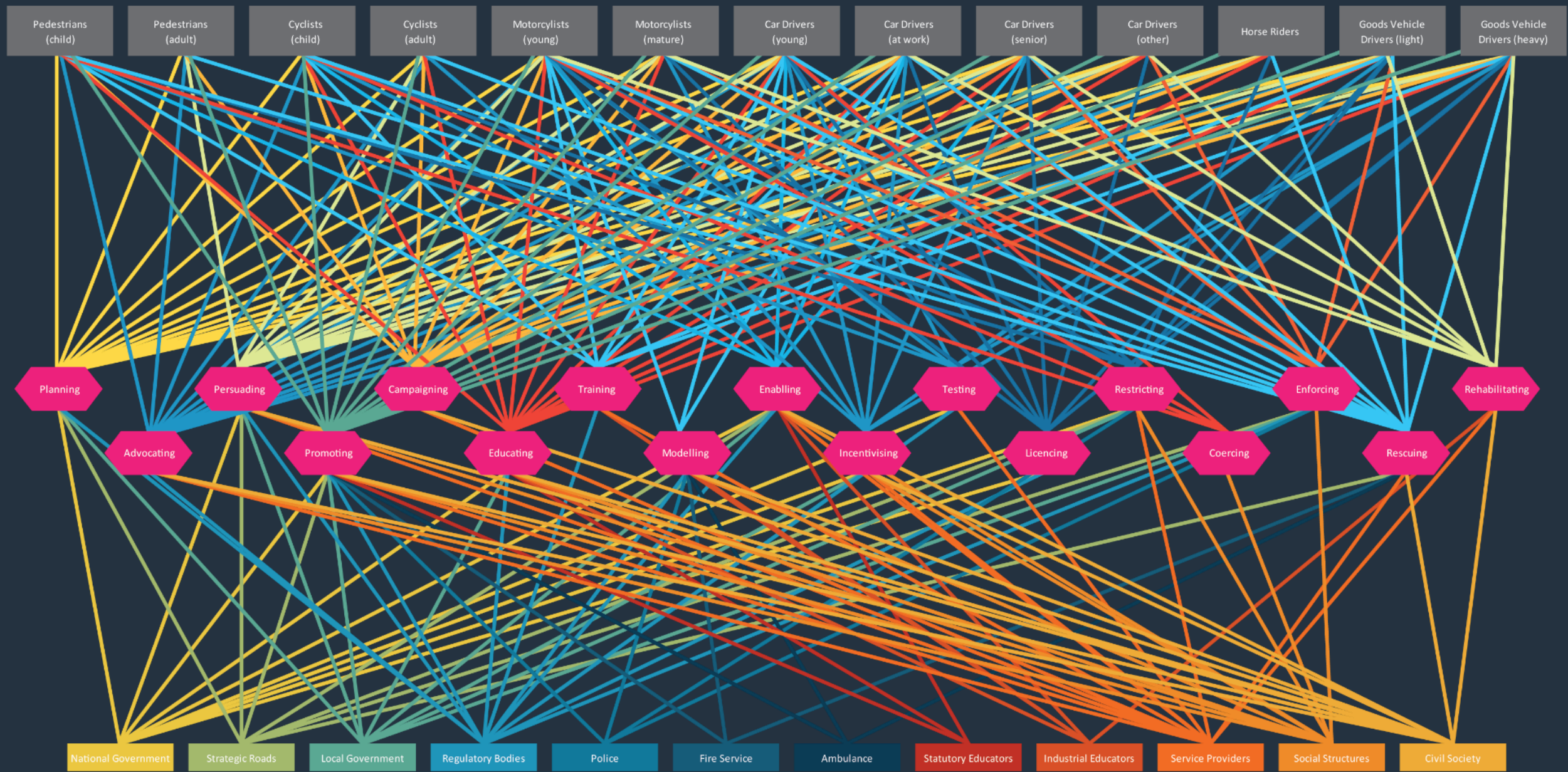


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HOW SHOULD WE RESPOND?





