

# agilysis



TANYA FOSDICK & DAN CAMPSALL

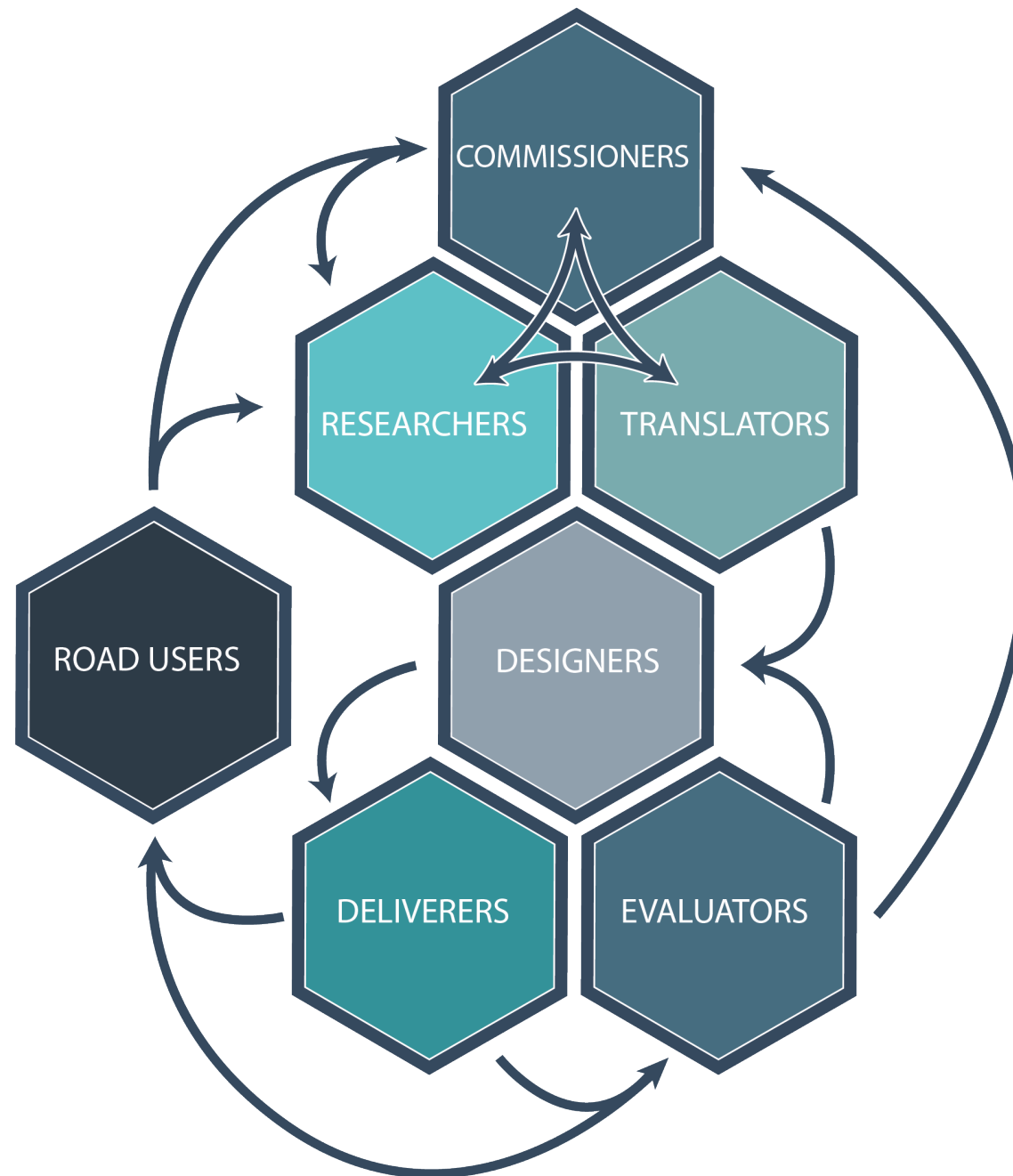
PRINCIPLES OF  
INTERVENTION DESIGN



# OUTLINE

1. A TEAM APPROACH
2. DOUBLE DIAMOND PROCESS
3. DATA & EVIDENCE
4. BEHAVIOUR CHANGE WHEEL
5. BEHAVIOUR CHANGE TECHNIQUES
6. 'FLESH OUT THE INTERVENTION'
7. DEVELOPING A TRIAL
8. EVALUATION
9. SCALING FOR DELIVERY
10. DISCUSSION







# DATA DRIVEN INSIGHT



Right Intervention

(Phillips, 2011)