DATA DRIVEN INSIGHT



Right Intervention

(Phillips, 2011)



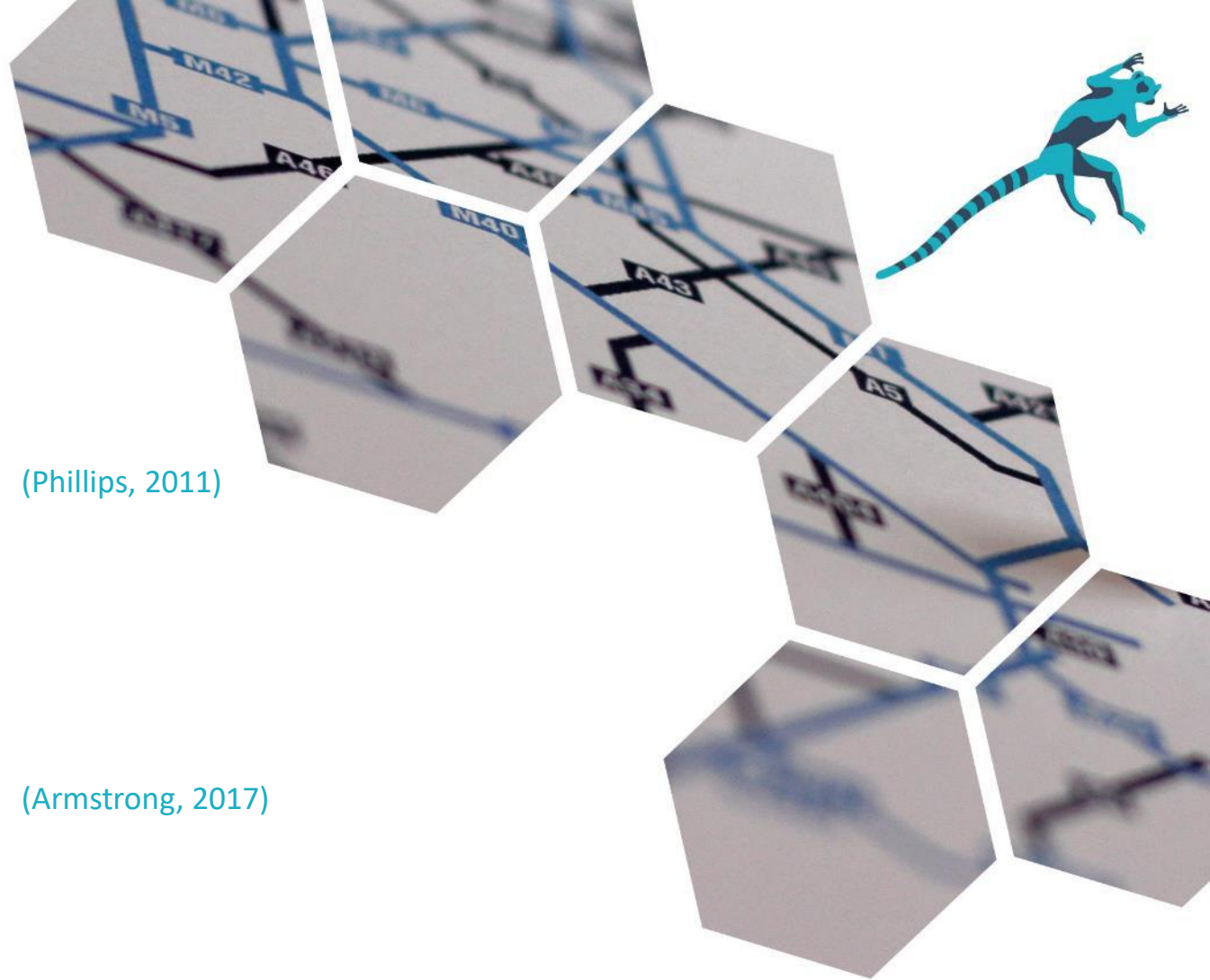
Right Place

(Armstrong, 2017)



Right People

(Bingham, 2007; Moller, 2015; Portman, 2013)