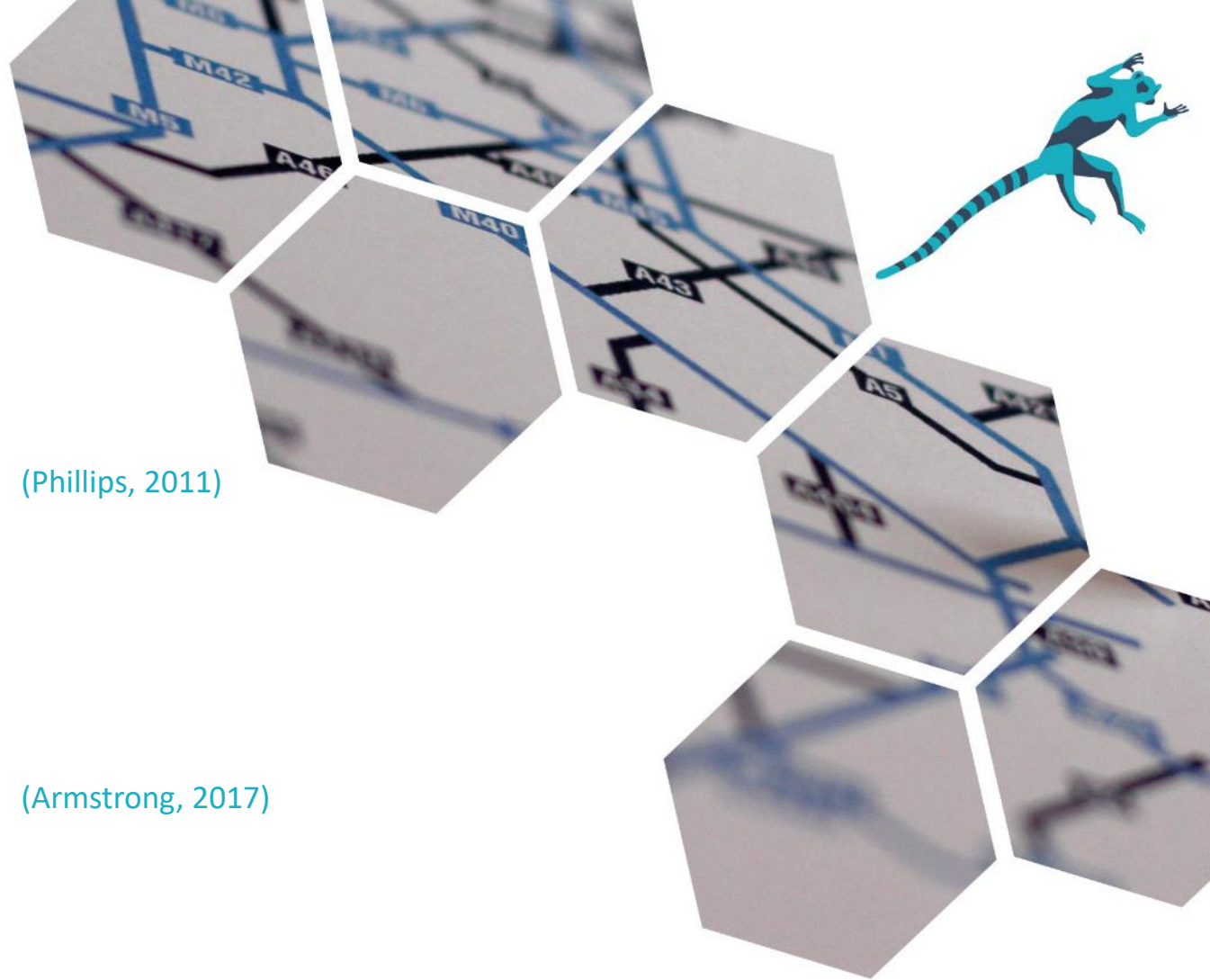
Right Place

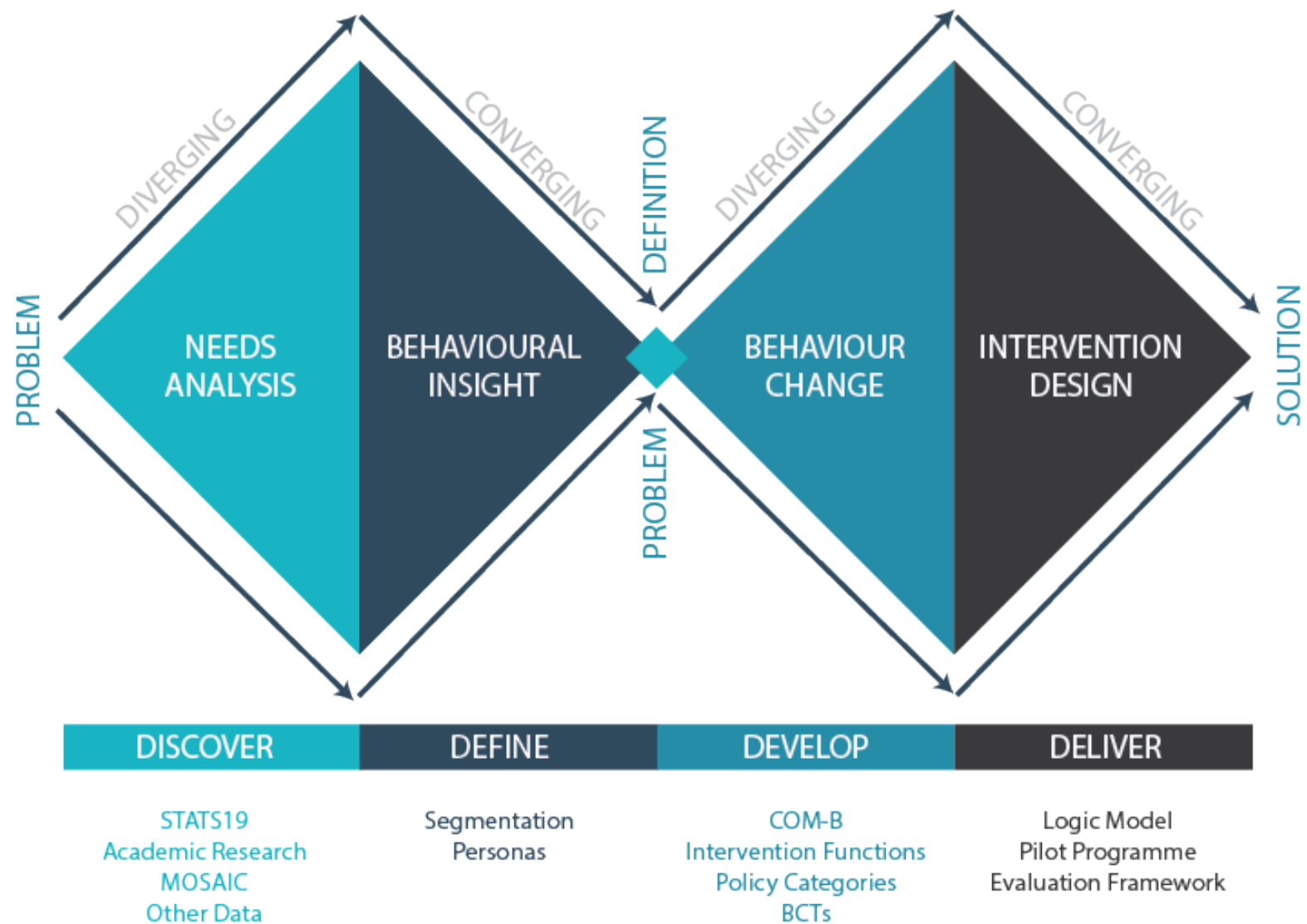
(Armstrong, 2017)



Right People

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







# WHAT EVIDENCE ARE WE LOOKING FOR?



\*that attempt to control for trend or group differences

The diagram opposite shows a hierarchy of evidence (adapted from Greenhalgh, 1997). Look for the best available evidence from the top of the pyramid if it available.

Aim for the best evidence available looking for risk factors associated with the end measure (typically collisions).



## WHAT WORKS?

- What other interventions have been designed to target this problem?
- Were they evaluated?
- What were the results?
- Can the intervention be replicated?



# BEHAVIOURAL INSIGHT

- Who & what do we want to change?
- Personas
- COM-B



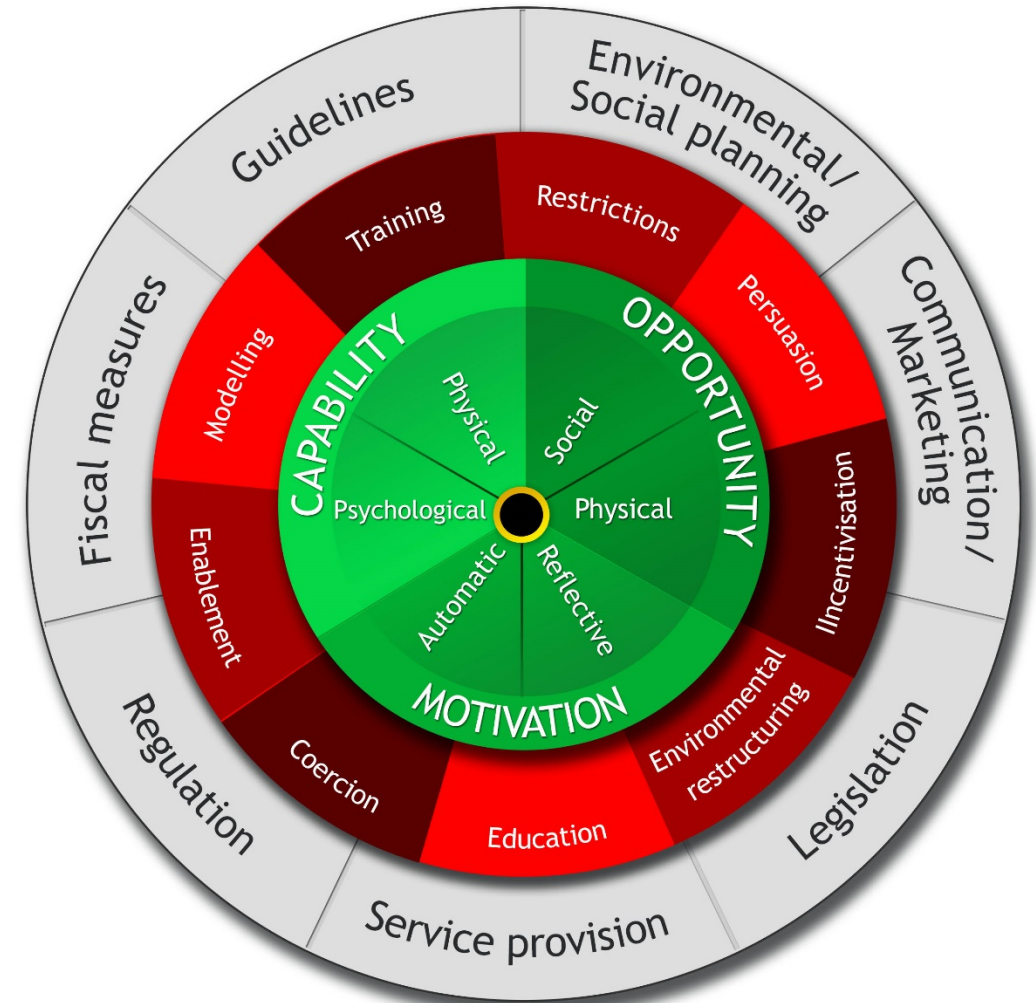
# SEGMENTATION & PERSONAS

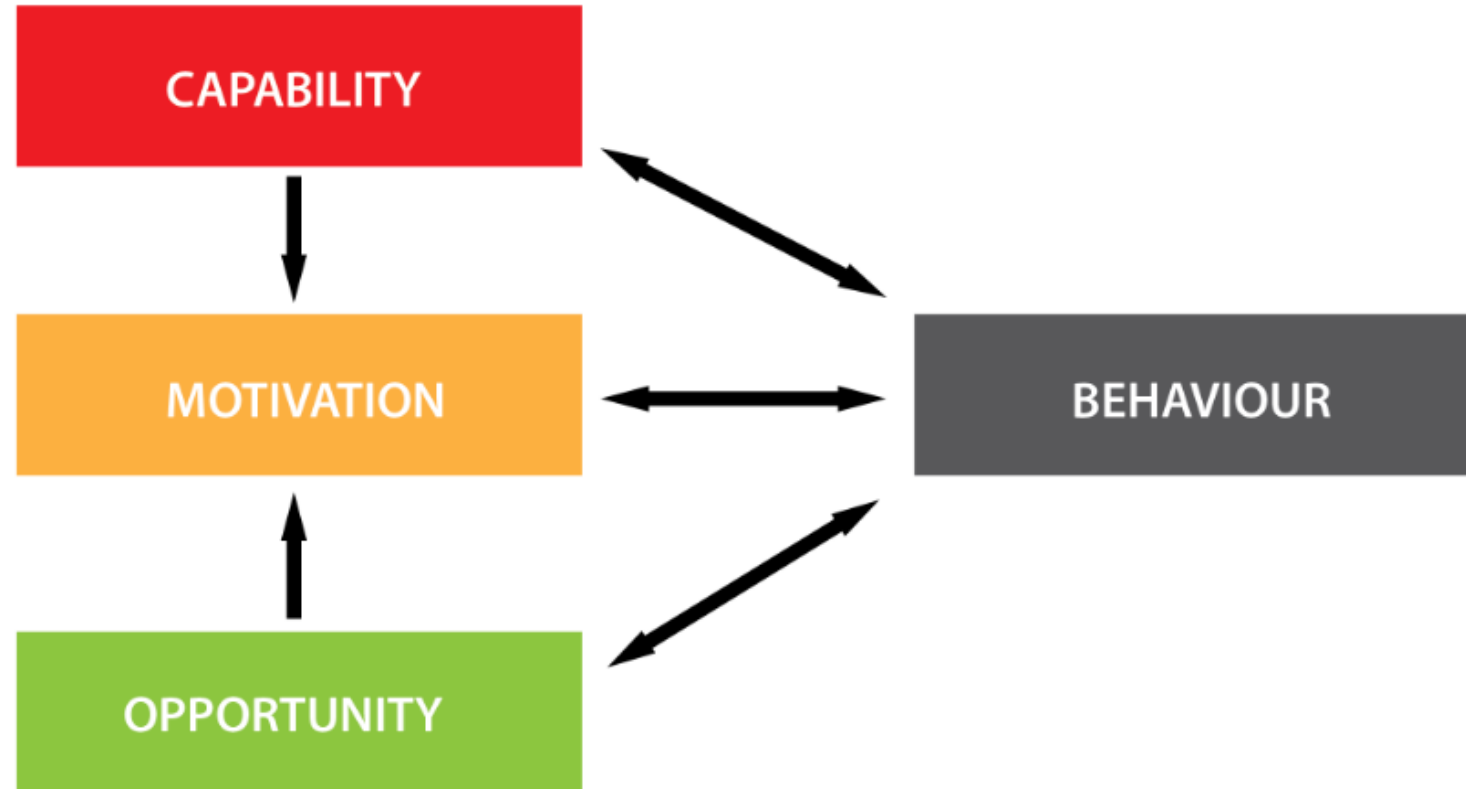
- Who are we designing the intervention for?
- People are not the same
  - Behaviour will differ
  - The reasons why they behave in different ways differs
  - The way in which to change behaviour will differ



# STEPS IN CONCEPT DEVELOPMENT

Step 1	Specify the behavioural target
Step 2	Identify what needs to change to achieve this
Step 3	Identify intervention functions
Step 4	Identify policies to achieve this
Step 5	Identify behaviour change techniques
Step 6	Flesh out the intervention







## COM-B: STEP 1

- Define the problem in behavioural terms
  - What behaviour?
  - Where does the behaviour occur?
  - Who is involved in performing the behaviour?



## COM-B: STEP 2

- Generate a long list of candidate target behaviours that could bring about the desired outcome?
- What is the desired outcome?
  - To reduce collision involvement.... Or
  - To reduce the *severity* of a collision if/when it occurs?





## COM-B: STEP 3

- Prioritise the behaviours
  - How much impact changing the behaviour will have on the desired outcome?
  - How likely it is that the behaviour can be changed?
  - How likely it is that the behaviour will have a positive/negative impact on other behaviours
  - How easy will it be to measure the behaviour?