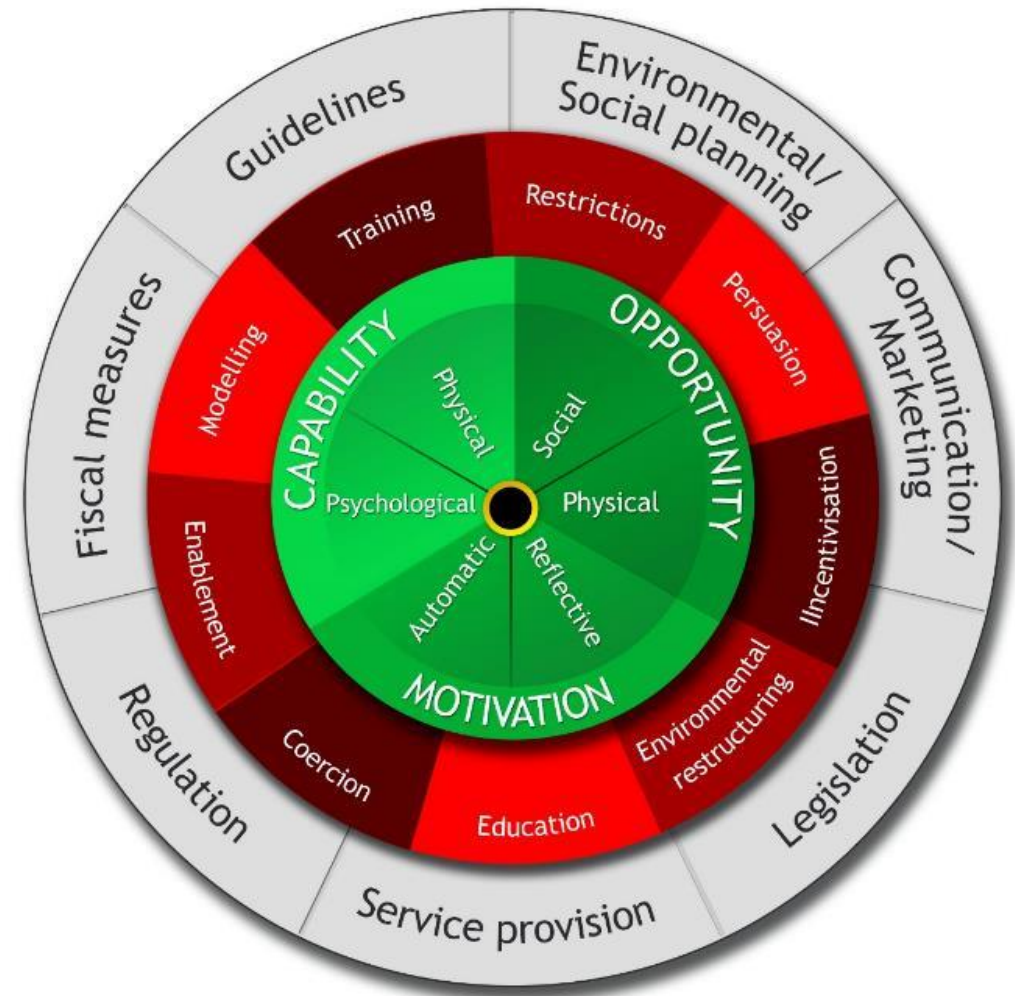
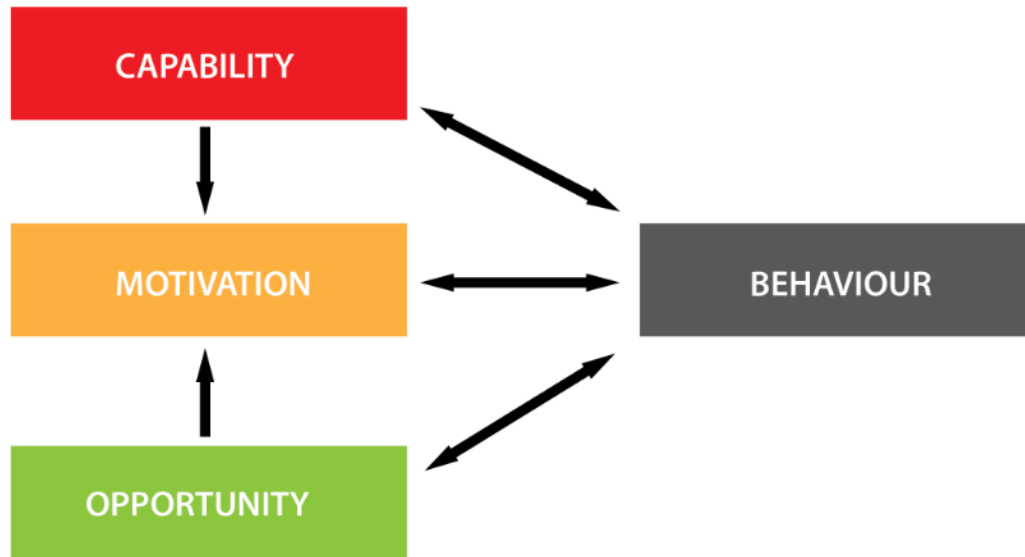