Potential target behaviours	Impact of behaviour change*	Likelihood of changing behaviour*	Spillover score*	Measurement score*



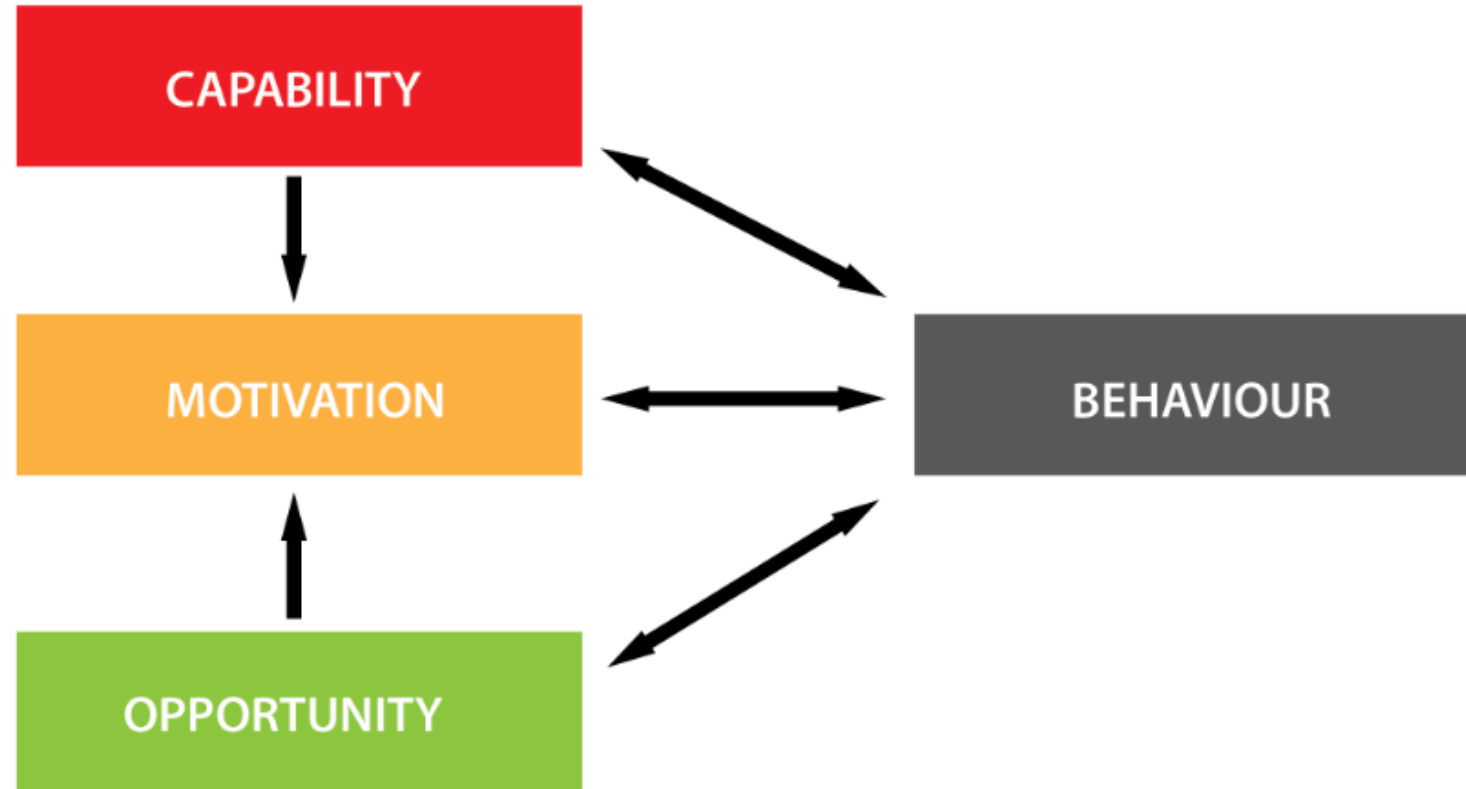
# COM-B: STEP 4

Target Behaviour	
<i>Who</i> needs to perform the behaviour?	
<i>What</i> do they need to do differently to achieve the desired change?	
<i>When</i> do they need to do it?	
<i>Where</i> do they need to do it?	
<i>How often</i> do they need to do it?	
With <i>whom</i> do they need to do it?	



COM-B  
Intervention Functions  
Policy Categories  
BCTs

- Target audience identified
- Target behaviours identified
- What kinds of interventions might work?
- How might they be delivered?
- Which BCTs to use?





# INTERVENTION FUNCTIONS

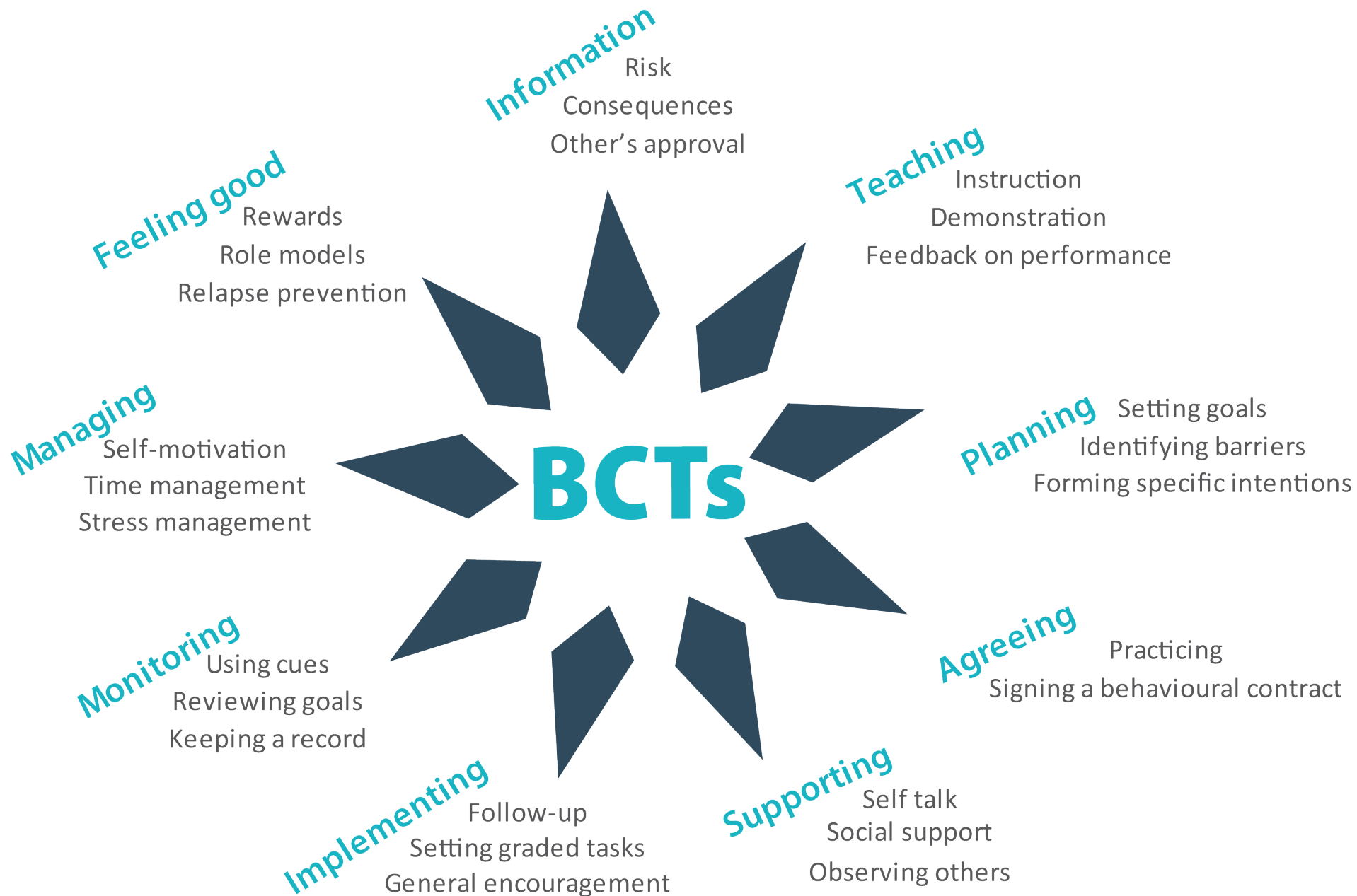
COM-B components	Intervention Functions								
	Education	Persuasion	Incentivisation	Coercion	Training	Restriction	Environmental Restructuring	Modelling	Enablement
Physical capability									
Psychological capability									
Physical opportunity									
Social opportunity									
Automatic motivation									
Reflective motivation									











# POLICY CATEGORIES

Policy Categories	Intervention Functions								
	Education	Persuasion	Incentivisation	Coercion	Training	Restriction	Environmental Restructuring	Modelling	Enablement
Communications & Marketing									
Guidelines									
Regulation									
Legislation									
Service Provision									
Environmental/Social Planning									
Fiscal Measures									





	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).

A composite image for 'New / Untrained users' featuring a dark grey rectangle with white text on the left and a photograph of a hand on a computer mouse on the right.

New / Untrained  
users

A composite image for 'Trained users' featuring a photograph of a hand on a laptop trackpad on the left and a teal rectangle with white text on the right.

Trained users

## Welcome

**The BCT-Taxonomy training website is not compatible with Internet Explorer/Edge browsers - so please use either Firefox or Google Chrome to access the training. If you continue to experience technical issues with the website, please email [contact@bct-taxonomy.com](mailto:contact@bct-taxonomy.com)**

The Behaviour Change Technique Taxonomy – a resource for intervention designers, researchers, practitioners, systematic reviews and all those wishing to communicate the content of behaviour change interventions.

[Login](#)[New User?](#)[forgot?](#)

“

*The sessions were great – it was good to talk through the answers and fully understand why sometimes you were wrong*

”

*Tutorial trainee, Manchester UK*

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FLESH OUT THE  
INTERVENTION