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FRAMEWORKS

BEHAVIOUR CHANGE WHEEL





BCT – 1.1
Goal-setting (behaviour)

Set or agree a goal defined in terms of the behaviour to be achieved.



BCT – 1.2
Problem-solving

Set or agree a goal defined in terms of the behaviour to be achieved.



BCT – 1.3
Goal-setting (outcome)

Set or agree on a goal defined in terms of a positive outcome of the wanted behaviour.



BCT – 2.2
Feedback on behaviour

Monitor or observe the behaviour and give informative or evaluative feedback on performance of the behaviour (e.g. form, frequency, duration, intensity).



BCT – 2.3
Self-monitoring of behaviour

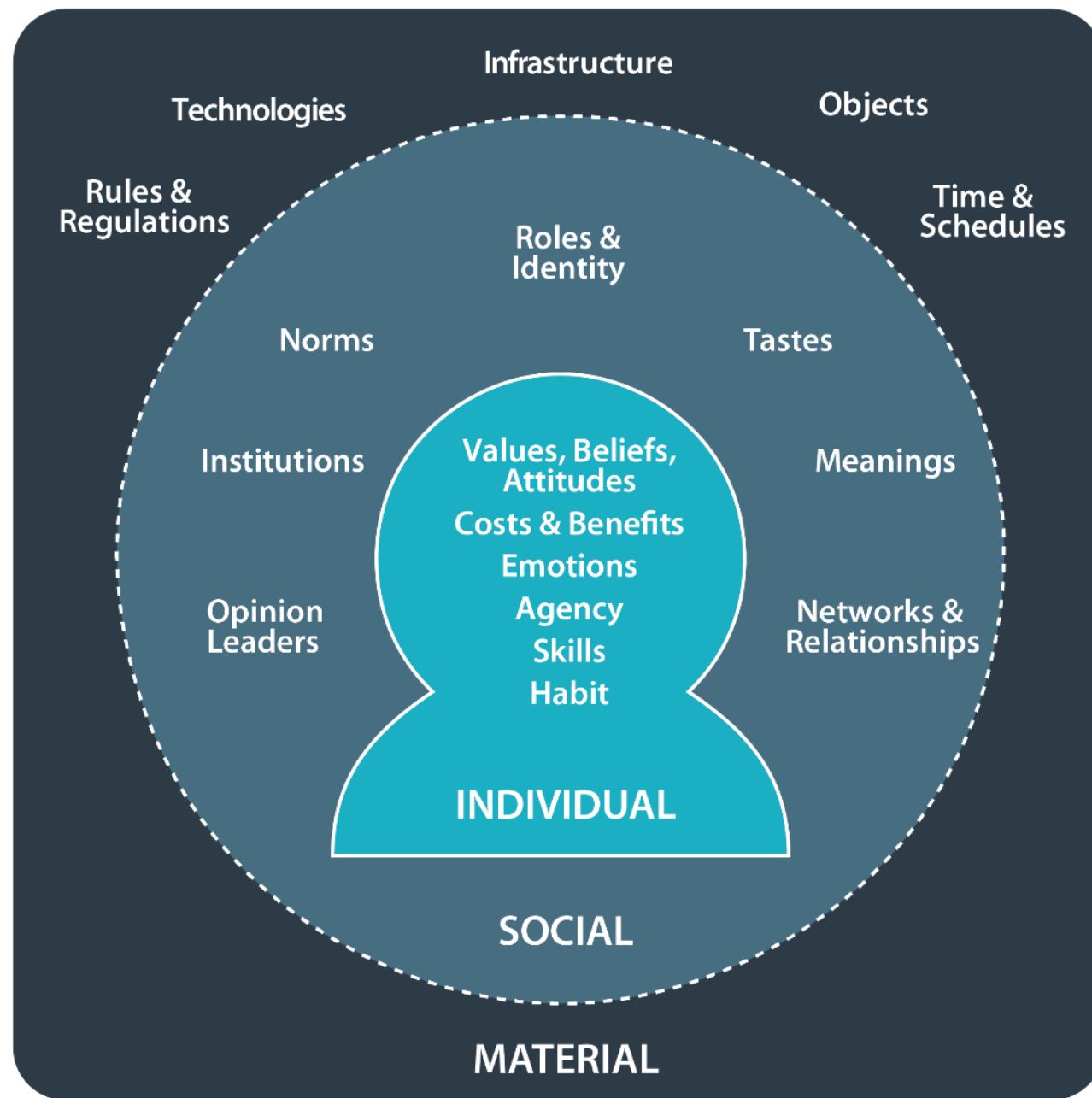
Establish a method for the person to monitor and record their behaviour(s).