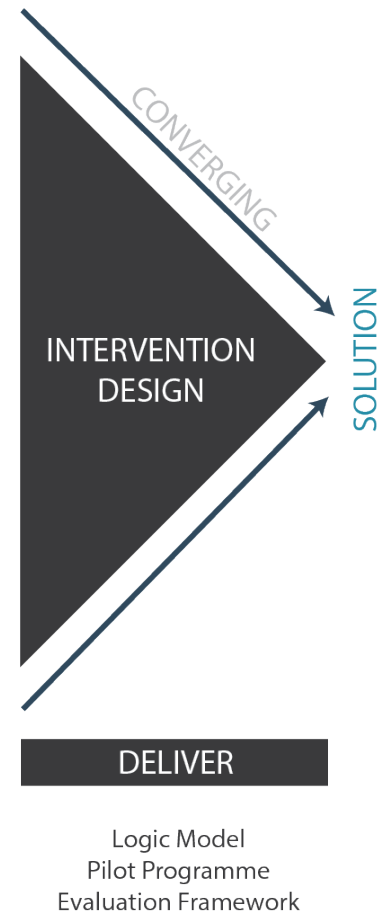




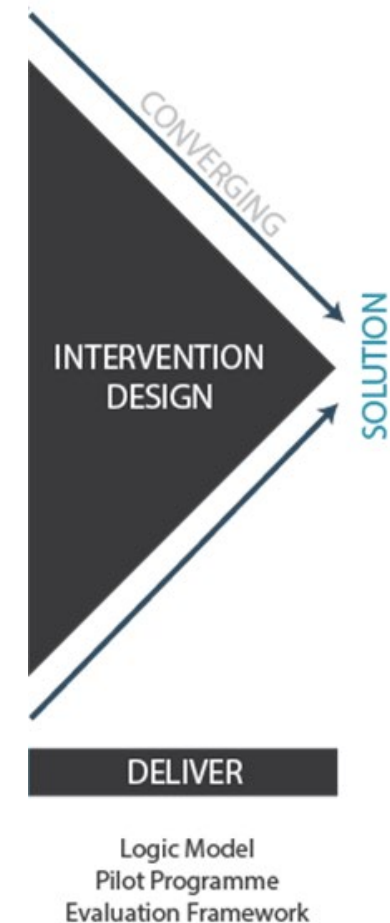


# INTERVENTION DESIGN

DELIVER



- What is our aim? (*related* to our desired outcome)
- What our objectives? (*related* to our target behaviours)
- What might a pilot intervention look like? (intervention functions, BCTs)
- How are we going to measure success?