Source: Using Behaviour Change Techniques;
Guidance for the Road Safety Community (Fylan, 2017)



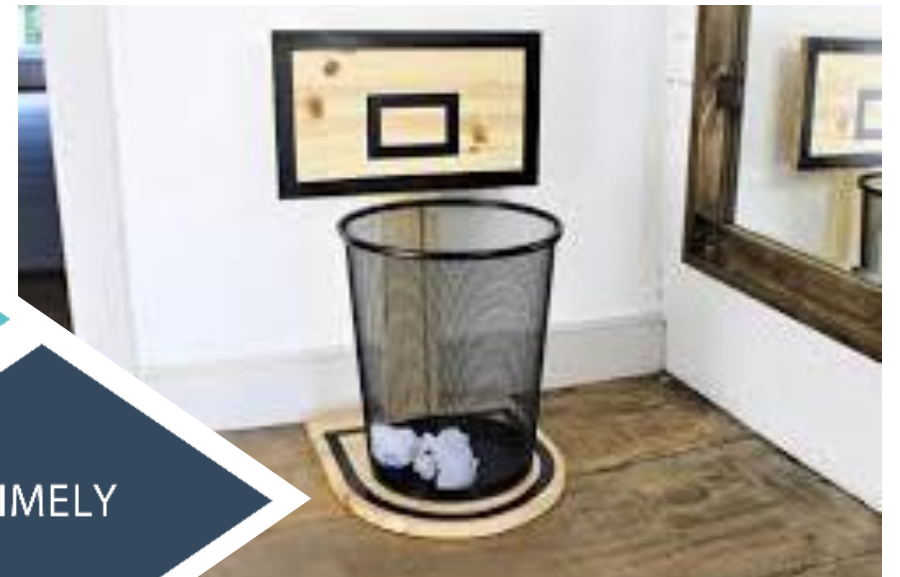
SOCIAL MARKETING PRICE MATRIX

		Benefits	
Personal Cost		Tangible	Intangible
	Low Cost	Communication	Convenience
	High Cost	Care	Control



EASY

ATTRACTIVE



SOCIAL

TIMELY



EASY

ATTRACTIVE

TIMELY

SOCIAL

FUTURE WEBINARS

...IN THIS SERIES

PRINCIPLES OF INTERVENTION DESIGN - TUESDAY 16TH JUNE

PRACTICE OF INTERVENTION DESIGN - TUESDAY 23RD JUNE

EVALUATING BEHAVIOURAL INTERVENTIONS - TUESDAY 30TH JUNE



NEXT WEBINARS



- **Older Mobility with BSG Special Interest Group**
 - 11th June 2020 at 2pm
- **Safe roads and road use for an ageing population**
 - 18th June 2020 at 2pm
- **Safer vehicles and post crash care**
 - 25th June 2020 at 2pm
- **Technology and self-regulation for older drivers**
 - 2nd July 2020 at 2pm

<http://oldermobility.com/webinars/>



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