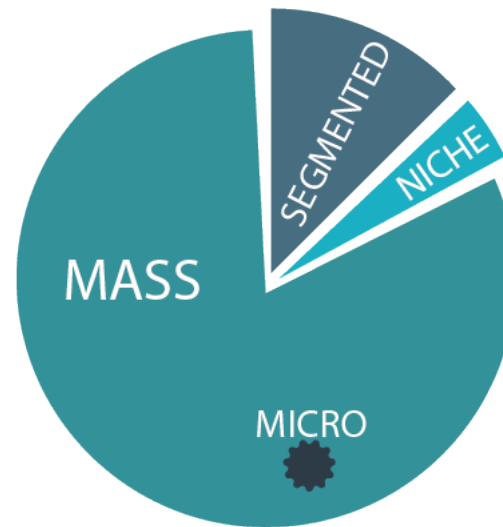


# USING CUSTOMER INSIGHT

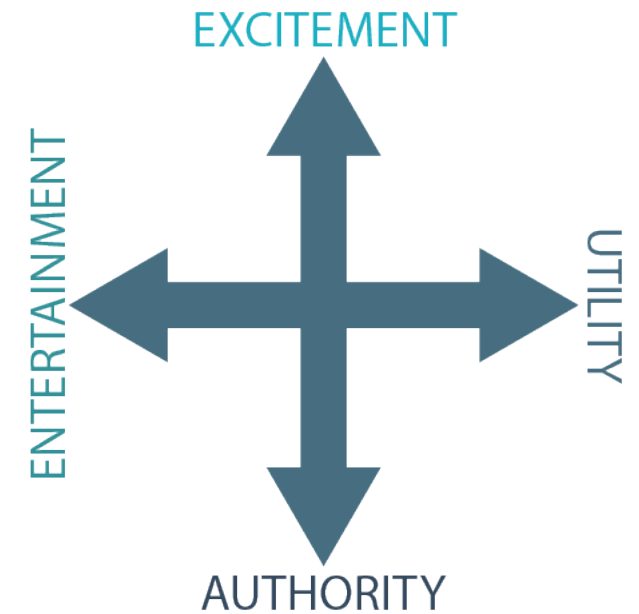
## SEGMENTATION



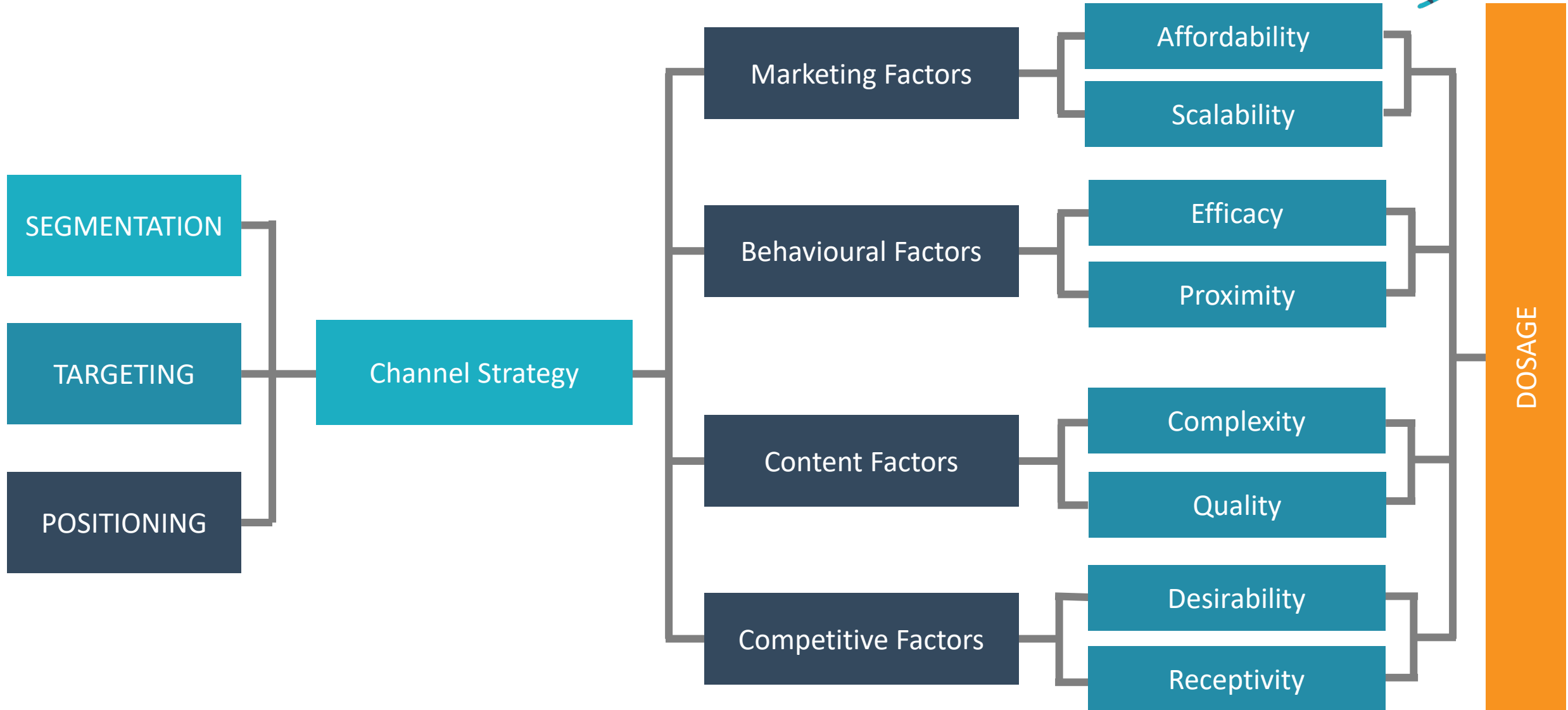
## TARGETING



## POSITIONING



# DESIGN INFLUENCES



# CATEGORIES & CHANNELS



Direct Marketing	Interruption	Education	Advertising	Content	Partnership	Digital
Door-to-Door	Events	Workshops	TV	PR	Public affairs	Email
Telemarketing	Stalls	Training	Radio	Research	Sponsorship	Internet
Surveys	Pop-up Stores	Coaching	Billboard	Video	Influencer	Social networks
Direct Mail		eLearning	Poster	Editorial		Social video
			Digital Outdoor	Community news		Mobile app
			Screen			SEO / Pay per Click
			Newspaper			Influencer
			Leaflet			
			SMS			
			Promotional materials			



# TRIALS / PILOTS



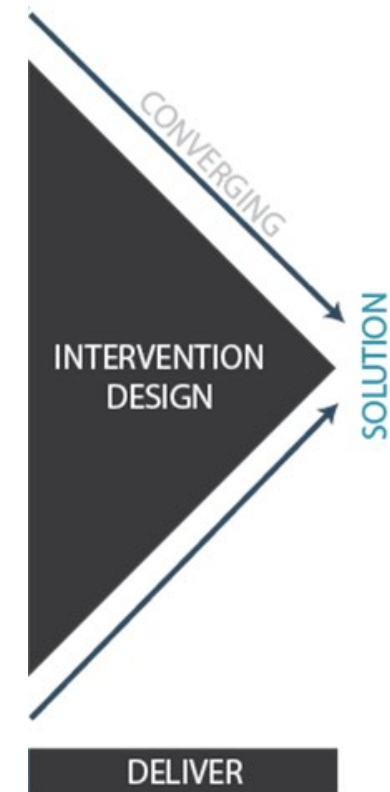
- Small scale pilots and trials are important to:
  - Establish proof of concept
  - Demonstrate feasibility
  - Demonstrate potential
- Encourages innovation – opportunity to try new approaches, through experiments
- Examining:
  - Affordability
  - Practicability
  - Effectiveness & cost-effectiveness
  - Acceptability
  - Side-effects/safety
  - Equity



# EVALUATION



- What is our aim? (*related* to our desired outcome)
- What our objectives? (*related* to our target behaviours)
- What methodologies should we use?
- How are we going to measure success?



Logic Model  
Pilot Programme  
Evaluation Framework





SCALING FOR DELIVERY

# FUTURE WEBINARS

ROAD RANGERS – FOUNDATION STAGE - WEDNESDAY 17<sup>TH</sup> JUNE

PRACTICE OF INTERVENTION DESIGN – TUESDAY 23<sup>RD</sup> JUNE

EVALUATING BEHAVIOURAL INTERVENTIONS – TUESDAY 30<sup>TH</sup> JUNE



# AGEING & SAFE MOBILITY

## 21<sup>ST</sup> CENTURY STREETS



- **Safe roads and road use for an ageing population**
  - 18<sup>th</sup> June 2020 at 2pm
- **Safer vehicles and post crash care**
  - 25<sup>th</sup> June 2020 at 2pm
- **Technology and self-regulation for older drivers**
  - 2<sup>nd</sup> July 2020 at 2pm

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





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